

## Article Marketing Checklist

Online article marketing has been around nearly as long as the Internet has existed. Once dominated by Internet marketers, online article marketing is quickly becoming the preferred advertising method for offline businesses as well, and with good reason: It's free - or nearly so.

Of course, in order to see the full benefits of article marketing, you need a plan. This is the checklist I use whenever I plan an article marketing campaign - whether it's a single article or a whole series.

- Develop an Article Goal.** After someone reads your article, what action do you want her to take? It might be signing up for your mailing list, purchasing an ebook with more information, or contacting you for a consultation. Whatever the goal, the first step is a landing page. Your resource box will contain links to this page, so make sure you know your keywords and URL before you get started. (Note: A landing page can simply be a specific blog post, or even another article with more information.)
- Determine Your Topic.** What problem does your ideal customer have that you can solve? This is your topic.
- Conduct Keyword Research.** When your customer searches for a solution to her problem, what words does she type into Google? Brainstorm a short list, then use Google's [keyword tool](#) to narrow your list down to the best two or three.
- Craft a Compelling Headline.** Using your primary keyword, write a headline that tells the reader in just a few words what to expect from your article.
- Write Your Article.** Give your readers useful, unique content, written in a conversational tone. Include your [keyword](#) phrases in a natural, non-spammy manner. Organize your information with bullet points and subheadings (use your secondary keywords in subheadings for added SEO value).
- Construct a Persuasive Resource Box.** This is where you tell your audience exactly what they need to do next. Make sure you're using good [anchor text](#) for your links, and give the reader [a reason to click through to your site](#).
- Write a Short Summary.** Using your primary keyword phrase, tell the reader what your article is about and why she should read it.
- Distribute Your Article.** There's really no need to go overboard here. Choose the top three or four directories and upload your article to them. Don't worry about "spinning" your content or having unique articles on each site, and don't waste time distributing articles to dozens of directories - write your next article instead!