

Article Marketing Jump Start Guide

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FastSubmitArticles.com

1.0

Persistent people begin their success where others end in failure.

- Edward Eggleston

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Introduction

Quick question, “Does article marketing really work?” The primary goal of this guide is to provide you with answers to that question. As article marketers, you need to know and understand the dynamics behind article marketer. You need to know what works, and what doesn't work so that you don't waste valuable time and energy doing all the wrong things.

This guide was written with two groups of target audiences in mind – beginners and intermediate article marketers. If you are new to article marketing, you may be more interested in the fundamentals. I will be covering the overall concept of article marketing, and provide brief primers every now and then to make this guide easy to understand.

If you already know something about article marketing, take this as an opportunity to refresh your knowledge. I'll be discussing some article marketing trends later in the report, which I'm sure will interest you. So let's get started.

The primary goal of article marketing.

As we all know, article marketers write and submit articles for only 1 reason – to get traffic. On the Internet, traffic is like oxygen. Without traffic, nothing ever happens. You need visitors to come to your website so that someone will click on ads, sign up for newsletters, or buy something from you. That's the whole idea of article marketing. You want targeted traffic so that you can achieve your business goals. So you have to be clear what your goals are, and who your target audience is. When you have clear goals, your article marketing campaigns become very focused. More on how this works later on.

For now, know that traffic from article marketing activities actually come from 2 channels – (1) Direct click-through from the links in your author resource box, and (2) Organic traffic from the search engines.

When you submit your articles to article directories for publication, you will be allowed to include your author signature. This is where you can include up to two or three links. I'll go more into the details on the section on how to write articles. For now, it's good enough to know that you will be getting traffic from the links that you put out with your articles.

This is straight forward. But there's still the second part – organic traffic from search engines. If you are unaware of how SEO (Search Engine Optimization) works, you will not be able to optimize your articles for best results. There is no two way about it. You need to know the fundamentals of SEO before you can successfully implement your article marketing campaigns.

Learn SEO – Getting the Most Out of Your Article Marketing Efforts

SEO is the process of optimizing on-page and off-page factors that will help a website achieve higher search engine rankings. Ideally, the higher the rankings, the better it is. That's because higher rankings mean more traffic. But there are only 10 search results on the first page of every keyword search. So how does the search engines know who to rank first?

You see, the primary job of the search engines is simple – deliver the most useful and relevant content to the user in the shortest possible time. For search engines to perform this function, the algorithm has to be smart enough to figure out what the users want to find, and then serve up the relevant information.

The search engines do this by analyzing on-page and off-page factors. On-page factors include elements such as the domain name, the page title, the meta tags, the URLs, and of course, the content itself. Off-page factors include elements such as the type of pages that link to the websites, and what the links are “saying” about the websites. The words that are included in a link are called “anchor texts”. These are the keywords that you want to optimize. The assumption here is that you have done your keywords research, and you know that these keywords will bring you targeted traffic. Once you are clear about the anchor texts that you are going to use, it's time to perform some SEO.

Very quickly, let's look at how to optimize the on-page elements for your websites.

SEO: On-page elements

(1) The domain name

Question: “Will including anchor texts in the domain name affect search engine rankings?” The answer is yes. The decision to include anchor texts in the domain name depends on your marketing goals. For example, if you have branding concerns, and you want to have a domain name that is unique and easy to remember, it is better to have something like “yourbrand.com” instead of “yourkeywordphrase.com”.

While it is easier for a domain name with the search phrase in it to rank well, many Internet marketers have chosen to build a brand instead. A brand lasts longer, and provides more value to the business in the long run.

(2) The page title.

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The page title means the texts inside the <title> and the </title> HTML tags. Use the keyword phrase in the title tags.

(3) The meta tags.

Meta tags are not mandatory. They are not part of the main content but some search engines (including Google) do list meta tags in the search results. The two most important meta tags are the keyword tags, and the description tags, and they look something like this:

```
<META NAME="DESCRIPTION" CONTENT="Description of your website here.">
```

```
<META NAME="KEYWORDS" CONTENT="keywords here, separated by commas">
```

These tags go between the <head> tags of a web page. Think of the meta description tag as a short text advertisement. When a visitor searches for something, and your web page turns up in the search results, the meta description will be displayed to the searcher. This is where the searcher decides whether to click on the link or not to visit your website. So try to write something enticing. For instance, if you sell pink elephants, say it in your meta description. You can also include your business phone number if you want to.



