

# **Excerpt From:**

## **How to Use Article Marketing to Drive Massive Traffic to Your Web Site**

**Step by Step Instructions to Create Your Own Traffic Machine by Doing Nothing But Marketing Articles**

**Sean Mize**

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## Limit of Liability

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## **Warning: Read This Before You Build a List: Essential Information About CAN-SPAM**

Sending unsolicited bulk, commercial, or otherwise unwanted email is a crime in the United States and I would imagine in many other countries. Exorbitant fines and jail time

may be associated with this crime. Because I am not an expert on the legalities of email, I highly recommend that you fully understand the laws that pertain to your jurisdiction before you begin building your list. The following link should help you understand the CAN-SPAM law: <http://www.ftc.gov/bcp/online/pubs/buspubs/canspam.htm>

Remember, ignorance is not an excuse. Learn the law and abide by it.

## About the Author

Sean Mize initiated his first internet marketing venture in January of 2006, writing his first book for internet distribution. In February of the same year, he launched his first web site to promote that ebook, and began building his first online list at that time. By the end of the month, he was in profit, and began to expand his online efforts to include affiliate marketing in the internet marketing niche, and immediately created additional revenue streams.

In August of 2006, Sean made the choice to enter the arena of internet marketing fulltime, and began driving traffic online in the internet marketing topics, including getting started online, traffic building, list building, and web site promotion.

To join his mailing list and receive recommendations of useful internet marketing tools and helpful internet marketing and list building tips, visit: [Secrets of Internet Success](#)

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## Introduction

### Why Drive Traffic With Article Marketing?

In today's internet marketing environment, driving massive traffic to your web site is critical to your success online. No matter how well your web site converts, and no matter how strong of a backend you have, if you are not driving strong levels of traffic, you are not going to be able to make as much money online as if you had 10 or 20 or 100 times the traffic you do right now.

One of the big problems online today with targeted traffic is that the consumers, the surfers, are getting more and more savvy – which is fine for them – and actually good for you, once you learn how easy it is to develop targeted traffic with articles online.

You see, when you run advertising, or buy advertising, or when you buy PPC traffic, you are getting an unqualified visitor. Sure, it is better than a general visitor – but when someone has read a 3 – line ad about you in a sponsored search listing, do they really have any idea what they are going to find when they get to your web site? They go to your site, find it is not what they are looking for, hit the 'back' button on their web browser – you have been charged \$1 or whatever – and they still haven't found what they wanted.

Well, where does article marketing come in?

Article marketing drives traffic in two different ways.

1) Article marketing drives traffic when the article directories (many of which are highly ranked by google) publish your article – if you target the keywords effectively, your article, containing a direct link to your web site – can easily show up in the top ten results in the google and yahoo search engines in just weeks – something that is almost impossible for you to do on your own.

The traffic that you get through these links tends to be very highly responsive and targeted, as they have not only searched for your keyword in a search engine, and clicked on a link (the one to your article) but have also read your article and want more information from you. There is possibly no better traffic online today.

2) The second way that you drive traffic with article marketing is when you follow a strategy of submitting to the right article directories and having the article directories link to your optimized web pages via your article, you can quickly build up the necessary backlinks to have google and yahoo rank you highly for many keywords – pushing your targeted web pages to top ten rankings in google and yahoo for your optimized keywords. This method generally takes a little longer to see results than the first strategy, but I teach

you to apply both of these strategies simultaneously, reaping fast results from strategy #1, and lagged, long term results from strategy #2.

In this manual, I teach you step by step how to apply both of these steps to simultaneously create fast results and long term results – driving immediate and long term traffic to your web pages.

## **Why Use Articles Exclusively?**

When I first started in internet marketing and traffic generation, I tried many different ways to gain traffic to my web pages. From the very beginning of my internet marketing traffic generation, I did things on the traffic end quite correctly and successfully, but I found that many sources of traffic did not produce the kind of results I needed.

Here is a partial list of what I did to generate traffic:

I bought traffic like guaranteed traffic, exit traffic, expired domain traffic, safelist traffic, traffic exchange traffic, and pop up traffic.

