

## Outsourcing Secrets for Article Marketing

You already know that you require content to generate traffic to your site. You use the content for article submission to article directories to promote your site. This simple strategy is called article marketing. Good content and articles lead people to your site when prospects click through the author's resource box that you submit along with your article.

However, the two elements of article marketing require effort. These two elements are article writing and article submission. If you are merely submitting one or two articles, then that is no problem. Successful article marketing requires you to continually write and submit articles. This strategy leads to an increased and steady flow of traffic to your site. The more articles that you submit, the more traffic that you get to your site. With more traffic, you get to earn more from your site, making it profitable.

Let's first talk about article writing. Many search engines rely on the keyword and keyword phrases of a site to put it in their results list. If your content contains a good number of keywords and keywords phrases, your site gets a higher position in the search engine listings. But before you think of just "stuffing" your site with keywords and keyword phrases, know that search engines penalise on this act. You must have good well written articles that incorporate the keywords and keyword phrases properly and naturally in the content.

Then, there are many of those who cannot afford the time to write their own website content and articles. In fact, content for certain niche subjects, require research and lots of reading up to do first.

Here is a secret that many internet marketers avoid sharing. Many have outsourced their writing needs to ghostwriters. In fact, many of these ghostwriters are well versed with the idea of using keywords. They are adapt at researching and can even study your preferred writing style, before producing article content for you. Many writers charge a minimal fee according to the type of writing job needed and the number of words needed in the content. Usually, a two hundred fifty worded article costs from 4 to 8 dollars, depending on the writer's experience and ability. This is a small price to pay for having a well researched and written article.

There are also many sites that can offer you these services with their team of well trained and experienced writers. They offer many writing services to cover any writing needs. Each article is doubly checked, edited and proofread so that you get your money's worth. Feeling dissatisfied with an article that has been written for you? Simply ask for a re-write.

Finding a good writer or a site that offers these kinds of services is simply done by searching for them in search engines. Type down your keyword or keyword phrase (e.g. Content Writers, Article Writers) and you will see a long list of sites that offer these services.

The top sites would probably be the best since they have done a good job of keeping their content at a high quality to get them high rankings. But you may also want to shop around and read some sample work before deciding. Or the other way is to simply post your project in <http://www.elance.com> and you will see writers bidding for your writing job.

The other "secret work" that you can outsource for successful article marketing is the article submission process. There are thousands of article directory sites out there. Just imagine the workload if you have a horde of hundreds of articles for submission. Don't sweat over this process. Outsource it! There are many article distribution services that you can employ. Choose <http://www.articlemarketer.com>, <http://www.submityourarticle.com> or <http://www.isnare.com> .

Sure, outsourcing some of the work involved is going to cost some money. However, the money spent is being put to good use as article marketing is an effective promotion method. Also, you can be channelling your time to more productive work like planning marketing campaigns for your site. You are really working optimally by choosing and using your time and assets wisely.

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

### About the Author

Evelyn Lim is a writer and an online market strategist. Her article directory site is a growing database of content on many topics such as health, self improvement, internet marketing, finance, home and business . To submit your articles, please visit <http://www.ArticleMap.com> rightaway!