

A hand holding a small globe of the Earth against a dark blue background. The globe is positioned on the left side of the frame, and the hand is visible from the wrist up, holding the globe. The background is a solid, dark blue color.

Exploiting Ezine Articles

see how profitable
writing can be

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Introduction

Every day, in every country on planet Earth, somebody, somewhere decides that they need more money, and that the best way of getting that extra cash is to start 'doing something' online.

In my experience of working with and training people who are just starting out trying to make money on the internet, most have very little idea of what they want to do, or where the first cents or dollars are going to come from. In fact, the vast majority of 'newbies' that I have encountered and worked with have literally had no idea whatsoever about business, or how to make money by running one.

Nevertheless, for these people, making money online was something that they definitely wanted to try, and I am very happy to say that many of them did so, and succeeded in their efforts.

But, this apparent keenness to jump into something that they really did not understand with both feet raises an interesting question.

What is it about running a business online that makes it so different to doing so in the offline world of 'bricks and mortar' businesses?

There are several answers to that question.

First, it is possible (although not necessarily easy) to get started in online business without any previous experience. In comparison, it is considerably more difficult to do so in the real world.

Secondly, you do not necessarily need a great amount of start-up capital to set up your own online business venture either, although it is only fair to say that the more capital you have available to invest, the quicker you can expect to enjoy significant online business success. It is as true online as it is offline that money always follows money.

Third, as long as you willing to dig hard and deep enough, everything you need to know about setting up and running your own online business is already out there on the internet. All you need is to know what you are looking for, and have at least some idea of where to find it.

In fact, as you will read in this book, it is more than possible to start up your own online business with little more than the basic skills that you learned at

high school. Indeed, I know of many extremely successful marketers who exploit many of the marketing tactics and techniques that you will read about here who were high school dropouts themselves, so perhaps I should change that to junior high school!

What is absolutely certain is that you definitely do not need a college education or specialized skills in order to get your internet marketing career off the ground. Having said that, of course, any additional personal attributes that you have are likely to help to achieve success that little bit more quickly.

In essence, making money online is something that anyone can do, and they can start whenever they want as long as they have a computer and an internet connection.

However, you should not delude yourself into believing that you can make money online for 'free'.

Yes, you can start with very little or no capital to invest in your business, but, in this scenario, there is still a 'price' to pay. In this respect, in truth, nothing is ever truly free.

If you do not have money that you can invest to get your online business off the ground, then you have to be able to give up a more significant proportion of your time and effort. In other words, if you cannot pay with money, then you have to pay with work.

Now, I have met and worked with newbies who recoiled at the very sound of this, but that really is not necessary. After all, I'm not talking about digging roads or painting buildings type of work here.

All you need to do to start earning your first dollars online is to set aside an hour or two every day to do some research, and then sit down to write about what you have discovered.

Believe it or not, it really is as simple and as straightforward as that. In this book, you're going to learn exactly what I mean by this, and how you can use these two basic skills to earn decent money online.

In particular, I am going to focus on one of the most popular websites on the internet, ezinearticles.com, and how this one site can help you in lots of different ways to get your first internet marketing venture off the ground.

What is ezinearticles?

Ezinearticles.com is the number one, most popular article directory site on the internet. The fact that ezinearticles has acquired this status represents something of an achievement in itself, given that there are over 520 article directories currently live online (and that figure expands almost every day).

Such an article directory site is a place where people can submit articles that they have themselves written in order to have them published online. Other internet users can then visit this directory site, and read articles written and published by other ordinary net users who are exactly like themselves.

Most of the people who write articles that are published on sites like ezinearticles are not professional writers. They are, rather, people who specialize in some particular aspect of business, or have knowledge of specific market niches. Many are writers who create their articles simply because of their love of their subject matter, or because they have a desire to inform or help others.

A significant proportion of the people who have articles published by ezinearticles and other similar sites are, however doing so because they have an online or internet marketing business that they wish to promote.

The huge advantage of using article directories to promote a business, or to draw visitors to a site that is monetized in some way, is that it is entirely free of financial cost to do so. In other words, you can use a site like ezinearticles.com to start generating an income without having to spend one single brass penny. Moreover, you can do so literally as soon as you finished reading this book.

It is, however, important to understand that using any article directory site like ezinearticles is just one aspect of a total marketing package. In fact, there are many resources which you can use for free as part of an integrated marketing plan, and you should use all of these resources. Doing so will enable you to start earning reasonable money relatively quickly, whilst spending very little or nothing in cash terms in order to do so.

In the first instance, therefore, I am going to explain exactly how to put into place your initial integrated marketing plan. Thereafter, I will look at some more advanced techniques that you can utilize to take your new business to the next level, primarily by 'exploiting' ezinearticles.com.

Initial research is crucial

So far, I have suggested that you can launch your internet marketing business, or take the first steps towards becoming an online entrepreneur by doing nothing more than writing articles.

The next logical question, therefore, is, what are you going to write about?

In answer to that question, the good news is that it is entirely possible to write about almost anything and make money by doing so.

Even if you want to write about your hobby, and it just happens to be one of the most obscure interests in the world, nevertheless, you can be fairly confident that you are not the only person who is interested in the subject matter. It therefore follows that if you write an article about your hobby, and if you do the job correctly, you will be able to find other people who will read what you have written. That being the case, it is possible that you can make money from this.

The important thing to understand, however, is that you are unlikely to make very much money if this is the path that you follow. If, for example, your interest was in Albanian goats, then you would not be entirely alone in this, but you would certainly be one of a very small group of enthusiasts as demonstrated by the results of this Google search:

Results 1 - 10 of about 46 for "[albanian goats](#)".

If, therefore, you decided to write articles about your interest in Albanian goats, you will no doubt have a few people read your article, but you will probably be able to count them on the fingers of one hand (or, if you are very fortunate, both of them).

In this case, with such a small number of readers, it would be almost impossible to earn anything more than a few pennies from your efforts.

This represents a waste of effort on your behalf, but not because there is anything intrinsically wrong with the subject matter of which you write. It is just that not enough people share your enthusiasm for Albanian goats, and you therefore guaranteed that you could only ever enjoy a minimal number of readers even before you sat down to start writing.

On the other hand, imagine that you were to write an article about a subject matter or topic that was massively popular, say a popular movie star or TV series. That would be something that would generate significant amounts of interest, which could translate into a reasonable amount of cash for you, at least in theory.

However, crucially, the amount of work you would have to put into creating that article would be almost exactly the same as you expended by writing about Albanian goats.

In effect, therefore, you have a choice to make before you start. You can either write about the things that you love, and thereby perhaps restrict your income potential, or you can focus on the money making aspect of writing by creating articles in market sectors where you know money is being made.

This is, of course, not always the case. If you are already 'into' a sector of the market where there is good money to be made, then by all means, focus on what you love.

