

Generating Traffic From Your Ezine Article

You wrote an informative and interesting Ezine article. Now, how to use the power of your article to promote and drive buying traffic to your website.

There has never been a better time to get involved in Affiliate Marketing. The steps are simple enough, select a product, set up a website, and drive traffic to it to create sales. Lots of traffic! It is often said "Quality articles quickly submitted to hundreds of submit sites is the key to being a successful Ezine article writer".

Of the various ways to generate traffic, successful marketers agree that Ezine article writing is the best method to drive targeted traffic to your website. Granted, this method takes more work than some of the other options. However, the work required in writing the article and posting it on multiple article sites can be minimized as we will see later in this article.

After you have managed to squeak out your article, now you have to find people who want it. The common way to do this is to submit to the countless article directories. This amounts to a massive surge of Free advertising. Thousands of websites and e-publications rush to publish your in demand content (along with your Resource Box inside). Anyone using your article must include your Resource Box, the last paragraph where you can promote yourself and give your website URL.

There is a problem with submitting your articles to enough directories to get the needed traffic flow. Fortunately, there is a solution. The problem is that the cut and paste mechanics are simply too time consuming. After cutting and pasting your article Title, Summary, Body, Resource Box, Bio info, and Keywords into just several directory sites, your head will start to nod! Boring and tiring. It is not humanly possible to do this manually, thus the reason so many writers give up on this method. Also, where do you get a list of the hundreds of article directory sites to submit your article? From the Internet? Again, sounds easy but this can be a tedious time consuming process of its own.

I promised a solution to save time and effort, and here it is. You need a shortcut to writing and distributing your articles! A tool called an Article Submitter. It is, in fact, the writers most important tool. The software will automatically fill in all of the article parts saving you much time. Most offer automatic or semi-automated directory submission. And, they come with a database of article directory sites that is continually updated. If you have ever tried to compile a list on your own, you know that the database alone is worth much more than the cost of the submitter program! For those who find writing a chore, some of the article submitter programs include software to help you write the article!

When I first started in Ezine article writing I made many mistakes, doing cut and paste manually, and trying to compile my own list of directory sites. Newbie ignorance. The end result was that I spent a lot of time and effort and made very little money. Now, using the right tool for the job, I spend little time, and enjoy clicking on PayDotCom and Clickbank and seeing steady sales.

If you have chosen Ezine articles as the way to drive traffic to your website, I hope this article will have given you some helpful advice. To your success!

About the Author

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Brian Bees has over 20 years in the IT field in computer programming, website development, and related areas.

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