

# Four Tips For Getting More Mileage From Your Articles

By Bonnie Jo Davis

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It has become common knowledge that the smartest and most effective free method of advertising your business and services is to write and submit articles to the over 400,000 e-zines currently on the 'net. There are even several e-books written on the topic, including mine, that will help you take advantage of this effective technique. What do you do next after you've invested the hours necessary to research, write, proofread, edit and submit your article to thousands of e-zine publishers?

I recommend several methods of recycling articles to clients who utilize my article submission services that I'm going to share with you today:

1. Publish each of your articles on a separate page on your web site. Then take the keywords from that article that you used in the title and text and create a set of meta tags for that page. Use a free meta tag generator like <http://www.anybrowser.com/MetaTagGenerator.html> to make sure your meta tags are properly formatted and all inclusive. Next, submit the article page to all of the free search engines. Once that page is indexed those keywords will attract searchers to visit your site where you can convert them to loyal customers.
2. Take the article you've written and customize it for an industry you want to target. For example, I have a client who writes internet promotion articles. After submission she customizes her articles for real estate agents, accountants, ophthalmologists, home health care companies, etc. I then offer the customized articles to the industry associations representing those groups. This tactic has resulted in hundreds of thousands of fresh, new visitors to her web site when an association prints her customized article in their newsletter or magazine.
3. Choose an article you've written that outlines several key points on a particular topic. Write an in depth, expanded article on each key point. Contact all the publishers on your list and offer them the expanded key point articles and ask them to run them as a series. A series of articles is much more effective than a single article because each potential customer needs to be exposed to you and your business several times before becoming a customer.
4. Take the original article and the expanded key point articles and offer them as an e-course to people who visit your site and sign up for your e-zine. Use a free autoresponder like <http://www.sendfree.com> to deliver the articles in sequence. This gives you the opportunity to capture e-mail addresses for your e-zine and allows you to use a different by-line highlighting your services and products with each article delivery.

Use these four tips every time you've finished submitting an article and you will get thousands of additional targeted visitors to your web site with just a little extra effort!

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Bonnie Jo Davis is a Virtual Assistant who specializes in inexpensive marketing promotions for herself and her clients. For more information about Bonnie's article submission package visit <http://www.DavisVirtualAssistance.com> and lick on the "packages" button.

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