The important point is that before you start creating your articles, you must know for certain that your work has the potential to make money for you. This is the point of the initial research upon which you are just about to embark.

Some markets are too popular

As you saw on the previous page, if you run a search on Google for Albanian goats, there are only 46 websites on the net making reference to this particular term. If you look at the results page in a little more detail, there are a couple of other factors to note:

[Albanian goats \(1\) on Flickr - Photo Sharing!](#)

Albanian goats (1). To take full advantage of Flickr, you should use a JavaScript-enabled browser and install the latest version of the Macromedia Flash ...
www.flickr.com/photos/dickdavies/1463720355/ - 39k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Flickr: Dick Davies' Photostream](#)

Albanian goats (2). Near Shkoder lake in northern Albania. This photo is public Attribution Noncommercial Share Alike Some rights reserved. ...
www.flickr.com/photos/dickdavies/ - 58k - [Cached](#) - [Similar pages](#) - [Note this](#)
[More results from www.flickr.com >](#)

[Many "Ethnic Macedonians" Look Turkic Since They - Topix](#)

Apr 17, 2008. FarmerJoe wrote: Send all Makos back to the mountains the sheep are lonely. What about the **Albanian goats**. Magnum457 ...
www.topix.com/forum/world/macedonia/T0AM0SU67OADBC849 - 83k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Indonesian Kretek cigarettes? | Qatar Living](#)

Oryx said **Albanian goats** ... Oh I thought you were going to tell the world that you use goat's wee and market as Albanian aftershave and that is a massive ...
www.qatarliving.com/node/65694 - 49k - [Cached](#) - [Similar pages](#) - [Note this](#)

*This is where
the ads would be!*

First, all of the results on the left-hand side of the page, which are the natural search engine results, are personal style pages. There is little content here that is business related.

Also, there are no advertisements featured on the right-hand side of the page either.

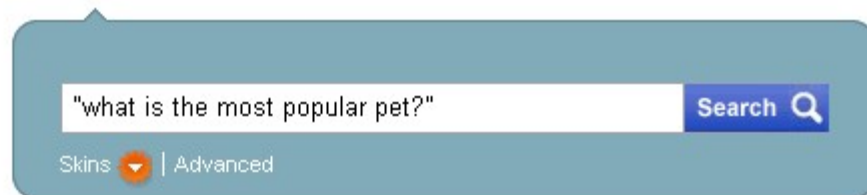
Taken together, these two factors indicate that no one is spending money advertising a product or service that is related to Albanian goats. This tells you that no money is being spent on advertising, which in itself would suggest that writing articles about this particular topic would be a waste of time in money making terms.

Obviously, if you want to make a business out of your article writing efforts, then you need to be looking for topics or subject matters where there is money to be made.

Here is one way of discovering the information you need.

You are interested in animals, so why not stick to a broadly similar topic and look at the pets that people keep. Which is the most popular type of pet?

Go to ask.com and type in the question that you want to ask:



And hit the 'Search' button.

The very first website that is highlighted at the top of the page seems like it would have the answers that you want:

Narrow: [Ten Most Popular Pets](#) · [What Is the Most Common Pet](#) · [What Are the Top Ten Most Popular Pets](#)

 [Popular Pet Page](#)

Each page contains interesting little facts about the two **most popular pet** in the United States, and links to sites with more information on specific subjects.

www.madcc.kctcs.edu/html/dsimpson/bussite/home.htm · [Cached](#)

The answer is contained in the index or site map:

[Dog Page](#)

[Cat Page](#)

Dogs are the most popular pet, followed by cats. You probably already knew this, but it is important to understand how you find the answers to the questions that you need answering.

Having established that dogs are the number one pet for most people, it would be very tempting to sit down to start writing your articles immediately. Doing so, however, would be another potential waste of a significant amount of your valuable time. This is time which you should be spending on creating materials that can generate an income for you.

The reason is that, whilst dogs and cats are extremely popular, they are both too broad a subject matter for you to be able to write about with any degree of focus. The relevance of this observation lies within the way that people find information when they come on to the internet looking for answers to their queries.

Anyone who runs a search of any of the major engines such as Google or Yahoo using the single word 'dogs' or 'cats' is not really particularly interested in the subject matter at anything other than the most general level.

Consequently, they are not likely to pay any great deal of attention to the results that the search engines return. Even if they did take the trouble to visit a websites featured in those results, they are likely to do little more than skim the information shown on page.

You must have somewhere to send traffic

In addition, there is one more crucial factor which would almost guarantee that you could never hope to make any money from using such a general, broad scope phrase.

In order to make money from online business, you have to have some kind of web space from which you can generate revenues. In other words, you must have some kind of website or blog which is monetized so that it will generate an income for you, as long as you can send visitors to that site. Sending visitors to your site in this way is often referred to as 'generating traffic'.

There are two ways that traffic can be generated.

Firstly, you can pay for advertising that will send people to your website or blog. This has the advantage of being a guaranteed way of driving visitors to your website, and also of being a methodology that works extremely quickly too.

Obviously, however, the downside is that this method of promotion is going to cost you money, and at the moment, that is money that you are either unwilling or unable to spend.

The second option is to drive free traffic to your website. The principal way of doing this is to get your site or business featured in the natural search results pages that are offered up by the major search engines like Google, MSN or Yahoo. These are the results that you saw featured on the left-hand side of the page in the earlier screenshot when we were looking at Albanian goats.

The reason that you will write articles and submit them to sites like ezinearticles is that, by doing so, you can make your website appear in these natural search engine results pages.

In fact, by using the tactics that you will read about throughout this book, you should be able to get your website featured on the first search results page, and thereby generate the maximum amount of traffic to your site.

Avoiding too much competition

Of course, one of the key factors that will decide how far 'up' the results pages your site appears will be the amount of competition you are facing, in terms of other websites who are focusing their efforts on a similar market niche to you. The more competition you face, the less likely it is that you will be able to achieve any degree of success in getting your site or business featured on the all-important first results page.

For example, it is immediately clear that you have no chance whatsoever of your site featuring for a general search on the word 'dogs':

Results 1 - 10 of about 216,000,000 for dogs |

Or, indeed, 'cats':

Results 1 - 10 of about 194,000,000 for cats

Given that you're already aware that these are the two most popular pets in the world, this will not come as a great surprise, I am certain.

Nevertheless, what it does indicate is that you have to search in a little more detail for the subject matter around which you can base your articles.

Look for parallel markets

How about trying a slightly different tack? Rather than focusing on the markets that the majority of animal lovers seem to be focusing on, why not investigate what opportunities there are in other related fields?

How about investigating horses, for example?

Results 1 - 10 of about 113,000,000 for horses

Obviously, they are still a very popular animal, but the number of sites that would be in competition with you, should you choose to try to break into the horse market, has reduced significantly.

