

Article Marketing Is Key To Long Term Success

Multilevel marketers are generally frequently told that writing articles and posting them to online article sites is a great way to get visitors on your website. It's considered an old-school method to marketing, and one that is directed to by marketing experts as a tried and true system. But does article writing really work?

The answer is a simple, yes. Article marketing does work, but the extent of your success can depend on the content of the article, as well as where it is placed.

The entire purpose of using articles to market your web site is three-fold: you set yourself up as an expert in the industry, you hope the article with its hyperlinks back to your website improves your Search engine marketing, and ultimately, you hope that someone that reads your article clicks on the url back to your site.

Even poorly-written articles can help a bit with your Search engine optimisation, but they won't do a thing to help brand yourself or get those clicks back to your site. It can be extremely frustrating for someone who is looking for real information about a topic to search a subject and come across a badly-written, useless article.

While some individuals swear by those plug-in article sites that give templates for articles, they probably aren't driving traffic to your site as much as you'd like. The real question, then, becomes do you write them yourself or hire someone to write them for you. Much depends, of course, on your writing skills and your ability to get your message across. You may be a genius at networking marketing, but not be able to write a well-written compelling article. If you need help, paying someone to ghost write articles for you is a pretty cost effective way to increase your hits.

Writing articles can be a time-consuming proposition, which is why many network marketers don't write them themselves. When developing your article marketing plan, it's best to come up with a variety of topics to write about. Think about what you were interested in finding out when you started out with your business. Even the most basic articles can be helpful to a marketing newcomer.

The moment you have your list of topics, you can write the articles yourself or hire someone to do it for you. Don't get overcome by the thought of writing or having to pay for thirty five articles. Set your goal low, at one article every week or even every other week. In the event that you write just one article a week, by the end of the year you'll have fifty-two articles with your link helping drive page views to your site. Another advantage of articles is that they can help get people to your website long after you post them.

The bottom line is, when developing a marketing plan, you should try everything and anything that has been proven to work, and most people in the network marketing game can vouch for the fact that articles drive traffic to your site.

About the Author

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