



“Using Article Marketing To Market And Grow Your Business”

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The Internet is increasingly the method of choice for consumers to research products, and this is why it is important to have some type of connection to this form of marketing. Traditionally, if you are a writer about a subject, you are viewed as an expert because in order to write about the subject, you must know something.

If you can write an article on boat propellers, then you will have some credibility on the subject, and if you make a suggestion or recommendation about certain boat propellers—the ones you sell—you can increase your revenue dollars.

Simply put: Write articles about the products you sell, and in each article, have a link to your website. A basic equation is at work with article marketing, and it can be verbalized as this: the more articles (with backlinks and/or hyperlinks that point to your website) you write, the greater your sales revenues.

Specific Internet sites focus entirely on publishing articles for this very reason. Traditionally, getting an article published in a glossy magazine is very difficult and a large amount of vetting takes place before you get published. That is not true on the Internet, and almost anyone can publish an article on any subject using one of these article websites. Some people have taken this to the extreme and published thousands of articles on hundreds of subjects.

Some Internet marketing gurus have made thousands of dollars (or millions) with article marketing techniques, and if you read their how to material, you will find that they are able to generate 10 or 20 articles per day, all with backlinks to their money sites. Some of them have taken



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it one step further and hired writers in 3rd world countries to generate articles for them. This increases their output.

Companies exist in cyberspace that sell software to generate articles. You input 1 article and the software mixes all the words around so you get 5 or ten articles from the original article, all saying about the same thing (as you can imagine). Why use such software? Because the search engines know about this type of thing and if they find a bunch of these “gibberish” articles on the Internet with backlinks pointing to your site, they will LOWER you in the search rankings. This is the opposite of what you are trying to accomplish with search engine optimization, so you don’t want to do this sort of thing.

In any case, at a minimum, you should author a few good articles (or hire a good ghostwriter to do so) on the subject area of your business products, and get them published on these article sites.