

Seven Reasons You Should Promote Your Web Sites or Small Business with Articles

Article promotion is one of the best kept secrets of Internet Advertising and Search Engine Optimization. These keyword rich satellites go out and find laser targeted traffic and bring it back to your site in the form of quality visitors.

There are many reasons this has become the most cost effective way to promote your web site if you are on a budget. This article takes a look at seven of the benefits of creating articles for your web site and the reasons articles have become such an effective marketing tool.

1. Unique Content Feeds the Search Engine Monsters

Google is like a person who is fed by quality, content. If it knows you are providing quality, relevant content for you visitors, it visits more often and rewards you for your efforts by bringing you qualified traffic.

2. Quantity of Quality Content

Writing articles is also an easy way to increase the quantity of the content on your web site. Short articles on subjects your visitors want to know about provides value to the visitor, which is valuable to the search engines. The more you have, the more you are rewarded with visitors.

3. Low Cost Production

A targeted article is only limited to the amount of time you have to write. can easily produce one or two articles a day in a couple of hours if you simply write in a conversational tone.

For those who hate to write, you can hire someone to do it for you whether it is a college student or someone from a freelance web site. Some places will write articles for as little as \$20 per article. Freelancers may be willing to do it for even less.

4. Instant Exposure

Once you have created some quality articles, you can submit them to article sites or use a submission service for instant exposure. You can literally start to receive targeted visitors as soon as the article is posted.

5. A Little Article Goes a Long Way

Articles can literally stay around forever. As long as the web sites you submitted your article to are up, your articles will be there as well. This means a lifetime of targeted traffic as a result of anyone who reads your article, sees your signature file and visits your web site.

6. Builds Your Credibility as an Expert in a Field

Articles are a powerful tool for branding yourself as an expert by demonstrating your knowledge on certain subjects. It also gives you the opportunity to provide useful information for potential prospects and customers

7. Presells Your Customers

Quality web site content in the form of articles is another way to help presell your customers or generate leads for your business. A good article will wet the customers whistle and leave them wanting more and asking more questions.

When they have questions, they will often turn you, the expert. You can then turn these curious prospects into clients and customers.

These are just three of the seven main reasons to put articles on your existing web site or to create new web sites with articles. In comparison to most types of Internet Advertising, it is probably the most cost effective and the best investment of both time and money.

Articles, press releases and other types of content are all becoming a vital part in bringing Internet Marketers and businesses closer to web surfers by forcing us to produce higher quality content.

Those who facilitate this process are the ones who will be rewarded the most.

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

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