

# SEO Article Marketing For Newbies

Written From a Freelance Writer's Point of View  
By DocuMaker Communication Solutions



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## Welcome

Welcome to **SEO Article Marketing - From a Freelance Writer's Point of View**.

Presented from an *insider's* point of view, this guide provides you with the information you need to get started in SEO Article Marketing. It does not contain any hype, sales pitch, or biased affiliation with any product or service. Nor does it contain misleading information. It instead, contains a no-bones-about-it approach to generating website traffic by using specific guidelines and formulas. These are the guidelines and formulas that have worked for the clients who've hired us to write in the past, and clients who continue to bring us new and exciting ideas to write about today.

We decided to publish this information in an effort to answer some hard questions about what exactly it is that we do, and to additionally help others discover what quality SEO Article Marketing means, what it looks like, and how it functions.

We also hope this guide will inspire others who are interested in SEO Article Marketing to use this strategy correctly. All too often, we're witnessing the misinterpretation (even abuse) of this particular promotional tool. Thus, it's our sincerest hope that online marketers read this guide, follow it's suggestions, and essentially do their part to improve the quality of information that we all seek from the Internet.

DocuMaker Communication Solutions is a team of professional freelancers with talents ranging from writing and programming to transcription and fine art. Contact information can be found at the end of this guide.

Thank you for reading and good luck!

*N. Miller*

Nicole Miller

*Dedicated to CWHJR - A young and budding writer who we miss and love - And who continues to inspire us everyday.*

## Icon Guide

To emphasize the importance of certain topics or points, we've inserted several icons throughout this guide. Here's a brief table, which outlines what each of these icons mean.



When you see this icon, it means that the strategy right next to it is a guaranteed winner - a strategy that wins you a higher search engine position and higher web traffic.



This icon is meant as a warning. Don't do what's written next to this time bomb or you'll be sorry.



This picture indicates a definite killer in the eyes of SEO experts and some of the most important search engines. If you're determined to follow the strategy next to this little guy - you're already dead.



This icon marks important information.



This picture describes software that's included with this guide, or that you can download from the Internet and use to implement some of the strategies outlined within.



Here's a pointer toward information on the World Wide Web.



This marker points to a last minute thought - one that we didn't want to let get away before publishing this guide! Includes tips, ideas, and small notes.

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## What's SEO Article Marketing?

In a nutshell, SEO Article Marketing is a promotional strategy designed to attract website visitors via articles (content). SEO stands for "search engine optimization" and this simple acronym already tells us what kind of articles we're working with (optimized), and where they're used in the world of marketing (search engines). But SEO Article Marketing is really just a new twist on an old principle.

When website building was new, we were told to stuff our websites with interesting articles in order to 'retain' visitor interest and increase sales probability. The idea behind that strategy was that the longer a visitor stays on a website, the better the chance of obtaining a sale.

Today, we're told to do the same. However this time around, the reason is to not only retain visitor interest, it's also to 'attract' visitors. The idea behind this particular strategy is that sales probability is somewhat proportionate to the number of website visits. And the more visitors you can get to click onto your site, the better your chances are of ringing that cash register!

SEO Article Marketing uses optimized content - that is, content that is hyper-focused on a single concept - to increase website traffic, and it's success is based on the grounds that:

1. Search engines list websites containing hyper-focused content (interpreted as "relevant" content) higher than other websites.
2. A visitor is more likely to click a link to website that appears on the first page of search engine results (what's meant by "higher"), rather a website than that appears on the second, third... or even tenth page of results.

By placing optimized content on your website, not only will search engines list your website higher than other sites, Internet users will click the link to your URL simply because it showed up before a bunch of others!

SEO Article Marketing works to place your website in the forefront for visitors to interact with and possibly transact with. And if you're serious about increasing website traffic, you simply can't ignore the significance that SEO Article Marketing plays in online business.

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## Is SEO Article Marketing Necessary?

Although it would be advantageous (and perhaps a bit pretentious) for us to say "yes," the truth is just the opposite. SEO Article Marketing is just one of many marketing strategies that people use to generate consumer interest and sales. Hoards of other methods, like advertising on the radio or mailing promotional CDs and post cards for example, can accomplish the same goal.

Like paid advertising or any other promotional campaign, the success of SEO Article Marketing strongly depends on the effort put into it. From that perspective, it's neither more important nor less important than something like classified ads.

You may however, want to start looking at this strategy as a low-cost yet highly effective means to increase website traffic - especially if your website is losing its existing position in search engines, or if your website just isn't getting the traffic that it once attracted in the past.

We simply cannot argue against the fact that a lack of quality content can negatively impact both website traffic and search engine position. Nor can we argue against the fact that SEO Article Marketing has been shown to reverse this affect.

We neither promote nor advise against using SEO Article Marketing to attract or increase website traffic. We merely suggest that it's an effective tool proven to work and thus warrants serious consideration by anyone acting as an online businessperson.

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## SEO Alternatives

It would be rather silly to list every marketing scheme invented for online commerce. If we did that, this guide would probably be thirty times as long as it already is. Our purpose in describing a few alternatives to SEO Article Marketing is to point out just how effective article marketing is when it's compared to some of the other strategies people use.

### **Eye Candy**

For example, instead of attracting consumer interest, website traffic, and potential sales with quality content, some webmasters mistakenly depend on things like graphics, music, and/or videos to bring forth visitors. The problem with this strategy is that unless the file names of these items are entered into a search form, the websites that host them aren't found. Most people don't search the Internet for file names - they search the Internet for things they can install onto their computers, ship to a friend overseas, or print out and read, etc.

### **Link Exchanges**

Another alternative to article marketing is exchanging links. On one hand, exchanging links is never a bad idea. On the other hand, search engines are beginning to appraise the value of these links. And links from a free-for-all website or link-buying scheme (a form of search engine spam) can damage the existing value of an otherwise esteemed online presence.

### **Keyword Stuffing**

Keyword stuffing is another strategy that some people try to use, but not without cost. This alternative to article marketing is definitely interpreted as spam, and search engines are now refusing to index websites that employ it.

### **Gateway or Doorway Pages**

Perhaps you've run into a few gateway or doorway pages while searching for something, and considered using this strategy on your own website. Gateway or doorway pages use keywords to attract web traffic, however they contain no content - they only contain links to another website or webpage (usually the main page). Like with keyword stuffing, search engines remove websites with these kinds of pages from their indexes as

well.

These are just some alternatives to SEO Article Marketing. Although they're obviously bad business choices, a surprising number of people continuously try to get away with them on a daily basis. They may work - but only for a little while, and the penalty of employing them is sometimes too damaging to repair (like being banished from search engines for example).

We highly suggest that you resist any urge that you may have toward these strategies and stick with what we've discovered to work. When properly used, SEO Article Marketing is an effective, valuable, spam-free solution to the problem of attracting website traffic.