The screenshot shows a list of search results for 'wedding favors'. Each result includes a title, a meta description, and a URL. The meta descriptions are highlighted with red boxes, indicating they look like advertisements. The results are as follows:

- My [Wedding Favors](#) - Unique [Wedding Favors](#) - Bridal Shower [Favors](#)**
Unique **Wedding Favors**, click or dial 1-866-942-1311 for Truly Unique **Wedding Favors**. We've got the Best Prices Guaranteed!
www.myweddingfavors.com/ - 77k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [Wedding Favors](#), [Bridal Shower Favors](#), [Party Favors](#) by Beau-coup**
Beau-coup offers the largest selection of **wedding favors**, bridal shower **favors**, & party **favors** at lowest prices guaranteed. As seen in InStyle, ...
www.beau-coup.com/ - 42k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [Wedding Favors](#) - Unique [Wedding Favors](#) - Bridal Shower [Favors](#)**
Wedding Favors, Unique **Wedding Favor** Ideas and **Wedding** Accessories to suit every couple's style, theme and budget. Over 5000 **Wedding Favors** including New ...
www.littlethingsfavors.com/ - 41k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [Wedding favors](#) - Cheap [Wedding Favors](#) - [Wedding Party Favors](#)**
Click or call 1-800-513-0908 we beat prices! For worldwide shipping on **wedding favors**, cheap **wedding favors**, **wedding party favors**, **wedding** reception **favors** ...
www.yolandasweddingfavors.com/ - 71k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Unique [Wedding Favors](#) - Bridal Shower [Favors](#), [Wedding Party Gifts](#)**
Elegant, unique & memorable **wedding favors** & gifts. From bridal shower to reception, you can count on us. Call 800-568-3398 now for a **wedding** to remember.
www.americanbridal.com/ - 42k - [Cached](#) - [Similar pages](#) - [Note this](#)

Figure 1: Meta description tags that look like ads.

[Distribute your articles to 300+ article directories – starting from \\$6](#)

(4) Static URLs.

The way URLs appear to search engines depends very much on the content management system.

A static URL looks something like this: *your_keyword_phrase.html*

A dynamic URL looks something like this: *yourpage.php?id=50*

See the difference? Most modern content management systems come with search engine friendly URLs these days. That means the keyword phrases are automatically included in the URLs of the web pages.

If you are a blogger, Wordpress is highly recommended.

(5) Linking structure.

Keep the links of your website simple and well organized. If your website has many web pages, it is a good idea to include a site map with all the links of the web pages so that the search engines do not miss out on any content pages.

(6) Keep the theme of the web pages tightly organized.

This is important for the search engines because crawlers need to know what your web pages are about. So if you have a web page about golf, everything you have on it should be about golf – links to external golf sites, links to internal golf pages, display golf news, etc.

Optimizing on-page factors may sound like work but they are easy to execute. That's because you have full control over how you want to publish your web pages. But when it comes to external factors, the job gets tougher.

SEO: How Links Affect Search Engine Rankings

From the search engine point of view, a link to a website is considered a “vote”. In theory, the more “votes” a website gets from other external sites, the higher it will be ranked. But not all “votes” are created equal.

Always remember, when it comes to the search engines, **relevancy** means everything. That means your rankings ultimately depends on who link to you.

What you should avoid:

- Avoid exchanging links with irrelevant websites.

- Avoid submitting your URL to spammy websites with lots of irrelevant links.
- Avoid participating in any link exchange network.
- Avoid buying links solely with the intention of manipulating search engine rankings.

Such activities will do your sites more harm than good. What you want are **one way links** coming from highly relevant and authoritative websites.

There are many ways to build links to your website. You can submit guest blog posts to relevant blogs, participate in forums, sponsor a free template, submit URLs to social bookmarking sites, etc. But one of the ***fastest, easiest*** and ***cheapest*** way to build links is through article marketing.

Link Building with Article Marketing: The Viral Effect

Now that you know how SEO works, you must have figured this out for yourself – article marketers publish articles to build one way back links to their sites. In exchange for the content they publish, article directories allow them to link back to their own websites. Here is how the process works.

