



Article Side

Article Directory Service by [Peter William](#)

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We hear a lot about article marketing these days, but, in fact, most of us do not know, what it is all about. We have heard about a number of marketing techniques and this is one of the new concepts in the market, today. In this process, what happens is that an article is written about certain products and services and then it is posted on some article site. These are the sites that offer article submission service to people. There are a number of article directories that are operating online and offering facility to people to submit their articles here, free of cost.

Now you must be thinking that how process of article marketing is carried out, by writing articles. We all know that businesses are seeking their way to ensure their online presence. For this, they make website for their businesses and companies. But, making a website is not enough. One has to keep the ball rolling to make the website appear in the higher rankings in SEO engines. It is because people do not have enough time to see sites at second or third pages of SEO engines. They just type in relevant keywords and see the websites that appear on the top in the search engines. Thus, all the website owners need to make sure that their website remains at the top of all the search engines. It is done by writing articles. What people do is that they write articles about particular products and services and thus they get these articles submitted on article submission directory. A link of the website is also added to the article, so that, when people read the article, they click on the link and reach the website of the owner. Thus, people visit the site and it is marketed, in this way.

There are a number providers offering article directory service to the people and all these services are offered completely free of cost. People can sign in and submit their articles on these sites. They have to get them registered online and submit the articles. Submission process needs a few steps in every sense and manner. Different sites take varied time to approve the articles. Some sites take few hours, while some of them take few days to approve the article. Your written article will appear with your name and location. It also arises in you, a sense of achievement. It should be kept in mind that you will not be paid for writing these kinds of article in monetarily terms. Rather than, it will be providing you results later on, when your brand will be recognized by people.

In short, writing articles for the sake of marketing is one of the most significant tools. It saves yours a lot of money and will earn you with great revenues, in long run. All one has to do is to find an appropriate article directory to serve the purpose of marketing for you, as there are a number of directories available online.

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Peter William is an author for www.basearticles.com , one of the best online article directory for both publishers and authors. He is writing articles on a [article directory service](#) from many years.

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