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Article Marketing Strategy For A Free Website Promotion

To many of us free website promotion seems far from reality. But, still, applying article marketing strategy for your online business promotion will effectively drive targeted traffic to your website for free.

The concept of this marketing strategy is not new, because from the discovery of printed word, people used messages in different forms to inform and affect other people to achieve something. And nowadays, with Internet abilities we can distribute our messages with our articles through different article directories for free, in contrast to printed media. So, as your main goal is to attract visitors to your website, your articles have to motivate people with their structure and information.

Before writing an article, there are certain things you have to think about. Having a particular niche, you should target your audience according to your products or services. You should consider your readers' demographics, their needs and troubles, the solution you can offer, action they have to take as well as information about you and your company. Then you can write an article related to your niche and considering all above points. You should also add a link to your website to the resource box below the article, which will lead your readers to your website. Make sure that your article is highly informational, because some article directories have very strict requirements.

There are also article marketing automation tools, opinions about which differ considerably. These tools might be helpful but in order to ensure high quality, it will require a lot of editing. It is always better to submit original articles, because only you know your niche and products better than anybody. It is also not necessary to use automatic submission tools; you can submit your articles to the top article directories manually.

After your article is approved in article directories, it will be indexed in search engines and appear in search results. The ranking in search engines will depend on different factors like keywords, level of their competition and popularity. Writing quality articles will gain you more links from other websites and blogs as well as help you increase search engines ranking.

After posting articles on top article directories, you should promote it on other appropriate blogs and websites. You can also use forums and social networking website to inform people about your article, online business and invite your readers to visit your website and check out what it has to offer. And these are only several important details to help you realize the importance and value of using article marketing for promoting your website for free. It is very easy and all you should do is start using this marketing technique. The more articles you write and submit the better traffic and sale results you will see.

In 21st century targeted traffic means nice money. But "how to [increase web site traffic](#)"? Answers are here - check this [website traffic](#) recourse, and you'll understand why.

Make search engine traffic part of your [internet marketing](#) strategy - and you will nicely increase the income from your products online.

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