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## What SEO Article Marketing Is Not

Some of us have already seen this strategy in use via AdSense content sites. AdSense content sites (usually) contain hoards of articles and advertisements served by Google Ads.

### The Problem with AdSense

The problem with these types of websites is that they've literally flooded and abused the search engines with repetitive and insignificant content - that is, content that is nothing more than a rehash of what's already considered public knowledge. In fact, there's really nothing to differentiate these kinds of websites from one another except their URLs.

Known as search engine spamming or spamdexing, publishing repetitive content is the wrong way to use SEO Article Marketing and due to user complaints, search engines like Google have set forth policy to remove these kind of websites from their indexes.



You can see Google's policy for handling content like this through it's Spam Reporting Form at <http://www.google.com/contact/spamreport.html>. In particular, this form addresses "Duplicate site or pages" as inappropriate material.

### Understanding the Success of Article Marketing

Don't let this abuse deter you from applying this marketing method to your own efforts, however. One very important lesson can be gleaned from SEO Article Marketing - and that is that the strategy works - even if we're not pleased with how others are applying it.

Proper SEO Article Marketing requires **new and useful content** that supports the interests behind the product or service that's being sold. And it also requires a little strategic thinking. Having written SEO articles for over 40+ clients, we've learned what that strategic thinking is and when followed, the results are well rewarded.

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## What SEO Article Marketing Needs To Work Properly

Assuming that you've vowed to create new and useful content, the first thing you need to do is create a list of keywords that people use to find you. This first step may seem painfully obvious, but we've seen a few marketers make some mistakes at this point by failing to think like a customer and failing to choose effective keywords.

### What "Effective Keywords" Are

Instead of choosing keywords that a customer would think of, some people mistakenly choose keywords that a marketer would choose - or worse, they pull out a thesaurus and create a 50-word list of synonymous metatag content.

You have to remember that customers don't necessarily think like a marketer. So while you might think that "financial planner" or "financial software" are appropriate keywords for your articles, you're missing a huge sales opportunity since your potential customers really search the net with keywords like "reduce credit debt" or "fix my budget." Another sales opportunity lies in geographically based keywords like "retirement + plan + Sacramento" or "credit + Reno" for example.



40% of search engine queries include geographically based keywords.

### Where To Find Effective Keywords

The keywords you choose must match the ones that your target market will use on sites like Yahoo, MSN, or Google. Thankfully it isn't that hard to find out what these keywords are and there are number of software programs to help you discover what they are. One that comes to mind is Softnik Technologies' "Good Keywords" freeware program, but there are other similar programs like Google Trends and Overture.

By entering in a very basic search term within one of these programs, you'll not only get an extensive list of matching keywords which people use on a daily basis, you'll get them in the order that they're used. And this order will help you determine just where to use them in your articles.

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## Kinds of Keywords

Before we get into keyword order, let's talk about the different kinds of keywords there are: **primary**, **secondary**, and **tertiary**.

### Primary Keywords

A **primary keyword** is the keyword or keyword-phrase that you'll use before all other keywords. It's the most important keyword and the entire content of the article should discuss it at length.

It should be introduced as an article's file name, title, and of course, within the page's content. And it should be the first word of the first sentence of the first paragraph as well. This specific order is extremely important to your SEO Article Marketing efforts because search engines deem the first words of an article as the most important.

When a search engine indexes an article, it's those first words that tell the search engine (1) what the article is about and (2) what search queries that article should respond to.

In no circumstances should an article about electronic football games start with a company's title, software developer's name, or insignificant greeting. If this article began with a slick welcome message for example, its link wouldn't show up in the forefront of search engines the way that an article starting with the keyword phrases, "fantasy football" or "college football" would.

### Secondary Keywords

A **secondary keyword** is the keyword or keyword-phrase that you'll use after the primary keyword or keyword-phrase and it immediately follows the primary keyword that you're working with in the list obtained from the Good Keywords program.

Secondary keywords aren't necessary, however when they're embedded into your articles, they increase the chance of attracting website visitors who use the next best keywords to search with.

### Tertiary Keywords

**Tertiary keywords** are a group of keywords or keyword-phrases (usually no more than 10) that are used after the secondary keyword or keyword-

phrase. They too, increase the chance of attracting website visitors who use different keywords to search with.

These keywords are introduced behind the secondary keyword in a page's description and keyword metatags, and of course, throughout the page's content.

### **Keywords in Action**

As an illustration, let's say that your website caters to joggers. Joggers would readily find your website if it hosted articles written with the following keywords:

jogging  
jogging running  
jogging tip  
benefit jogging  
complete guide idiot jogging running  
jogging woman  
burned calorie jogging  
jogging lose weight  
jogging loss weight  
begin jogging  
beginner jogging  
calorie jogging  
jogging program  
exercise jogging  
jogging technique  
beginning jogging

Using these keywords as an example, the subject of your first SEO article would be about jogging. It's primary keyword would be: "jogging", the secondary keyword would be: "jogging running," and the tertiary keywords would be: "jogging tip, benefit jogging, complete guide idiot jogging running, jogging woman, burned calorie jogging, jogging lose weight, jogging loss weight, begin jogging, beginner jogging, calorie jogging."

The primary keyword of a second article about the subject would focus on "jogging running." Its secondary keyword would be "jogging tip," and its tertiary keywords would be "benefit jogging, complete guide idiot jogging running, jogging woman, burned calorie jogging, jogging lose weight, jogging loss weight, begin jogging, beginner jogging, calorie jogging, jogging program."

The position of these keywords in articles changes (shifts) as you move down the list of available search terms. And maintaining this order in your articles is extremely important so that you attract the attention of the people who use these keywords.

Why?

The above example keywords were obtained with the "Good Keywords" program, and this particular software retrieves keywords in an order that dictates popularity.

In our sample list, the keyword-phrase, "jogging woman" appears before "beginning jogging" because its more popular - meaning that "jogging woman" is used to search the internet much more than the "beginning jogging" keyword-phrase is used. By maintaining this same order in your articles, you'll increase your chances of attracting the widest audience of Internet searchers at one time.

In other words, an article focusing on a keyword or keyword-phrase that's used 90% of the time could be read by a higher percentage of people than say, an article focusing on a keyword that's used 10% or 2% of the time.

In this instance, you want your article to respond to as many search engine queries at a time, which will consequently also bring in the most website traffic.

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## Keyword Density

At the time of this publication, an article - or webpage content - can be as short as 300 words while anything more than 600 words (in SEO Article Marketing) is thought to lose a reader's interest. The number of words in an article is extremely important, as it helps to determine a thing called **keyword density**.

### Keyword Density Defined

Keyword density is the number of times that a keyword or keyword-phrase occurs within a page of content (not HTML tags) and again, at the time of this publication, a density from 1% - 5% seems to be acceptable

You can calculate the keyword density within your article by dividing the number of times that each keyword or keyword-phrase occurs by the number of the total words in the entire article.

