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Few online promotions are as powerful as article marketing, one of the top [seo services](#) available. A lot is known about this type of campaign now and it has a good history. It is always used by the most successful Internet marketers and those organisations that have built a considerable presence online. Also known as “Mr. Fire,” Dr. Joe Vitale is one of the better known and more vociferous proponents of article marketing, due to his success.

What is the reason for the popularity of article marketing, and it being one of the very best [seo services](#) available? To answer this question we need to consider why the Internet is such a popular medium in itself. We have never seen a medium as powerful as the Internet. Fundamentally, every one of the billions of webpages out there contains information that is being sought by someone else. Those websites that are successful have been able to set themselves apart due to the quality of the information within. Those successful websites know all too well that people are looking every day, in increasing numbers, for ever more information. Quite simply, the Internet is educating the world.

As we have asserted that information is critical, articles provide a vehicle for disseminating it. It is true to say that the composition of the article will vary widely depending on the subject in question. An article can be a 300 word “blog” post, just drawing attention to a particular subject, or it can be a 10,000 word “white paper,” going into considerable detail on a technical or very involved subject. No matter where you look, an eager public will always be looking for an increasing amount of information via articles.

Don't underestimate the amount of work involved in article marketing, but it is well worth while. Content needs to be created to start off with. This information should be focused, related to the primary keyword (the subject) and be very well written. Above all, make sure that the article is informative and educational and does not have an endless amount of “filler” within.

The power of article marketing and this style of SEO is based on the distribution of the expertly composed article. There are many large distribution sites on the Internet, also known as article directories, which are effectively repositories of knowledge. Your article will be accepted by these directories and will be available for those searching for information. By engaging a search on one of the major search engines, people will enter the primary keyword or subject and will discover your articles from within these directories.

When people go online looking for information, they invariably use one of the major search engines, such as Google (primarily) or Bing. The search engines are very adept at finding highly targeted information for the searchers. The search engines in turn give additional credibility to information that they discover within the top authority directories. If you have done your job correctly, the information links that you provided at the bottom of the article will be of interest to the reader. Now you have initiated a journey toward your sales machine, your visitor will be more likely to buy your service or product from you.

Article marketing represents a multi-faceted approach to Internet marketing, and one of the most powerful of all [seo services](#).

Michelle Dale is The Managing Director of Virtual Miss Friday, a state-of-the-art Executive Virtual Assistant Service which assists businesses and individuals with every aspect of their enterprising requirements. Do you want to explore these inspiring online business building success strategies? Contact VMF Now!

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