I bought advertising to drive traffic to my site: classified ads, ezine ads, pay-per-click traffic, and other advertising.

I created exchange links with other web masters, and put my signature on my emails, and other creative things to make traffic happen.

And I was getting traffic. I was getting a lot of traffic, and that traffic often subscribed. But they weren't buying too much from me – not enough to pay the bills.

However, I was also writing articles and submitting, for the purpose of gaining backlinks to my sites. I was doing that to get better search engine rankings, and it was working.

And I also found that the traffic I received from those articles was subscribing to my lists, and it was buying from me.

So I began testing and tracking which article directories were producing the best responses. I began to make some changes to my articles so that people would click into my web page rather than just read them and click out.

I practically stopped all other forms of traffic building. And my income grew from \$250 per month to \$5500 my fourth month of aggressively article marketing and traffic building with this system.

This is the very system I show you step by step how to use.

## **Why Is Article Generated Traffic More Likely to Spend Money With You?**

I am simply going to give you some reasons that I believe are to account for the reason that article generated traffic is so valuable. My average article-generated subscriber spends well over \$2 per month with me, whereas subscribers from other sources spend around 50 cents or less with me.

There are two primary reasons why I believe that article-generated traffic spends more money.

The first is that an article generated visitor is actively looking for information on the topic about which your article was written, reads your article, feels they received value or could certainly receive value in the future from your writings, and chooses to click through a link that indicated they could receive more information. So, unlike people who might often click an advertising link or pay per click link, these people are clicking because they are truly looking for more information. People who subscribe to my lists via articles I have written are about 10 times more likely to buy from me than people who join my list from a PPC link, based on my personal PPC results. The thing is, with articles, those who don't really like what you have to say or your approach, or who do not feel they can gain anything from you, will simply click out of the article. So the article serves as kind of a screening process.

The second reason I believe that article generated traffic spends so much more money is that I believe there is a psychological connection that occurs when someone reads the article and clicks through to your web page. I think that the article serves as an instant rapport creator, so that when the visitor clicks into your site, they already feel as though they can trust you. The certain advantage to that is that you can begin to sell to them even faster through your email campaign, because you are already working with some level of rapport; you are building on it, not creating it.

## **How to Use This Step By Step System**

I have designed this book to show you my system step by step. I recommend that you read the entire book from beginning to end, so that you have a good idea of what you are going to be doing, and so that you will perhaps understand better why you are going to do what you are going to do. It will give you a glimpse into the why this system works and why some of the steps are included.

Once you have taken an overview of the entire system, go back to the beginning and work through each of the steps in this book. You should find that very quickly you are

gaining new and higher quality traffic to your web site, and should be able to monetize that traffic faster.

## Note From the Author

As you should be able to tell quickly from reading this book, I am an avid article marketer and traffic generator, and I have done what many online have been unable to do...break past the \$1000 per month barrier. My third month of consistently applying the techniques I have shared in this book I created \$3840 in online income, my fourth month income was over \$5500, and this month is right at \$7000.

Can you exactly duplicate my success? I guess the better question is, will you do what I have done? I work 50-60 hours per week, writing, testing, and building squeeze pages, writing articles, writing books, and communicating with those on my list and in my coaching program. I have written 900 + articles. I have written 10 ebooks, including this one. I am still writing multiple articles, and I am very aggressive with my traffic building and list building efforts.

So if you do what I have done, I believe you can duplicate my success. If you do more than I have done, I imagine you can do more. And if you do less....you get the point.

My deepest and most sincere advice to you is to settle on something and do it. Test it. Improve it. Monitor your success. Know where your profits come from.

Too many people online jump from get rich quick program to get rich quick program, losing money on each one.

I do not believe there is a get rich quick program online that really works. Making money online is work, just like any other legal method of income.

The one nice thing about online income, however, is that you can do something once, and it continues to make you money.

For example, with articles, you write them once, submit them once, and you can get traffic for years. With this book, I am writing it once, but I should sell it hundreds or thousands of times....possibly for years to come.

So internet marketing is hard work....but in my opinion, well worth it.

Now, get out there and start writing articles!

To your article marketing and traffic building success,

Sean Mize