For example, a 300-word article that mentions a particular keyword 15 times has a keyword density of 5%. An article with a 1% - 5% keyword density resembles the natural flow of regular speech. But when that density is increased to 10% or 20%, the article becomes incomprehensible and 'spammy.'



Remember, you don't want your articles to look like spam because search engines will refuse to index them, or they'll remove the articles from it's index should the articles accidentally make it in there! So you'll want to regularly calculate the keyword density of your articles as you write them to ensure they (1) resemble natural speech, and (2) aren't 'spammy.'

### Keyword Density in Action

Take a look at the following paragraph examples.

Example 1:

*Jogging is an exercise that we all can enjoy as long as we take proper precautions. Unlike full-fledged marathon running, jogging is performed at a pace that we're comfortable with - not a pace that we're competing with. And we can make adjustments in our jogging pace, route, environment, etc. to reduce the risk of a heart attack caused by overzealous activity.*

Example 2:

*Jogging is a jogging exercise that we all can enjoy as long as we take the proper jogging precautions. Unlike full-fledged marathon running, jogging is performed at a jogging pace that we're comfortable with - not a jogging pace that we're competing with. We can make jogging adjustments in jogging pace, jogging routes, jogging environments, etc. to reduce the risk of a heart attack caused by strenuous jogging activity.*

Example 1 contains a 4% keyword density and strongly resembles natural speech. Example 2 however, contains a 15% keyword density, however it strongly resembles spam. (Believe or not, some people try to pass off the type of writing exemplified in Example 2 as part of an actual article.)

### **Keyword Density Workarounds**

To prevent spamdexing, yet continue to draw in traffic and achieve a high position in the search engines, you are encouraged to use more than one keyword or keyword-phrase in a single article as long as the use of each doesn't exceed the recommended density (1% - 5%).

You're also encouraged to use interjections or small prepositions to break up some of the keyword-phrases. For example, "benefit jogging" and "benefit, jogging."

This makes for easier reading, and it's A-OK in SEO Article Marketing because search engines generally ignore these kinds of words. Apostrophes, dashes, commas, and other punctuation marks don't generally disrupt the relevancy of a keyword pattern as well.

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## How Many Articles Are Enough?

Some people opt to write one article for each keyword found through the Good Keywords program (or whichever preferred program). But as you can probably already tell, those who write this way can spend a tremendous amount of time, energy, and money on writing articles that will only attract 10% or even 2% of relevant search queries.

### Write a Large Number of High Quality Articles

The most common-sense approach is to write a large number of high-quality articles that focus on the top keywords for your subject (that is, keywords used 70% to 100% of the time).

From an Internet marketer's point of view, a large amount of content gives the impression that a website is an authority on a particular subject, and is thus more important. Search engines recognize the size of a website and importance, and tends to list larger sized websites (i.e. more important websites) higher in query results.



*Rumor has it that it takes at least 100 or more quality articles to establish credibility on the Internet!*

From a freelance writer's point of view, we're often commissioned to write 50-100 articles at a time. This number isn't written in stone - it's simply a number that we find ourselves following over and over from repeat customers. From that repeat business, we can strongly speculate that this number or articles is working for others and will continue to do so for a very long time.

The only dilemma at this point is thinking of relevant topics for so many articles! To help, we've provided a list of possible topics for consideration.

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## Kinds of Articles

There are many different kinds of articles, but research has shown that "How To" articles are the ones that attract the most interest. The important thing about content (regardless of it's genre) is that it's engaging - it's applicable to today's problems - and it's easy to follow.

### Article Types

An article may therefore, be a/an:

- Analyses of events and trends
- Commentary on recent news
- Customer success story
- Example application of a product or service
- Frequently Asked Question file
- How-To
- Interview
- List of itemized bits of information (Top Ten...)
- Personal experience story
- Profile
- Tips and tricks
- Troubleshooting, etc.

### Current Writing Trends

Today, people want answers faster than ever before. And they want the truth as well. The days of fluff, hype, and intellectual geek speak are over!

This means that your articles need a little humor, they need to provide a real solution to a real problem that people are having, and they need a reading ease that appeals to the literate seventh grader.

Another trend among article writing is presenting information in conversational tone. Gone are the days of objective, uninvolved, 3<sup>rd</sup> party prose. Today, people want to read material that seemingly speaks to them. So plug those pronouns back into your compositions and use words like "you, we, us, and our" to communicate with your audience like we've done to communicate with you.



One trick that we use to ensure our articles are readable by just about everyone is to imagine we're talking to a class of junior high school students while writing!

## Today's Format of the Typical SEO Article

The formats in which these articles are written are important as well. Avoid passive sentences, break up large amounts of information into small, 3-4 sentence paragraphs, and present information in a simple order.

Sequential order is best, as people better respond to steps toward a goal or directions toward a destination. Number these steps or directions if need be. People who are in a hurry or who are prone to scan a document can quickly absorb the essential marks of your material if they're outlined in easy to read instructions.

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## Suggested Article Topics

We know it can be difficult thinking of things to write about. That's why we included 190 topics you can view as a way to jumpstart your thinking. To see how applicable these topics can be, replace each instance of, "-keyword-" with an actual subject.

- # Reasons Why You Should Use -keyword-
- # Ways To Manipulate -keyword-
- # Ways To Measure -keyword- And Why
- # Ways To Use -keyword-
- -keyword- Abuse
- -keyword- And Society Today
- -keyword- Anyone Can Operate
- -keyword- Is No Laughing Matter
- -keyword- Assistance
- -keyword- Can Be Dangerous
- -keyword- Cautions And Safety
- -keyword- Design
- -keyword- Facts
- -keyword- For Beginners
- -keyword- For Children
- -keyword- Fraud
- -keyword- Hire Tips, Guidelines And Advice
- -keyword- In Brief
- -keyword- Lingo And Remedies
- -keyword- Repair
- -keyword- Replacement Tips
- -keyword- Requirements And General Information
- -keyword- Resource Handbook
- -keyword- Reviews
- -keyword- Safety
- -keyword- Secrets
- -keyword- So Simple Anyone Can Do It!
- -keyword- Survival Guide
- -keyword- Through Creative Thinking!
- -keyword- Tips, Tricks & Traps Revealed
- -keyword-: The Way Of The Future
- About -keyword-
- Achieve Excellence In -keyword-
- Achieve Success With -keyword-
- All About Getting Into -keyword-
- Applicable Model For -keyword-
- Are You Cut-Out To Own Your Own -keyword-?
- Automating -keyword-
- Avoiding Common -keyword- Mistakes
- Bare-Bones Basics Of -keyword-
- Basic Steps To Recovering From -keyword-

