

## Article Marketing Benefits Online Retailers

Strategically developing online content helps to ensure a small-business owner's success in both the short and long term. Article marketing is a smart, comprehensive way to broaden the online presence of your small business enterprise. By posting articles to ezines, directories and newsletters, you can reap benefits ranging from new clients and a solid reputation to increased website traffic and heightened visibility.

At the heart of most successful article marketing is a comprehensive strategy known as Search Engine Optimization, a process through which keyword rich documents are published online to help to improve website traffic. Online marketers using SEO techniques choose a keyword or phrase that people will likely search for when conducting research. They then create relevant, engaging articles throughout which the critical word or phrase is used. Once these documents are posted online, search engines add them to their immense cache of information which helps to strategically drive traffic to selected websites. In addition to keyword rich document publishing, though, a second critical component of an online marketing strategy must include the distribution of a given website's URL. Publishing a website's address at the end of SEO articles will allow interested readers to easily visit the site by clicking on the embedded link.

When executed with quality, a useful article that is correctly formatted and well written, can provide a free way to quickly strengthen your online presence. Seek out a few places to post your articles. There are many free article directories and e-zines that actively request informative articles on any number of given topics. These resources are important allies when developing successful article marketing strategies.

Online article marketing, however, does more than simply heighten your internet visibility. Unlike direct paid advertising, it actually presents an opportunity to educate and assist your customer base. By providing useful resources online, you can make a case that benefits your business while building a reputation as an authoritative and knowledgeable entity. Further, article marketing offers a longer lasting form of promoting your business than does standard advertising alone. Paid ads usually lose potency and relevance over time. But a well-written, useful article will acquire hits and encourage viral marketing for months at a time.

Additionally, article marketing is one of the few forms of promotion that have the potential to reach a large audience without considerable financial investment and it is unique because it empowers you to position a nuanced message prominently in the vast landscape of the web. You can reach customers who you would have no access to you otherwise and the cost is typically measured in time rather than dollars.

Article marketing offers significant numbers of benefits to retailers who choose to engage in the strategic method of search engine optimization. For many small business in particular, it is the best way to use the power of the internet to bring prospective clients to your door. Importantly, the most successful marketing campaigns understand that quality, content and keyword relevancy are critical components of good marketing. Therefore, investing the time to ensure you develop great ideas, witty content and informative articles will help you reap the greatest benefit of article marketing in both the short and long term.