

The Most Out Of Articles: SERP

As discussed last week, a big advantage of using articles to market your site is that you can position your articles to be effective in improving both your website's PR (Page Rank) and SERP (Search Engine Rank Position). This is made possible by the author resource box in which you determine the quality of link you get. PR has implications on how popular your site is while SERP determines how much traffic and consequently volume of business your site experiences.

To get the most off your article marketing, it is not enough to provide reprint content within your site. You need to submit them to article banks or article directories for wider exposure. Article banks are websites that exclusively hold reprint content. Among their targeted audience are webmasters looking for content for their websites, blogs and newsletters.

For even greater exposure, you should submit the same article to several articles banks. There are several hundreds of article banks online you can submit to. However there is a drawback to this. Submission involves a process of logging into your account, inputting title, category, author resource box etc. This makes article submission time consuming. To navigate around this, invest in an article submission software like Article Submittter Pro, Article Marketer or Article Robot that automates the process.

One more tick in getting the most out of an article marketing campaign is consistency. Submitting at least an article a week is a sure way of creating more back-links.

Search Engine (SE) bots or spiders that scout the net looking for content and links to index take time to find your links in both article directories as well as websites using your articles. For some reasons, the SE algorithm that determines SERP does not index all your back-links permanently. They find all the links then keep some and discard some. This results in to a bell curve in the number of back-links to your site over a period of a few weeks. The back-links first increase as the SE bots finds then, then reaches a maximum and finally starts to decrease as the algorithm settles in on its choice.

Consistent submission of articles to as many article banks as possible takes advantage of the bell curve by extending the maximum indefinitely. As the first article starts to lose some of its back-links, the second one kicks in to maintain the maximum. In reality this technique result to progressive increase of your back links because the links that the SE bots settles on also accumulate. Article submission services like Article Marketer have solutions that automatically queue your articles for consistent submissions.

About the Author

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