- Basic Uses Of -keyword-
- Best Online Source For Quality -keyword-
- Best Ways You Can Hide -keyword-
- Building -keyword- From Scratch
- Buying And Exporting -keyword-
- Buying A New -keyword-? Why Not Modify Old One?
- Categorizing -keyword-
- Checking Out -keyword-
- Citizen's Guide To -keyword-
- Clever Methods To -keyword-
- Collecting -keyword-
- Conquering -keyword-
- Consumer's Guide To -keyword-
- Creating -keyword- That Work For You
- Customizing -keyword-
- Dangers Of -keyword-
- Dealing With -keyword- Wear
- Detecting Flaws In -keyword-
- Determining The Best -keyword-
- Discover Ways To Get -keyword- Before It's Too Late
- Do's And Don'ts Of -keyword-
- Do You Believe In -keyword-?
- Do You Give Enough Information To -keyword-?
- Do You Want To Increase -keyword-?
- Doing Business With -keyword-
- Don't Fall For -keyword-!
- Duplicating -keyword-
- Easy And Perfect Ways To Upgrade -keyword-
- Enjoy All Kinds Of -keyword-
- Examples Of -keyword-
- Experimenting With -keyword-
- Facts & Figures About -keyword-
- Fears And -keyword-
- Financing -keyword- - What You Should Know
- Find -keyword- Parts Online
- Finding -keyword-
- Finding A Great -keyword- Accessory
- Five Ways To Judge -keyword-
- Fixing -keyword-
- General Information Concerning -keyword-
- Get An Extra -keyword-
- Get The Right -keyword-
- Get -keyword- Ready
- Getting In On The -keyword- Bandwagon
- Getting Started In -keyword-
- Getting The Best Deal On -keyword-
- Guaranteed Ways To -keyword-
- Guide To Obtaining -keyword-
- Handy -keyword- Tips
- Helping -keyword-

- Hints For -keyword-
- History Of -keyword-
- Honest, Practical Ways To Help You -keyword-
- How -keyword- Affects Our Economy
- How -keyword- Works
- How And Where To Meet -keyword-
- How Can You Enjoy -keyword-
- How Good Is -keyword-?
- How To Accomplish -keyword-
- How To Analyze -keyword-
- How To Become -keyword-
- How To Catch -keyword-
- How To Develop -keyword-
- How To Learn -keyword-
- How To Make Extra -keyword-
- How To Manufacture -keyword-
- How To Never Be Without -keyword-
- How To Operate -keyword-
- How To Organize -keyword-
- How To Overcome -keyword-
- How To Rebuild -keyword-
- How To Receive -keyword-
- How To Regain -keyword-
- How To Reorganize -keyword-
- How To Set Up And Operate -keyword-
- How To Stop -keyword-
- How To Teach -keyword-
- Importance Of -keyword-
- Improving -keyword-
- Introduction To -keyword-
- Joy Of -keyword-
- Keeping -keyword- Exciting
- Legal Ways To -keyword-
- Lure Of -keyword-
- Maintaining -keyword-
- Making The Most of -keyword-
- Man's Guide To -keyword-
- Managing -keyword-
- Marketing -keyword-
- Master The Art Of -keyword-
- Measuring -keyword-
- Motivations Behind -keyword-
- My -keyword- Was Stolen - Prevention Tips
- New Rules For -keyword- Donation
- New Type Of -keyword-
- Now You Can Enjoy -keyword-
- Opportunities In -keyword-
- Other Ideas For -keyword-
- Planning For -keyword- Expansion
- Pocket Guide To -keyword-

- Positive Methods To -keyword-
- Preparing -keyword-
- Preparing For -keyword-
- Preventative -keyword- Maintenance
- Problems With -keyword- And How To Solve Them
- Professional -keyword-
- Putting Some Thought Into -keyword-
- Quick And Simple Instructions On Using -keyword-
- Raising Money For -keyword-
- Re-Discovering -keyword-
- Researching -keyword- Online
- Restructuring -keyword-
- Restyling And Upgrading -keyword-
- Role Of -keyword- & How To Employ It
- Rules For -keyword-
- Safeguarding -keyword-
- Saving Money On -keyword-
- Scheduling Time And Activities For -keyword-
- Set Up An -keyword- System
- Short -keyword- Course!
- Sources Of Free -keyword-
- Stop Losing -keyword-
- Suggested Sequence Of Events For -keyword-
- Survival Guide To -keyword-
- The Cause And The Cure For -keyword-
- The Easiest -keyword-
- There's Gold Inside -keyword-!
- Things You Must Know Before Buying A -keyword-
- Things You Should Know About -keyword- Security
- Troubleshooting -keyword-
- Truth About -keyword-
- Truth And Fiction About -keyword-
- Tweaking -keyword-
- Unusual Technique For -keyword-
- What In The World Is -keyword-?
- What Matters Most In -keyword-?
- What To Look For In -keyword-
- What You Should Not Do When Buying A New -keyword-
- When To Use -keyword-
- Where -keyword- Goes Wrong
- Where To Get Your Share Of -keyword-
- Which -keyword- Is Right For You?
- Who Would Benefit From -keyword-
- Why -keyword- Doesn't Work.
- Why Aren't You Using -keyword-?
- Why Bother About -keyword-?
- Winning -keyword-
- Woman's Guide To -keyword-
- You Can Be A Professional -keyword-
- You're Not Alone: -keyword- Statistics

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## Suggested Points to Cover in Your Articles

The following questions should help you flesh out your articles with relevant material. They're appropriate for almost any topic (like the ones we've provided), and they'll help you focus on the keyword that you're writing about. To use them, simply type in an answer to each question, then delete each question as you answer it!



It isn't necessary that you answer every single question. The idea behind these outlines is to get you thinking about your keyword, and then ultimately, writing about it!

### Introduction

- What is the problem with (or challenge of) NOT having access to or using keyword?
- When does the problem (or challenge) of not having or using keyword most likely occur?
- Who is most likely to experience the problem (or challenge) of not having or using keyword?
- What causes the problem (or challenge) of not having or using keyword?
- Where is this problem (or challenge) of not having or using keyword most likely found?

### Alternative Solutions

- What are some of the **alternative** solutions?
- Who is most likely to try these **alternative** solutions?
- When are these **alternative** solutions usually applied?
- Where are these **alternative** solutions found?
- Why do the beforementioned **alternative** solutions NOT work the way that keyword does?

### The "Keyword" as the Solution

- What is the solution? (Introduce keyword)
- How does keyword solve the problem?

### Definition

- What is the definition of keyword?
- Into what general category/categories does keyword belong?
- How many different kinds of keyword are there and how do they differ from each other?

### Alternative Definitions

- What other words or phrases are used to define keyword?
- Who would use these other words or phrases?
- When might these phrases be used?
- Where might these phrases be used?
- Why might these phrases be used?
- Why might these other words or phrases be correct/incorrect?
- Why is the current keyword the correct word or phrase?

### Further Descriptions

- What does keyword look/feel/smell/sound/taste like?
- What are keyword's main parts and how does each work?
- What does keyword need to operate?

