

# Twenty-Five Tips in Writing Articles for the WWW

By Craig Lock

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"We share what we know, so that others may grow."

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Writing articles can provide you with enormous amount of exposure on the Web (sounds "rude, that). You are branding yourself on a shoestring budget - it hasn't cost you a cent, but a little time and effort Writing a free content article is simple and follows a similar professional approach as an article for a standard, paying market.

People want quality content for their ezines and their web sites;

however, the competition for content is fierce. Every Web site owner wants content and hundreds of writers want their content visible on the Web. It's FREE promotion through your signature file at the end of your article\*. Articles that give good information or explain how to accomplish something are usually best, and will be read most often. Here are some pointers in writing articles for the www:

Firstly,

1. Accept that writing for the web is different to writing for the off-line world. People tend to skim and scan (note alliteration) when reading online. They read quickly scrolling down the page.
2. Identify your target audience.
3. Give your article a catchy title that will grab attention and make people want to read.
4. Keep your title reasonably short. Put some thought and effort into your heading - again to get your reader's immediate attention.
5. Be professional and take your article writing seriously. Write about something you know professionally. Don't be overly casual in your writing (ie. don't write exactly as you speak)
6. Keep your paragraphs short.
7. Get to the point quickly (enough waffle with maple syrup, Craig!).
8. Target your article to your audience with "focused information".
9. Be brief, if you are a "waffler", like this writer. People want immediate information online and have limited time usually - it's the "instant coffee, sorry generation.
10. Write briefly and concisely (redundant words, meaning the same thing, Craig!) Try to keep your article under 1,500 words. Most paying markets usually only accept between 500 and 2,000 words... and with a bit of luck they may even "pick up" your great article. Try to be concise in your wording. Brevity is the hall-mark of good writing...or so say many of the

teachers of writing!

11. Use the OCCASIONAL exclamation mark (!) to get your readers attention. Forget the ALL CAPITAL LETTERS and exclamation points!!!

12. Be credible (big word, eh?) at all times. I try to write my articles in a "conversational style with dashes of my funny humour".

13. Use HUMOUR. People like to have a bit of fun with the occasional laugh, whilst being informed on a serious subject. At least I believe so!

14. Write from "your heart", so that you come across as a REAL person. Just write what comes naturally with INTEGRITY...and BE YOURSELF.

15. Be totally honest in your writing and don't "borrow" too much from others content. It's so easy to "steal" on the www - so do your own work and if you "borrow ideas or material, ACKNOWLEDGE. "Incidentally, I have borrowed some ideas in this article from some good writers and well-known internet marketers - thanks a lot, David, Michael, John, Meredith, Joe and Edward).

16. Be humble.and don't talk down to your readers.

17. Use bullets (not live, please, oops er sorry, bad taste) in your articles - it makes the points easy to follow.

18. Don't forget your byline ...or your "business card". Make sure that you resource box at the end of the article provides enough information to identify yourself and provide contact information. It's FREE advertising.

19. Offer a free report with your article - this is an easy way to collect a list of addresses for marketing your product(s). An instant target market.

20. Check all the links in your article before submitting it.

21. Offer your articles by autoresponder

22. Conclude with a strong message. Your final point (and paragraph) should be a message that summarises your article or gets your reader to take further action, like "GET STARTED" (as I've done in this article).

23. Finally, make sure your layout is good (not one

of my strong points!), as this greatly enhances your prospects of getting published Use a spell-check. Go over your article carefully and be an editor yourself.

24. Make sure your article flows properly.

25. Re-read and re-read, until you get it "just right."

"Aim for perfection, but settle for excellence" in your article writing.

SUMMARY:

The internet is such an amazing medium for communication and SHARING

information. I've just submitted this article and it's been published almost instaneously (big word!) in a few places. So YOU TOO can write articles on your chosen subject in your internet marketing efforts. MORE TRAFFIC = INCREASED SALES

Share YOUR unique knowledge and skills to help others "out there in cyberspace."

Writers and internet marketers - Grab this moment in history well.

"Carpe diem" (seize the moment!).

Why not start writing articles for the www in your unique area of interest, knowledge and or expertise?

YOU CAN DO IT and so and "by giving, you receive".

Happy writing

Craig Lock

<http://www.craiglock.com>

P.S:

We hope that these tips help in your article writing. In my opinion it's the best internet marketing strategy. To your internet marketing dreams.

The "original" Online Creative Writing Course

<http://www.nzenterprise.com/writer/creative.html>

The books that Craig "felt inspired to write" are available at:

<http://www.nzenterprise.com/writer/books.html>

P.S: Don't worry about the world ending today... it's already tomorrow in "little" scenic and tranquil

New Zealand

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