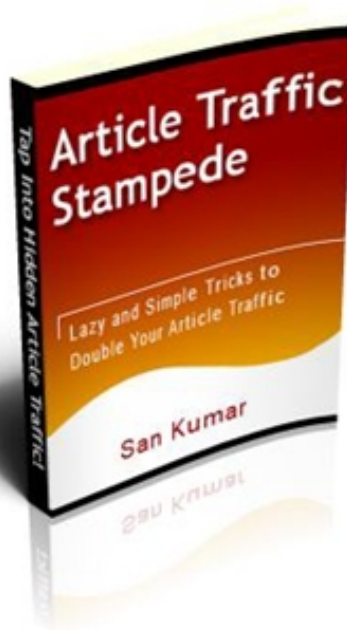**ARTICLE TRAFFIC STAMPEDE**

Lazy and Simple Tricks to Double Your Article Traffic

By

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www.articlevideorobot.com

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TIP #1: OUTSOURCE ARTICLE WRITING - SAVE TIME AND EFFORT

YOU DON'T HAVE TO WRITE YOUR OWN ARTICLES

Article marketing ensures a very good potential for business person and marketing by writing articles and posting has its own huge advantage. However, for aggressive marketing, writing articles frequently has its own problem. The challenge that daily article writing can bring a host of difficulties that includes:

i. **Tedious and time consuming**: Daily article writing turns out to be very time consuming and may possess difficulty in concentrating on your main area of business.

ii. **Boring**: Writing articles, generally many times on the same product, turns out to be boring. When it consists of rewriting the same concepts, after some time it seems as you have exhausted all the possible way of rewriting the idea.

iii. **Takes research**: This is a genuine concern, where you have to be up-to-date not only with the recent marketing techniques; you also have to research everyday about any possible competitor, technology, etc. These are required to give your articles an edge over others and increase credibility.

iv. **Your time is spent better**: All this leads to the conclusion that instead of writing articles, which takes a lot of time for a good writing; you can spend your quality time doing some more quality work.

OUTSOURCE THE WRITINGS

Outsourcing is the perfect solution to the above problem. It not only helps you save from a time consuming and boring task, but also helps you to save your time from the researching you have to do, so that you can spend your personal time on your main chores. In this way, it gives you a direct and quality result from your main activities. Now, if you are looking to outsource, you should consider these methods before you do that.

Here are some ways to outsource your article writing:

i. **Hire writers online**: There are many sites, where you can post your job and can hire writers to write articles for as less as $3 to $5 per article. Some sites include elance.com, getafreelancer.com, scriptlance.com, getacoder.com, guru.com, etc.

ii. **Writing job through online sites:** There are other sites, which provide you article directly with a fixed rate and fixed turn around time model. They are better in terms of the add-on service they provide like proof-reading by their experts, providing a quality output. One of the examples include need-an-article site.

iii. **Buy PLR articles**: One of the best methods is purchasing article contents from writers or article broker sites, where the rights on those articles will also be transferred to you. This way you can get best quality articles with updated research done on them through expert writers. One of the example is YourOwnArticles.com

This way, on the one hand you save a lot of time and get a better article anticipated, without you even caring to write the articles on your own.

TIP #2: AUTOMATE ARTICLE SUBMISSION - SPEED UP YOUR EFFORTS

YOU DON'T HAVE TO SUBMIT ARTICLES BY HAND

Once you have the articles with you, the next task at your hand lies in submitting these articles to market your product. This is easy said than done. The fact is that with the spread of internet technology, the article directories are sprouting in huge numbers everywhere, inside the web. So, this possess a huge problem to you, in terms of

i.   **Submission of articles:** Submitting a large number of articles individually to a huge number of article directories possess difficulties.

ii. **Tedious and boring:** As the writing of articles itself, this job is also very tedious, mechanical and boring

iii. **Time Waste:** All this boils down to a huge time waste for a mechanical job, which could have been invested in some quality work.

USE ARTICLE SUBMITTER SOFTWARE OR SITE

Now the obvious solution to this problem is automating the work. In this way, you will not only ensure submitting to a host of directories available in the internet, but save your precious time also. In addition, the mental and physical relaxation that you can gain from avoiding a time consuming mechanical job spares lots of positive energy. However, there are many ways to achieve this solution that you should take care of according to your need and situation. Some of the most significant methods are given below:

i.   **Through online sites:** There are various sites like the popular site iSnare.com[1]. These sites help your articles to be submitted into the article directories. In return, they take a very nominal fee to do the work of an auto-submitter.

ii. **Desktop applications:** Instead of always visiting online sites each time, you can keep desktop applications such as articlesubmitrobot.com that submits articles automatically for you.

iii. **Hire submitters:** Like you can outsource your article writing, you can also hire people, who can do it for you. Since, this is not a very difficult work; you can get service at very cheap rate. For this, you can again take the help of the online job posting sites like Get a Freelancer or Scriptlance.

