

Alvin Phang's

Traffic Mastery

The Art of Online Persuasion

“Part 3 – Traffic Generation”

By Alvin Phang


Overview

- Writing Articles
- Submitting to Article Directories
- Forum Posting
- Social Bookmarking
- Exchange of Links
- SEO on your Blog
- Setup Email Campaign

What Is Articles Marketing?

- One of the **BEST** way to drive traffic to your website
- Article consist of **Title**, **Body** and **Resource Box**

Example of an Article


 Web EzineArticles.com

[Ads by Google](#) [Ezine](#) [What Is Ezine](#) [List of Ezines](#) [Online Zines](#)

EzineArticles For Authors
[Submit Articles](#)
[Members Login](#)
[Benefits](#)
[Recent Articles](#)
[Expert Authors](#)
[Experts By Location](#)
[Read Endorsements](#)
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Would you like to be notified when a new article is added to the

[HOME :: Home-Based-Business](#)

Why Do You Want To Start A Home Based Business

By [Alvin Phang](#)

Article Word Count: 367 [\[View Summary\]](#) [Comments \(0\)](#)

 [Print This Article](#)
 [Ezine Publisher](#)
 [Send To Friends](#)
 [Add To Favorites](#)
 [Post A Comment](#)
 [Report Article](#)

Just like you I was working as hard as I can day after day, hours after hours of over time and not always able to make ends meet. Sounds familiar? Well when you work for someone you WILL never get the freedom you always wanted in your life.

Believe it or not but 90% of the people of the world think that way and by working harder for someone and getting a good education will allow you to make more income for yourself.

Time has change as since Internet was introduced to the world! It opened up all the possibilities never thought before few years ago. Not only can you now setup your own internet home business with just a few dollars.


There are also opportunities where you can make massive amount of money online just spending just few hours a day surfing online and email to your customers.

This allows not only the business owner to be more scalable but he can grow his business in a much easier and faster way.

But do be very careful in choosing the right business model for you as the product and company history should be of certain standards and reliable.

Alvin Phang is the owner of [www.Home-Based-Business-School.com](#). For further recommended resources on how to start a profitable [Home Based Business](#) that is Guarranteed to jumpstart your monthly income. Click here for [Home Based Business](#)

Article Source: http://EzineArticles.com/?expert=Alvin_Phang



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[www.TripAdvisor.com](#)
Dubai Holiday Rentals
Furnished Holiday Homes Self Catering Vacation Rentals
[holidayhomesdubai.net](#)
Discounted Dubai Hotels
Book online and save up to 70% on Dubai hotels and car rentals
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Dubai Guestrooms Private
for your business or holiday stay near Burj Al Arab and Beach
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Traffic Mastery
The Art of Online Persuasion

Benefits Articles Marketing

- Brand yourself as an expert
- Pre-selling your products
- Best consistent way to drive FREE targeted traffic to your website
- Improve your search engine ranking
- Create thousands of Back link to your website
- Articles can be used in your email newsletter and blog as well (400-500 words)

Articles Marketing

- Improve your search engine ranking

The screenshot shows a Google search results page for the query "Finding Good Keywords for Google". The search results are ranked 1st through 6th. Red arrows point from two red callout boxes to the 1st and 2nd results, and another two red arrows point from a second red callout box to the 3rd and 4th results.

