Article Marketing Fails That You Can Avoid by Stella Richard

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While more and more internet marketing specialists today are acknowledging the true power of article marketing, many yet fail to understand the most effective methodologies that go into implementing a successful article marketing strategy. Letâ€™s go through some of the most common mistakes that can be avoided to create a foolproof and effective plan:

1. The Use of Hyperlinks:

There are some article submission websites that may not permit you to integrate hyperlinks into the content of your articles. Yet, most of them do. As a thumb rule, do not miss out on converting most of your keywords into hyperlinks, which will increase the traffic to your website with the help of clicks. Additionally, this will also help enhance the rankings of your website on search engines.

2. Length of the Article:

This is often a source of much debate among internet marketing professionals and content developers. The idea of article marketing is based on fresh and interesting content. You need to create content that is relevant to the extent that motivates readers to share it with a wider audience, thus working for your benefit.

However, many writers choose to write a mere 100 word article which isnâ€™t informative enough or a comprehensive article with goes beyond a 1000 words and reduces the chances of your readers actually going through it.

A 400 â€“ 500 words write up is typically apt for most article websites. They are long enough to provide sufficient information and short enough for the dwindling attention spans.

3. How Many Article Directories are your Submitting to?

Having already created your content, it is now time for you to start submitting your article. Vancouver based internet marketing professionals believe that, the more directories you associate yourself with the more effective your article promotion strategy.

Manually submitting to each directory can get extremely tedious so try subscribing to an auto submitting tool which will make life easy for you.

4. Website Content are Not Articles:

A very common and grave mistake made by webmasters is to simply pick up content from their website and submit it in the form of articles to these directories. While you strategy must focus on creating as many back-links into your website as possible, by using the same content you are risking your rankings. Search engines will simply consider it as duplicate content and not show it in their search results. Remember to always keep the content on your website unique and interesting, since eventually it is the website that needs to retain its traffic.

The exercise of article marketing, like any other form of promotion needs a lot of hard work, perseverance and skill. The idea is to continuously evolve and strategize with an aim to creating more relevant and interesting content that appeals to your audiences.

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