

How to Write Articles

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Successful internet marketers spend considerable time writing content for their own site and supplemental articles to create links. This is a great technique to build your relevancy with search engines on the key words or phrases you are targeting.

Here are a few tips on how to write articles

1. Be Consistent. Write one or more articles every day. You will find that once you start the ideas and words flow more easily. If you do a little each day, you will sharpen your skill and the task won't be nearly as daunting or time consuming. I write articles for myself and others and my average output is 5 articles a day. Any more than that and the well runs dry. If you plan to write articles to drive traffic to your website, don't allot a single day to accomplish the task. You'll struggle to get them done and dread the next session.

2. Be Concise. One idea at a time. Each article should focus on one primary idea. If you try to cover too much in one place, you'll lose readers. At a glance your readers will know if the article meets their expectations and if not, they're on to the next site. A good length is about 500 words. Lists are popular for both readers and writers. Readers know exactly what they're going to get by skimming the list and they are easy to write. Be sure you deliver on the promise of your title.

3. Be Creative. Each article, even supplemental articles to a previous topic, must be original content. I won't lie, it's tough to rewrite the same information 3 or 4 times and put a unique spin on it each time. For me, the best way to avoid duplication is to write content on my site first, then wait a day. I'll usually think of an anecdote or new information and I'll write another article without referring back to my original piece. I won't remember exactly how I stated a thought or outlined the key points. I'm less tempted to gloss over an important subject because I covered it elsewhere. If you have the luxury of waiting another day before you write the third article, by all means do so.

4. Be Courteous. You are writing to potential consumers (of your products, your affiliate's products or your ads) so refrain from slang and salty language. Of course there are exceptions to the rule, but in general you can get the message across without being offensive. You won't please all the people, so don't worry about a critic or two. I write with my mother in mind. If she could read my article without being "disappointed" in me, it's good to go.

5. Be YOU! Every article, short story, poem or novel should allow a glimpse of the author peeking out from the words. This is how a reader relates to the words, by relating to the person who wrote them. None of us are perfect machines who can churn out dazzling work day in and day out. I've admitted that I get burnt out and struggle to be original. When you find yourself experiencing these same stumbling blocks you'll be prepared.

Writing articles is a wonderful way to generate traffic and revenue online, but it's also a great way to practice writing. No matter what you're writing, it will get easier with time and practice.

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