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ACTSmart, American Computer Technologies Presents:

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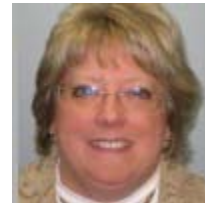
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Dear Pam,

Last Thursday night we went out to dinner with [Dr. Barry Brodij](#) and his wife Janice. I worked for Barry for 21 years and consider him my mentor as well as a very good friend! Along with catching up with family news, we reminisced about courses that we took and how he always encouraged us to grow and be the best that we could be. I truly hope that you are as lucky as we are to have someone that inspires and supports you in business and in life.



We're all lucky that there are so many resources that you can turn to for help in marketing your business. Check out the "[Specialists](#)" page on my Monday's Marketing Minute website - much of this issue's information came from Roland Lacey of Mediaright Technologies. He's my "go-to" [search engine guru](#). Go to his website for more information!

It only takes a minute to find a new marketing idea ~ Let's Get Business!

Write An Article, Get Valuable Results



Writing articles about subjects that pertain to your business are an excellent marketing method for at least two good reasons.

First, they make you an "expert" in your field. You can be quoted by others and become a source for more information.

Second, you can fill them with keyword phrases that link back to your website for more information thus giving you an "inbound link" that ranks high with the search engines.

Who can do this? Anyone! There are many websites that accept articles from writers, usually after just submitting them for review and acceptance.

Who should do this? Any professional including doctors, dentists, chiropractors, and accountants can write about their industry and how to make the most of their services. Or about any new service, technique or product available. Dentists can write about the newest advances in tooth whitening and how they are using them in their practice. An accountant can write about the easiest way to keep track of tax deductions so their clients can make the most of them. These are two very simplistic examples - you know what your clients are asking; make the most of the questions that you answer the most. (Double duty - use a similar article in your monthly newsletter!)

Service providers can also make this work for them. Few businesses are stagnant, most find new products or services that they provide. An article stressing the benefits to their customers would be very valuable.

Merchants can write articles about new products or about new uses for current products. Or, "How to chose the right product for you."

In all cases, the articles should be written in layman's terms using keyword phrases that a potential customer would use to find you.

Not sure what they are? If you have Google Analytics set up on your website, check the "Traffic Sources" tab and then "Keywords." If you don't have it set up or you are not sure, give us a call. It's quick and easy and very valuable in analyzing your marketing results!

Getting Content



As stated in the above article, writing an article is a great way to drive traffic to your website. Roland Lacey, recommends that articles be 400 - 750 words in length and that they include a keyword phrase in the title. He also suggests that you add a "resource box" that includes information about you, your qualifications to write an article and a link to your website. The page that you link to should include a "Call To Action."

This sounds great but, "I'm not much of a writer!" you say? No problem - there are affordable people that you can hire to write articles about your industry as well as free services available online. A Google search will help you in either category. Remember that you want to have your keyword phrases to generate inbound links!

Top Article Marketing Sites

ezinearticles.com
articlesbase.com
goarticles.com
articlealley.com
isnare.com
articledashboard.com
searchwarp.com
articlecity.com
Buzzle.com
searchwarp.com
articlesnatch.com
amazines.com

Each will have it's own guidelines and rules. Start with Ezinearticles.com and work your way through the list. Be sure to monitor your Google Analytics to see which websites bring you the most traffic and focus your efforts there.



Take the "12 Week" Marketing Challenge with us. Set aside a few hours to work on your marketing uninterrupted. Last week you printed out your website's home page and made changes using your keyword phrases.

Week 2 - write a 450 word article and submit it to Ezinearticles.com

You can also send it to us to post on your website as fresh content!

Once the article is published, send us a link and we will link to it from your website, giving you more "expert" status.

We're on our way with our "12 step program to marketing health"
Have a Happy, Healthy, PROSPEROUS week!

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