



Quick & Easy Traffic Generation Strategies

Introduction

The lifeblood of any online business is in being able to generate highly targeted, consistent traffic to your websites, landing pages and squeeze pages.

Without traffic, you will struggle to build a customer base, generate revenue or even build an online brand of your own.

You've probably tried to generate traffic with a number of different strategies online, and perhaps you found it all too confusing or time consuming.

This ebook was written so that you are able to follow a step by step action plan, that will help you instantly flood your website with an unlimited amount of highly targeted traffic quickly and easily, regardless of your niche or industry.

There are literally hundreds of different ways of driving in targeted traffic to your website, but this is different. I don't waste time covering outdated, costly or confusing strategies and instead, focus on the frontier method of all the FREE traffic generation strategies out there – article marketing.

So, without further delay, let's get started!

Quick & Easy Keyword Research

The key to most of these traffic methods is proper keyword research. If you don't take the time to research your keywords carefully, you aren't going to have a very good chance to get a level of traffic that will help your site make good money.

Fortunately, keyword research is a relatively simple process. If you know what you're doing, you can research plenty of good keywords for your niche in just a few minutes.

When it comes to keywords, there are head keywords and what are referred to as "long tail keyword phrases".

Head keyword terms are typically shorter phrases such as "weight loss", while tail keywords consist of multiple keywords that describe a market or niche, such as "weight loss strategies for seniors".

For the most part, head keywords are always targeted by a greater number of competition as they are a short-form description of a market, and long tail keyword phrases will generate less traffic, but are much easier to dominate within the search engines.

Savvy marketers focus on long tail keywords and gauge their exposure by a COLLECTIVE count of all traffic generated from multiple long-tail keyword based campaigns.

You will find it much easier to position yourself in the top search engine results if you primarily focus on injecting long tail keywords into your traffic generation strategies.

Consider the fact that it could take you months (and serious cash) to rank for the term “weight loss”, however if you set up a dozen different campaigns targeting relevant, long tail keywords including “weight loss after pregnancy”, “how to lose weight quickly”, or “safe and easy methods of losing weight”, you would generate steady traffic from all campaigns (although lower than a single main keyword), collectively giving you **MORE** exposure than a competitive keyword that you are consistently struggling to rank for much less maintain your position.

You can quickly conduct keyword research for your niche market just by using free online services, including

<http://www.KeyCompete.com>

<http://www.WordTracker.com>

<http://www.Compete.com>

[Google's Keyword Utility](#)

For the most part, I use the Google keyword tool, simply because it's very fast and easy to use and is absolutely free. The information is also pulled directly from Google's database providing you with a more accurate overview of specific keywords than many of the other keyword tools found online.

Visit Google Keyword Suggestion Tool:

<https://adwords.google.com/select/KeywordToolExternal>

In order to conduct keyword research, you have to begin by entering in what is referred to as a "seed" keyword, basically a starting point to your keyword research.

The seed keyword is a short term describing your market, niche or potential products you are considering promoting.

For example, if you were interested in promoting the product "Acne Free In 3 Days", you could enter the seed keyword as "Acne Free In 3 Days", or if evaluating the acne market altogether, begin by entering in "acne".

Next, click "Get keyword ideas".

Enter one keyword or phrase per line:

golf swing

☒ Use synonyms

Type the characters you see in the picture below. ?

ebleiqum

ebleiqum

Letters are not case-sensitive

[Filter my results](#)

Get keyword ideas

On the next page, you will see the results of your search.

NOTE: Your results won't be sorted by traffic, so you need to click "Global Monthly Search Volume" at the top of the results. This will sort the results by traffic volume from highest to lowest.

Local Search Volume: August ?	Global Monthly Search Volume ?	Broad ▼
18,100	18,100	Add <<
4,400	2,900	Add <<

The first column provides you with alternative keyword phrases that you could use within your content as well as with search engine optimization or promoting your product within PPC marketplaces.