You can always visit online to check these advanced methods that will also take care of the site guidelines for submission of your articles, too. This will be a real boon to save so much of time and invest it somewhere else, when there are auto-submitters available at a very nominal cost.

1. Search "Article submitters" on Google

TIP #3: USE PLR ARTICLES - INCREASE QUALITY

USE PLR (PRIVATE LABEL RIGHTS) ARTICLES INSTEAD OF FREE ARTICLES

While writing articles for your website, it happens many times that you think to get the free articles listed at the web. However, the problems with using free articles are many. In fact, when you use other people's article you are forced to carry their resource box too and it causes severe problem in terms of:

i. **Steals sales:** As the resource box would always point to others website and hence their products, you will confront a very difficult situation. Although, many times people will come and read your articles, many times they will click the links in the resource boxes to get to the original website and buy their products. This will look as if like your sales have been stolen from your own effort to put the articles on the website.

ii. **Steals visitors:** So, effectively it will all result into that with each effort you publish the article at different sites, the visitors will also increase with your article hits getting more and more. But at last, all the visitors will land up in your competitor's webpage from where you have copied the article.

PLR ARTICLES HAVE NO SUCH RESTRICTION (OF COURSE THEY ARE NOT FREE EITHER)

PLR articles or Private Label Right articles are the articles, which can solve the above problems. These articles are written by the expert article writers only to be used by other buyers, once they buy their rights on these articles. Although they are not free, they can be used by anyone who buys them and thus can have the following benefits, while using those articles.

i. **You can put your own name:** These articles are especially created to sell their rights to other buyers. So, once you they are sold to you, you can easily put your names on them and use wherever possible. This will solve the problem of free articles having the resource box of other people.

ii. **Magnet for search engines:** These articles are not only made for selling, but also are made to be SEO friendly. Search Engine Optimization, abbreviated as SEO, are keyword targeted articles that have the keywords that can be easily picked up by the search engines. Since, these PLR articles are created by expert writers, conversant of SEO philosophy, these articles work as a magnet for search engines.

iii. **Establishes you as a guru in the field:** Once you use the PLR articles for your sales promotion, these not only shield you from the disadvantage of your sales and visitors being stolen, but also give you the advantage of the expert writing and SEO friendly articles. Thus, promoting your sales with these excellent piece of writing takes you to the top of your sale and establishes as an expert in that field, for which you are publishing these articles.

TIP #4: REFORMAT ARTICLES - MULTIPLY MARKETING EFFORTS

TURN ONE ARTICLE INTO SEVEN

For good sales, you need to advertise your website continuously. While advertising through submitting articles and linking back to your website through them is an excellent and cheap way; at some time, you will find that producing article is becoming difficult day by day. This is simply because you are writing on your fixed product and now you are out of article ideas. So, the typical problems you face at this point are

    i. **Hard to come up with new article ideas:** Writing about the same products, time and again, would deplete the ideas and it would be latter difficult to come up with new ideas to write articles.

    ii. **You have to start from scratch each time:** Each time you are trying to write an article, you can not use the already written articles and you have to again start from the beginning, putting again much of the efforts there.

RE-WRITE YOUR ARTICLE USING DIFFERENT PRESENTATION STYLES

The most probable and easy solution is to rewrite the same old articles again. You will find it much easy to rewrite the articles in a format, which will seem as unique. However, the main idea of both the old articles and rewritten articles will be the same. This not only saves much of your effort, but also makes the proper use of old articles. If the articles are rewritten very well, then you can even transfer the same quality and adeptness into your mail.

There are many ways to multiply one article into many by rewriting. The secret of multiplying your single effort into many is by using different presentation styles for your article.

    i. **Other styles**: Some of the very frequent style of writing an article, which is originally in paragraph form is by using

      - The How-to style: This style is just like a tutorial having step-by-step approach to solve a problem.

- The FAQ style: This is just like any question and answer, frequently asked question style of writing.

- Bulleted style: This may not be much different, but the same kind of articles can be represented through different points in bullets or numbers giving it a very objective and precise look. Similarly, there are other presentation styles to rewrite the same article.

ii. **Other formats:** The same article can also be presented through different other presentable formats.

- Video format: Using sites like articlevideorobot.com; you can turn your article content into engaging videos, people love to watch on sites like Youtube.

