

How to write an article that sells

By Robert Puddy

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This article is going to teach you two things

- 1 How to write an article that will get you published in other Enzines. (and get you more traffic).
- 2 How to structure it so that you pre-sell one of your affiliate programs, (and make more sales)

step one

Identify a problem or concern of your targeted audience
(see example article below about search engines)

step two

Offer your reader a solution for that concern via one of your affiliate products.

sample article

One of the things I am constantly asked about is, why doesn't my content rich website get better placed in the search engines. I am told that they have followed all the advice about content rich pages, they have used good metatags, yet still cannot get into the top 50 never mind the top 10.

Nine times out of ten sites that have good content and should have ranked higher, fail to reach their higher placement because of the way they were submitted to the search engines in the first place.

Even with content, good metatags and keywords, you still have to submit properly and that means not spamming the search engines, perfectly good web sites have been penalised by the top ten engines because they submitted to many pages at one go.

You must keep a record of how and when each search engine likes to be submitted to and this is different for each one.

If you have a 30 page or more web site, this can be a Time consuming and tedious exercise and so people tend to use submission software, or services depending on their budget.

The top ten search engines however will detect that it is a submission service and rank you lower because of it, likewise with submission software they can detect any multiple submissions for a single website.

So what's the answer you ask:

current advice is you must hand submit to the top ten search engines, well I can tell you for a fact you do not have to hand submit.

what you do need is a program that mimics a web browser.

It is impossible for a search engine to tell the difference if it is done correctly.

Programs such as submit wolf, and many others to my knowledge DO NOT mimic a web browser.. The only program I would recommend for submitting is search engine commando

or in particular the new search engine Commando Pro.

The feature list is far too long to discuss here, but if you want a serious tool, this is it.

with the advent of new even smarter spider software it is vital that you keep up to date with the search engine submission rules or you will be placed in those out of the way pages where nobody but you goes looking for your site.

End of sample article

What did you notice about the above article

Well first of all I highlighted a problem with search engine submissions That every webmaster or marketeer has to contend with.

Then I offered them a solution with software that will solve the problem, I had them saying yes from the very beginning of the article

Yes I have that problem

yes it is tedious hand submitting

yes I would like to automate it if it's safe to do so

Now I have there attention on my product, give them a link at the end and they will click through to find out more.

Your affiliate merchant is waiting with the hard sales page at the other end of that link, and you have made some sales.

As a plus this article is heavily laden with keywords and phrases to attract the search engine spiders, so it will double nicely as a web page.

To read more on search engine commando, visit

<http://www.hotbobs.com/searchengines.htm>

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