

Title:

The Secrets Of Effective Article Posting

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Summary:

Submitting articles to article directories is a proven way to attract more visitors to your website.

Keywords:

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Article Body:

Submitting articles to article directories is a proven way to attract more visitors to your website.

Changes in the way search engines and article directories work in recent times mean that article marketing is no longer as simple as it once was.

The easiest way to get your article published on a lot of directories quickly is to use an article submission service.

There are many article submission services available online, both free and paid, or you can invest in a software solution.

So, if you are using an article submission service check that their methods will not cause you to be penalized by search engines.

Duplicate content

An even bigger problem for article marketers is that the major engines now penalize duplicate content.

The search engines can now recognize duplicate content. So, even if your article appears on 1,000 directories, it will only be counted once.

The only way to get around this is to submit a unique version of each article you write to each directory.

It is not really known just how much an article needs to be changed to become unique. Some argue that 10% is enough, while others say 20% or more.

There are a number of possible solutions to this problem. Many article submission services have built-in re-writing tools.

Alternatively, you could invest in some software that helps with the re-writing of articles. There are many options available.

One final option could be to get outside help. There are many websites such as elance.com and oDesk.com where you can hire a writer.

It may be a good idea to try out these methods and see how they work for you. You will have to experiment to find the best solution for you.

Writing articles and submitting them to article directories can be as beneficial a marketing strategy as you can find.

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