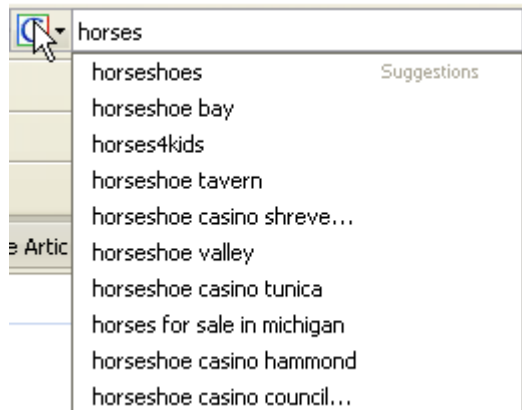
What you should be attempting to do at this stage of the research process is to find a 'core' topic or subject matter that is popular enough to merit the work you would have to do to create articles, balanced against over-exposure and too much competition.

Horses may well fit the bill in this respect. For that reason, it is worth researching this particular subject matter in more detail.

In order to do this, you need to know what other horse related terms people are using when they search the net. The importance of this lies in the fact that if you can 'match' any articles that you write to the search terms that

people use, then, as long as there is not too much competition, you should be able to feature on the top ten search results page.

The first handy tool for discovering these associated phrases is Google itself, because when I searched the initial single word term 'horses', the search engine box 'dropped down' a list of alternative horse related suggestions:



All of these additional terms would merit further investigation, although they are not all necessarily related to horses of the four-legged, equine variety!

That fact in itself is however not necessarily important. Although you might be focusing your research efforts on horses, your primary concern is finding topics or market niches of which you can write and earn money, and therefore, all of these suggestions should be noted down and researched at some point.

Returning, however, to the four-legged variety of the horse, you now need to look for terms or phrases that people use when searching the net that are directly related.

You do this by running a search on the word 'horses' using your favorite keyword research tool. If you do not have a particular favorite, you can search for horse associated phrases using the free resources at either [Word Tracker](#) or [Keyword Discovery](#).

Most marketers seem to prefer the first of these tools, whereas I find that Keyword Discovery returns far more results than Word Tracker (at least, it does so in the free version) and for that reason, this tends to be the free tool that I personally prefer.

Of course, as they are both free, you can collect the data from both. The data you collect from both of these search tools may be slightly different, so you might pick up a few additional ideas by doing this.


Be careful to remember, however, that the results for Word Tracker shows the searches per day, whilst Keyword Discovery presents monthly search figures.

Here are the top few monthly search results for 'horses' from Keyword Discovery:

Query: horses

Results 1 - 100 of [166178](#)

Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

Search Term	Total 
horses	390462
horses for sale	73853
breyer horses	27922
wild horses	26024
arabian horses	14476
paint horses	13696
pictures of horses	11529
quarter horses	9785

What you now need to do is take each of these individual phrases, and establish exactly what specific terms, phrases or questions people are using when they search for information about any of these topics.

If, for example, you wanted to investigate the phrase 'arabian horses' in more depth, you would click on that phrase in the table shown, scroll back up to the top of the page and click on 'Search':

Enter Keyword:

There are nearly 2000 terms and phrases produced by this more detailed search. This is the research 'level' where the information that you being presented with starts to have some genuine value:

Query: arabian horses

Results 1 - 100 of [1992](#)

Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

Search Term	Total
arabian horses	14476
arabian horses for sale	1832
black arabian horses	823
arabian horses for sale with photo and price	492
pictures of arabian horses	346
white arabian horses	332

The reason why this is the case can be seen very quickly if you look for the levels of competition for the phrases being highlighted in this chart:

Results **1 - 10** of about **3,630** for "[black arabian horses](#)".

This term is searched for over 800 times a month according to Keyword Discovery, and there are only 3630 competing sites.

In a similar manner, 'pictures of arabian horses':

~

Results **1 - 10** of about **1,890** for "[pictures of arabian horses](#)".

And 'white arabian horses':

Results **1 - 10** of about **1,810** for "[white arabian horses](#)".

Both indicate similarly encouraging results.

When you create your articles for submission to the major directories, every article will focus on one specific keyword term or phrase. It is generally accepted that when you are using ezinearticles, any such featured phrase that has less than 10,00 competing sites on Google is one that offers you a very reasonable chance of appearing in the top ten search results.

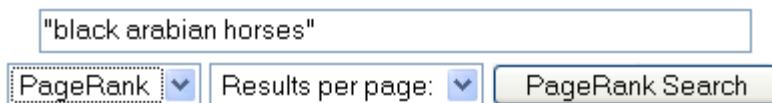
Hence, all of these phrases are ones for which it will be possible to feature on the first search engine results page.

Before being entirely convinced that this is the case, however, there is one final check that I would run on the competition.

When web pages become popular, one of the ways that this popularity is measured is through the Google Page Rank that is accorded to that particular page.

This is relevant to you, because the more popular a competing page is, the harder it is going to be to appear above it in the search engine results. It would therefore make sense to establish the Google PR of the leading pages in your market niche before finally deciding whether this is a market where you are able to make money.

You can check the PR of all the competition for any particular search term by looking at the [Page Rank Search](#) tool on the SEO tools website. Type in the specific search term that you are researching, order the results by Page Rank, and click on the 'Page Rank Search' button:



"black arabian horses"

PageRank ▼ Results per page: ▼ PageRank Search

This tool is not associated with Google

The results page looks like this:

PageRank Results

Order by (pagerank): Results (10):

Showing search results in order of pagerank

3,600 results found

Black Arabian Horses of Hughes Arabians - Arabian Horse Breeders ...

 5/10

Black Arabian horses of Hughes Arabians - Arabian Horses For Sale Hughes Arabians has a huge selection of Crabbet & Egyptian exotic black Arabian horses for ...

<http://www.hughesarabians.com/>[View META Data](#) - [View Inbound Links](#) - [Analyze Links](#)[Cached Version](#) - [Similar Web Sites](#)

The Black Arabian Horse Pages

 3/10

Black Arabian horses for sale and Black stallions at stud. The Black Arabian Horse Pages feature Black Arabian horse breeders from all over North America. ...

<http://www.awhitehorse.com/horses/blacks/>[View META Data](#) - [View Inbound Links](#) - [Analyze Links](#)[Cached Version](#) - [Similar Web Sites](#)

Arabian Horses of Cargile Arabians | Black Arabian Horses

 3/10

Rare black Arabian and Half-Arabian horses sired by Blackwind Jafar, with horses for sale and stallion breedings available.

The top rated site for this term merits a 5/10 on the Google PR scale, which is not a bad rating.

However, the next site only merits 3/10, and the site after that is also the same.