The second column indicates the level of competition, and in our example above, nearly all of the featured keyword phrases are being heavily targeted by competitors.

The third column indicates the estimated number of searches for each particular keyword, based on monthly volume.

You want to look for keyword phrases that receive at least 300 searches per month according to the tool. Each phrase could receive a lot more or a lot less than the tool shows, so keep that in mind.

You also need to check to be sure the phrases you're targeting don't have so much competition that they would be extremely difficult to rank for.

You then want to turn to Google's main search engine at <http://www.Google.com> to complete your keyword research.

You begin by entering in each keyword phrase, directly into the search engine, wrapping your entire phrase in quotes, like this:

"golf swing techniques"

The reason it's so important to contain your search query in quotes is due to keyword proximity, relevancy and to make sure you are given an accurate idea as to the overall competition of the keyword.

Google and other search engines give more weight to sites with an exact phrase quote than when the words aren't in such close proximity, so by wrapping your text in quotations (example "dog training tips"), only pages that feature your entire keyword phrase will appear within the search results window.

What I want to find out is this:

How many people are using this **exact** phrase on their sites?

So I simply go to Google and enter the phrase in quotes, like this:

"golf swing tips"

Then I see how many results I find:

Results 1 - 10 of about 169,000 for "golf swing tips". (0.26 seconds)

Ideally, I want this number to be as low as possible, preferably under 150,000. The phrase “golf swing tips” currently has about 169,000 results in Google, so it’s fairly competitive.

But since the phrase shows a very respectable 22,000 monthly searches in the Google keyword tool, I would probably attempt this keyword anyway.

What you really want to look for is a good balance.

The ideal numbers are 300 or more monthly searches and 150,000 or fewer competing pages, but you have to look at the ratio, too.

A phrase with 300 monthly searches and 75,000 competing pages isn’t as nice as a phrase with 25,000 monthly searches and 150,000 competing pages. The ratio is important.

Of course, the ratio isn’t going to matter much if the phrase has so much competition that it would be practically impossible to rank for it.

If you find a phrase with 1,500,000 searches per month and 3,000,000 competing pages, it would have a great ratio. Unfortunately, ranking number one for a phrase with three million competing pages would prove extremely difficult.

I'm not saying it couldn't be done, just that it would be too difficult to bother taking the time to do unless you had already used all of the other viable keyword phrases in your niche.

The bottom line is that you need to make the most efficient use of your time.

Always go after the keywords that have little competition and a good balance between traffic and competition first, then you can go after the more competitive phrases later.

Article Marketing Traffic Machine

There are a few important ingredients to creating high performance Article Marketing campaigns that maximize the overall effectiveness of your marketing efforts, while ensuring that you receive the most exposure possible from each article that you submit into the online directories.

First, writing an article on just any topic isn't going to yield the results you're looking for, if you haven't first conducted keyword research to identify what your target audience is actively looking for, and the exact keywords and phrases they are using to be able to locate content on your topic.

This is fundamentally one of most critical elements of a successful article marketing campaign.

The closer you are able to target your prospective customer base with well written articles that incorporate primary keywords, the more traffic and exposure you will be able to generate.

Think about the possibilities if you carefully evaluated a niche market, creating keyword swipe files of highly relevant terms and phrases and incorporated them into your content.

Not only will this help you position yourself within the search engines, but your visitors and readers will be exceptionally targeted!

Each article should be between 300 and 600 words in length and provide useful information that your target audience would find appealing.

The greater the number of articles in circulation, the more exposure you will receive, however you always want to focus on producing high quality content, rather than just on the quantity that is being distributed between these networks.

Apart from directly benefiting from the exposure received by having your articles showcased within popular article directories such as www.EzineArticles.com, you will also benefit from the frequency in which search engines crawl article directories due to new content being posted each day.

This allows you to generate exceptional back links from these article directories based on the number of articles featured that contain links to your website within the Author's Resource box.

