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Article marketing goes a long way to satisfy the requirements of [seo services](#), representing rich and informative content, but also achieving promotional goals. Because of this, articles must prompt any reader to look further and the URL to the website should be attached at the foot of the article. Marketing is very important here, with your goal being principally to divert traffic to the website, reaching your target and consequently selling your services and products.

A well written article marketing campaign can achieve three distinct results:

To start off with, the author name can become more widely known and your website given additional credibility, leading to positive notoriety and additional income.

Secondly, a link can be established to your website from the resource box at the foot of the article, directly benefiting your visitor count by sending visitors across to your site.

Thirdly, the distribution of your articles to directories and blogs throughout the Internet will help to create a wide array of sites all linking back to your page. Back-links, as these are known, can be very beneficial, especially when the link comes from a credible or authority site.

Search engines such as Google are used by millions of people every day as they try and find out information, so the web owner should make sure that his or her [website development](#) is very credible and seen the by the search engine robots as appropriate to the query. The searcher will input a particular keyword and will see a display numbering thousands of relevant websites. We know from relevant studies that searchers tend to concentrate on the first three results on a search page and thus SEO services are designed with the goal of helping your site to appear as close to the top of the page as possible.

Larry Page, one of the founders of Google, devised a means of categorising the importance of these back-links. If the website was deemed to be important, a link from that site to another should be given additional weighting. "Page rank," as it was known, it is allocated on a scale from zero, to the most important weighting of 10.

To one extent or another, a back link from your distributed article to your site is valuable, but the more of these back-links you obtain from websites with a higher Page rank, the better. Your site could become a lot more credible when you receive such back links and your own Page rank will increase. As your rank increases, your site is more likely to appear within or toward those top search engine results.

The resource box at the foot of your work must contain correctly formatted anchor text. Anchor text is designed to link the relevant keyword, within HTML code, to your page. To achieve the highest credibility, ensure that the content on your targeted page is very relevant to the original article and the primary keyword, essential from the point of view of the search engines as well as your human visitors. Article marketing is just one of many powerful [seo services](#) available for the online marketer.

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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