## History

- Who discovered/invented keyword?
- When was keyword discovered/invented?
- Where was keyword discovered/invented?
- What was keyword used for in the past?
- How did keyword develop over time?

## Current Usage

### Resistance

- Why might some people resist using keyword?
- Who might resist using keyword and is this justified?
- When might keyword be resisted and is this justified?
- Where might keyword be resisted and is this justified?

### Today's Application

- What is keyword used for today?
- Who uses keyword?
- Where is keyword used and why?
- When is keyword typically used and why?
- How does keyword relate to what the reader is doing (or wants to do)?

## Application (How To Use "Keyword")

### Step 1 (describe need for a keyword mission statement)

- What obstacles stand in the way of keyword 's way and how to get rid of them?
- What should the reader expect after formulating a mission statement for keyword?

### Step 2 (describe need for schedule/deadline.)

- What obstacles stand in the way of keyword 's way and how to get rid of them?
- What should the reader expect after formulating a, schedule/deadline?

### Step 3 (describe need for risk plan.)

- What obstacles stand in the way of keyword 's way and how to get rid of them?
- What should the reader expect after formulating a risk plan?

### Step 4 (list required reference materials/resources).

- What obstacles stand in the way of keyword 's way and how to get rid of them?
- What should the reader expect after collecting reference materials/resources for additional help/safety precautions?

### Step 5 (list required equipment for additional help/safety precautions).

- What obstacles stand in the way of keyword 's way and how to get rid of them?
- What should the reader expect after collecting equipment & reference materials/resources for additional help/safety precautions?

### Step 6 (suggest why & how to get others involved).

- What should the reader expect after get others involved?

### Step 7 (describe need for personal log).

- What obstacles stand in the way of keyword 's way and how to get rid of them?
- What should the reader expect after formulating a personal log?

**Step 8 (describe steps for each action).**

- What obstacles stand in the way of keyword 's way and how to get rid of them?
- What should the reader expect after formulating a personal log?

**Step 9 (point out how to test for errors and fix them).**

- What should the reader expect after testing for errors and fixing them?

**Maintenance**

- How should keyword be maintained and why?
- Are there any unusual characteristics (warnings) that the reader should be aware of?
- Where can the reader go for more information?

**Conclusion**

- What are questions that continue to be unanswered?
- What facts and data are still unclear?
- What further work, research or experimentation that needs to be done?
- What is the ultimate benefit of following the suggestions in this article?

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## Getting Your Articles into the Search Engines

The magic of SEO Article Marketing comes alive when your articles bring visitors to your website! All of this magic occurs within search engines like Yahoo or Google, and to ensure your articles are listed in the indexes of these search engines, you've got to first make sure your articles are "search engine friendly."

### Making Your Articles, "Search Engine Friendly"

By "search engine friendly," we mean articles that are formatted as HTML and which:

- **Position the keywords as the first words in**
  - Anchor text (links)
  - Body Text
  - Description Metatag
  - Keyword Metatag
  - Page (File) Name
  - Title Tag
  - URL
- **Emphasize the keywords in the content's**
  - Header tag (H1, H2, etc.)
  - Bold tags
  - Italic tags
- **Are smaller than 40K**
- **Are only two clicks away from it's originating link**
- **Contain no missing links to other articles or content**

### The Smart Way To Submit Articles Online

We're not about to discuss HTML editing in *this* article - there are literally thousands of tutorials on the subject freely available on the web. But once your articles are formatted correctly - that is, formatted according to the above, you can begin to submit them to search engines.

Submitting articles to search engines can be a tall order if you're attempting to index 50-100+ articles at a time!

The smart way to do this is to create a single HTML page that links to each article first, such as an editorial.html page, and then submit the editorial.html page to search engines. As long as each link on that editorial.html page points to an existing article, search engines will index not only the editorial page, but also each article that's linked to it.

## Reaching Beyond the Search Engine

Yes, your goal is to reach people through the search engines, but search engines aren't the only places that you can submit your articles. You can for example, submit your article or article index page to Internet directories. Internet directories differ from search engines in that they're smaller, they focus on a particular niche, and they're more selective of the content that they include.

In addition to Internet directories, you can also submit your content to article depositories. Article depositories are an example of Internet directories, however these directories specialize in content, and are virtual libraries of literal works rather than other types of computer-generated files (software programs, videos, images, etc.).



When submitting content to article libraries, be sure to read the user agreements of these directories and follow their rules. Some prohibit multiple/simultaneous submissions of a single article, some accept specific kinds of content only, while others accept content from authors with a membership. In most cases, signing up for an article directory membership is free.



Here's a small list of well-known article directories at which you can submit your content. As you hop along the web, this list is bound to grow with directories that effectively reach your target market.

Just make sure that the content you submit is original and not copied onto thousands of other websites! (see "What SEO Article Marketing Is Not")

*Expect six to eight weeks for publication.*

- Article Depot - <http://www.articledepot.co.uk>
- Ezine Articles - <http://www.ezinearticles.com>
- GoArticles - <http://www.goarticles.com>



Use the free [SEO Article Marketing Spreadsheet](#) that accompanies this guide to keep track of your efforts and to monitor results.

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## The Article and Link Connection

### Article Marketing = Back Links and a Higher Search Engine Position!

Thus, the benefit of submitting to article libraries is three+ fold.

- First, since search engines regularly index the content of these article libraries, they'll index your article too as long as it's part of the library's database.
- Second, the articles in these libraries almost always link to the websites of the authors who wrote them.
- Third, article directories will keep your content on their websites for as long as they exist - thus giving you continued (free) promotion, and a long-lasting impression of business endurance.
- Fourth - by submitting your articles to one of these libraries, you essentially give other people permission to reproduce them on their websites. In the world of article marketing, this is known as "syndication."



When search engines index the websites of others, they'll not only index your articles on those websites, they'll also index links to your website as well.

You can even set up a link exchange with website owners (independent of article libraries) by using your articles as barter item. Simply offer the use of your articles in exchange for a link.



Here's a tidy list of folks who will gladly accept your articles, or swap articles in order to increase site exposure. Just make sure that the content you exchange is original and not copied onto thousands of other websites! (see "What SEO Article Marketing Is Not")

- <http://www.e-zinez.com>
- <http://www.ezinenewswire.com>
- <http://www.ezinearticles.com>



Don't forget to include a byline at the end of your articles when you submit them to article directories (or give others permission to use them in newsletters, websites, mailing lists). To increase your search engine position using this strategy, your byline must contain your name and website URL at the very least!

Why is this important?

## Links - The Hidden Bonus

As a bonus, links originating from external websites raise the search engine position of the website that's being linked.



The more links there are pointing to a website, the higher that website sits in the search engines.

Essentially, multiple links pointing to a website suggests that the website is highly recommended by others, and search engines manifest this opinion with a high position.

