

# Turn Words Into Traffic

By Adam Buhler

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A large portion of your business relies on your ability to deliver quality information to your visitors.

Trashy websites built entirely of low-response sales letters are all too common. Your visitors and mailing list subscribers rely on you for something more....

Build a lasting relationship by offering quality information while keeping them informed of products that will improve their business and not just deflate their bank account!

One WAY-under used technique to increase traffic AND deliver informative content is to write articles. It doesn't matter what business you're in, someone is interested in the services you provide.

Posting articles to your website is a good idea because it adds content for the search engines, and when your visitors publish your articles to their ezine or on their site with your resource box attached, it's a free advertisement for you!

A BIG part of my business comes from articles I publish to other ezines and newsletters. So you can imagine my surprise when I found out how much traffic I was

missing out on by not using these methods. This is a great way to bring in some extra traffic but, you can take this concept further still by publishing your articles to the internet through ezine directories and groups such as, Yahoo or Topica Groups.

Try running a google search on 'ezine directories', then visiting the first 20 sites and bookmarking their article submission page for fast submissions in the future. Be sure to make the subject line 'eye-catching' or you'll end up in the recycle bin without even being read! Submit EACH article page to the major search engines, target niche keywords using a database service, Wordtracker offers a free trial, although you'll have access to more keywords by using their paid version.

These are just a few examples of the benefits of producing quality articles, getting published in the right places can bring targeted traffic for days, weeks, and even months to come. So.....

Get writing!

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Adam is the author of the weekly newsletter "Affiliate Secrets".  
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