

Internet Home Based Business Ideas: Article Marketing

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After you have joined an internet home based opportunity with a website and an autoresponder (a marketing e-mail series), article marketing is the best strategy to get traffic to your website in a couple of months to make money online. You could also use article marketing as a strategy to earn money immediately to cover the beginning period till you get enough traffic to your website.

If you have just started an internet home based business opportunity with a website and an autoresponder (an e-mail series for a year for example), then you have more or less all the components you need to succeed on line. It's comparable with a franchise shop in the 'brick and mortar' world, ready for opening. The next step is how to get your customers to your new shop or traffic to your website. There are different ways to get traffic to your website. In this article, only article marketing as internet marketing ideas will be discussed, and how you use article marketing to make money for the short term.

Article marketing is probably a free and quickest way to get traffic to your site. The gurus and the books on article writing tell you to write articles and submit them to article directories or e-zines, so you can get backlinks to your own website, which will boost your PR (page rank = how important Google thinks a website is). They also tell you that your articles might get picked up by another website owner with high traffic or an e-zine publisher, and put them on their sites, that in turn could generate some traffic for your site. This is all true, but it could take a couple of months to build up a significant number of backlinks before you will get enough traffic to your site, and to make some money online.

While building traffic to your website you could also use articles to make money online at short term. By using one or a couple of links back directly to a company which you are promoting or to your own website which gives the information about this company or product you can make sales quickly. There are many companies online where you can sign up as an affiliate for free. Many internet marketers start with one of the biggest and most respected companies on the internet called Clickbank.com. Here you will find thousands of E-books and digital products you can sell. The average commission of the products is about 50%.

Article directories like Ezine Articles and Goarticles have a high PR (6 or 7) and are favorites of Google. Ezine Articles, for example, could get your article listed on the first page in a few days with a keyword phrase up to 10,000 competing results. Similar results could be achieved with Goarticles. This site is perfect for a new person to internet marketing since it allows you to have an affiliate link. Ezine Articles does not allow you to link directly to the merchant website. In this case, you will need to point the link to your own website with the product or webpage that redirects to your affiliate site. On the other hand, it's probably the most popular article directory and more e-zine publishers and website owners go to Ezine Articles for good content than any other site. There is a chance that your article could be picked up and used in a large site or online publication, which means that you can have more sales, if this happens.

In combining the two internet marketing strategies using articles both for short and long term, you can make money online immediately and after couple of months when you get sufficient traffic to your site.

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