Any site that is rated 4/10 or less does not represent particularly tough competition in my experience. Therefore, given that there is only one site rated above this, I would be reasonably confident of getting my site listed as one of the top four or five results on the Google search pages within a reasonably short period of time.

Go where the money is

Here is a final (but very important) consideration. The reason that dogs and cats are so popular as pets is that almost anyone can afford to keep them.

Very few people, however, can afford to keep Arabian horses. They are luxury items that tend to be the 'playthings' of the rich and famous. These are people who, by definition, have money to spend and are generally not scared of doing so on their hobbies and interests.

Creating a site or blog focused on all matters pertaining to Arabian horses will, therefore, position your business in a market where there is plenty of money being thrown around and spent.

It naturally follows that you stand a far greater chance of earning money publishing information about Arabian horses on the internet than you would if you were writing about humdrum family pets like dogs and cats.

Section summary:

- You need to find online markets where people are seeking information and you need to establish demand. You do this by investigating the terms or phrases that they use when they search the net.
- Avoid becoming involved in markets that are too competitive. When in doubt, try to seek a parallel or related market sector, before 'digging' deeper to find a niche of that particular sector where money can be made far more easily and quickly.
- Make sure that there are a reasonable number of searches for the key phrases that you plan to base your articles around. This will ensure a steady flow of free traffic to your site, which is how you will make money.
- As this is a business you will be running, it makes sense to go where the money is. If you can find a market niche which is likely to be populated by those with higher levels of disposable income, then the chances of making money are substantially greater, especially if you are planning to sell a product or service as your primary income source.

How do you make money?

So far, I have suggested that you can make money from your website to which you will send the visitors using various promotional tools and resources, including ezinearticles.

That does not, however, explain exactly how you make money from such a website or blog.

There are, in essence, two ways that money can be made from your own website. These are:

- Promoting and selling goods and services or
- Featuring advertising materials on your site, and getting paid to do so.

These do not, incidentally, have to be mutually exclusive of one another. You can feature both of these money making 'channels' on your site at the same time as a way of maximizing the income that you will generate.

Let us look at both options in a little more detail.

Selling or promoting goods and services

There are literally thousands of companies and businesses who are trying to sell their own products and services on the internet. Of course, the majority of these businesses will have their own sales enabled web pages, or perhaps catalogue sites from which they actively promote and sell.

At the same time, however, many of these companies will seek other website and blog owners who are willing and able to help them sell their products. In return, you would obviously expect these producers and service providers to pay for any business that you introduce to them.

Equally obvious, there is no reason whatsoever why you yourself cannot become a product creator or a service provider.

However, in the early days of your internet marketing career, attempting to do so would be a little like attempting to run before you can walk, and for the time being, it would make far more sense to 'shelve' this idea until sometime in the future.

This makes particular sense because creating and promoting your own product can cost significant amounts of time and money, and you should always ensure that you are making money before you spend it.

Creating your own product takes time too, and the whole idea here is to start making money as quickly as possible with the minimum of outlay.

For the time being, therefore, it makes far more sense to promote and sell the products of other businesses and websites, rather than concerning yourself with creating your own product (although that is certainly something you should do eventually).

The good news is that it is remarkably easy to find lots of companies who are willing to pay you for successfully selling their products or services.

These products will generally fall into one of two categories.

Either they will be a digital product, such as an e-book, a video training course or a software program on the one hand, or, on the other hand, they will be a tangible, physical product. Again, there is no real reason why you cannot promote both from the same site.

A digital product has the major advantage that it can be instantly downloaded by the customer as soon as they have made their payment. This makes it very simple and attractive for customers to purchase digital products of this nature.

For the product creator, they need only go through the product creation process once, and as soon as that is complete, that is their work effectively done. They will then seek people who can act as independent salesmen for that product using a system known as affiliate marketing.

Should you choose to become an affiliate for the product creator, they will pay you a commission for every successful sale that you generate. Because they do the work only once, they can often afford to pay commission rates of up to 75% of the sales revenue, so selling digital products can be remunerative and relatively simple.

On the other hand, real-world producers of tangible, physical goods are also looking for affiliate sales people. However, every unit of product that a company of this nature makes has to be paid for, and therefore the commission rates generally tend to be considerably lower.

The biggest central 'marketplace' for digital products is Clickbank.com.

Here, there are over 10,000 products listed at any given time. No matter what market you are working in, you will therefore be able to find something that will appeal to the people who you are going to draw to your website using sites like ezinearticles.

For example, there is an e-book on the site which teaches people how to train Arabian horses:



**Tumbling Off His Horse
While Riding And Unable
To Get Back Up...His Horse Stood By Him
And Neighed For Help
Like A
911 Emergency Call!**

Can you train your horse to do incredible feats like this? The answer below may surprise you...

Dear Friend,

How would you enjoy suddenly having the reputation as a master horse trainer?

I'll tell you as much as *I love horses...my biggest thrill is still on those occasions when I **get a horse doing what I want** when others give up and say the horse is hopeless.*

This product sells for \$39.95, and as an affiliate, you would be paid a commission of 50% of this for every successful sale generated.

This product would obviously represent an almost perfect match for any site or blog that you build around the subject matter of Arabian horses. Because

the match between the way you will send people to your site and this product is so ideal, there is little doubt that you would be able to generate sales of this particular product relatively quickly.

Alternatively, you can investigate what tangible products or services related to Arabian horses are being marketed by companies who are looking for affiliate sales people. You do this by searching for appropriate products using a tangible goods affiliate network site like [Commission Junction](#).

As previously highlighted, there is absolutely no reason why you could not feature advertising materials for both types of affiliate program on the same webpage or blog.

Do, however, be aware that many of the companies who offer affiliate programs for tangible, physical goods will insist on reviewing your website before they decide whether they will accept you as an affiliate.

You can, for example, apply to be an affiliate for any of the programs featured on a site like Clickbank without any web space of your own. In order to apply for a tangible product affiliate program, however,, you must have a site or blog already published before you apply to the company in question.

Profiting from paid advertising

The many thousands of businesses who advertising online, and looking for sites and blogs on which they can place their advertising.

In this situation, you are not expected to sell anything. All that you need to do is feature advertising materials on your site, and whenever a site visitor clicks on one of those adverts, you will get paid.

Using such a money making method on your site is, therefore, a very attractive option, because it is not necessary for your visitor to buy anything or spend any money in order to you to get paid. This obviously makes it far easier for you to earn money, as your visitor does not have to make any form of financial commitment in order for you to receive a payment.

This type of advertising, where you are paid for every click is commonly known as Pay Per Click, or PPC advertising. The biggest company in the market is Google. It is therefore Google that attract advertisers to their advertising program, so you have no need to find individual advertisers of

your own. Once these businesses sign up with Google, their advertising is seen in two places by Google.

