

Internet Articles Have a Half-Life Longer Than Strontium-90

By Susan Dunn

Internet Articles Have a Half-Life Longer Than Strontium-90

Susan Dunn
sdunn@susandunn.cc

Web Strategies & Internet Marketing <http://www.webstrategies.cc>

I live in San Antonio, Texas and my friend James lives in Mobile, Alabama. The other day James was visiting a friend who owns an insurance agency who was having problems. "You ought to have someone come do a workshop," James said. "I know a good coach, Susan Dunn."

"I know her," the owner said, pulling out the hardcopy newsletter from his regional office. "I just read an article by her in here."

Someone in Pittsburgh had pulled one of my articles off the Internet and put it in a hardcopy newsletter that reached someone in Alabama.

Not only do articles submitted to syndicators get around, they stay around. Here comes the half-life! One of my articles has been featured on the splash page of a major insurance company 10 months now. I think it's become a permanent feature! An ezine editor emailed me last week he was going to use an article I posted in February 2002.

Submitting articles to ezine lists and article exchange sites can be an effective way to promote your business. It's required that your byline stay intact, so it's a cyber-walking ad for you. Look at it this way. You can buy an ad in someone's ezine which goes once, or you can watch this happen.

I submit an article to a resource site. It immediately goes into the "25 most recent" and is seen there. Then it's archived. There it stays, well, so far 3 years on this one site. Webmasters and ezine editors come there looking for articles, and the public come there looking for information. An editor at a healthcare corporate office pulls my article and 25 regional managers all over the US see it the next month. Several weeks or months later, the owner of this site sends out my article in his daily mailing to tens of thousands of people. A member of the USO in Chicago sees my article and sends it to everyone on the organization's mailing list.

You never know where your articles are going to show up. One of my articles made the splash page of the launch for Ireland's big site, MyPotential.

Because of the archiving, your articles can also show up on search engines under really juicy terms.

You'll never know when you submit an article on the Internet where your article will go, or when, but it's got to be one of the most amazing marketing tools that doesn't cost a cent that you can use!

-

(c)Susan Dunn is a marketing coach who helps her clients establish their presence on the Internet with websites, web strategies, ezines, and she can help you with articles. Visit her on the web at www.webstrategies.cc and <mailto:sdunn@susandunn.cc> for free ezine.

--

Permission granted to reproduce and change title. Byline stays.

P.S. Don't forget to pre-authorize your article!

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)