

GROWTH Strategies

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A Monthly EXPERT Featured Article from GROWTH STRATEGIES

Dear Stephen,

The 'To Your Success' newsletter is a MONTHLY piece that features a carefully selected Expert Professional with sound, relevant experience to GROW your business!

It is my privilege to introduce to you: **Mr. Sean R. Mize**.

To Your Success,

Stephen

In This Issue
5 Best Steps to Grow Your Article Marketing

Stephen H. Jones



GROWTH STRATEGIES Provides "Hands On" Sales & Marketing Consulting with a **GUARANTEE!**

5 Best Steps to Grow Your Article Marketing

If you would like to use an online marketing tool that can work over time and can bring you quality traffic for many years to come, you must seriously consider using article marketing.



Unlike PPC advertising or other paid advertising tools, the links that you have created through this technique will remain posted online even if you don't have enough money to pay the search engines.

Here are the latest 5 best steps to grow your article marketing:

1. Produce high quality articles. You would want your articles to be widely read and republished not only to establish your expertise on your chosen niche but also to boost the number of your inbound links. So, ensure that your articles are well-written, highly

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informative, content-rich, short, direct to the point, scannable, and highly related to the needs and demands of your target market. When you are able to pull these elements together on all your articles, you will easily make a lasting mark on this field.

2. Multiply the number of your articles. To easily strengthen your online presence, find ways on how you can boost the number of your copies. You may do this by spending more time writing, keeping yourself focused and motivated, writing short articles, and eliminating procrastination from your system. You may also enlist the help of ghostwriters who can offer you with quality copies for reasonable prices.

3. Use automatic article submission software. Don't waste so much of your time manually submitting your articles to hundreds of directories and article submission sites. Instead, invest on a good software that can electronically distribute your copies online. If you'd rather have this done manually, you may opt to hire an article poster.

4. Optimize your content. Make your articles highly visible online by making them search engine-friendly. Don't worry, you don't need to be a SEO specialist to do this. You just have to use relevant keywords and strategically place them all throughout your content. Also, don't forget to follow appropriate keyword density.

5. Never advertise on your content. When online users open an article, they expect to get informed or empowered to do things on their own. Don't disappoint them by loading your copies with blatant ads and sales pitches. I suggest that you fill your content with valuable information and save your ads for your resource box.

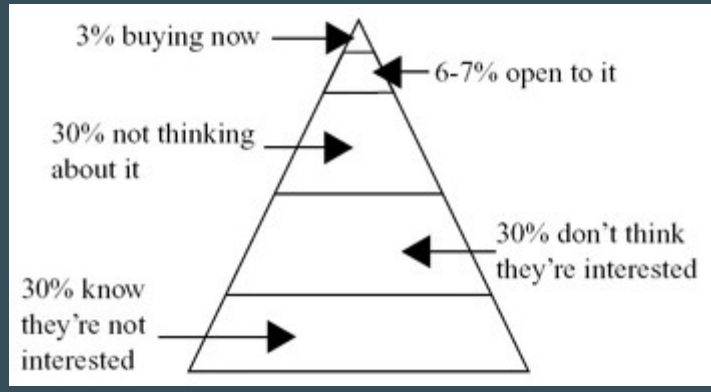


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