

Published based on [Successful Article Marketing - 6 Established Ideas To Advance Your Article Writing](#)

Successful Article Marketing - 6 Established Ideas To Advance Your Article Writing

Would you like a handful of tips that will actually make your article marketing more successful? It all starts with writing the best articles you possibly can and getting them online where people can read them.

If you do this you will [make money at home](#) using the power of article marketing.

1. Topic. Capture the attention of your potential clients by writing about topics that they will find truly interesting in their lives.

It would be great if you can discuss their pressing issues and burning questions. It's also a good idea if you can touch on topics that revolve around your products and services and chosen niche.

2. Think SEO. Before you start writing your articles, do a keyword research first so you can identify the most popular search terms that you need to include in your copies.

You will need to do this so you can make sure that your articles will become highly searchable online. Remember, your keywords must blend nicely with your content.

3. Bank on your titles. Increase the chances of your articles being opened and read by making use of titles that are truly attention-grabbing.

Aside from making them benefit-driven, you also have to make sure that they are well-written and content-rich. They must also tell your readers right away the gist or summary of your content.

4. Deliver quality content. Make your readers feel that you truly appreciate their time reading your articles by giving them useful and valuable content.

Provide all the information they need; from answers to their burning questions to solutions to their pressing issues. Make these people happy through your content and you can be assured that they will click on your resource box.

5. Keep your articles short. Online users are busy people. Yes, they are always in a hurry and they will greatly appreciate it if you can offer the information they need ASAP.

Keep your articles short and concise. Also, it would help if you can make your content highly scannable so you can help your readers skip the information that are of little interest to them.

6. Build rapport with your readers. You would want these people to feel that certain connection with you so they will like you and eventually trust you.

Make them feel that they are directly talking to you by using conversation tone all throughout your content. Be friendly, warm, upbeat, and genuinely concern to easily win the hearts of your readers.

7. Submit to article directories and blog social directories. Use a submissions service such as Submit Your Article to reach numerous article directories with one click. Use Free Traffic System to reach multiple blog with one click.

You will advance your [article marketing](#) following these tips. You will advance you article marketing with backlinks the more you submit them online.

Jeff Schuman owns a [small business information](#) blog that helps small business owners market online.

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