Callout 1: RANKED 1st & 2nd from YouTube Video

Callout 2: RANKED 3th & 4th in Google Search Engine

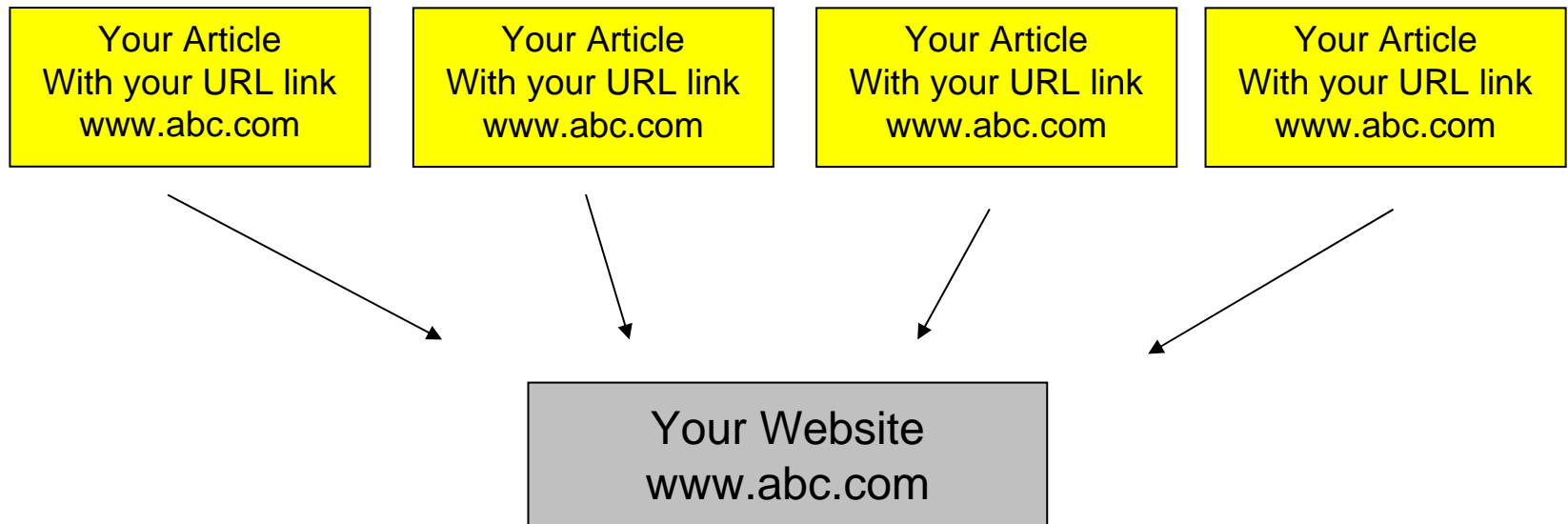
Search Results:

- 1st:** [Keywords](#) - [www.GetMeOnGoogle.com](#) - Don't Waste Your Time & Money! Complete Keyword & Bid Management. (Sponsored Link)
- 2nd:** [YouTube - Broadcast Yourself](#) - **Finding Good Keywords for Google** 10:18. Dont spend money on SEO programs when you can find good keywords for free! Tags: ... [www.youtube.com/results?search_query=keywords](#) - 63k - [Cached](#) - [Similar pages](#)
- 3rd:** [YouTube - Instant Keyword Research](#) - **Finding Good Keywords for Google** 10:18. From: gathersuccess.com. Add Video to QuickList. Adding Audio to Websites 04:00 ... [youtube.com/watch?v=FbmDhwqBwtc&mode=related&search=](#) - 70k - [Cached](#) - [Similar pages](#) [[More results from youtube.com](#)]
- 4th:** [Finding Keywords: See what people are saying right now on Technorati](#) - **Finding Good Keywords for Google**. 6 days ago in GatherSuccess.com | Your Online Source to becoming... by dotatips - 3 blogs link here ... [www.technorati.com/tags/finding+keywords](#) - 34k - [Cached](#) - [Similar pages](#)
- 5th:** [GatherSuccess.com | Your Online Source to becoming Successful](#) - **Finding Good Keywords for Google**. Before you even start thinking of doing your website or selecting your product. The first thing that 90% of newbie never ... [www.gathersuccess.com/](#) - 41k - [Cached](#) - [Similar pages](#)
- 6th:** [phrases :: blogs :: search](#) - **Finding Good Keywords for Google** ??? Bilan du Week-end Eaux Vives (suite) - Entaille (quelques résidus) - Bilan du Week-end Eaux Vives. ... [tagjag.com/blogs/phrases](#) - 56k - [Cached](#) - [Similar pages](#)
- 7th:** [Tags: Business | Dabble](#) - **Finding Good Keywords For Google** Dont spend money on SEO programs when you can find good keywords for free! tag search, Business, engine, internet, ... [dabble.com/tag/Business?from=75](#) - 34k - [Cached](#) - [Similar pages](#)