Step 1: Prepare some short but useful articles. Articles should be between 300-500 words. From my experiences, 450 words articles will get the highest overall acceptance rate.

Step 2: Prepare a list of article directories. Most article directories will allow you to submit your articles for free. There are hundreds of free article directories on the Internet. The top article directory is Ezinearticles.com and the last I checked, this site has an Alexa ranking of 261. Considering that there are literally *millions* of websites on the Internet, this is not a bad result at all!

Step 3: Create an account at each and every one of these directories and submit your articles. Each article directory will have its own publisher guidelines, so be sure to comply with these guidelines when you submit your articles. For example, some directories allow you to post up to 3 links in your author resource box, while others allow only 1 or 2 links. All links must be included in the author resource boxes, and not in the article body itself. If you fail to comply with the guidelines, your articles may be rejected. For SEO purposes, remember to ***include your target keyword phrases as anchor texts***.

At this point, your work is done. All you have to do now is to wait for the article directories to approve your articles. You have to be patient though. Some article

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directories receive so many submissions that it may take them 4-6 weeks before they get to your articles. Fortunately, most of the top article directories have an approval time frame of not more than a week.

As some of the article directories are already very well established, articles that are approved and published tend to rank well in the search engine results in a relatively short period of time. If so, you will be able to get the exposure you want very quickly. Not only will you get exposure, you will also get the attention of all major search engines. The link popularity for your websites will rise.

* Please note that these are estimated figures. It is common to see link counts rising or dropping, as search engines index or de-index web pages regularly.

No	Last Checked	Google	Yahoo	MSN	AltaVista	AllTheWeb	Total
1	11/10/2008	14	679	21	705	680	2099
2	11/8/2008	13	671	21	698	680	2083
3	11/6/2008	13	672	19	703	683	2090
4	11/4/2008	15	662	19	706	684	2086
5	11/1/2008	15	666	19	713	697	2110
6	10/30/2008	15	666	19	718	699	2117
7	10/28/2008	16	677	57	730	712	2192
8	10/25/2008	16	664	73	732	715	2200
9	10/23/2008	11	672	74	737	715	2209
10	10/21/2008	11	667	72	732	717	2199
11	10/20/2008	16	625	84	661	623	2009
12	10/18/2008	16	776	83	827	784	2486
13	10/16/2008	16	774	77	823	783	2473
14	10/14/2008	16	774	75	853	796	2514
15	10/13/2008	16	771	74	853	797	2511
16	10/13/2008	14	641	75	712	667	2109
17	10/12/2008	14	770	74	854	800	2512
18	10/11/2008	14	772	74	853	797	2510
19	10/10/2008	14	772	74	857	798	2515
20	10/10/2008	15	622	73	684	648	2042

Figure 2: Automated link popularity tool that tracks link counts for one of my sites

The above is a screen capture of the automated link popularity tool that I offer for all my premium customers (those with 20 or more article distributions). This tool can be used to track the estimated link counts from the major search engines. The results show the link popularity for one of my sites over a one month period. I used purely article marketing to build *a couple of thousand back links* for a new site in just 2 months. How much would you have to pay if you are to buy those links?

The number of one way back links depend on how many articles an article marketer publishes, and the number of article directories that the articles are submitted to. The more submissions, the more back links a website gets. In a few short months, websites that belong to the article marketers will be recognized as

authority sites themselves and their web pages will start showing in the search results.

But it doesn't stop there. The links will continue to grow because article directories allow other webmasters or bloggers to reprint the articles provided the links in the author resource boxes remain intact. If the articles are of high quality, other publishers will start picking up the articles and publishing them on their own sites. So the number of back links continue to grow each and every month, without you having to put in additional effort.

The viral effect has taken over, and it is now impossible to stop the links from spreading even if you wanted to.

How to Write Articles that Attract Targeted Traffic

Targeted traffic is what you want from the article directories and the search engines. If you cannot get your visitors take some form of action on your website, you have failed to achieve your business goals.

When a web visitor arrives at a website, there are several actions that an individual can choose to take:

1. Click on an ad.
2. Click on an internal link that leads to another web page.
3. Register for a new account or sign up for a newsletter.
4. Buy something.
5. Click on an external link and leaves the site.
6. Click on the back button of the browser and leaves the site.