There is also yet another reason why article marketing is such a lucrative method of generating traffic to your website.

Since articles are available for re-print, where webmasters can use your content on their websites and communities, (as long as the Author's resource box is left intact), you will also be able to build additional back links from the websites that feature your content throughout their network.

Here are the top article directories that you should focus on submitting content to:

<http://www.Buzzle.com>

<http://www.GoArticles.com>

<http://www.ArticlesFactory.com>

<http://www.WebProNews.com>

<http://www.ArticleDashboard.com>

<http://www.ArticlesBase.com>

<http://www.ArticleWheel.com>

<http://www.ArticleFriendly.com>

<http://www.ArticleRich.com>

<http://www.Articles-Hub.com>

<http://www.SubmitYourNewArticle.com>

<http://www.Articlesnatch.com>

<http://www.earticlesonline.com>

The most important thing to remember is that you need to create a compelling

Author's Resource box as this is the area where you are able to include a link to your website and direct readers to explore your own personal site.

Since the space allocated is quite limited, you need to focus on using a strong call to action that prompts the reader to click your link and visit your website.

The best way to go about creating your Author's Resource box is to think of it as a short commercial, where you are given a very limited time to explain the benefits and highlight the most important features of your product or service.

In addition, if you offer a freebie or giveaway within your Resource Box, rather than a direct pitch (such as directing your reader to download a free report or ebook by visiting your squeeze page), you will instantly maximize your articles performance in terms of driving targeted traffic to your websites, as well as in building relevant mailing lists of potential buyers.

Here are a few things I successfully featured within my article resource boxes to generate traffic and build a list of responsive buyers:

- ❖ **Free Reports**
- ❖ **Free Ebooks**
- ❖ **Free Scripts**
- ❖ **Free Content (PLR, MRR)**
- ❖ **Free membership (even trial will work)**

❖ Free video tutorial

Here is an example of a well constructed resource box:

Ilene Morris specializes in teaching new marketers how to set up highly profitable marketing campaigns and heavily monetized websites using the power of FREE resources!

To gain instant access to all of her incredibly popular collection of resources absolutely free, visit her website at: <http://www.URL.com>

To begin, let's open an Ezine Articles account, in the event that you don't already have one. If you do, that's great – however there will be a few small tweaks and changes that you will need to do in order to optimize your Ezine Articles account for best performance.

While Ezine Articles (otherwise known as EA) manually approves each article, once you have been approved for your first ten, you may be given what is referred to as "Platinum Status". With Platinum status, you are able to submit an unlimited number of articles.

Let's go over to Ezine Articles and create our account .

<http://www.EzineArticles.com>

You will be asked to fill out a registration form that includes your email address, choice of password, your first and last name as well as your address.

Make sure that the information enter into the registration form is valid, as Ezine Articles can terminate your account for failing to provide updated information.

If you have any problems during the registration process, Ezine Articles provides a video tutorial guide on their site that you can review for assistance.

Once you have finished, the first thing you will want to do is fill out your authors profile and add a photo if you have one.

Ezine Articles allows you to add a couple of links to your resource box, however for best results, I would suggest focusing **only on one website per article**.

You want to avoid confusing your reader or making it difficult to know which website to visit, especially when they are seeking specific information relating to your article content.

One way of going about this is to create multiple resource boxes, featuring one

website link and brief description within each. You can then selectively choose which resource box to use with each article that you write.

Once you have finished, the first thing you will want to do is fill out your authors profile and add a photo if you have one.

Once you have set up your account, enter your email address and password into the login form to access your account details.

From within your administration panel, you will be able to submit articles and once you have a handful of approved articles, you can check for current stats including article views, ratings (that visitors have left you based on whether they felt the article was high quality or not), and even what articles are ranking higher than others.

You can access this information from within the drop down menu under “Author Tools” .

