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# **Promoting With Articles To Increase Targeted Traffic To Your Website**

Using Articles To Improve Targeted Traffic To Your Site

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Writing articles, if you can think of plenty of subjects to write about, can be a beneficial method of driving more targeted traffic directly to your site. If you are very lucky, it also gives some beneficial one way links, which could increase your website's search engine ranking and drive in even more traffic. And if you want to know more about a href=http://www.janric.co.uk/ target=\_blankfinding affordable website promotion/a, just follow the link!

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The article writing system works fairly easily. There are plenty of people out there running e-zines, blogs and sites that need more content. They want a quick and easy way to provide their readers with fresh information and it can be extremely difficult to provide this often enough.

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On the other hand, there are a load of people that are seen as 'experts' in their fields. These people have lots they can say, but are without the circulation list to send the content they can put together. Some are driven by a need to publicise their knowledge, whilst most want to give their websites or businesses a higher profile.

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So there exist article distribution websites that bring the two together. The experts write the articles and submit them to the article sites. The articles should be well written, interesting and saying something new, or in a different way. At the end of the article the writer usually adds a brief biography about themselves, linking to or mentioning their site or business name.

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The publishers then come along and find articles that are in a similar field to them and useful. They use them as they require and include the biography. Within an e-zine, this is just a link so that interested readers can find out more about the author or their services. Whilst in a site, it is usually a live link to the website, giving not only a chance of visitors, but also one way links from new website to the author's own site.

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So what are the key aspects of writing articles? What must you always remember when you are using articles to increase visitors to your own web site? Well, apart from finding a good site to distribute them on, it then centres around writing about content that other websites want to print in a way that they are happy to republish. If your articles aren't interesting or are poorly written then publishers are less likely to choose them.

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Articles must be spell checked, concerning a subject that is useful and most importantly of all - they should be original. There's no point using someone else's material. Write a good article for yourself and then get it published. Once you are seeing the article spread around the internet you should not only get a good feeling - but also plenty of traffic. And if you are looking for more tips to a href=http://www.janric.co.uk/ target=\_blankhow to make money with your blog/a, then don't forget to check out the blog for more tips!

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