

Article Marketing

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There are few things more crucial to your website than good, quality content. Well-written, informative articles are food for the search engine spiders, a valuable commodity to your customers and an avenue toward being established as an industry expert. At [REDACTED], we can help write pertinent and valuable articles for your website, for distribution and for marketing purposes.

Advantages of Article Marketing

Articles perform several functions as a marketing tool. First, your website should contain a vast amount of information, properly ordered, to educate, inform and entertain your customers. Articles can be posted regularly on your website, creating reasons for your guests to return.

Next, search engines spiders are constantly looking for web pages that are filled with content—good, rich, keyword laden copy. Once the spiders identify your website as being full of content rich articles, your page ranking will start to climb. As other people start to notice the valuable information, they will start linking to your site, which increases your page ranking yet again. You've already satisfied your customer's need for valuable information; now you are appeasing the hungry search engine spiders.

Whether you sell a product or a service, your web site can educate potential customer. Since your customers want to make a wise purchasing decision, they will appreciate your guidance and participation in helping them make a sound choice.

But these valuable articles do not need to just stay on your website. You can post any of these articles at submission sites, industry posting boards or portal and all over the web. By including a link back to your website, you will have created a marketing outreach program that will perform for years to come.

Article Writing Outsourcing

Creating content for your website is vastly different than writing a brochure or a press release. You are the expert in your field but we know the tricks of our trade, including the ever changing world of searching engine optimization (SEO).

We know how to format text so it is easily read by both the search engines AND your potential customers. We walk the fine line between art and science, creating articles for your company that educate and inform, yet remain chocked full of keyword phrases for the search engines.

We also understand web writing and all its idiosyncrasies because it is what we do—day in and day out. Sentences must be short and punchy. Headlines, subheads and bulleted lists are required in order to break up clunky text. Keyword phrases must be extensively researched and seamlessly woven into the body text. The challenges of writing for the web are far greater than writing for traditional print media.

Let [REDACTED] help your company meet your marketing goals by creating valuable articles for your website and for distribution. You will start to see an increase in your

page ranking and see repeat visits to your website. Allow us to partner with you to create an article library that will establish you as an industry expert and drive your website to the top.