As your account begins to feature more and more articles, these statistics will become invaluable in helping you focus on creating high converting articles that generate interest and subsequently, traffic to your websites, while weeding out the ones that simply aren’t working.

There are many other features available to you from within EzineArticles admin

panel, including the ability to add an author's resource box. You can access this area by clicking on the 'Profile Manager' tab.

Ezine Articles also allows you to add additional authors to your account, in the event that you wish to write under different pen names, catering to multiple markets.

When you log into your account, you will see an account overview on the left hand side that will look something like this:

Account Statistics	
Article(s) Views:	3,732
Profile Views:	180
Articles Published:	120
URL Clicks:	102
Emailed:	1
Comments:	1
Votes:	13
Live Articles:	55

This box shows how many articles you have that were approved and are "live" (visible), as well as how many times your articles were viewed, how many times your profile was viewed, how many clicks were generated as a result of your articles and more.

The URL clicks are important. This is how many times someone clicked a link within your resource box and since the primary objective is to encourage your readers to visit your landing pages or websites, the higher the number of clicks, the better your articles are performing.

If you aren't sure how to structure your articles, or what kind of articles are performing the best, spend some time evaluating existing articles throughout the different categories on EzineArticles.

Look at other people's articles and see what they've written about. Find out what people are searching for on the Web using tools like the selector tools at [overture](#).

What you are doing is basically rewriting other successful articles. Now, you are not PLAGIARIZING. Instead, you are creating original material, but **referencing** the work of others for ideas so you can create a better article.

Your job is essentially that of an article re-writer. Every article topic imaginable has been written for you at [Ezinearticles.com](#). There are millions of articles listed here, and all contain links or resource boxes to other people's affiliate sites or information.

Take advantage of this system, exploit it and rise above your competition. It is the simplest way to get ahead in the industry.

Read an article, and then write your own article. Fill in the gaps. Find out what benefits you need to include the original author didn't mention. Don't copy, create an original work. Just make it unique, different and better than the competition's existing material.

It's that simple.

Remember, you do not have to create a best-selling article. You are not an expert writer at this point, and you may never aspire to be.

You want to do it quickly and easily.

Practice Increases Speed. The more you write, the faster you will get.

Force yourself to sit down and write and not move until you have 4-5-articles done every hour.

If you spend more than twenty minutes writing any one article, you need to improve your speed. You should be able to create 300 word articles in less than 15 minutes after a few days, and if you first create your swipe file of topic ideas, you will be able to increase your speed easily.

First, go to:

<http://www.ezinearticles.com>

Search for articles on the topic you want to write about. When you find the articles, scan them quickly. Do a quick search for keywords.

Then churn out five original articles based on the information you find. Congratulations, you are on your way to becoming a successful bum marketer. Now, how long did that take you?

With practice, it will take you ten minutes or less to write an article. It may not happen overnight, but it will happen, this much I promise.

Why I say this is because the article marketer with the most articles out there getting hits and traffic is going to win.

To win, you don't need the best articles, you need the highest **QUANTITY OF ARTICLES.**

Understand this.

YOU DO NOT need to be the most prolific writer out there to win.

YOU NEED TO WRITE THE MOST ARTICLES.

The more articles you have, the more articles people are going to read. The more articles people read, the more click-through links you will get, and the more money you will make.

That is how the system works.

When writing your articles, use simple, everyday words. That way you won't confuse your reader and you will encourage them to read your entire document. Quite simply, you want to offer quality information in as concise a way as possible.

No fluff. One or two pages of hard-hitting good information and you will enter the winner's circle before you know it.

If you are able to outsource the writing to a seasoned writer, even better!

That will free up your time to create landing pages and improve your website so that when these visitors arrive, after reading your articles, you are able to convert them into a subscriber or a customer.

Here are a few freelance marketplaces that will help you get started in finding the perfect writer for your niche markets.