- Power point format: You can also convert your article into power point slides and present it.

- Flash: Just like a video, a flash can also be used. The advantage is that it can be easily integrated with the internet and it can also handle animations also.

These formats are so popular that these alone will quadruple your article traffic.

TIP #5: EFFECTIVE RESOURCE BOX - INCREASES TRAFFIC

Resource boxes are important

Generally, every published article describes about your product. However, to personalize it, these articles should contain a kind of signature that should describe that it is your creation. Resource box, also called SIG (short form for signature) is the author bio that is attached with the articles that are posted at article directories. Some of the necessary items, resource box should include are your name, your website address (to maintain traffic to your website), your unique selling proposition (USP, describing uniqueness of your product and offering) and call to action (to attract people to buy your product). However, most of the time, due to the ineffective of the resource box, it generates rare visitors. The two main problems include:

i. **Irrelevant links:** The links that are placed in the resource box should link back to your website. This is necessary to attract visitors, once they like your article and click on the link to know more. However, irrelevant links due to a host of reason, take these visitors away from your website and results in no visitors.

ii. **Absence of call to action:** A call to action phrase is very important to attract the visitors to your website. Many times, the visitors need more reason than the effectiveness of your products to attract them to your website. So, you should have a call to action phrase like some discounts or offer for them, if they visit and buy your product at that moment. This is a reason enough for the real visitors to visit your website and generate traffic.

TIPS ON HOW TO CREATE AN EFFECTIVE RESOURCE BOX

As a resource box is very important for your article marketing, you need to know some of the effective tips to create an excellent resource box that increases your website's traffic and therefore enhance your sales.

i. **Relevant links:** This is very important to put relevant links of your website as it matches to the article content. It also should not indicate any other's website link, nor does your website link whose content is not matching the article content. A pet's website containing links of your fashion and lifestyle website is not going to generate any useful product's sale.

ii. **Attractive call to action:** Put a call to action and that should have some meaning and attraction for the visitors to browse your page and be interested in buying products. Think this of bait - as much big the bait is, that much attractive for your customers. A free trial of your product is good bait; while a free product manual, especially when it generally should come free with product, is meaningless and not attractive.

iii. **Avoid irrelevant information:** An author bio should not contain irrelevant information and be long and boring. As discussed irrelevant links along with your achievements, irrelevant advertisements, etc should be avoided. In fact, the maximum you should go for an author bio length is around 20% of your total article content.

TIP #6: MULTIPLE USE OF ARTICLES - OPTIMIZE ARTICLE RESOURCE FOR INCREASED RESULTS

TREAT YOUR ARTICLE AS A RESOURCE

Article marketing always doesn't end at submitting the articles to article directory. There are, in fact, many other usages that you can do through your articles. If you only aim to submit articles to your article directory, then probably you are under-utilizing your resources. This will lead to disadvantages as given below:

i. **Missing visitors:** By under-utilizing the articles and only submitting to the article directories, you are missing out on traffic. By properly using your articles at many other places, you could have gained more traffic through more hits on search engines.

ii. **Wasted effort:** While you could have used the same articles for many other purposes and attract traffic, you would waste your time writing new contents.

USE YOUR ARTICLE IN MORE THAN ONE WAY

While you have your articles already at hand, try to use them as much as possible, till you exhaust all the possible options to market your article. This will not only help you gain traffic through different ways, but also help you to save your effort, time and even money, if you are buying your articles. So, the optimum solution is to use the same articles in many of the ways as listed below.

i. **Blog posting:** You can create your own blog page, which may be relevant to your product. At this point, you can use your articles in 3 basic ways to post at your blog page.

    a. First, you can rewrite the articles and personalize it to be read as a blog and post them.

    b. Next, you can just tell that you came across some articles and directly paste it.

    c. You can provide a link in your blog to your articles posted at other places.

While all have their pros and cons, it is up to you to use it the way you like. However, ensure that your links anchored to the texts point to your sales page as many blog sites don't provide this feature. Once you post them, it is sure shot way to increase your site traffic. The additional benefit here is that there are many blog sites, which offer creation and posting of blog as a free service. Some famous examples include blogger.com, wordpress.com, etc.

ii. **Working on comments:** Now People can leave comments on your blog and tell you what they think of your article, which is not possible with article directories. You can work on these comments for further improvements also.

iii. **Newsletter Broadcasting:** You can also rewrite your article as a newsletter and broadcast it to your opt-in mailing list. This attracts huge number of traffic, if you have got a very interested and effective opt-in list group.

Video submission: Using sites like articlevideorobot.com; you can turn your article content into engaging videos, people love to watch on sites like Youtube.