The first of these is on the right hand side of the search engine results pages when anyone types in a phrase to search the net:

[Internet marketing - Wikipedia, the free encyclopedia](#)
Internet marketing, also referred to as online marketing, Internet advertising, eMarketing (or e-Marketing), is the marketing of products or services over ...
[en.wikipedia.org/wiki/Online_marketing](#) - 49k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Internet Marketing Coach - Asia Internet marketing Malaysia](#)
Internet Marketing Coach - Best Asia Internet marketing company offers Internet marketing asia, Internet marketing Singapore, internet marketing Malaysia, ...
[www.eonenet.com/](#) - 116k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Internet Marketing Malaysia - online marketing, online advertising ...](#)
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[www.malaysiainternetmarketing.com/](#) - 26k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Internet Marketing Coach - No.1 Internet marketing coaching](#)
Internet Marketing Coach Fione Tan's Internet marketing Coaching Program Internet marketing video DVD and seminars in Hong Kong, Malaysia, Singapore, ...
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[Work at Home with Gobala Krishnan](#)

Ads =>

Sponsored Links

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Get better ROI from your website.
Try Google AdWords today.
[adwords.google.com](#)

[Internet Marketing](#)
Drive Traffic From All Major Search Engines. Listed in 2 Days! \$99/mo
[www.wpromote.com](#)

[Online Marketing Secrets](#)
The Definitive Online Marketing Course All Professionals Use...
[www.MindValleyLabs.com](#)

[New Release: Forced Money](#)
Amazing New Breakthru Technology
"Forces" Web to Make You Money Now!
[www.forced-money.com](#)

The second place that Google will place these advertising materials is on the individual websites and blogs of people like you.

In order for this to happen, you need to sign up for the [Google AdSense](#) advertising program. In the process of signing up, you need to submit details of a site that you have already built which the human reviewers from Google can take a look at in order to decide whether the materials you are featuring suited to the AdSense program.

The key to being accepted for the program is to make sure that, firstly, your site features a least some valuable content. For example, were you to be creating a site about Arabian horses, then you would need to include a few articles about Arabian horses on that site.

It is not absolutely necessary, however, that these articles are either your own work, or unique. You can, in other words, add appropriate articles or information pieces that are written by other people. This is something to which we will return in the next section.

The second thing that you need to do in order to be approved for AdSense is to ensure that the site you send the Google reviewer to is somehow business-related. If, for example you have already created a blog which features an affiliate product for sale, then that would add the required business element.

Section summary:

- There are two ways of making money from a website or blog. You can either sell products or services, or feature paid advertising.
- Ideally, the products and services that you sell will be those you have created yourself. This, however, takes some considerable time and money, and therefore, this is something you should do in the future.
- For now, you should promote and sell other people's products as an affiliate marketer. You can promote both digital and real-world, tangible goods from the same site as an affiliate.
- In addition, you can carry paid advertising materials on your pages using a program like Google AdSense. The advantage of doing this is that your site visitor does not have to spend money for you to generate an income. This therefore tends to be an easier and quicker way for you to make money, especially when you are just starting out.

Adding very quick content to your site or blog

As highlighted in the previous section, in order to have tangible product affiliate program managers agree to your application, and to get your antisense account approved, you need to have a site alive and published online.

In order to have any chance of gaining approval, that site must already have content featured, and that content must be relevant to your subject matter. This is important for the tangible affiliate program managers, because the affiliate program that you are applying for will presumably be related to the product that you want to promote.

As far as Google are concerned, the strength of AdSense is founded upon their ability to send targeted advertising materials to your site. They therefore need to confirm, firstly, that the business purpose of the site is clear, and that, secondly, you are doing nothing that breaks the rules and regulations of the AdSense program.

As a general guideline (and as will be emphasized later), it is far more beneficial to publish unique materials no matter what internet marketing activities you are involved in. Indeed, this rule applies to your own site just as much as it does to any materials that you submit for external publication (e.g. article directory sites). Thus, in the interests of getting your site live and populated with appropriate materials, you could write half a dozen articles yourself.

At this point, however, you should be far more focused on using any unique articles or content materials that you have written for your own promotional purposes, rather than publishing them on your website. At this juncture, therefore, it would make far more sense to use other people's materials on your site, with their permission of course.

In this respect, ezinearticles can be a big help to you. All article directories of this nature allow you to download articles that you find on the site to your own blog, website or in your own newsletter. The only proviso is that you must include the original 'resource box' (wherein the original authors details are highlighted) wherever you republish the article.

This proviso is one of the reasons why, under normal circumstances, you would not use other people's materials on your own web pages or blog.

By including the details of somebody else's website, you are actively inviting your site visitor to leave your page to go elsewhere.

Accepting that there is this minor disadvantage to using other people's material is, however, what you need for your site or blog is quick content. Your primary purpose is to populate your site with content to demonstrate to Google and the affiliate program managers that your site does feature valuable content, and other people's materials will do that just as well your own.

For this reason, at this point in your site or blog building career, using articles that you find at ezinearticles is a perfectly valid tactic.

All that you need to do this is visit the ezinearticles homepage, scroll to slightly below the 'fold' and look for the search box on the left hand side of the page:



Search EzineArticles

"arabian horses"

Search Articles

Search

[Advanced Search](#)

Perhaps you might imagine that there would not be a great deal of information about this particular subject matter featured on the site? If so, you would be wrong!

Search Results for: "arabian horses"

Showing results 1 - 25 of 5,540 for "arabian horses" - (0.21 seconds)

From this, you can see that there are plenty of materials that you could download from the ezinearticles site, content that could be published on your web pages as a way of populating them as quickly as possible.

Of course, as you go along, you will want to make sure that the overwhelming majority of the content that you add to your site is unique materials that you yourself wrote.

For the time being, however, finding appropriate materials from ezinearticles will certainly suffice.

Section summary:

- In order to have your site or blog approved for real world, physical product affiliate programs and for Google AdSense, that site needs to be published and populated with valuable content.
- In the longer term, publishing your own unique materials is the best option. However, given that speed is necessary in this situation, you can download appropriate materials from ezinearticles.com.
- These can be published on your website or blog without risk, as long as you include the original author's resource box.

Writing your first articles

The first thing to appreciate before you start writing your first articles is that it is not anywhere near as difficult as you might imagine.

You should understand that the article directories are not looking for works of art or literary masterpieces. More importantly, nor are the readers of most of the directories like ezinearticles looking for masterpieces either.

The people behind the directory sites and the readers are primarily interested in one thing. That is, every article that is published should contain valuable content information. In addition, that information should be accurate, although, of course, it is perfectly acceptable to submit articles that are opinion based, rather than factual.

The crucial point about all of your articles is that they should be focused on providing the reader with valuable information.

The ideal article length for publication as far as ezinearticles is concerned is anywhere between 400 and 600 words.