<http://www.Guru.com>

<http://www.WriterLance.com>

<http://www.GetAFreelancer.com>

<http://www.Scriptlance.com>

<http://www.eLance.com>

<http://www.Constant-Content.com>

In any event, it's important to submit articles on a frequent basis, in fact, if you can get into the habit of writing one article a day, and submitting it into the leading directory, EzineArticles.com, you will begin to see traffic in no time at all.

Another thing to keep in mind is that if you outsource your content you should use the same writer or a similar writing style within the articles AND the landing pages that you direct your readers to. People tend to prefer specific styles, and you need to ensure that the place you are leading them to uses the same style and theme. You need to be consistent!

Personally, I use the services at <http://forums.digitalpoint.com> to locate pre-written article packages on my target market.

Since Digital Point offers a free marketplace where writers can post their content for sale, it's an affordable and super quick method of gaining access to pre-written articles on any topic imaginable.

In fact, it should cost you no more than \$20-30 for a package of 10 articles (which is enough to start submitting into the article directories).

In the next chapter, we will cover how to quickly identify whether a market is a profitable one or not. This will help us focus on spending time focusing only on the topics and niches that will yield the best results.

Choosing Your Target Market

There are many ways you can go about evaluating potential keywords and keyword phrases to use within your article content, and with a simple short-cut strategy, you can conduct all of your keyword research in less than 15 minutes.

Before we can begin to locate profitable keywords however, we need to focus on the topic of your articles.

- ✓ What market do you plan to cater to?
- ✓ What products are you planning to promote?

If you are unsure how to come up with a list of hot topics that have a variety of existing products that you can promote as an affiliate, or create yourself if you are able, you can use the marketplace available at www.ClickBank.com to browse existing products that are categorized by popularity.

Clickbank is **the most popular marketplace** of digital products online and has a great selection of products for you to promote. It is essential that you know how to pick products and how to promote them.

If you pick a poor converting product or promote them in the wrong way, you will be wasting a lot of your time and effort.

Visit <http://www.Clickbank.com>

Conducting market research is a critical part of becoming a successful article marketer if you intend on promoting affiliate based products.

You need to place a severe focus on four critical elements to researching any niche market:

1: Whether there are desperate buyers in the market who are eager to purchase a “solution” to an existing problem.

2: The size of the market (how many buyers are currently purchasing products or services within this niche)

3: Existing competition within the market. (You want competition, it means a viable and active market, however you need to ensure that the competition isn’t so thick that you will struggle to penetrate it)

4: Quality and Quantity of the products in the market (you want to focus on markets that are evergreen and offer an abundance of products to promote in your article marketing campaigns.)

Click on the 'Marketplace' link to load up the categories and search options.

Once inside of Clickbank's marketplace, enter in keywords or keyword phrases that describe the niche that you are interested in.

If you aren't sure what topic to begin with, you can simply browse through the most recent products that were added to the ClickBank marketplace, or search through existing categories.

You will notice that with Clickbank, each product listing features specific information regarding its current stats.

Here is what these mean:

\$/sale: The amount of money you earn for each sale.

Future \$: Average rebill revenue.

Total \$/sale: Average total \$ per sale, including all rebills.

%/sale: The percentage of the product sale price that the sale represents.

%/refd: Fraction of publisher's total sales that are referred by affiliates.

grav: The measure of how many affiliates are promoting the product.

For each affiliate paid in the last 8 weeks Clickbank adds an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added.

The Gravity indicator will tell you how well a product is selling. So a gravity score of 100 means a product is potentially selling better than one with a gravity score of 20.

Focusing on what is currently selling will make it exceptionally easy to come with ideas for your own products, as well as what topics to write about.

Note: From within the ClickBank marketplace, if you click on “Create Hoplink”, ClickBanks’ system will generate an affiliate link that is custom and assigned only to you. You will need to create a free ClickBank account prior to being able to generate an affiliate link for specific products.