In order to show you the most relevant results, we have omitted some entries very similar to the 6 already displayed. If you like, you can [repeat the search with the omitted results included](#).

What Are Back Links?

- Create thousands of Back link to your website



- Easily create thousands of Back link and traffic in a matter of few weeks

How To Make Article Marketing Works

1. Write/create an optimize article
(any topic related to your business)
2. Register with at least 10 articles directories
3. Submit your articles to all the 10 FREE articles directories
4. Repeat step 1

3 Proven Tips To Writing A Good Article

- Catchy Title (Most Important)
- Keywords scatter all over your article
- URL in your Resource box with “Call To Action”

The Article TITLE

- **Title**
 - Create a “**STOP**” sign
 - Let them be curious by what you want to tell them
 - Normal articles Titles:
 - 3 secrets to email marketing success
 - Branding yourself to success
 - Use article to market your website
 - 10 strategies to increase your online earning

→ **SOLUTION based title (Doesn't work well)**
Create PROBLEM/ CURIOUS based title instead

The Article TITLE

- 3 secrets to email marketing success
- **Do You Know Who's Killing Your Email Marketing?**
- Branding yourself to success
- **How To Commit Brand Suicide**
- 10 strategies to increase your online earning
- **Do your online earnings suck? You don't have to suffer any more**
- Use article to market your website
- **When Do You Stop Marketing To Customers**

Do it more of a question, problem based title instead
of a solution based title

The Article Body

- **Body Content**
 - Short, but interesting opening paragraph that invites the reader to read more.
 - Paragraphs in small easy to read sentences
 - Give knowledge that you think person will be interested to know
 - It doesn't have to be cutting edge information, just quality information.

How To Create Good Resource Box

- **Resource Box**
 - The author's resource box is very important
 - the name of the author,
 - a brief description of the author,
 - a brief description of your website
 - a hyperlink.

How To Create Good Resource Box

- How to write good Resource Box
 - Use keywords in your resource box
 - Consider the needs of your reader
 - Call-to-action

Eg “Click here to know more”, “check out my site rightaway” etc..

- Provide an incentive

Give free report, ebook, subscribe to your newsletter

Submitting Articles to Article Directories

- [EzineArticles.com](#)
- [GoArticles.com](#)
- [iSnare.com](#)
- [IdeaMarketers](#)
- [Articlefeeder](#)
- [Article Hub](#)
- [Article Dashboard](#)
- [Work at home](#)
- [searchwarp](#)
- [ArticleSubmission](#)
- [ContentDesk.com](#)
- [articlesfactory.com](#)
- [ArticleMap.com](#)

Lunch Break

12:00pm to 12:45pm

<http://www.youtube.com/watch?v=RB-wUgnyGv0>

Forum Posting

- Make use of your signature box
- Find targeted forums which are similar interest to your product
- <http://www.big-boards.com/>

Forum Marketing

- Keep post simple
- Use problem based titles
- Only promote in the signature.
- <http://forum.atomicblogging.com/>

Social Bookmarking

- Bookmark your sites or articles
- Increase the exposure of your site pages
- www.onlywire.com
- www.stumbleupon.com

Exchange of Links

- The links you can get at related sites
- Find links with high page ranks and visits.
- <http://www.linkmetro.com>

Using BlogCatalog

- Online Blog Directory
- Socialized with other bloggers online
- <http://www.blogcatalog.com>

Any Questions?