TIP #7: KEYWORDS TARGETING - KEY TO SEARCH ENGINES

TARGET THE RIGHT KEYWORDS

In this age of internet search engines, keywords have become really important. So, while doing article marketing, if you are not stressing upon keywords inside the content of your article, you are missing out most of your visitors and thereby your sales. Instead of the huge inevitability of keywords, today most of the article marketers are facing problems with keywords and they find their articles are not targeted for right keywords. Two of the important reasons for this are:

i. **Ignorance of customer's criteria:** Sometimes, knowing on what search criteria a customer searches for your products is very difficult to know. These search keywords are the basic criteria on which the article's content should be targeted. So, difficulty in knowing the keywords makes the article, poor keyword targeted.

ii. **Poor article composition:** Many times, even if the keyword is properly known and research is extensively done, poor article composition reverses the efforts. If an article is less or more dense in keywords, the search engine algorithms do not take them into account. This way, most of the visitors will miss your website listing, while searching through search engines and you will miss your website traffic.

THERE ARE SITES TO HELP YOU FIND THE RIGHT KEYWORDS

In summary, the solution is to compose Search Engine Optimized (SEO) articles, which are properly targeted for keywords and hence optimized for search engine listing. In fact, to help you to gain your cause there are sites that help you find proper keywords and even guide to compose SEO articles. So, consider the below points, while researching and producing a properly keyword targeted content.

i. **Keyword information from sites:** There are sites, which will give you information about the right keywords that you can use for your article or even website contents. One of the famous site is http://www.nichebot.com, which can inform you the search terms, most often used to find websites, similar to your website.

ii. **Using keyword properly:** The basic and most effective tips to use keywords are to include it in your article title or headings and sub-headings. This is a very basic step, which can earn you a huge web-traffic.

iii. **Keyword research web pages:** Some of the effective keyword research tools can be found at websites like

- Digital Point: http://www.digitalpoint.com/tools/suggestion/ -

GoodKeywords: http://www.goodkeywords.com/

- Overture: http://inventory.overture.com/d/searchinventory/suggestion/ -

Pixelfast: http://www.pixelfast.com/overture/

- Wordtracker: http://www.wordtracker.com/

- Keyword Discovery: http://www.keyworddiscovery.com, etc.

Video as the key to SEO: Videos are taken with more priority by the search engines. So, as discussed in previous sections, you can turn your article into a video with popular sites and then post it. You are guaranteed to be listed in the top pages, as for example, Google generally ranks videos higher than article directory.

TIP #8: ATTRACTIVE TITLES - ATTRACT CUSTOMERS

EASY WAY TO CREATE EFFECTIVE TITLES

Titles are very important component of an article. These are the main headline, which tells about the article body. So, an ineffective title bounds to reduce the reader's interest to go through the rest of the article. However, at the same time the problem exists to find a catchy title for the article every time.

i. The significant problem regarding this is that it is very difficult to come with a catchy title, every time.

ii. Again, while it is easy to find good article titles twice or thrice, but each time for the same kind of content, the idea of new article titles gets exhausted.

EFFECTIVE TIPS TO COME UP WITH INTERESTING TITLES

For effective titles, however, if you consider some tips, you will find it not much difficult to create one. Not just working on the creativity, but also working on the reader's interest and keyword targeted criteria; you can produce very effective and catchy titles for your articles. So, here are some of the tips, worth considering.

i. **Listing of points:** The human mind is very much receptive of objective points in terms of lists. So, people will be attracted towards titles like "9 reason why people love...", "7 pitfalls to avoid when <your article purpose>", "Top 5 famous ways to do …", etc.

ii. **Keywords usage:** Most significant point is to include at least one keyword inside your title. Making your article search engine optimized begins with the article titles. Then, you should even use these keywords for your sub-titles of the articles and like titles try to make them catchy.

iii. **Title formats:** There are many other ways to instantly attract the attention of the readers. For example, you can use ways of writing in form of a question or defining a simple article purpose, like "How to <your article purpose>", "Easiest way to …", "Top tips for a convenient …", etc.

Video titles and submission: As discussed, submission of video is one of the most effective ways. In fact, you can use different catchy titles also, when submitting

your articles as videos (using articlevideorobot.com). Under many different titles, you can create videos based on the same contents. The advantage here is that unlike articles, where search engines like Google compares the text and club it to one search result (declaring duplication); the videos can not be compared and will be declared as different and unique search results. So, effectively, you have large number of videos driving traffic to your website as compared to just one article, even if submitted at different   places.