Start by writing down a few topics from the marketplaces that are currently in demand. With each topic you write down, create your hoplink and copy and paste that into your text file so that you have it when it comes to creating your landing page.

Spend 30 minutes or so browsing through ALL of the categories on ClickBank. Don't just pick one or two, but try to create a list that encompasses products from all different genres and niche markets.

Finally, you should end up with something that looks like this:

Water To Gas

Hoplink: http://your_id.water4gas.hop.clickbank.net/

Satellite TV for PC

Hoplink: <http://xxxx.ipodpsp.hop.clickbank.net/>

Truth About Six Pack Abs

Hoplink: <http://xxxx.mikegeary1.hop.clickbank.net/>

You need to dominate each product you promote within the article directories.

You do this by having MORE articles than your competitors.

So to recap. Let's review what we learned.

1. **Find a product to promote that shows interest.** It is fine if you do some keyword searches before time to practice, but your first priority is finding

a product.

2. **Conduct multiple keyword searches** to find out what search terms people look for when searching for the product you plan to promote.
3. **Make sure the product is HOT NOW.** You can do this easily by visiting the Clickbank marketplace, which ranks products according to how well they sell. If you find a product you like, but it is at the bottom of the list, or has a bad sales page, do not bother moving forward.

Find a product to promote before you even think about keyword research.

Make sure the product is hot right now, which is easy to tell on Clickbank, which is why I recommend it, make sure it has a good sales page and the sales page is working fine, make sure it offers fair commissions and make sure also that the owner is contactable.

What is a decent commission? If someone is really interested in getting their product to move, they are going to offer affiliate commissions of at least 50% (that is 50% of the sales price) to get you to promote their product.

Some will offer a lot more than that. If you can find a high paying affiliate product, one that sells for a good price and offers a commission of 70% or more, you are golden.

All you have to do is dominate the market by creating great articles and saturating the entire market with fresh, high quality content.

For every product you find that you want to promote, you should write 20 articles. You should be able to get 20 articles out a day.

So in 5 days, a working week, you would have 100 articles written and have 5 Clickbank.com products promoted and saturated.

When you have decided what niche markets and/or products you are going to promote, it's time to complete your keyword research so that you can create articles that offer a blend of high quality content, with relevant keyword phrases.

If you are planning on promoting a specific product, you should also consider integrating both the product's title and the author's name into some of the articles in your campaign, so that you can pull in targeted leads from those searching for information on these products.

If your articles end up being based on a review platform, where you offer detailed information regarding specific products, you will be able to tap into an exceptional customer base of hungry buyers already on the verge of making the purchase but just needing a bit of reassurance.

Setting The Wheels In Motion

Now that you have chosen your topics, products, and have compiled your keyword lists, you're ready to create and submit your articles into the online directories.

In truth, choosing your initial markets and products to promote is a large chunk of the work involved, and now all you need to do is write (or outsource) a handful of articles focusing on these specific topics.

Specific being VERY important.

First of all, you need to ensure that your article directly connects to the product or topic that you are promoting.

Do not write a great article about parenting and then provide a link to a product selling weight loss tips. You NEED to closely tie your article with a specific topic, product or focus.

When writing your articles, keep them slimmed down to only 300-400 words in length. We want to keep them short and on track, remembering our objective is to entice them to read the entire article and then click on the links featured within our author's resource box leading either to a landing page, squeeze page

or direct to the merchant's website after being tagged with our affiliate link.

If you struggle to come up with topic ideas for your articles, one easy strategy is to use the 'number technique' which incorporates a bullet list into your document.

Example: 'Ten Tips To Saving Money At The Pump', or 'Top Five Methods Of Minimizing Acne'.

There are three parts to every article. Let's take a look at what these are, and how you can make sure yours are written in the best possible way.

Article Title

The first thing your reader will see is your article title, so it's an exceptionally important part of your article and serves as a headline does on a salespage.

