

Published based on [Article Marketing Strategies for Quality Link Building](#)

Article Marketing Strategies for Quality Link Building

Today I want to talk a little about article marketing strategies only as quality link building strategy, and how you should practice article marketing to improve search engine ranking.

If you are in the internet marketing field (running your own online business, affiliate marketing, network marketing or even an SEOer) You have probably know the power of article marketing and why it's the first top internet marketing strategy today.

But how many of you are still doing article marketing like this:

Writing articles, then login to some of the top article directories and post the same article to all of them. Some of you even use some semi-automated submission software. That's old fashion and it does not work, not any more.

The right way to practice article marketing is:

Research your keywords, build a list of targeted related keywords, then write high quality articles, search engine optimized each to a single keyword from your list.

Spin your article to create different versions of the article.

Now submit each unique version to a different article directory.

Don't stop there, you can post your articles to related blog networks, social media sites to get better exposure and high quality backlinks from them.

This is the only way to really benefit from article marketing, but the big question is, how many articles you could submit this way and to how many directories.

Don't misunderstand me, it's still a great strategy and even though I have more than 10 article marketing automation services and software that are costing more than a \$1000 monthly, I still doing several submissions manually to 13 of the most popular article directories.

Competition in SEO is the key, and if you are using article marketing to improve your search engine ranking you must be able to compete with other webmasters.

According to niche research, profitable niches no matter how small are they, have great competition from top marketers who dominate niche marketing, but it does not mean you cannot compete with them. But you need to have some of the weapons they are using.

When I started my "[Home business](#)" related website, all my friends and associates warned me not to waste my time and money on this huge highly competitive niche, you know "home business" niche have more than 4 billion results on the internet with the heavy hitters in internet marketing dominating the first results and competing with each other for the first page.

You cannot find any place between them unless you are really ready to invest the time and money it requires. And I did.

Now I am among the first 10 results with Google for the term "home business" and hundreds of other long tail related keywords. And this success was possible only because of effective article marketing and blogging strategies.



You can always hire someone to do the work for you; you know we often find it easier to pay money than learning and investing in ourselves. While no one will ever do the job for you exactly the way you would and should do it.

So, instead of paying hundreds of dollars to search engine optimization and marketing companies, or even link building services; try to consider investing a small portion of that money on article marketing automation services and tools, and do the job yourself. I promise you will get better results and faster.

The article automation tools will only submit your articles fast to article directories, blog networks and other social media sites.

This way you will get high exposure in minimum time, and will start getting good quality back links, but still your article must be unique and you need to spin your articles so each page publish your article will count.

My personal recommendation is:

Use [unique article wizard](#) (UAW) marketing to promote your own pages, and build backlinks to each and every page of your website or blog. You can also use [SEOLinkVine](#) with UAW or instead it's also a great service with high quality blog network.

Start building pages on high authority sites that have unique contents with links to your website, from free blogs, social networks, like blogger, squidoo, hubpages, article base, ehow and so on. As many as you can. Even have a long informative post at a high authority forum.

Then use [SEO EVO II](#) to build thousands of backlinks to those pages, those pages could easily reach high PR, and then the links on them to your website will get high value. Using this strategy I have build a PR6 and PR5 pages that also get high traffic and sales but most important giving me good search engine ranking because of the quality of the links.

Use your imagination with those 3 tools I had mentioned here, those tools are getting me results that no SEO company could ever do, not with 100 times the money invested.

Go to [Article Marketing Domination](#) to learn more about those tools and some more.

Or go to [link building strategies](#).

To your success

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