Obviously, of the 6 different actions listed above, you don't want the visitor to hit the back button and leave the site without doing anything. This is what happens when you get traffic that is not targeted. The visitors are just not responsive enough! Targeted traffic here means that the visitor should be highly interested in what you have to offer on your website. The higher the level of interest, the more likely the visitor will take some form of action. These are the web visitors you are trying to attract to your website.

For this reason, the first and **most important rule** to observe here is:

“Never, ever write and submit crappy articles!”

This is the number 1 mistake that new article marketers make. They think that just because the article directories don't belong to them, they can submit useless information. But what goes around comes around. Sooner or later, they are going to realize that their articles are working not for but *against* them!

Your articles are meant to promote you, your website, and your business. So if you put out crappy content, the readers are going to assume that whatever you are offering on your website is going to be crappy as well.

In order to attract highly targeted traffic, you need to do the opposite:

Make every effort to write and submit killer content.

You are publishing articles for free. If your free stuff is great, your paid products must be even better. At least that's what your readers are thinking. Also, the articles that you submit allow you to position yourself as an expert. In order for others to see you as an expert, they must first be able to assess your knowledge. Use your articles as tools to show your target audience that you possess expert knowledge in your niche, and that you understand what value means. That's why it is of utmost importance that your articles contain useful and valuable content.

As you write, don't forget that you need to optimize your articles for the search engines as well. That doesn't mean you should stuff your articles with the same keywords over and over again. Sprinkle the important keywords throughout the article so that it appears as part of the article texts. That's good enough.

But whatever you do, you must

Always Write On Topic

You need to write on topic for the search engines. For instance, if you are writing about golf, you can write anything on golf shoes, golf clubs, golf techniques, etc. If the search engines cannot determine a tightly focused theme for your articles, you have wasted your time and energy.

Furthermore, when you write on topic, you are actually pre-qualifying the web visitor. The assumption here is that if an individual is interested enough to read the entire article AND checks out your website, there is a good chance that this same individual may end up doing some business with you.

When done right, your articles can bring you tens of thousands of page views, and thousands of clicks. And the best part is, you get a steady stream of traffic month after month. Check out the screen shot of one of my Ezinearticles author account.

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This account shows that I only have 58 live articles, but I have managed to pull in close to 5,000 clicks with over 46,000 page views.

For those of you who are concerned about ROI, let's assume that each click is worth just a mere \$0.10. So 4,835 clicks work out to about \$483.50. I submitted just 58 articles. That means I can afford to spend up to \$8.34 per article and break even.

But what if clicks are worth \$0.50 or maybe even \$1.00 and up for your niche? You would be making a killing with article marketing.

The screenshot shows the 'Author's Area Home' dashboard for Darren WK Chow. On the left, the 'Account Profile' section shows 'Darren WK Chow (Primary)' with links for 'Public Profile', 'Basic PLUS Level Author', and 'Messages: 0 Unread'. A progress bar indicates '100% Complete'. Below this, the 'Account Statistics' section lists: 'Article(s) Views: 46,220', 'Profile Views: 571', 'Articles Published: 154', 'URL Clicks: 4,835' (highlighted with a red box), 'Emailed: 2', 'Comments: 2', 'Votes: 17', and 'Live Articles: 58'. On the right, the 'Live Article(s) - (Showing 10 most recent of 58)' section has a table with a 'TITLE' header and a sub-header 'Articles Under Author Name: Darren WK Chow'. The table lists ten articles, including 'How to Choose the Right Article Distribution Service', 'How to Promote Your Blog For Free Using Blog Search E', 'How to Distribute Articles Without Wasting Time', 'How to Create and Maintain a Profitable Blog', 'How to Use Article Distribution Services to Your Advant:', 'How to Draw Great Pencil Sketches', 'How to Draw Lips', 'How to Draw Seascapes', 'A Guide on How to Sketch', and 'How to Draw Manga'.

Figure 3: Screen shot of one of my Ezinearticles author account

Other factors that you should take note of:

- Include the target keyword phrases in the article title. Use 5 -10 words for the article title.
- Use unique article titles whenever possible because many article directories (including articedashboard.com and ezinearticles.com) reject articles that have the same titles.