## Ensuring Link Quality

A word of caution, however. Just as you want to write about only the most effective (popular) keywords, you also want to submit your articles to only the most effective (popular) Internet sites. Using PageRank as a gauge, you'll want links from websites, forums, or libraries that have a high PageRank because their links will raise the PageRank of your own website as well.



A link originating from a low-ranking website could actually lower your own pagerank - so be a little judicious about exchanging links. You certainly don't want to defeat your efforts.



The topic of PageRank is beyond the scope of this guide - nevertheless important to your goals as an SEO Article Marketeer. In a nutshell, PageRank is a weighted form of link popularity. More information about it can be found at <http://www.google.com/technology>.

In addition, you want to make sure that the places you submit your articles to cater to the audience you're trying to attract. It wouldn't make much sense for example, to submit your articles about college student software to an Internet directory that focuses on motorcycle rallies!

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## SEO Article Marketing Tools

As we've previously mentioned, SEO Article Marketing is successful when it's done with a real and honest effort. It isn't a get-rich-quick scheme and as you've seen from the steps outlined above, it can require a lot of work. Fortunately, there are some nifty tools you can use to make your involvement a little easier.

### Keyword Research

We've already described one keyword research tool, and that's the GoodKeywords program. This program is just one of several available keyword mining tools. Other tools are Google Trends and Overture. Use one of these tools or one of the few below to generate a good list of popular keywords to write about:

**GoodKeywords** <http://www.goodkeywords.com>  
Keyword Elite <http://www.keywordelite.com>  
WordTracker <http://www.wordtracker.com>

### Writers

Another tool is outsourcing. Once you have a list of popular keywords to write about, you **don't have to write** about them! You **can hire others** who will gladly write about them for you - and distribute them among article directories too. Known as "ghostwriters," or "ghost-authors," these folks will write the articles we've been talking about and give you the credit of authorship. You can find plenty of ghostwriters at the following locations:

**Rentacoder** <http://www.rentacoder.com>  
Elance <http://www.elance.com>  
Get a Freelancer <http://www.getafreelancer.com>



Expect to pay anywhere from \$5 to \$100 per article delivered within a 5 to 15-day time span.

### Editing Software

If you plan to write these articles yourself, you can find a huge selection editing tools to help. In most cases, you already have the software you need to write articles installed right there on your own computer. Notepad and WordPad are certainly sufficient, however if you want a program that

includes a spell and grammar checker, you might want to look at Microsoft's Word.

## Reference Tools

None of us are walking banks of knowledge, so there will be times when you'll have to reach outside of yourself to do a little bit of research on a topic. Here is a small list of research tools to refer to on a regular basis:

Wikipedia Free Encyclopedia <http://en.wikipedia.org/wiki/Melatonin>  
WordWeb Software <http://www.wordweb.info>  
Most Useful Websites for Reporters <http://www.depthreporting.com/websites.htm>



One way to show readers that your writing is fresh and relevant to today's concerns is to use RSS feed content as part of your writing. Just be sure that as you pull in relevant news stories, you also credit the source from where it came!



Check out the Citation Machine - a free web resource designed to assist you with formatting proper credit within your articles.  
<http://www.citationmachine.net>

## Keyword Density Tools

While checking for proper spelling and grammar, you'll also want to use a tool that will calculate an effective keyword density. Calculating keyword density by hand is too extensive to be productive, so try out some of the following software programs as a sensible alternative:

Keyword Density <http://www.sharewareconnection.com/titles/keyword-density.htm>  
GRKda [http://www.grsoftware.net/search\\_engines/software/grkda.html](http://www.grsoftware.net/search_engines/software/grkda.html)  
E3KWD <http://www.e3internet.com/keyword-analysis-tool>

## Copyright Checkers

To check the originality of outsourced articles, you may want to verify that they don't violate any copyrights. (You can skip this tool if you choose to write your own articles). Copyscape is a popular tool that's used to find copied material on the Internet, and thus warn you of plagiarism. But there are others that accomplish the same task as well:

**Copyscape** <http://www.copyscape.com>  
Turnitin <http://www.turnitin.com>  
iThenticate <http://www.ithenticate.com>

## HTML Generators

To make your HTML editing job a little easier, you can use an HTML generator - software that will take a plain text document and turn it into a webpage for you. This kind of tool will save a tremendous amount of time that it takes to convert plain text files by hand. Try these on for size:

AscToHTML <http://www.jafsoft.com/asctohtm>  
Easy Text To HTML <http://www.easyhtools.com/ethdescription.html>  
[CyberMatrix Text2Html](http://www.cybermatrix.com/txt2html.html) <http://www.cybermatrix.com/txt2html.html>

## Sitemap Makers

To generate an editorial.html page or index page that links to all your articles, you can use a simple sitemap-generating tool. This tool will automate this step of article marketing for you so that you don't have to take the time to link 50-100 HTML files together by hand. We prefer to use Xenu's Link Sleuth, however you may like some of the other programs available:

**Xenu's Link Sleuth** <http://home.snafu.de/tilman/xenulink.html>  
Sitemap Pro 2.2 [www.sitemappro.com](http://www.sitemappro.com)  
CoffeeCup SiteMapper [www.coffeecup.com/google-sitemapper](http://www.coffeecup.com/google-sitemapper)

## FTP Tools

To upload your all your new content to your website, you can use one of these popular FTP software programs:

[FTP Commander](http://www.vista.ru/2inter.htm) <http://www.vista.ru/2inter.htm>  
[SmartFTP](http://www.smartftp.com/download) <http://www.smartftp.com/download>  
[AceFTP](http://freeware.aceftp.com) <http://freeware.aceftp.com>

## Search Engine Submit Tools

Your next step is to submit your editorial.html page or index page to search engines and many tools will help automate this process. We prefer to submit these kinds of pages by hand at the search engines and directories themselves, however you may be more comfortable using software to do this:

**AddWeb** <http://www.cyberspacehq.com>  
Submission Buddy <http://www.sharewareriver.com/products/25932.htm>  
[Web Submitter](http://www.tradeposter.com) <http://www.tradeposter.com>

## Article Submission Tools

Should you want to add your articles to article libraries, there are even more tools developed for this step as well. The software below comes with a pre-set article library database, but they may also allow you to add or delete libraries at will. Article Blaster is our preferred article submission tool for this reason.

**Article Blaster** <http://www.ng2000.come/documaker/ArticleBlaster.zip>  
Artemis Lite <http://www.myzips.com/software/Artemis-Lite.phtml>  
Article Planter <http://www.sharewareconnection.com/article-planter.htm>



Not all article directories accept software-induced submissions. Prepare to submit your articles manually if necessary.

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## Mission Accomplished?

After submitting your articles to search engines, Internet directories, article libraries, etc., your work isn't necessarily complete.

### Capitalizing on Changes

Because your articles strongly depend on the keywords used to find information on the Internet - and because the content and popularity of these keywords constantly change, you're going to have to create and upload new content - or move (archive) older content in order to capitalize on these changes.