Any less than that and you may find your article does not get published, because it does not contain enough content of value. On the other hand, anything that is significantly longer is probably best separated into two articles, and published as parts one and two, rather than as one long piece.

In order to write an article of this length, you really do not need anything more than two or three snippets of information, facts or ideas. There are literally dozens of places where such information is freely available, as you will discover later.

Armed with your three basic facts, the way that you write the article is very straightforward, and should follow a well established pattern.

Before looking at this pattern, however, there is one more important factor to consider.

Each article must be keyword targeted

Going back to your earlier initial research, you discovered that phrases like 'white arabian horse', 'black arabian horse' and so on were phrases that showed a reasonable number of searches every day, but relatively few competing websites.

Having this information to hand is the key to driving traffic to the webpage from which you plan to earn your first dollars. In internet marketing parlance, these phrases are known as your keywords and what you now need to do is write one article per keyword phrase.

At a later date, you may want to write (or create) additional articles that focus on the same key terms, but for now, the important principle to understand is that every article should be focused on one phrase only.

Say, for example, that your first article is going to focus on 'white arabian horses'. In this case, the first thing you need two or three facts that are likely to be of interest to your readers who have an interest in, or love of, Arabian horses.

When you begin the article creation process, the first thing to do is include your keyword term in your article title, and the nearer it is to the beginning of the title, the better it tends to be. You could, for example, use a title like 'White Arabian horses discovered'.

In the first introductory paragraph, you should include that key term at least two or three times.

In the next paragraph, begin to introduce the first of your three facts, include some of the more important features relating to that fact was, and highlight the benefits. The following two paragraphs should follow a similar pattern, assuming that there were three pieces of information or facts that you wanted to include in the article.

Wherever possible in these sections of your article, include your key phrase whenever you can in a way that looks natural and does not appear stilted or jarring.

Finally, in the concluding paragraph, attempt to include the key term a couple of times again, aiming for a situation where the density of this key term throughout your article is somewhere between 4% and 8%.

Any less than that, and you risk the search engines missing the point of your article, but any more than 8%, and the search engines will probably assume that you have artificially 'stuffed' your article with your keyword, and ignore it as a result.

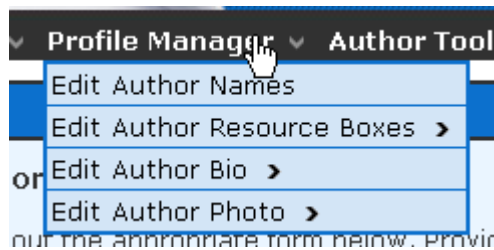
That is your article written and ready to go. However, before you are completely ready to submit it to ezinearticles, there are a few more jobs that you need to do.

In fact, the first and perhaps one of the most important tasks is nothing actually directly related to submitting an article for publication. This first job is to create an effective profile for yourself.

Why your profile is critically important

The importance of creating an effective profile cannot be underestimated.

Despite this, an amazingly high number of ezinearticles authors include very little biographical information, and that puts them at a significant and entirely unnecessary disadvantage when compared to those who take the time to create a proper profile.



For example, in the 'Profile Manager' section on the site, you are invited to create an 'Author Bio'. You should do this as a matter of course.

In a similar manner, you must ensure that you include a recent photograph, ideally one in which you look reasonably professional, but also pleasant and approachable.

All told, to create your biography and add a photograph will take no more than five minutes in total, but the rewards you might enjoy from doing so are immeasurable. Here is the reason why:

Author Spotlight

Kevin Gee



Level: Basic
6 Live Articles
Kevin Gee is a certified SEO specialist through Coastal Carolina University and has been performing ... [more](#)

Cait Stanley



Level: Basic
3 Live Articles
Chicago native Cait Stanley (aka "Greener Boomer" writes screenplays, musicals and articles on self-development, seo ... [more](#)

Simon De Lides



Level: Basic
3 Live Articles
Simon de Lides practises hypnotherapy worldwide via telephone, and in person in the Los Angeles ... [more](#)

If you include a proper biography that gives some interesting or insightful information about who you are and what you do, plus a photograph, then there is every chance that one of the authors in the box above could be you.

Note that every one of these article writers is a basic free member of ezinearticles and that between the three of them, they have only published a dozen articles.

And yet, all three of these authors have been featured on the homepage of the most popular article directory website on the internet, a site which merits a Google Page Rank of 6/10, which we have already established is a pretty high rating.

Why do these people appear on the homepage?

Simply because they went to the time and trouble of creating a proper biography, and adding a picture that made the person behind the name appear far more human and approachable.

Of course, the fact that such a small proportion of ezinearticles authors bother to make the effort to include this information makes it so much easier for these people to grab their share of the spotlight.

This in no way represents any kind of exploitation. It is simply a question of using common sense and the resources that the site makes available. By adding your own biography and photograph to the site, you will be giving yourself a very good chance of featuring on the ezinearticles homepage.

Once your profile is completed to your satisfaction, then (and only then), should you begin your initial article submission.


Submitting your first article

When you are using ezinearticles, the article submission process is pretty much a step-by-step one. Let us therefore look at these tasks one by one.

Once you have your account set up, you login and click on the 'Article Manager' as indicated:




Next, click on 'Submit a New Article'. This opens up the full articles submissions screen, the top half which looks like this:

Select A Category: Subcategory 


Please Choose a Category 

Article Title 

100 Characters left

Keywords (Comma Separate Please - keyword1,keyword2,keyword3,etc.) 

100 Characters left

Abstract/Article Summary/Teaser Copy (2-5 sentences, no paragraphs please) 

Word Count: (200 words max)

The first thing to do is choose the article category and subcategory under which you believe your article should be classified. Be aware, however, that if the editorial staff at ezinearticles disagree with your category or subcategory selection, they are quite likely to move it.

Next, input the title, remembering that your keyword phrase should be as near to the beginning as possible. After that, you need to add the keyword terms by which you want the article to be recognized within the ezinearticles site.

As you have seen, people have the ability to search the ezinearticles site by key phrases. You should therefore include any phrases here that you think people may use if they were looking for the kind of information that you are presenting in your article.

Next, you have to add a brief summary of the article. Many people will simply take the first two or three sentences of the article and use this as a summary, but if at all possible, it will work better if you add a unique short description.

Perhaps this is because doing so adds additional unique content to the ezinearticles site, but, whatever the reason, a unique short description

seems to work more effectively. Also, try to include your key phrase in this description.

Below that, you have the space for entering the main body of your article, and finally, at the bottom of the page, you are able to add your resource box to the article. You can do this either by pulling a standard resource box from your author profile, or by creating a new resource for this article only.

The biographical information that is included in your resource box the details that will be added to your article when it is published. For this reason, you need to include active hyperlinks in this short biography that readers can follow to your monetized site.

