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Article Marketing Concepts. Interesting Points to Be Aware of

Article promotion and marketing is now a front runner right behind guest posting for one of the key aspects of [website marketing](#). Now there are some bad places which you may want to stay away from when marketing an article these are the same places that you do not want your URL when submitting to any forum or directory. Any website that does not review your articles and has no rules that monitor the number of backlinks are a clear sign that the directory is a link farm and the only reason for its creation is to help with SERPs position. So where then should people submit their articles?

This is a question that is not answered simply since thoughts on appropriate marketing range from prophecies that the black hatters have of artificially inflating your backlink count to strict white hatters saying only submit to the most respected websites. Let me give you how I tell if a directory is worth submitting to. First and foremost Page Rank; now I understand that page rank means absolutely nothing for SERPs position and really should only be considered in very few circumstances when deciding where you want to market your website, but I feel that if an article directory does not have PR this is due to one of two reasons. First the article directory could be brand new and I mean just opened its doors to articles. The second and much more likely way that an article directory could not even manage a Page Rank of one is they have been punished by Google for being a link farm. It is much safer to submit to article directories that have at least a Page Rank of 1.

Now from my research throughout marketing articles and thoughts on webmaster forums there is a lot of discussion on whether or not to submit the same article to hundreds of directories. When Google comes across an article which is unique it is labeled so and every other instance of that piece will be considered duplicate content. Will this affect your position in Google SERPs or stunt your Page Rank growth; it is very unlikely the worst thing I have seen happen from a website that had submitted the same article to hundreds of directories is the backlinks do not have the same amount of link juice as the links in a unique article. I have found it personally helpful to use the free traffic system to reach the first page in SERPs. If you would like to find it just do a search for "free traffic system" and it will be the first website listed. What is nice about this article submission program is they add a manual touch and make sure to follow all of the Google webmaster guidelines when placing the articles on the blogs that participate in the program. This is an excellent way to get the maximum exposure for your article and at the same time quickly becoming an authority in your niche.

So when it comes down to article marketing I would like to point out that article promotion should be one of the key aspects in your marketing campaign and I also believe that if you take the time to write a unique article for each submission you will be rewarded for your hard work, but if you choose to submit an article to many different sources it is a good idea to either find a system that will help you rewrite your article or manually take the time to rewrite the article before submitting it over and over. I hope this shed some light on article marketing and if you are interested in [making money online](#) with your website and/or blog article marketing should be a part of your marketing campaign.

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