Your title needs to captivate them, get their attention and prompt them to read further. You want your article title to be irresistible so they can't help but click on the link and read the entire page.

Article Description

When article directories submit your content into their database, typically your

title shows and possibly your description, or the first paragraph within your article content.

This is one of a few reasons why that first paragraph is so important. It not only works to describe what your article is about, but just like the title or header, it also needs to work to motivate your reader to continue reading.

Article Body Content

The remainder of your article should carry the reader right to the end. Don't think that if your title and initial paragraph is good that they will simply continue reading, you still need to bring them along with you by weaving your article content so that it directly addresses the topic of your article.

Keep it interesting and on topic. Use short paragraphs rather than lengthy ones and limit your article body content to 400 characters in total.

With your article, you need to:

- ✓ Use a clear and direct title that captures attention instantly.
- ✓ Follow it up with the first paragraph clearly describing the topic of your article.

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- ✓ Continue with the body weaving a story, and doing its job by keeping the visitor reading through to the end.
 - ✓ The closing paragraph or statement satisfying the reader with an ending to the story if you choose that style and prompting them to read the resource box below.
 - ✓ The resource box then compels the reader to click on a link by offering free information in the form of a free report, ebook, video, tutorial, ecourse or something else, relevant to the topic of your article.

To solve the problem of how to write an article that doesn't give away too much or not enough, there is a very simple system that works every single time.

It looks like this:

1) Topic Introduction

2) Examples Of Subject Matter

3) Solution / More Information On Subject Matter

With the topic introduction you are clearly explaining exactly what the article is about. If you were writing about how to quit smoking, you would explain the benefits of quitting, the available aids and so on.

Then, you would provide examples that directly relate to your topic, for example with smoking, you could provide examples of some of the remedies or aids that don't work.

And finally, you would provide information on a possible solution, and show them exactly how to get started.

You also want to try to stay within a 400 word guideline. Articles that are too lengthy will only distract your reader.

The opening paragraph is one of the most important elements of every article you write, as this is the first few seconds in which you will either capture their attention or lose them forever.

When it comes to creating your resource box, you need to spend time evaluating the best strategy for effectively using the minimal space that you are given.

With most article directories, an author's resource box can only be a few lines in length, meaning that you have very little space (or time) to motivate your reader to click on your links and visit your external websites.

Your author's resource box is the **ONLY** element of your article that allows for promotion, so it's vital that you create a compelling resource box that invokes a call to action and entices every reader to follow through by clicking on your links.

With sites like Ezine Articles, you are able to create multiple resource boxes, choosing one that compliments each article that you write. You can also create multiple author's accounts so that you can cover a large number of topics, all within one account.

Use your resource boxes wisely, and make sure that you offer your reader with an incentive to click through.

When creating your author's resource box, make sure to use anchor text whenever possible. This will help you rank for specific keyword phrases within the search engines.

While not every article directory permits anchor text within author resource boxes, whenever possible include various keyword phrases pertaining to your market.

You also want to incorporate a strong call to action, directing your reader to click your link and explore your website.

You should also limit the number of links contained within your resource box to only one, so that your reader is given a clear message, to click on your link and visit your site, rather than being confused with multiple options.

Your overall article should tie in with the website that is featured within your author's resource box.

For example, if your article is focused on acne remedies, you should lead your readers to a squeeze or landing page that offers additional information on how to cure or control acne.

Make sure you keep a strong, clear focus with every article you create, connecting it to a relevant resource box.

Quick Start Action Plan

Follow this action plan every week and you will be well on your way to earning \$100 - \$200 a day with article marketing and affiliate based products.

Step 1 – Choose Your Products

You need to locate a handful of high quality products to promote within your articles.

Clickbank.com is a good start to find products to promote. There are new products being added daily, and you can spend time evaluating popularity, gravity and overall performance by using the free resources available at <http://www.CBEngine.com> and <http://www.CBTrends.com>

Make sure that you are being adequately compensated for your time and effort. Don't promote a product that pays you less than 50% commissions.

