

Published based on [How Article Marketing Helps SEO](#)

# How Article Marketing Helps SEO

There are a lot of affiliates who try to do search engine optimization in the old way or just choose some black hat methods that will bring in short term results, however they cannot be compared to link building campaign and article marketing. search engines are always ahead of people utilizing different black hat methods and it is better to stay away from anything risky or sounding too good to be true.

There are some internet marketers who say that article directories could be spammed to death with low quality articles that do not make any sense as long as the back links are generated it is actually classed as reliable search engine optimization. But, there are several purposes of article marketing.

One of these purposes is to get your website ranking higher in search engines by building up one way link pointing back to your website.

The other purpose is offsite search engine optimization, where you are trying to prove search engines that your website is authority website and is closely related to the keywords you tag your articles with. And thus, article marketing is going to contribute towards your search engine rankings and page rank.

Even if the long term target of article marketing is to build a fan base of people who are interested in the topic you are writing about. These people have to be captured and lead back to your website on a constant basis to generate profit with your search engine optimization and article marketing efforts.

All of these reasons are alone enough to convince you about article marketing being important search engine optimization tool, however you could just succeed if you are using all the aspects of article marketing in the most effective way. You have to learn how to write killer articles as well as how to make people click on your links. However, as well you need to learn your keyword research to succeed with search engine optimization.

The majority of affiliates and internet marketers complain that article marketing takes a lot of their time, efforts and getting articles accepted is becoming more and more difficult. However, it is necessary for successful search engine optimization campaign no matter you like it or not.

While writing your articles, you do not have to leave keyword research out. If there is a keyword you are targeting, it is necessary for you to check every aspect of it, from the search engine optimization perspective. If there are videos or articles on the first page for your keyword, you have a chance to get in, however if it is full of page rank 10 authority websites, it is better to look for another keyword before you waste your time and efforts on article marketing.

When you create the [free traffic](#) plan for the promotion of your products or services online, you must seriously think over the issue about how you will be receiving traffic to your site or blog. And [Internet marketing](#) site will help you a lot in getting more traffic for your Internet marketing.

If you do this, it can save you huge money on buying ads online. Smart [link building](#) will help you to get great results with your online business.

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