

Getting found on the web

The key to improved cyber visibility is to generate interesting content

There are many ways to improve your website's search engine rankings, but one of the most effective is through writing and syndicating articles on content and topics relevant to your business. By providing your articles for free to other websites, blogs and directories for publication, you can obtain hyperlinks back to your website, resulting in new traffic and higher search engine rankings. The search engines reward great content with great search engine rankings. In this article we address how to write a great article and go about syndicating these articles.

Article content creation

Syndication of quality content is a good place to start. Writing great content gives you a fantastic opportunity to promote your business expertise and services. To start, brainstorm ideas for articles relating to your business and keywords you are attempting to rank for in the search engines. It is important to include relevant search engine keywords in your articles so the search engines can determine the relevance of your article and rank it accordingly. But don't simply write for the search engines; your goal should be to create articles that will entertain and educate your website visitors. Some examples of interesting and engaging content include:

- Tutorials on how to use your products or services.
- Basic guides on how to maximise your products and services.
- How to select products and services in your industry.
- Industry relevant information, analysis and opinion.
- Expert advice and tips.
- Relevant and topical information in your industry.

The goal of all articles should be to simplify concepts and generalise principles that will be of relevance

to the widest possible audience in your business niche. Article content should also be as close to non-commercial and objective as possible. Most websites will not post your content if it is commercial or self serving as it is then not of value to their readers. Provide your articles for free in order to build trust and a loyal audience. But be sure to get a link back to your website from the posted article! Articles should be at least 500 words, so that they can be syndicated to article directories, in exchange for a link back to your website.

It's important to write articles that are relevant, interesting and educational. High quality articles will attract more visitors, leads and customers back to your website. To help you write a successful article, here are four article components to keep in mind:

Title or heading: The title of your article must be catchy. It must grab a person's attention and compel them to read your article.

Introductory paragraph: The introductory paragraph explains or summarises the main points article. The goal is to hook your reader.

A new approach has been adopted recently by news websites. They often summarise the main points of an article at the top. This is an example:

- Online article writing is fantastic for search engine rankings.
- Syndicate your articles for search engine ranking.
- Once done, repurpose your content in newsletters and on your website.

Article body: Your article body must deliver on the expectations created by the title. Details should be provided as outlined in the summary given in the introductory paragraph. Some online content writers over-stuff their articles with keywords they wish the article to



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rank for in the search engines. Use of your keywords is important, but it is not helpful to the readers or the search engines to overdo it.

The article body must hold the interest of your readers and not merely contain a set of keywords repeated again and again.

Article publishing

Once you've written your article, the next step is to publish and distribute on article directories across the web. Publish articles to article directories and syndicate them widely. In exchange for your content, article directories provide you with links and traffic back to your website. A well-written and interesting article may also be picked-up and published by other websites, giving you more links.

We recommend the following article directories: **isnare.com** – for a fee will syndicate your article to many other directories; **goarticles.com** – high ranking article directory; **ezonearticles.com** – highest ranking article directory. It practises strict author policies; **articledashboard.com** – high ranking article directory.

Publish your article on your website too. Providing useful information to your website visitors will increase your website's presence and your business' professionalism, expertise and credibility. The search engines do not have a duplicate content penalty. Not all versions of your articles may rank in the search engines, but the links to your website will certainly be measured.

Finally, try to network with other websites and blogs, and offer your articles to these sites in exchange for links. You can also repurpose your articles by publishing them on your website, including them in your newsletters, posting them on blogs and posting links to your content on social media websites.



High quality articles will attract more visitors, leads and customers back to your website