When using ezinearticles, I would add at least two hyperlinks, one of which would be the actual URL of my web site, whilst the other one would be the key phrase which I am targeting in that article, also hyperlinked to my site.

Many marketers included the maximum number of links in their biography box, which is three, as they believe that it helps with their search engine optimization efforts.

Whilst I believe that this used to be a fairly effective tactic, it seems to be less powerful nowadays, and for that reason, I prefer to use just two links, as it seems to make little or no difference.

However, ensuring that one hyperlink is your key phrase is another powerful technique for telling the search engines exactly what you are writing about. This will help you get indexed and then ranked on the results pages for that particular key term.

One specific rule of ezinearticles in particular is that you are not allowed to include links in your short biography that take your reader directly to an affiliate product sales page (although this is allowed by some of the other article directory sites).

The links that are contained in your short biography must, therefore, point to your own site or blog. This does not necessarily need to be the site that is published on the your own domain name, or hosted on your own Web hosting account, however. For instance, a hosted blogger.com blog, for example, would be perfectly acceptable.

Nevertheless, do not be tempted to try to include a link directly to an affiliate sales page, nor should you try to use an automatic redirect service either, because I believe that all of the links you might include in your biography will be manually tested.

The final thing to do is run through your article once again to confirm that everything is spelt correctly (check 'Spell Check On Preview', and then 'Preview Article').

Once you are finally satisfied that everything is the way should be, all that remains is to click 'Submit This Article':



The image shows a light blue rectangular area containing a form. At the top left, there is a checkbox labeled "Spell Check On Preview" followed by a red circular icon with a white dot. Below this, there are three buttons with a green border and a right-pointing arrow icon. The buttons are labeled "Preview Article", "Submit This Article", and "Save Changes".

As suggested previously, every article that is submitted to ezinearticles is manually reviewed before it is published.

For that reason, it can sometimes take several days before your article will actually appear 'live' on the ezinearticles site.

If this happens, try not to be impatient, and certainly do not contact the ezinearticles staff just because your article has not been published within the first 24 or 48 hours of submission. Sometimes it takes several days for your article to appear, and that is just something that you have to live with.

What's next?

Assuming that you have done your initial keyword research correctly, and have managed to find a market niche where there are many searchers but little competition, your ezinearticles article is likely to start appearing in the search engine results within a few days of being published.

This happens for one very specific reason.

Google has certain sites that it seems to love, and any materials published on those sites therefore tend to appear in the search results far quicker than similar materials published on less popular sites (in Google terms).

Ezinearticles is a big favorite site of the Google search engine. You can therefore almost guarantee that, as long as you've done your initial research correctly, any articles that you publish in the ezinearticle directory will feature on the Google results pages sooner rather than later.

Of course, ezinearticles is not the only site that falls into the category of sites that appear to be favored more than others by Google.

You should, of course, be taking advantage of all these other sites that have 'punching power' with Google at the same time as you focusing your primary efforts on ezinearticles.

In other words, there are other sites to where you should submit your work if you want to get the maximum number of visitors from the Google results pages.

There is, however, an inherent problem with this concept. This problem has become widely known as duplicate content.

Although there is no categorical proof that this is genuinely the case, there is plenty of circumstantial evidence to suggest that Google do not like duplicate content.

In other words, they do not want to see the same article published on lots of different sites, because they take the view that this does not offer any additional or unique value to internet users.

There is, therefore, plenty of evidence that, when the same article is published a dozen times or more, they will only index and list the first website that published those materials.

In that case, it is only that first website that will be featured on the results pages for that particular search term, and every other site that publishes the article will, to all intents and purposes, be ignored.

Clearly, there has to be some smarter way than to be submitting the same materials to lots of different places, only to have the majority of them ignored.

Of course, there is a much smarter way, and it is one that can give you a significant boost when you are using ezinearticles as well.

In fact, this may be the point where we truly start 'exploiting ezinearticles'!

Section summary:

- Creating and publishing your first ezinearticles article is very much a step by step process. Log into your account, complete every section of the submission form and that is essentially it.
- Before, however, writing and submitting your first article, take some time and make some effort to create an attractive, informative profile, including a photograph.
- Once your article is submitted to ezinearticles, find other places to submit your work to that will give you marketing efforts a significant boost with the major search engines.

How to turn one article into over 1500...

As suggested on the previous page, you will gain very little by submitting the same article to dozens of different sites, because every one apart from the first place that it was published will be ignored, at least by Google.

What you want is a completely new and unique version of the article that you can submit wherever you want. If, however, you were to attempt to create a hundred or two hundred versions of the same article manually, that would represent an immense amount of work.

Fortunately, there is free semi-automatic software that will do a very large percentage of the work for you, although I would not pretend that you can get away with doing no work at all.

First, download the [Free Article Rewriter](#) program, as well as the video that will show you how to use the program in detail from the same site.

What this program does is essentially very simple, but nevertheless , it is also remarkably effective.

Take the article that you have written, and divide it into up to nineteen subsections. You can, of course, divide your article into less subsections, but the lower number is, the less different versions of the finished article you will have.

Next, take every one of those subsections and create another three variations of that same subsection. Each variation should say pretty much the same thing in a different way, using different vocabulary and so on.

Input each of the different variations into the Excel spreadsheet that makes up the program.

Once that operation is complete, then every time you press the F9 key on your keyboard, you will generate a new version of your article, as the software randomly pulls one of the four variations from each of the 19 subsections, and mixes them together into a brand new, unique article.

If you utilize all 19 subsections, and write four versions of each paragraph, then you will have the capability of producing over 1500 unique versions of what is, essentially, the same article.

Given that you have this ability, you will longer have any problems with submitting duplicate content to ezinearticles and all of the other 'Google friendly' resource sites which can help to give your promotional efforts a significant boost.

For example, you should definitely submit a variation of your original article to both [Search Warp](#) and [Go Articles](#), because both of these article directory sites also seem to be highly favored by Google.

Open an account with both [Squidoo](#) and [HubPages](#), to create a 'lens' with the first, and a 'hub' with the latter site.

These are effectively mini sites which you can build around another unique variation of your article. Use this article version as the main information that you publish on your 'lens' and 'hub', and point links back to your main webpage from both sites. Again, these two seem to be particular favorites of Google, and therefore doing this presents you with a further opportunity of being listed on the top results page for the key term that you're targeting.

Next, take a couple of paragraphs from yet another different version of the article, turn them into a short advertisement, and publish that advert on the [US Free Ads](#) site, which is one that Google seems to have favored for quite some time now.

Of course, Google is not the only major search engine, and, in fact, it is often far easier and quicker to be listed and indexed in the results on the other major search engines such as Yahoo.

