

# GET FOUND ONLINE



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 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

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 engines can determine the relevance of your article and rank it accordingly. 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's explaining the best way to select products and services in your industry;
- 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. Content should also be as independent and objective as possible. Most websites will not post your content if it is self-serving.

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.

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. Try to include your target keywords when possible but don't overdo it. Your main objective with the title is to get your article published and opened by readers.

## Introductory paragraph

The introductory paragraph explains or summarises the main points of your article. The goal is to hook your reader in and get them interested.

A new approach has been adopted recently by news websites. They often summarise the main points of an article at the top in bullet point form to whet your appetite for the rest of the story.

## Article body

The article body must hold the interest of your readers and not merely contain a set of keywords repeated again and again. They must feel that your article has helped them find what they are looking for. If permitted, include hyperlinks on keywords in your article back to your website.

Use of your keywords is important, but it is not helpful to the readers or the search engines to overdo it. Remember that an article that tells a story or provides useful information keeps readers engaged makes them come back for more.

## Author's resource box

The author's resource box is specific to article directories and will usually include information on the writer or the business and should contain many of your important keywords. Ideally, the author's resource box must also contain a call to action that will move readers from the article to your website.

Tell them who you are and what you can offer. When your audience knows what you can do for them, they will be even more compelled to visit your website. Be sure to include hyperlinks in the author resource box back to your website.

## Article publishing and syndication

Once you have 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;
- **ezinearticles.com** — Highest ranking article directory. This site has strict policies about how its authors must work;
- **articledashboard.com** — High ranking article directory.

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

Finally, attempt to network with other relevant websites and blogs, and offer your articles for free to these sites in exchange for links. You can also repurpose your article 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. 

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*The author is Founder and Chief Energy Officer of Achievers Group. He is a much-in-demand, passionate professional speaker, business educator, author and corporate business advisor. Tony has worked with over 140 businesses around the world.*

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