For example, a keyword that was popular a year ago may not be popular today, and vice versa. Your job as an SEO Article Marketeer is to make sure the content on your website caters to the fluctuating demand for information. So yes, there's plenty of more work to do. But it's unnecessary to worry about adding, replacing, or archiving content.



Search engines love these kinds of moves because they indicate your website is current - it moves with the times - and it reflects the interests of an evolving market. They love these kinds of moves so much, that reward evolving websites with a higher position - and a higher position in the search engines after all, is what SEO Article Marketing is all about!

### What to Expect

It isn't unreasonable to expect some hard-edged results from all the hard work you do as an article marketeer, but solid figures just aren't available - and they probably won't ever be available. Results will vary from a number of factors including topic, article quality, article size and number, distribution, and more.

Our best suggestion toward gathering any realistic statistics behind article marketing is to:

1. Visit <http://www.goarticles.com> (or any of the other more popular article directories)
2. Search for the topic that you want to write about, and
3. Take a count of the number of times each article was read.

This figure may give you an idea of how about many people will read your own article(s).

As an example, we searched for articles with the keyword, "monsters" in the title.

GoArticles listed 3,818 views for 15 of these articles, and from those results, we estimate that one article with "monsters" in the title has the potential of being read by about 254 people (or 254 times by a very forgetful person!).

50 articles with the keyword "monsters" in their titles have the potential of being read by about 12,700 people, but 100 articles with monster titles have the potential of being read by about 25,400 people!

Of course, "potential" is a big word for only 9 letters, and we strongly recommend against making any wild and crazy financial investments based solely on a few articles about monsters!

Use our [SEO Article Marketing Spreadsheet](#) as part of your SEO Article Marketing strategy and measure how it works for you instead. Your leverage will vary greatly upon the factors previously mentioned.

### **You're not Finished (And Neither Are We!)**

A mother's work is never done and an artist never really finishes a painting. So it is with SEO Article Marketing - as well as this guide! We're quite sure that as this strategy grows, our knowledge about the phenomena and our experience with meeting its demands will grow right along with it. While it does, we'll continue to update our guide and pass along relevant events, new tricks and tips, or need-to-know info right on to you.

We thank you for reading and we look forward to hearing your feedback. Please send all comments and queries to [documaker@aol.com](mailto:documaker@aol.com). Or visit our website at <http://www.outsource2documaker.com> for more information.

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## Glossary



Some of the following definitions are from the:

- Wikipedia index under the GNU Free Documentation License (GFDL - [http://en.wikipedia.org/wiki/GNU\\_Free\\_Documentation\\_License](http://en.wikipedia.org/wiki/GNU_Free_Documentation_License)).
- WordWebPro 4.1 Dictionary/Thesaurus
- SEO Glossary <http://www.seoglossary.com>
- DocuMaker Communication Solutions Team

### **AdSense**

ad serving program run by Google. Website owners can enroll in this program to enable text, image and, more recently, video advertisements on their sites. These ads are administered by Google and generate revenue on either a per-click or per-thousand-impressions basis.

### **AdSense content site**

website that uses keyword content to generate relevant AdSense ads

### **anchor text**

actual text part of a link. It can be used heavily by search engines as a ranking factor.

### **article**

piece of nonfiction prose that is an independent part of a publication (such as within a book, journal, magazine, newspaper, or encyclopedia)

### **article directory**

website dedicated to indexing or hosting a large category of searchable and often, reproducible articles

### **article submission tool**

software designed to facilitate the process of submitting articles to article directories

### **authority**

used to describe the status of an expert whose views are taken as definitive

### **automation**

process by which article submission is performed by software, rather than by a human

### **banned**

expelled from a search engine's index

### **bio**

short description of an article's author; usually contains contact information

### **body text**

HTML text that shows up in a web browser

### **bold tags**

(1) formatting mark that makes text appear heavier and denser in a web browser; (2) marks that tell search engines which words of an HTML page are most important

**byline**

short description of an article's author; usually contains contact information and a call to action

**content**

(1) what an article is about; (2) a medium used to attract potential customers in SEO Article Marketing

**conversational tone**

style of writing that is characteristic of informal spoken language or conversation

**copyright checker**

electronic tool that attempts to find instances of plagiarism

**credibility**

quality of being believable or trustworthy

**description metatag**

part of an HTML page that describes its content

**doorway page**

webpage that leads Internet users to a different page or different website altogether (2) a form of search engine spam

**e-zine directory**

website dedicated to indexing a large category e-zines or electronic newsletters

**e-zine**

fancy name for electronic newsletter or magazine

**editing software**

word processing software that offers spelling and grammar checking

**eye candy**

visually entertaining elements of a webpage, such as fancy lettering, graphics and videos

**format**

organization of an article or webpage according to preset specifications

**free-for-all website**

website that leads Internet users to different websites through links; links are usually unrelated and insignificant to the average person looking for high quality information

**ftp tools**

software that facilitates uploading HTML pages to the Internet

**gateway page**

see doorway page

**ghostwriter**

writer who gives the credit of authorship to someone else

**Google ads**

advertising medium facilitated by Google

### **header tag (h1, h2, etc.)**

HTML tag that is often used to denote a page or section heading on a web page. Search engines pay special attention to text that is marked with a heading tag, as such text is set off from the rest of the page content as being more important

### **html**

stands for HyperText Markup Language. The programming language used to mark up web content and display it in a formatted manner. It's up to the web browser software, e.g. Microsoft Internet Explorer or Netscape, to render HTML source

### **html generator**

software designed to facilitate the process of making web pages

### **html tags**

set of markers in an HTML page that tells a web browser how to display a page; these markers are hidden from the browser user

### **hyperlink**

link from a one hypertext file (like a webpage) to another location or file; typically activated by clicking on a highlighted word or icon at a particular location on the screen

### **inbound link**

link that points to your site from sites other than your own. Inbound links are an important asset that will improve your site's PageRank

### **index**

(noun) - search engine's database which stores textual content from every web page that its spider visits; (verb) - to list in an index

### **internet directory**

human editor website grouped by categories; provides site descriptions or edits submitted descriptions. With a directory, picking the right category and composing a description rich in key phrases will ensure maximum visibility. Contrast this with a search engine, which is unedited and concerned primarily with the HTML of a site's constituent pages.

### **italic tags**

(1) formatting mark that makes text appear slanted in a web browser; (2) mark that tells search engines which words of an HTML page are important

### **keyword-phrase**

a search phrase made up of keywords

### **keyword-rich**

when a given page or bit of text is chock full of good keywords rather than a bunch of meaningless words (e.g. "welcome", "click here") or irrelevant words (e.g. "solution").

### **keyword**

word that a search engine user might use to find relevant web page(s). If a keyword doesn't appear anywhere in the text of your web page, it's highly unlikely your page will appear in the search results (unless of course you have bid on that keyword in a pay-per-click search engine).