Up to now, we have been discussing how to craft articles for the right audiences. But note that we will actually be submitting the same articles to several hundred article directories, all at the same time. This gives rise to a very interesting problem – duplicate content.

[Distribute your articles to 300+ article directories – starting from \\$6](#)

Duplicate Content – What It Means to Article Marketers

Duplicate content has always been a major concern with article marketers. As information is being passed around on the Internet, this problem is inevitable. If this issue is not addressed, the search engine indexes will soon be filled with web pages that contain exactly the same content. This is hardly a positive experience for the search engine users. So the search engines are somewhat forced to change their indexing algorithms to prevent this from happening.

Article marketers have claimed that articles that have been published by various article directories are being relegated to Google's supplemental index. The supplemental index is Google's way of saying, "Hey, this is a web page that contains duplicate content or nonsensical content. So let's junk it." This behavior has caused two groups of people to respond: the **article directory owners** and the **article marketers**.

Response from article directory owners.

Article directory owners are worried about having duplicate content as well. That is because many of these sites depend on the search engines for traffic. If the published articles are counted as duplicate content and do not appear in the search results, traffic levels will decline.

They have 2 responses to this problem:

1. Accept 100% unique and original articles that have not been published anywhere else.
2. Make changes on their own web pages so that the articles are not 100% duplicates when compared to other article directories. They do so by adding user generated comments, RSS feeds, and other content on their web pages.

If you are a blog owner, or you own a website with some content, you should adopt the same position as article directory owners. Keep the content on your websites unique.

That's the article directory owners' point of view. But what about us, the article marketers? How should we respond?

Response from article marketers.

We have three options:

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1. Submit articles as per normal and let the article directories deal with the duplicate content issue.
2. Rewrite articles to make them sufficiently unique. (E.g. using PLR articles)
3. Prepare unique articles for all the top article directories. This will work but it's very time consuming.

The way you execute your article marketing campaigns depends on the option you choose.

If you choose the first option, be prepared to spend more time tracking the submissions. For example, you may wish to submit to the directories that do not accept previously published content first. Let those directories approve the articles before you submit your articles to other article directories. If they find that your articles have been indexed in the search engines, they may be deleted or rejected.

The second option is to write one unique article, then create rewritten versions for the same article and submit them to the article directories. If you have access to PLR (Private Label Rights) articles, don't just submit them without making any changes. They will be rejected. Make them as unique as you can by adding your own personal comments, adding more content, etc.

Always remember, one of the unique benefits of article marketing is that it allows readers to see you as an expert. But expert status is not granted automatically just because you submit the most number of articles. You will be granted expert status only when you can prove that you have something valuable to share, and you have the solution to other people's problems. So whether you write the articles yourself, or you hire someone else to write for you, your articles will have to somehow convey that message. That's something you should think about.

If you choose the third option, you must be prepared to (somehow) come up with unique articles for each and every article directory. Sounds really tedious and almost impossible! Fortunately, there is a way to overcome this challenge.

Someone came up with the idea of Macro articles.

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Article Marketing in Action: Technology to the Rescue

First and foremost, what are Macro articles? Macro articles allow the article marketer to distribute a sufficiently unique version of the same article to each and every article directory. Here is how it works.

An ordinary article is written. After that, each word, phrase, or sentence can be converted into a macro. A macro looks something like this:

{I am strong.|I am very strong.|I am the strongest.}

Special software or tools then randomly choose just one word, phrase or sentence from each macro. As you can see, a macro article can be used to generate articles that look completely different. There is only one small problem: creating a macro article can take a few hours.

This problem is not exclusive to macro articles. In general, the whole article marketing process is time consuming. You need time to write articles, and you need time to submit articles to the article directories. The submission process itself can be very time consuming as well. And when you add the idea of creating macro articles, many article marketers just give up! Who wants to spend hours and hours just to create one macro article and submit it to the article directories. No doubt, this process can be painful at times.

So article marketers start to get creative about article marketing. They start to look for software solutions that will help them create unique content faster, and to help them convert these articles to macro articles.

The challenge of automated article writing is an interesting one. After all, not even the smartest program has consciousness. As a result, we cannot expect programs to write with human emotions and feelings. Programs can only take in input from human beings, and simulate how a human being would write. In this aspect, there are already several players in the marketplace who provide such solutions. Even then, most of the output still need some human editing and polishing before the articles can be published.

