

# **Article Marketing Works**

## **How One Article Kick-Started My Stalled Affiliate Marketing Career**

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### **A Case Study**

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## A Brief Introduction to Article Marketing

Thank you for taking time to read this report. When you are done, you will see that article marketing done the right way is very beneficial.

I became serious about article marketing in 2008. That's when I decided to dedicate more time to affiliate marketing.

My previous article marketing attempts were nothing to brag about. But when my [Nintendo DS website](#) failed to make a splash, I turned to article marketing.

### What is Article Marketing?

**Article Marketing** – a form of free advertising in which businesses write articles related to their product or service. The articles are made available for distribution and publication.

Each article contains a resource box that entices readers to learn more about the product or service. Well-written articles can increase credibility and attract business.

Article marketing is powerful when done right. For some people, article marketing allows them to pay their bills, save for retirement, and create the life of their dreams.

Article marketing done wrong is a recipe for frustration and time wasted.

### **Not Just for the Internet**

Article marketing is used extensively by internet marketers, but any business can benefit from it. Plus, article marketing isn't confined to online.

Anyplace that allows you to submit an article and publicize your website and/or contact information is considered article marketing.

When I wrote an article for [Writer's Digest magazine](#), they published my bio box at the end of the article (in the print version of the magazine).

That one article increased my website traffic and earned me writing assignments. So you see article marketing can reach as far as you want.

For online article marketing, you submit your articles to online article directories and websites that accept guest posts.

You're probably wondering why put your article on an article directory or competing website instead of your own site.

It's because the article directory or competing website *probably* has a higher page rank than your site.

In other words, it will rank higher in search engine results and more people will see it.

In some cases, you will be able to publish the article on your own website as well.

If you submit an article to an online article directory, there's nothing stopping you from publishing it on your own site as well.

But if you're a guest author at another website, they might prohibit you from posting the same article elsewhere.

Ok, now it's time to get on with the case study portion of this report.

### **The Results of My Article Marketing Test**

As I said earlier, my failing Nintendo DS website prompted me to give article marketing a serious try.

The Nintendo DS is popular and has a large market. The problem was my inability to attract that market.

I wrote a few game reviews and made sure to include the keyword "Nintendo DS Games" in the title.

I'd read enough about online article marketing to know the keyword should appear first in the headline.

For example, “Get These Nintendo DS Games” wouldn’t work as well as “Nintendo DS Games: Get This One Today”.

The strategy worked ok. The reviews attracted a handful of page views and website visitors (but no sales). Based on the popularity of the Nintendo DS, the reviews were failing big time.

Then it hit me – my keyword was too broad and general. I picked it because I *thought* it was good. No real thought or research went into the decision.

### **Finding a Solution**

The solution was keyword research. It’s not my favorite thing, but it’s important.

Additional Information: [The Importance of Keywords](#)

I went to [SEO Book Keyword Suggestion Tool](#) and typed “Nintendo DS” into the search box.

The term “Best Nintendo DS Games” was getting hundreds of searches per day, but had few exact matches in search engine results.

I also figured if people were searching for the best games, they probably wanted to buy them.

The [Demographics Prediction](#) tool also helped. It showed that the Nintendo DS was popular with females. So I went with "[Best Nintendo DS Games for Girls](#)" as the main keyword.

### **The Numbers Game**

Instead of kicking out a bunch of reviews, I wrote one 406-word review article. This was mostly because of laziness. I had already written some reviews and didn't feel like writing more.

Luckily, one article was all I needed to see results.

Less than two weeks after the article was posted it received more than 1,000 views. The link in the resource box had more than 250 clicks.

The article was more popular than any I'd ever written.

Because of one well-optimized article, traffic flowed to my website and the affiliate sales started coming in.

All I had to do was repeat the formula for more success.

The attention flowed over to my other game review articles. As a result, my less-popular reviews also started receiving more views and clicks.

## Lessons Learned

### 1. **Article titles are important.**

You should always put your main keyword first in your title. This is just as important as including it in your article. Why? It's because your article's title is the first thing people see.

### 2. **Entice with your headline.**

Article titles need to be descriptive and interesting. Give people a reason to read your article.

### 3. **Shorter is often better.**

I've found that short articles (400 words or less) get more resource box clicks than long (500+ word) articles.

Most people have short attention spans, and maybe they bail on long articles before the end. You can test this for yourself.

### 4. **Quality is just as important as quantity.**

What good is it to write a bunch of crappy articles no one reads? The goal is to get people to click your link, not turn away in disgust.

## **Is Article Marketing Worth Your Time?**

Some people dislike article marketing. There's no shortage of people that think it sucks big time.

But testing shows me it works. The right combination of topic, keyword, resource box, and headline can produce great results.

This isn't to say article marketing *always* works. It depends on your product or service, and the demand. But getting an article published online, in a trade journal, or in a newspaper can yield great results.

## **Next Steps**

Your next step is to give article marketing a try.

This case study provided a brief introduction, just to give you a glimpse into the power of article marketing.

There's a comprehensive article marketing course called the [4-Day Money Making Blueprint](#) . It covers everything you need to know about article marketing so you might want to check it out.

You can also [subscribe](#) to my blog for tips on article marketing and writing good promotional articles.

Finally, feel free to share this report with anyone you think can benefit from reading it. Pass the PDF around or [click here for a link you can share](#).

Thanks for taking time to read this case study. I hope you learn from my mistakes and go on to article marketing success.

Sincerely,

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