

## How To Promote Affiliate Sites With Articles

Printed articles are very rigid and have stringent guidelines that have to be followed. However, online articles follow a different set of rules. Articles written for the Internet require repetition and a logical approach using simple and clear language. There's an agreement between most article writers that you have to write online articles at around a 6th grade level.

When writing promotional articles for the web, one must bear in mind the main goal - traffic or backlinks. Writing articles for traffic is all about quality content, and giving information that may not be common knowledge - I say "may not be" because if you're really good, you can write about old things in new ways and get a ton of traffic. Writing articles for traffic is also more about getting your articles in ezines and getting your article listed in the top 10 on the search engines, too. You don't care how many places it ends up, so long as lots of people read it and click through to the link in your resource box.

Writing promotional articles for backlinks takes a different approach - your articles still have to be good enough to make it into the article directories and then be syndicated onto blogs and websites, but they don't have to stand out as much as traffic articles. In fact, I got one website to a PR 4 by writing a few decent articles and submitting them with Article Marketer. Those articles were reprinted by quite a few article directories and independent sites, and my site quickly rose to a good standing with Google (and never made it into the Google Sandbox, either)

Here's just a quick list of things you need to consider when writing promotional articles:

- Your title should be catchy, yet still be descriptive enough that readers know what you're talking about. (This isn't as important for backlink articles)
- Your opening paragraph should state your topic again, and talk about what your article will discuss
- Your article itself should be between 400 and 800 words. If it's less than 400, write more. If it's more than 800, break it up into two articles (two part articles can do very well - and get you more backlinks!)
- Your article body should address the topic, and give some kind of content or solution to the problem you bring up in the first paragraph. However, this shouldn't be an advertorial. IE - you can't write articles that specifically promote your product or service. Some sites will let you get away with product reviews, but others will not
- If you're writing to get your article on the top 10, make sure you have a keyword density (number of times your keyword is used divided by the total article word count) of between 2% and 3%

Regardless of your reason for writing articles, your goal remains the same in the very end - to get more people to your site. One way or another, they have to find your site before they can make you any money at all. Articles are a great way to get them there.

Source: <http://www.articlecircle.com>

### About the Author

Jason is the owner of <http://www.AffiliateConfidential.com> - The Free Affiliate Training Resource. If you're an affiliate, or want to be one, you can get free, step-by-step training from Affiliate Confidential