

# Promoting Your Website with Articles

## Tips from Women who are Making it Happen!

Promoting with Articles Can Help You –

- Get More Traffic
- Make More Sales
- Get Free Long-term Advertising
- Become Recognized as an Expert

Brought to you by



**Nicole Dean,**  
[www.LadyPens.com](http://www.LadyPens.com)  
[www.ShowMomTheMoney.com](http://www.ShowMomTheMoney.com)



**. Kelly McCausey,**  
[www.WAHMTalkRadio.com](http://www.WAHMTalkRadio.com)

Learn more about Article Marketing with Nicole & Kelly at

More Traffic, More Clients, More Subscribers, More Buzz...

**EasyArticleMarketing.com**

Thank you to the great women at [MomMasterminds](http://MomMasterminds) for their contributions

*From Nicole Dean & Kelly McCausey of*  
[EasyArticleMarketing.com](http://EasyArticleMarketing.com)

### **What kinds of business can benefit from article marketing?**

Online store, Information website, Direct Sales website, a Blog, or a Service like Website Design or Coaching. ANY online business can benefit by writing and submitting articles.

### **How does it work?**

Online Newsletter and Website owners are always looking for good content. So, one way site owners find content is by using articles from sites like [LadyPens.com](http://LadyPens.com).

These Article directories contain articles that are available for reprint. Blogs, ezines, and websites can take these articles and publish them -- as long as the author's resource box is published with the article.

If you go to LadyPens.com, you'll see hundreds of examples of articles written by WAHMs, and all of them include the author's information at the end of the article.

Now, quickly imagine how much potential traffic you could get if your article was picked up by a newsletter that was sent out to 10,000 people.

How much would you pay to get that kind of exposure? Just one ad in a popular newsletter can cost \$50 - \$100. Many articles are published on a popular websites. Why not yours?

### **Search Engine Ranking**

One of the most critical parts to ranking high on the search engines is having a lot of sites linking to your website.

So, how do you get people to link to you?

1. You can pay for the link. It costs anywhere from \$10 a year to \$100 for a WEEK to advertise on a website, depending on the traffic that that site receives.
2. You can email hundreds of websites, asking for link exchanges. This is very time consuming, and difficult to manage.
3. You can run around finding places that allow free advertising and try to get links there. How exhausting!

OR, you can write and submit free articles. Websites are THANKFUL to put your link on their site. And, you didn't even have to beg or pay the big bucks.

### **Writing the Articles**

Many people panic when it comes time to sitting down and writing the articles. Are you apprehensive about this part, too?

It's ok. Writing really doesn't need to be difficult. Why do you think we called our course "Easy" Article Marketing? ;)

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We're not going to be able to cover every trick of the trade here. We cover this much more in depth in the actual course. But we can give you some tips to get started writing articles.

Make your articles Brief, Informative, and User-friendly. That's it.

Remember, we are not striving to win a Pulitzer Prize, but to share information with people on a topic of interest in an easy to read manner.

If you're stuck on ideas, oftentimes it helps to start a list of "Top 5 ..." or "How to ..."

If you're still not convinced, then you may want to consider hiring some help. Places like guru.com and elance.com have writers who will bid on writing projects for you.

## **Who the heck wants your articles anyway?**

The true question is who DOESN'T?!

You can submit to the big places like <http://www.ezinearticles.com> & [www.isnare.com](http://www.isnare.com)

But, there are also thousands of article directories out there that want your content. For a small list of directories and groups, [click here](#)

As you can imagine, the process of submitting just one article to thousands of websites can be quite exhausting and take up a lot of time. Luckily there are options.

You can hire a Virtual Assistant. This saves you time that you could be using to focus on tasks that directly make you money.

You can purchase this great article submission software program that automates submitting articles, saving you lots of time. [www.easyarticlemarketing.com/aa](http://www.easyarticlemarketing.com/aa)

Or pay for a submission service through a website like [www.isnare.com](http://www.isnare.com)

No matter how you get your articles submitted, you'll be moving forward towards building your online income.

## **Where can you learn more?**

You can do it! But, like we said, this is the tip of the iceberg. If you're ready to take your article marketing seriously, then definitely begin with [www.EasyArticleMarketing.com](http://www.EasyArticleMarketing.com)

**It's Easy to Promote with Articles with [www.easyarticlemarketing.com](http://www.easyarticlemarketing.com) !**



**Nell Taliercio**

**[www.TelecommutingMoms.com](http://www.TelecommutingMoms.com)**

**What is one tip that you've learned about writing articles?**

Just have fun with it. Include your personality in the articles.

