



Article Marketing Builds Authority and “Google Juice” for Business Websites

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Article Marketing is a concept that has been around for a long time with Internet Marketers but is not always readily apparent to non-Internet savvy businesses and marketers. It is also an integral part of Search Engine Marketing. However, as we'll see later, it can be a springboard for an entire Internet Marketing and Strategic Linking campaign.

The obvious question is “why use Article Marketing” and “what's the benefit to me?” The benefit is two-fold.

First, by writing articles about your subject matter and posting them on the Internet, you separate yourself from all your competitors who “claim” to be experts in your field. Why should anyone believe them? What proof do they offer? Whereas by comparison, you have articles all over the Internet that *show your expertise* and *establish you as the authority*.

Second, each article you place on the Internet:

- Becomes another place your firm can be found in a search for your keywords *besides your website*
- Is a link back to your website from an article on your subject matter
- Can be used by another website with a link back to your website
- Is a link to your website from a high page rank website with your keywords

So what is the value of all these links from the standpoint of search engine placement and getting you to the top of Google?

How to use Article Directories to rise to the top in the search engines

There are hundreds of article directories on the Internet where you can place articles about your subject matter. However, you only want to use the ones with the highest PageRank from Google. Why? Because the higher the page rank of the website that Google follows a link back to your website from, the more Google sees it as a vote of confidence in your website. And the higher they will place your website in their rankings.

This means you want your articles placed in article directories with the highest Google PageRank. We have a list of all the article directories with a page rank of 4, 5 and 6. Probably much higher than your website's Google PageRank.

The value and importance of Anchor Text

But it's also very important that each article feature a link back to your website using your "anchor text." Anchor text is the keyword phrase for the page you're linking to.

Let's say you have a page on your website selling **international mail service**. And our research indicates that "international mail service" is the best keyword phrase for that page. Each article we post on that subject should have a link back to that page of your website using "international mail service" as the link back. That way, Google sees **international mail service** as the subject of the article and the link back to a page on your website about it. Very powerful link juice for Google and the other search engines.

What else can you do with Article Marketing?

Creating the article is just the beginning. After you've placed the article in a high-value article directory, we can convert the article into a PowerPoint presentation and place it in several online PowerPoint directories, again, with a link back to your website.

We can then take that PowerPoint and create a voice-over short video of it and place it on high-value video directories like YouTube, Revver and Google Video.

Lastly, we can use accounts on Digg, StumbleUpon, Technorati and other bookmarking sites to make certain that the articles and videos get noticed on the Internet.

One last exciting option. We can take the best articles and rewrite them as a press release. We then use an online service, about once every five or six weeks, to share it all over the Internet in hopes that other websites and reporters will find them and use them as articles on the big news services, print magazines, newspapers or TV news programs. Plus, those press releases remain on the Internet for long term, again, with links back to your website.

DLC&A Internet Marketing is a Twin Cities-based Internet marketing firm. They develop and implement search engine friendly Internet marketing strategies that generate sales leads and revenue for small and medium-sized businesses.

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