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Online Internet Marketing Strategies - Article Marketing Tips

To be successful on the internet you need to implement [online internet marketing strategies](#) that works. I have been online for over five years and have learned a lot through testing different [internet marketing strategies](#). Though there are many products and services that will cover this, you can only see what is best for your business by taking action and implementing these strategies. It's always about Time vs Money! As we all know there is only 24 hours in a day so you must spend time on strategies that produces the best results. The key question is how do you know what strategies works best for you? The answer is you MUST track! Very simple but often overlooked by a lot of people new to internet marketing. If you don't track your online activity then you will not know what online marketing strategies are effective and where to get the best return on your advertising budget. Here is a strategy that I use on a daily basis along with some tips.

Article Marketing:

This strategy to date when done correctly have enabled me to get front page Google rankings and receive excellent targeted traffic that continues to put money in my pocket. The key to article marketing is "keyword" research. Before creating or even outsourcing my articles, I look for keywords with good search volume but low competition. Keyword phrases with low competition will give you faster results in regards to getting traffic from Google, yahoo, Bing etc. When you have identified your keywords you will also need to create [free one way backlinks](#). A backlink is a link from one website to yours using an anchor text. Here's an example of a backlink using an anchor text.

`< a href="http://mentorlee.com">online internet marketing strategies`

In the example above "online internet marketing strategies " is the keyword that I am targeting and it is linking to my website "http://mentorlee.com". So when I submit my articles to article directories I would place my anchor text in my author resource box that will tell the search engines what keyword to rank my site for.

The more one-way links that you have coming from other relevant sites the better. So when deploying your article marketing strategy be sure to make your author resource box look natural. This will make the reader of your article want to click the link and visit your website. You also want to create and submit original content articles to the article directories. The search engines do not like duplicate content. That will hurt your search engine rankings for the keyword that you want to target. You can also use [article spinners](#) to create multiple versions of one article to minimize duplicate content while maximizing your ability to get free traffic from the search engines.

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