

Title Tag: article databases

Description Tag: Article databases are excellent tools that can drive traffic to your site from various places on the web.

Main Keyword: article databases

Other Keywords: websites

Headline: Promotion through Words: Article Databases

Article Content:

Article databases are becoming very popular tools in web promotion and the results have been incredible for some. Article databases are springing up all over the web and they are not just for writers, but website owners and marketers as well. Anyone can write an article and submit to these databases. The idea is that you are able to offer some useful information to the reader, while at the same time gaining exposure for your website.

Getting Submitted

Each site has its own rules and guidelines. They will tell you what is acceptable as far as content and formatting is concerned as well as if you are allowed to have links in your website. Many article databases will not allow sales ads, so you have to be certain that you are not blatantly trying to get a sale. Many databases will even remove those types of articles all together.

Article databases may also have formatting rules. Some will allow HTML while others will not. If they do allow HTML, then you may want to learn a few codes to allow you to insert hyperlinks, bold and italics. Violating formatting guidelines may get your article completely removed.

Articles should be informative and offer some value to the reader. People are online looking for answers to their questions. If you can provide good content such as this, then your articles are likely to be popular. People don't want to read your sales pitch, but they may be interested in how they can use your products without being sold to.

Who Does the Writing?

Anyone can write articles for databases. If you are not a writer, then you may consider hiring a writer to write over your various topics for you. You will want to provide them with the number of articles you need and how many words you would like them to be. Many writers are also able to incorporate keywords in a natural fashion so that your articles will be easy to search and pick-up in search

engines. There are various freelance writing services that will allow you to post your project, have writers bid on it and then you award the project to them. If you feel like you are a good writer, then you can by all means write and submit the articles yourself as well.

How Do the Articles Get Submitted?

If you know the article databases that you want to target, then it is relatively easy to go to the site, paste in your article and information and then submit to the site. This is good if you only intend to use a few databases that are targeting your specific consumers.

If you want to get listed in a large number of databases, there are several programs available such as ArticleAnnouncer that will take your information and then automatically paste it in. All you have to do is hit submit for each database. These programs make it very easy to get your articles on the web and they only take about 30 minutes of your time. This is a small price to pay in both time and money as you will see results for years to come as long as the articles remain active on line.

Action Steps:

1. Consider your business and what type of topics you could have articles written over.
2. Determine how many article databases you would like to be listed in.
3. Consider investing in a program that makes submitting articles a simple 30-minute project.

Important Points to Keep in Mind:

1. The more databases you are able to get into the better the exposure.
2. You don't have to be a professional writer to write short and informational articles.
3. Keep the articles informational and not so much a sales pitch.