Article Writing and Distribution
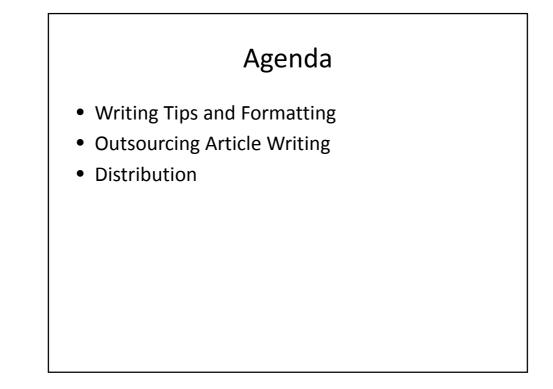
Easy Way To Links And Distribution

Agenda

- Writing Tips and Formatting
- Outsourcing Article Writing
- Distribution

Content Ideas-Review

- RSS reader
- Blog and forum conversations
- Target customer FAQ
- Twitter intel

Tips and Distribution

- Three rules to catchy title development...
  - State Your benefit- Give reason to click
  - Be Specific- Get the right audience. Attract quality versus quantity
  - Use Grabbers- "How To", "7 Power Skills"
  - Use keyword in title

Tips and Distribution

- Articles should be 500-800 words
- Teach, don't preach
- Use one keyword as anchor text in body
- Use link to website in bio
  - Add a sentence to your Bio that is similar to this:
  For more information on keyword phrase , go to http://www.URL.com today.
- Don't stuff articles with keywords
- Make sure content is suitable for all potential readers

Outsourcing

- Use the article outsourcing spec sheets in the resources area to bid out articles
- Guru.com or elance.com
- Find writers that know your subject. You can search for only those writers to bid on your project
- Once you find writers you like, do a longer term package deal to save money

Writer Outline

1) Social Marketing For Business, hit pay dirt following these three simple (not easy) steps

✱ Set a Firm Foundation with solid research to identify the right keyword/ phrase strategy and USP for your brand

✱ Establish the brand personality/image and touchtones for communication

✱ Implement all the social media layers in the right order and create content pumps to distribute content widely.

Chris Marentis is a serial entrepreneur and recognized Internet Marketing expert having served as SVP at AOL and CEO of Clearspring Technologies

For more information on Social Marketing for Business , go to http://www.gennextmedia.com/ surefiresocial today.

http://www.gennextmedia.com/surefiresoc

2) Marketing and Branding Is Changed Forever With New Technology and Tough Economic Times: 5 Steps to Keeping Your Business On Track.

✱ Use key points from Disrupted whitepaper

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Distribution

- Article Directories to submit to:
  - http://ezinearticles.com/
  - http://www.articlesBase.com
  - http://submityourarticle.com

- Find local websites and offline publications that will also allow publishing

Summary

- Get started
- Articles will be the bases for your content on the distributed web
- Look at the stats for what is getting picked up and do more of it