TIP #9: THE TOP TIP - INCREASE TRAFFIC BY 100 TIMES THROUGH VIDEO MARKETING

ARTICLE DIRECTORY ARE ONLY 20% OF THE TRAFFIC

Article marketing is more effective, when you use your articles to the fullest potential. This you can do by converting your articles to different formats, till you exhaust all the options and then submitting it to each and every source that you know. Until, you are not using your article exhaustively for article marketing, you are not actually taking full advantage and missing a major chunk of your business and sales. So, the problem with submitting your articles to only article directory brings about two main points to consider.

    i. **Limited traffic:** Your articles on article directories only account for very limited traffic as there are many other ways, by which you can get huge traffic other than article directory.

    ii. **Wasted effort:** In fact, only submitting to article directories will make you to miss out around 80% of the traffic. This traffic you could have easily captured by smart working and less effort, rather than putting effort on creating more article to increase traffic.

TURN YOUR ARTICLE INTO A VIDEO

A video is the in thing now. So, as much as possible, convert your articles into video and it is for sure that through slight effort and smart work, you will receive the rest of the 80% more traffic than what you were previously getting.

    i. **What to do:** You do not have to do any major work to produce a video out of your article, as it may be a Herculean task for most. So, all you have to do is to submit your article to sites like www.articlevideorobot.com, where you can turn your article into an attractive video.

    ii. **What you receive:** With this service you do not need to worry anything after that. It just charges a meager amount of 97 cents to turn your article into a video (up to 10 minutes). With this amount you receive services like the voice-

over, animation, all the graphics, etc. So, a fully integrated video for just .97 cents is a huge service!

iii. **Bonus:** Yes, there are bonuses for this too. This service additionally offers you the benefit of submitting your video to 17+ creams of the crop video sites.

iv. **Advantage:** This submission will attract an unbelievably 100 times the traffic from any individual quality article directory, instantly.

SEO and traffic targeted: Google love video results and always takes priority to display them over other article results. So, your video is now fully targeted for search engine and you can instantly dominate a keyword, even though your article is comparatively new. In fact, I have seen my articles pop up as video results on Google within   15   minutes!

CONCLUSION

In this new age of article marketing, creating an article traffic stampede is pretty easy, if you know all the tips and tricks. So, here is a summary of the top 9 lazy and simple tricks to double your articles traffic:

i. **Outsource your articles writing:** By outsourcing your articles writing job, you are not only saving time, effort and saving you from boredom, but also ensuring quality articles from professional writers with a meager sacrifice of money.

ii. **Automating article submission:** By automating your article submission and outsourcing it you are speeding up this procedure and ensuring a larger reach of your articles through huge list of article directories that automation can achieve.

iii. **Using PLR articles:** By using the custom made PLR articles instead of free articles, you are ensuring quality, keyword targeting and also avoiding possible theft of your article traffic.

iv. **Reformatting articles:** By using your articles in multiple ways, you are multiplying your effort and thus marketing invested on a single article. Using an article in terms of video has got the highest advantage.

v. **Effective resource box:** Creating an effective resource box, helps you to attract more traffic and hence helps you to increase your product's sales.

vi. **Optimal & Exhaustive use of article resource:** By using your article in different ways at as many places as possible, you are just increasing your source of visitors everywhere and through search engines.

vii. **Keyword Targeting:** Targeting your articles with effective keyword and density of those keywords, helps to optimize your articles for

search engines. These search engine optimized (SEO) articles, increases your article's rank at search engines and helps earning frequent visitors. Of course, the highest priority and effectiveness is earned by articles in form of videos.

viii. **Video Marketing - cream of article marketing:** This age of article marketing is slowly being dominated by video marketing as it has the potential to increase your traffic by 100 times just in a few instances. The articles can be very easily turned to videos through the famous site of Article Video Robot.

ABOUT THE AUTHOR

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San Kumar is the Director in Day and Night Solutions LLC - www.dayandnight.in - which is a group of 5 IT companies, one of which has a sales force of 10,000. San has had an illustrious Marketing Career over the last 12 years. From owning and Operating Insurance Agencies, Venture Capital Companies and Leadership Positions in several Network Marketing Businesses. His hard work and determination has helped build Teams in the Tens of Thousands and catapulted a two man operation into a 19 Million Dollar-38 Employee Firm in only 13 months. His recently popular software called www.Toufee.com has featured on many popular websites like **Mashable, AOL, Techcrunch, Discovery Channels' Educators Network (DCEN),** and **Adobe's Flex showcase**.

However, San insists that past accomplishments will pale in comparison to how new venture like Toufee, ArticleVideoRobot, MangalMilan, etc that will impact Thousands of Individuals and Businesses in the "New Era of Internet Marketing."