Another great idea is promoting residual income affiliate programs.

Example: Hosting accounts where you are paid on a recurring basis for each person you refer to the hosting provider.

If you want a list of some good affiliate programs that pay on a recurring basis, here is a quick resource:

<http://www.lifetimecommissions.com>

Step 2 – Compile Your Keyword Lists

Start with at least 25 keywords per topic so that you have a swipe file available whenever you create your articles.

Focus on incorporating the product titles, author's name and extremely relevant keyword phrases that will attract readers and ultimately, customers.

Step 3 – Write or Create The Articles

Once you have chosen your products, defined your keyword lists, it's time to create the articles for submission. The more articles in circulation, the more exposure you will receive.

Make sure that your articles are of high quality, relevant to the market or overall focus, and speak directly to the reader.

Try to create at least 10-20 articles on each topic or product that you intend to

promote.

Step 4 – Create Landing Pages And Submit Articles Consistently

Create high converting landing and squeeze pages by enticing your reader to subscribe to your mailing list in exchange for a free giveaway (ebook, report, etc).

Add these links to your author's resource box and incorporate a strong call to action to motivate your reader to leave the article directory and explore your website. Remember, articles are meant to drive in traffic, NOT to sell. If you capture their information and focus on building a massive targeted mailing list, you can always contact them with future follow ups.

This is pre-selling at its best. Many people really hate giving away their email address straight away just to get more information, so give it to them free repeatedly, and they will eventually WANT to give you their email address.

There is already too much junk mail out there, so more and more people want something tangible immediately. Make sure to write up your initial follow up email after signing up for a professional autoresponder account (I recommend either www.Aweber.com or www.GetResponse.com)

Once you have created your landing page, submit your articles MANUALLY to

Ezinearticles.com and Goarticles.com, as well as other popular article directory sites (see resource section at the end of this book for more information)

Step 5 - Double up on your keywords

By now you should have written a large number of articles and submitted them to the relevant article directories. If after a few weeks, you find a certain product is doing really well, double up.

Always keep on top of your article marketing campaigns to determine what articles are performing and which ones need to be tweaked, modified or removed entirely.

Use the resources available within your article marketing accounts on sites like www.EzineArticles.com that will help you evaluate your overall efforts.

Keep moving ahead! Article marketing is all about consistency!

Create your article marketing system and work on it every week, so that you are able to reach out to new readers ensuring that your content is in constant circulation.

When it comes to article marketing, quantity is just as important as quality. The more articles that you have in circulation, the more traffic (and potential sales)

you will be able to generate from all of your submissions, however you also want to focus on submitting only high quality, well written articles.

Remember, you are not only using articles as a way of generating targeted traffic but in developing a brand, or in building brand awareness if you are a new marketer or developer.

Remain Consistent! In order to maximize the performance of all of your article campaigns you need to stay consistent, adding fresh new content into your article directory accounts, ensuring that your campaigns retain their exposure while you keep the momentum going!

Never let a campaign lag. Instead, focus on submitting 3-4 articles a week, either personally written or outsourced by high quality freelance writers.

Always spell check your articles and ensure that they are easy to read and are broken up into paragraphs. Make sure that you communicate directly with your reader by first researching your market, and identifying with the types of products and content your prospects are searching for.

Create squeeze and landing pages that will help you utilize article marketing as a way of building targeted lists of subscribers. That way, you can send out broadcasts and future follow up emails with additional affiliate products as well as an equal balance of fresh, high quality content.

Article marketing is a fun and effective method of gaining mass exposure and driving unstoppable traffic to your websites, while building a list, furthering a brand or developing a reputation in a brand new market.

Take action and work towards consistently expanding your outreach with an ever-growing number of articles in circulation, and you will be leaps and bounds ahead of your competition.