As for macro articles, automated solutions available in the marketplace works something like this. The software first picks out words in the article that are already in a keyword database. The database also contains synonyms to these keywords. The software then converts the keywords into macros by placing synonyms into each and every macro.

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For example, the word “cute” may be replaced with {cute|adorable|precious}. The problem with this approach is that it doesn't take the context of the original article into consideration. The final output can be hilarious. Take a look at what happens when I use the word replacement approach to rewrite a simple paragraph.

This is an excerpt from an article that I wrote:

Original Paragraph

You can most certainly build a large number of high quality links that will flood your website with traffic in a matter of weeks. The method to use is a well promoted traffic generation method called **article marketing**. When using this method, all you to is to write **high quality articles** about your niche or website and submit them to well established article directories. These directories are meant for experts in various fields like yourself. So what you need to do is to establish yourself as an authority within these article directories. How to achieve this?

Now watch what happens when I put it through a rewriting software that uses the word replacement approach.

Rewritten Paragraph

You can most really found a large number of high property relatives that will flood your website using passage in a dilemma of weeks. The approach to use is a well promoted passage generation approach called **entry marketing**. When with this approach, all you to is to write **high property articles** regarding your cranny or website and refer them to well established entry directories. These directories are doomed for experts in numerous fields like manually. So what you basic to do is to institute manually as an group inside these entry directories. How to achieve this?

Grammar and sentence structure is all wrong, and meaning has been distorted. “Article marketing” has been replaced with “entry marketing”, and “high quality articles” has become “high property articles”. The rewritten paragraph has been reduced to an unusable state.

So save yourself from embarrassment. Do not adopt this approach if you are rewriting articles or converting an article to a macro article. The meaning just gets skewed beyond recognition.

If you really need to use some special software to help with your article writing, choose from solutions that involve human input. Such tools will not write perfect articles for you, but they come pretty close. When used properly, they can help save a lot of time.

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Conclusion

I have to admit, this is a rather short report. But it's short because I've kept the information highly focused on the stuff that do work. Time is precious, so I don't think there is a need to add any fluff. If you follow the tips that I've offered in this guide, you will succeed in article marketing.

Personally, I think that it doesn't really matter that much when it comes to duplicate content. Don't let it stop or bother you. You can always submit macro articles if you like. Ultimately, it boils down to what works for you. Today, I still see sites that use normal articles for link building and they have continued to enjoy high rankings in the search engines. As long as you put out valuable content for your readers, you will be duly rewarded.

Article marketing has worked for many successful entrepreneurs, and there is no reason why it will not work for you. If you continue to build links diligently using article marketing, your site WILL rank, and you WILL get traffic. It's only a matter of time.

Be persistent and don't give up easily. I wish you success.

Sincerely,

Darren Chow

<http://www.fastsubmitarticles.com>

Additional Reading

As Internet marketers, you need to know where the traffic is. Once you find out where the traffic is, just follow the traffic and you will never be a struggling Internet marketer again. Article marketing is just one way to get traffic. There are many other websites out there besides article directories that will give you tons of traffic.

One way to see how well a site is doing in terms of traffic is to look at the Alexa ranking. The higher a site ranks, the more traffic it has. For easier tracking, you may wish to download the Firefox browser and the Alexa status bar extension. The extension will automatically let you view the traffic rank of a website as you surf. If you see a website that ranks really well, be sure to spend some time on the site! For all you know, you may be sitting on a goldmine!



Alexa status bar extension on my Firefox browser

The screen shot shows the Alexa ranking of Ezinearticles.com

You can download Firefox for free here:

<http://www.mozilla.com/en-US/firefox/>

And then download the extension here:

<https://addons.mozilla.org/en-US/firefox/addon/5362>

To save you the trouble of having to compile your own list of article directories, here's mine:

http://www.fastsubmitarticles.com/list_of_article_directories.asp

Questions, feedback, comments? Join the discussion:

<http://forums.digitalpoint.com/showthread.php?t=985867>

Let me know if you would like to see version 2.0 for this guide.

And finally, my super-duper thinly disguised attempt to blow my own trumpet:

[Start Your Article Marketing Journey Today](#)