**What is a mistake you see when going through other people's articles?**

Any article that is boring OR is super long always turns me off and I won't read it.

**What would you tell a person interested in using articles to market their business?**

Just do it! I think we often think too much about writing articles and before we know it it's been months and we still don't have any written.

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**Carrie Lauth**

[www.carrielauth.com](http://www.carrielauth.com)

**How have writing and submitting articles helped your business?**

I can think of several ways I've benefited. For one, I get traffic to my sites from articles. I believe they also help my search engine ranking from the incoming links. The reason I say that is because the articles that are the most popular seem to boost the ranking of the page they link to.

Also, the articles seem to increase my "expert" status. I have had people email me for recommendations after reading one of my articles.

**What is one tip you've learned about submitting your articles?**

I was told about isnare.com by Nicole Dean ;) It's been a real asset to me to be able to submit articles cheaply to so many places.

**What would you tell a person interested in using articles to market their business?**

Just do it ;) And your articles don't have to be perfect. Just do research so they're accurate, but let your personality show.

**How can writing articles help someone in Direct Sales?**

The same way it helps any marketer: build a reputation, get subscribers, traffic, and incoming links.

It's Easy to Promote with Articles with [www.easyarticlemarketing.com](http://www.easyarticlemarketing.com) !



**Nanette Gomez**

[www.BabyTalk-Learn2Sign.com](http://www.BabyTalk-Learn2Sign.com)

**How have writing and submitting articles helped your business?**

Writing articles and submitting them have helped spread the word about my new site.

The other day for no apparent reason I typed in my baby sign language site address into MSN search and it came up with a lot of pages. I didn't realize so many people were using my articles. It was great to see, not only does that bring people to my site but it also tells me that what I have to say about teaching your baby sign language is important and others want to know more about it.

**What is a mistake you see when going through other people's articles?**

Sometimes articles aren't proofread enough and there are still typos. This is a big turn off for me and makes the writing look unprofessional.

**What would you tell a person interested in using articles to market their business?**

Do it! It's a great way to get important information out to other sites and get visitors to your site. It's a lot easier than you might think. Once those juices start flowing, so will the articles.

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**Susanne Myers**

[www.kinderinfo.com](http://www.kinderinfo.com)

**How can writing articles help someone in Direct Sales?**

Find new customers, find new team members, motivate existing team members, and remind existing customers that you are out there.

**What is a mistake you see when going through other people's articles?**

No spell check.

**What would you tell a person interested in using articles to market their business?**

Go for it. Find a topic you enjoy talking about and just start writing.

It's Easy to Promote with Articles with [www.easyarticlemarketing.com](http://www.easyarticlemarketing.com) !



**Marie Ynami**

**[www.MommyCommunity.com](http://www.MommyCommunity.com)**

**How have writing and submitting articles helped your business**

Writing articles brings additional traffic to my site without any extra effort coming from me.

**How can writing articles help someone in Direct Sales?**

Writing can help position women in Direct Sales as experts in their field. It shows that they know their product - the benefits and the uses of their products. It shows that they are not just after the sale but to educate their clients/customers as well.

**What would you tell a person interested in using articles to market their business?**

I would suggest that they should not worry too much about it being perfect, I mean, of course you need to check your grammar but write it as if you were just talking to someone - it makes it more personal. Also, I personally try to use simple words so it is easier to understand.

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**Heather Eagar**

<http://www.resumelines.com>

**How have writing and submitting articles helped your business?**

It really gets your name out there so people recognize it. If you write really great articles, or have them written, then those articles will be picked up many sites. Your link popularity will explode!

**What is one tip that you've learned about writing articles?**

Try to pick a topic you enjoy and/or know a lot about because the words will just flow out of you! Also, be sure to utilize keywords in all of the articles that you do.

**What is a mistake you see when going through other people's articles?**

They do not use anchor text for their link in order to capitalize on SEO opportunities.

**What would you tell a person interested in using articles to market their business?**

Be sure your articles are of high quality because people will begin to look to you as an expert.