### **keyword density**

number of occurrences that a given keyword appears on a web page. The more times that a given word appears on your page (within reason), the more weight that word is assigned by the search engine when that word matches a keyword search done by a search engine user.

**keyword density tool**

software that calculates the keyword density of an article or web page

**keyword metatag**

portion of a webpage that search engines use to match a search engine query

**keyword mining tool**

software that attempts to identify the most popularly used keywords

**keyword popularity**

number of searches of a given keyword during a period of time

**keyword research**

Looking up keyword popularity numbers for relevant keywords for the purpose of identifying the best keywords to target for high search engine rankings

**keyword stuffing**

placing excessive amounts of keywords into the page copy and the HTML in such a way that it detracts from the readability and usability of a given page for the purpose of boosting the page's rankings in the search engines. This includes hiding keywords on the page by making the text the same color as the background, hiding keywords in comment tags, overfilling alt tags with long strings of keywords, etc. Keyword stuffing is just another shady way of gaming the search engines and, as such, its use should be strongly discouraged

**link-buying scheme**

process of paying for incoming links regardless of relevancy or quality

**link exchange**

an agreement between two parties to link to each other's website

**link popularity**

indicates the number of websites that link to another website; a website with a lot of links to it has a high "link popularity"

**link**

text or graphics that, when clicked on, take the Internet user to another web page location. Links are expressed as URLs

**membership**

state of belonging to a group or organization; some article directories require membership before accepting article submissions

**meta description**

meta tag hidden in the HTML that describes the page's content. Should be relatively short; around 12 to 20 words is suggested. The meta description provides an opportunity to influence how your Web page is described in the search results. Of the major search engines, Inktomi, AltaVista, Teoma, Lycos, and Alltheweb utilize the meta description tag to varying degrees. Make sure they reflect the page content or you may be accused of spamming.

**meta keywords**

meta tag hidden in the HTML that lists keywords relevant to the page's content. Because search engine spammers have abused this tag so much, nearly all of the major search engines ignore this tag completely. Of the major search engines, only Inktomi still pays any attention to the meta keywords tag

**meta tags**

Meta-information (information about information) that is associated with a web page and placed in the HTML but not displayed on the page for the user to see. There are a range of meta tags, only a few of which are relevant to search engine spiders. Two of the most well-known meta tags are the meta description and meta keywords; unfortunately these are ignored by most major search engines, including Google

**multiple submission**

submitting more than one article to an article directory

**niche**

specialized interest

**optimized content**

content formatted to rank high in search engines

**originating link**

point at which a visitor clicked to access a different location

**outsourcing**

obtaining goods or services from an outside supplier; to contract work out

**page (file) name**

name of a webpage. May end with the extension .htm, .html, .php, or .asp.

**pagerank**

Google uses a weighted form of link popularity called PageRank. Not all links are created equal. Google differentiates a link from an important site (such as CNN.com) as being better than a link from Jim-Bob's personal home page. The Google Toolbar (which is a free download from <http://toolbar.google.com>) has a PageRank meter built into it, to see which web pages are considered important by Google and which aren't. PageRank scoring ranges from 0 to 10, 10 being the best. PageRank scores get exponentially harder to achieve the closer to 10 they are. For example, increasing your own homepage's PageRank from a 2 to 3 is easy with not a lot of additional links, jumping from a 7 to an 8 is very difficult to achieve. The higher the PageRank of the page that's linking to you, the more your site's PageRank will benefit. The better your PageRank, the better you'll do in Google, all else being equal.

**penalty**

cost of not following the agreement in a terms of service policy, for example

**plagiarism**

writing that has been copied from someone else and is presented as being your own

**primary keywords**

most important keyword in an article; the center focus of an article

**reference tools**

tools used to research topics

**reprint guidelines**

explicit directions that indicate how information may be copied and distributed

**resource box**

(see byline)

**rss**

Really Simple Syndication; various XML file formats used on the internet for syndicating information and providing news feeds

**search engine**

web site that offers its visitors the ability to search the content of numerous web pages on the Internet. Search engines periodically explore all the pages of a website and add the text on those pages into a large database that users can then search. With a search engine, publishing web pages that incorporate relevant key phrases, prominently positioned in particular ways, is critical. Contrast this with directories, which don't siphon content out of the HTML of a site's constituent pages, but instead are comprised solely of site names and descriptions written or edited by human reviewers.

**search engine friendly**

describes how easily and accurately a webpage is indexed by a search engine

**search engine optimization (seo)**

strategies and tactics undertaken to improve web pages so they gain a higher ranking in the search

**search engine position**

site's rankings in the search engines for particular keywords

**search engine submit tool**

software designed to facilitate the process of submitting websites and/or webpages to search engines

**search form**

part of a search engine's webpage that lets users enter in a keyword and then find information on the Internet about that keyword

**search term**

(see keyword)

**secondary keywords**

keywords that immediately follow the primary keyword in SEO articles

**seo article marketing**

promotional strategy designed to attract website visitors via articles (content)

**seo expert**

person with special knowledge or ability to increase the page rank or search engine position of a website

**simultaneous article submission**

sending the same article to more than one article directory

**sitemap maker**

software that will collect the URLs of linked information and place them onto an easy-to-navigate index-type page

**spam**

unwanted commercial material sent out in bulk

**spamdexing**

act of submitting spam-like material to search engines

**spamming**

refers to using disreputable tactics to achieve high search engine rankings. Such spamming tactics include bulk submitting spamglish-containing doorway pages

**spammy**

having the appearance of spam

**strategy**

elaborate and systematic plan of action

**submission guidelines**

explicit directions that dictate the proper way to upload material (articles) to a search engine or directory; may also dictate the content and/or formatting of the uploaded material as well

**submitting**

submitting a web page address to a search engine in the hopes that it will index it. Submitting your pages using an automated tool, submitting multiple pages of the same web site, or submitting multiple times, particularly if those pages are already indexed, are techniques typically frowned upon by search engines. It is suspected that some search engines apply a penalty factor to pages that were submitted versus those that the search engine spiders found on their own. Indeed, Inktomi was engaging in this practice before they discontinued accepting free submissions altogether

**syndication**

distributing an article for publication in many places at the same time

**title tag**

text displayed in the blue bar at the very top of the browser window, above "Back," "Forward," "Refresh," "Print," etc. Although inconspicuous to the user, the title tag is the most important bit of text on a web page as far as the search engines are concerned. Search engines not only assign the words in the title tag more weight, they also typically display the title tag in the search results, making the title tag an important potential call-to-action as well. Thus, the wording of each page's title tag should be thought through carefully.

**URL**

used interchangeably with web address. Acronym stands for Uniform Resource Locator. URLs can specify the location of a web page, an email address, or a file on an FTP server, among other things

**visitor**

individual user who has accessed a web site

**website traffic**

quantity of visits to a website

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