

7 KILLER AFFILIATE TIPS FOR ARTICLE MARKETING

If you're fairly new to affiliate marketing or an e-book products affiliate who's not satisfied with your commissions, here are 7 killer steps the masters swear by. And all of them revolve around article marketing.

Never mind that you don't want to do lots of writing, and never mind that you sense SEO article writing requires too much work. These feelings should pale when compared to the profit potential writing a few hundred words now and then can net in e-book products sold.

The simple fact is, promoting affiliate programs doesn't get any smarter than with article marketing. One of the major advantages articles have is their forever-on-the-web power. Seriously. Once your article is indexed, it is sticky – stuck like glue for people to discover ad infinitum. Think about it, comparing it to pay-per-click (PPC) ads: No one sees your ad the second you stop paying for it to run. However, an article will deliver you countless qualified leads for countless years to come.

So if you dislike something about the notion of article writing, let the money potential help change the way you look at it. Think of article marketing as more than the great, free advertisement and back link network that it is. Look at each article as an investment. A small amount of time spent writing today will put affiliate marketing commissions in a wallet for a very long time.

1. CONTENT. CONTENT. CONTENT!

Unfortunately, the article marketing tactic has attracted so much affiliate attention, it's led to a wellspring of quantity, not quality. However, the value of your content in an article is its essence, the secret that makes e-book products move. Quality is what both attracts and retains readers. People are searching the Internet for not just any old thrown-together information; they want good information. So show readers some love by making every article informative. Let a hint of your personality shine through and you'll keep qualified traffic ready to download.

2. LESS IS MORE

You'll probably like this affiliate marketing tip the most: Being long-winded is a no-no. Keep your articles short and to the point. Not only will this help hold readers' attention, you'll be free sooner to do more enjoyable things. Of course, e-book affiliates are authoring articles of every length. And it is true that a 700-800 word article provides the best amount of space not only to make all the crucial points, but to also write your keywords more times. But learn to hold something back. Shoot sometimes for 400-500 words in an article. Save something for them to read once at your website.

3. VARIETY IS THE SPICE OF...

As in life, having variety in your article collection is sweet. You don't want to venture off the theme of your website, but serve up your fodder in diverse ways. Try brainstorming 20 different perspectives from which to approach your e-book products topics. Google your keywords for inspiration and find new article angles to expand on. Be imaginative and entertain, even. This will attract a much larger audience to an e-book affiliate site.

4. KEYWORDS ARE KEY

Work strategically by also doing keyword research before you start writing. Think about the keywords and phrases your target audience is most likely to use in a search for your e-book products. Once you start article writing, you'll need to use these high-value terms liberally in your piece. This is an aspect of search engine optimization (SEO) that's powerful in helping attract qualified leads. But be careful – don't go over-board using those keywords. Use those same phrases too much and your writing sounds unnatural. Not only does this turn off readers, the search engines may dismiss your article writing style and not even index the piece.

5. HEADLINE: HOLD 'EM HOSTAGE

On a search result page, what's the best way to make a reader click to your article, not the ones above or below it? A show-stopping article title! Think back to your last Google search. Each search result only shows three content lines plus a link at the bottom. Isn't that top line – the article title – ALWAYS the first thing you read? But it's also the first thing that may bore you, discourage you from clicking it. The best headlines do two things: a) include your SEO key phrase and b) are worded for magnetism. Stiff article titles that are more focused on the SEO function result in a loss of qualified leads. Go for a bit of drama. Provoke thought through mystery. Or state with authority that the answers are RIGHT HERE. (Note: Using numbers in titles work magic.)

6. PROOKREAD. I MEAN PROOFREAD

Did you catch my (intentional) typo at first? If you didn't, not to worry: thousands of other readers did. It only takes a minute to do – proofreading -- but its value cannot be understated. Misspelled words and grammatical errors not only reflect poorly on you, by association they rub the shine off your affiliate e-book products, too. Consider every small correction or improvement money in the bank. Consider every typo or too-long sentence a money-eater. Write concisely and with crisp sentences people can easily absorb. Go back and delete all extra words and empty phrases (e.g., in my opinion). Review every article you write *at least* twice.

7. RESOURCE BOX

If you're uploading your pieces to online article directories, most of the sites have a Resource Box at the end. This is often the only place those sites allow you to do any self-

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promoting. So, here is where you want to write 2 or 3 short paragraphs about your authority and niche. And this is where you'll insert your all-important e-book products site's URL. But be smart about what you type in the Resource Box: This is your call-to-action opportunity! Tease readers; whet the appetite about what more they'll discover on your site. Just don't bury the action suggestion behind too much wording about your credentials.

In summary, spend some time getting these 7 killer article writing tips right and increased traffic and affiliate e-book sales will come. Generating motivated, targeted traffic that wants to click is your goal. The best and least expensive way to attract and pre-sell them is through article marketing. And as with most things, article marketing is only effective when there's a concern with quality, not quantity.