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**Lynette Chandler**

**[www.TechBasedMarketing.com](http://www.TechBasedMarketing.com)**

**How have writing and submitting articles helped your business?**

Articles have helped provide me with good consistent traffic and establish myself as the go-to gal for my niche

**What is one tip that you've learned about writing articles?**

Sometimes, a topic that doesn't seem to be that hot can be the one thing people are looking for - As the expert in your niche sometimes you have to go with your gut on what topics hit the nerve the most.

**What is one tip you've learned about submitting your articles?**

Don't do it yourself :-)) and use a good but simple Excel tracking sheet to track your submissions

**What is a mistake you see when going through other people's articles?**

No URL

**What would you tell a person interested in using articles to market their business?**

It's one of the best free traffic methods ever. Don't discount it because everyone is doing it or because it sound 'simple'

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[www.RatRaceRemedies.com](http://www.RatRaceRemedies.com)

**How have writing and submitting articles helped your business?**

Submitting articles is one of my main marketing tools. Through submissions, I've been invited to become a guest columnist on several sites. One site provides my articles in both English and Spanish, resulting in great outreach and exposure.

Getting your articles out there can also result in them being picked up by print magazines. I was honored to have a Focus on the Family magazine (Early Stages) run one of my articles on children and integrity. It was a magazine I hadn't thought to submit my articles to. So editors themselves can help you find your readers, too, once you've done your job of getting your articles out there.

I even had one radio DJ request permission to read one of my Christmas articles on air. What a nice surprise!

Providing great articles for editors to use will help bring in needed traffic to your site (and it costs you very little.)

**What is one tip that you've learned about writing articles?**

One of the greatest lessons I've learned about writing articles is to always be myself. Learn to state what you want to say -- while keeping the \*you\* in your writing. You are totally and absolutely unique! Just think what would happen if we all wrote the same style with the same tone of voice. It wouldn't be long before readers would lose interest in reading any articles at all.

**What would you tell a person interested in using articles to market their business?**

Writing and distributing your articles is one of the least expensive ways to get your name out there. Your articles can show your expertise and bring potential customers to your website. Articles can even bring potential joint ventures your way if the reader is interested in the same or similar niche.

**What is a mistake you see when going through other people's articles?**

Misuse of words (there, their, they're). Paragraphs that are way too long (it makes them harder to read, taking away any enjoyment.) Sometimes putting too much information into an article will make it hard to digest and slows down the reading pleasure. It's much nicer to turn a long/detailed article into two separate articles.

It's Easy to Promote with Articles with [www.easyarticlemarketing.com](http://www.easyarticlemarketing.com) !

## Ready to learn more?

Come to [www.EasyArticleMarketing.com](http://www.EasyArticleMarketing.com)

Kelly and Nicole have put together an entire course on Article Marketing that anyone can understand.

The course starts with a Teleseminar where they spill their secrets – and it includes all these great resources and tools..

→ **Printable workbook full of info from the teleseminar - with our added notes.**

You'll use it to follow along and track your progress.

→ **Article Critiques**

You get to watch as we critique three articles and make suggestions that will make the article better according to its end purpose.

→ **A Special Audio from Kelly "Article Writing for the Non-Writer".**

Even if you think you have nothing to write about, you can produce useful and interesting articles. She'll show you how.

→ **Recycle Your Content**

You've worked hard to create your content. It's time for that content to work for you. Nicole has penned a special report on 'Recycling Content' for different uses. Get more bang from every word written.

→ **'What the Heck Do You Know Anyways?'**

Sometimes we sit down to write on a topic and this little niggling thought comes along. "What the heck do you know about this topic? What are you? Some kinda expert?" LOL! And if you don't think it for yourself, someone else is sure to come along and say it for you! This great 20 minute audio is like a pep rally just for you. It reminds you that you do know what you're talking about and frankly, it just doesn't matter what anyone else thinks anyways!

→ **"Confidence Coaching Session"**

Nicole called on her personal life coach, Marie Roker of [www.smartbeecoaching.com](http://www.smartbeecoaching.com), to discuss her own confidence issues (yes, even we can doubt ourselves sometimes!) and she's giving you permission to listen in on the entire 40 minutes!

→ **Grammar Resource:**

Just in case you lack confidence in your grammar skills, Nicole has put together a terrific desk reference for you to use to make sure that what you have to say - will be said right!

Sign up now at [www.EasyArticleMarketing.com](http://www.EasyArticleMarketing.com)

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