

Published based on [Build One Way Links The 'Sneaky' Way... Here's How](#)

# **Build One Way Links The 'Sneaky' Way... Here's How**

Companies have been using [one way link building](#) extensively to increase their business exposure and sales. The general characteristics of article marketing involve the creation and publication of short informative materials related to a product, service or domain of activity. Every article ends with a reference box that contains company details and links to official websites. Several conditions have to be met in order for article marketing to be efficient.

The articles have to be well-written, informative and useful for the reader.

Distribute articles in article directories or post them on forums, blogs and social networks.

Focus on a single keyword per article. The title and the topic of the article is the keyword.

Catchy titles convince people to read!

Submit articles to major article directories, not to hundreds of minor ones!

Article marketing aims at improving the conversion rate by an increase of traffic, at winning customer loyalty and enhancing business credibility.

Don't hesitate to use a [link building service](#) in order to maximize article marketing strategies. Thus, you can use special software programs to search for the most competitive keywords, or for unique keywords. Competitor-analysis tools can help you with the study of the competition. You can even reduce the work level by using article submitters to replace manual submission tasks.

A lot of web content no longer corresponds to high quality standards, and this is one of the main problems with article marketing. Many web developers just want to enhance business exposure without too much effort. However, low quality writing has little efficiency on the long run. Proper Internet marketing promotion requires time and effort for the production of relevant materials that web surfers can use as practical and useful content.

Another problem with free article marketing is the appearance of a huge amount of duplicate content across the Internet. The quality of the materials should not be compromised for the sake of numerous backlinks, because there is little efficiency in that. You cannot support a booming traffic unless you provide something of value.

Instead of trying to avoid the rules of article marketing and the exigence of search engines, why not try to play by these rules and go on the trodden path? There are plenty of materials that can help you with a step-by-step introduction to the secrets of article marketing, and what's even better is that they are totally free. Don't hesitate to learn more!

You can also find this article published on [Build One Way Links The 'Sneaky' Way... Here's How](#), and on the tag pages [build one way links](#), [search engine optimization link building service](#), [seo link building service](#).