One way of making sure that you come to Yahoo's attention is getting involved on their [Yahoo Answers](#) site. All you need to do here is look for questions to which you can post appropriate answers by ostensibly using your own site as your primary source materials.

For example, you might have a look at Yahoo and find questions related to horses which you could then answer by citing your own webpage as the source of your answer. This would drive visitors to your webpage, but more importantly, this would also bring you to the attention of Yahoo.

As a result, you will probably find your page being indexed for your keywords within a matter of hours, and remember that Yahoo is the world's number one website, despite Google's search engine market dominance.

Be under no illusions, Yahoo loves its answers!

By my calculation, if you created 1500 articles from the one original article that you submitted to ezinearticles, then you probably still have around 1490 different article versions still available.

The last time that I looked, there were over 520 article directories on the net. There are therefore an awful lot more places that you can submit totally unique versions of your article to.

The beauty of doing this is that because every one of your articles is unique, then Google and Yahoo should list and then index every individual article.

It is not therefore impossible that you could end up with several of your articles showing up in the top ten search engine results, meaning that you entirely dominate that results page. However, every one of those articles points back to your own website, and you can therefore imagine the numbers of free visitors you should begin to see because of this strategy.

All the sites that were highlighted above are popular with Google, and therefore submitting articles whilst creating mini-sites and generating adverts will all help you in your efforts to grab as many visitors as possible.

Having said all that, however, ezinearticles is still the most powerful of all of these resources.

I am therefore going to look at a couple of methods that you can use in order to boost your popularity with Google still further using ezinearticles that some people might think a little sneaky.

I tend to think of them as being creative!

Many accounts and pen names

When you create your ezinearticles profile, one of the options that is offered to you is the ability to include many different pen names under the same account. This is primarily offered for situations where, for example, you may have several individual authors all writing for the same website or publishing organization, or where there are co-authors on a blog or site.

However, many individual authors also create many separate pen names, because by doing so, they can create a different identity for every separate market niche that they publish articles about.

For example, if Joe Soap is an ezinearticles account holder, and becomes a recognized expert on horse related matters, then it might look a touch strange if all of a sudden he started writing articles about self-improvement or weight loss. This would weaken his position as an expert in the equine field, and also tend to mean that the articles he is writing about the new niche will not be taken particularly seriously because he is a widely recognized 'horse person'.

If, however, Joe uses a brand-new pen-name to write his articles about self-improvement, then nobody would be any the wiser, and it would be entirely possible for him to build up a great reputation in that particular market niche as well, under that pen-name.

In fact, many marketers take this concept one step further, and open several different accounts with ezinearticles. Doing this enables them to completely separate their persona, so that it is possible to keep the horse related articles and those appropriate to the weight loss market entirely separate.

At this point, you still have several thousand versions of the same article available that you originally submitted under your original account. If you had a few different ezinearticles accounts, there would be nothing to stop you submitting the unique versions of what is essentially the same article under those different account names.

Doing this would have many advantages. For example, you may have noted when we were looking at the article submission process that you can only include 100 characters in your keywords listing. This obviously limits the amount of key terms that you can include attached to every article

Thus, having several different versions of the same article published on the site would allow you to extend your keyword 'reach' significantly. That should ensure that the number of people who read your articles and subsequently visit your site should improve dramatically.

You will, of course, use different titles, resource boxes and short descriptions for each different variation of the article that you submit to ezinearticles. Again, some titles will appeal to your readers more than others, although there will probably be no genuine, scientific reason why this should be the case. Nevertheless, this should again result in significantly higher visitor numbers.

The more articles you have published on the ezinearticles site that use the same or similar keywords, the greater the chances that you will appear in the top ten search results, or you may just appear more often as a result of your efforts.

Another significant factor to consider is that every time you publish an article on any directory site, that article creates a one-way back link to your own webpage. Such one-way back links are one of the main criteria that the search engines use when they assess how popular any website is.

Given that we have already established ezinearticles as being a Google favorite, it follows that the more articles you can have published on the site, the more incoming links you will generate, and therefore the stronger your link building program will gradually become.

With the number of versions of your article that you still have available, there will be nothing whatsoever to stop you doing a similar thing with the other article directories with which you are working either.

That being said, however, there is little doubt that the most powerful of all the article directories is ezinearticles. By submitting several different versions of the same article, spread over a reasonable period of time and 'tied to' various different accounts, you have a strategy in place that should almost guarantee a position on the first Google results page for any key term that you are targeting.

Reverse engineering Ezinearticles

In the early part of this report, we looked at what might be considered the 'traditional' way of finding good niche markets on which you can base articles in order to drive traffic to money making sites that you have created.

The skills involved in finding profitable market niches through keyword research is undoubtedly something that every internet marketer should master, because research of this nature is something that everybody needs to do from time to time.

However, what many marketers do not appreciate is that when it comes to writing articles, there really is little or no need to do all that research work. The reason is, other people have already done all of the work for you!

Take a look at the list of [expert authors](#) on the ezinearticles site. As you can see, many of the authors featured here have submitted thousands of articles to the site, which in the first place should tell you something.

That is, article marketing using a site like ezinearticles is definitely making money for these people, otherwise, why would they go to the effort of putting in so much work?

If you know that these authors are already earning money, that tells you something else which is of great significance. They are writing articles in markets and niches that they have researched in depth, and are obviously making good money from the sites that they are promoting through these articles.

In effect, by investigating these top experts and the niche is all markets in which they are making their money, you can 'piggyback' off the work they have already done. You can take advantage of the knowledge that they have accumulated over the time that they have been using ezinearticles to promote their websites.

Take a long hard look at the articles they have written, and follow some of the links in the biographies attached to each article. This will enable you to discover the niches that they are operating in, and the products that they are promoting in those niches.

As they are clearly already making money, these products must be ones that are selling well.

Take a look at the page views that they enjoy for each of their articles, and check what competition there is for the keyword terms that they are targeting by running a Google competition search as we did earlier.

By utilizing this relatively simple process of reverse engineering, you now know what niches the top experts are currently making money in, and the products or services that they are promoting to do so.

No doubt, whilst reading through the articles that are written by the acknowledged experts, you will have picked up some other article writing ideas and guidelines that you can apply to your own future work as well.

Therefore, the logical next step is to take some of those ideas and guidelines (but do NOT copy or plagiarize anything) in order to create some of your own articles in the same niches, promoting the same products.

Next, run an ezinearticles search for articles by different authors which are focused on the same market niches in which the experts are making a killing.

Despite the fact that there are human editorial staff who are supposed to ensure that the quality of the materials published by ezinearticles is consistently high, that does not in fact, always pan out in reality.

Many of the articles published by ezinearticles are of a pretty poor quality, in fact.. Rather than starting from scratch therefore, find a couple of poor quality articles, and rewrite them in a far superior manner, using your own words, terminology and so on.

In effect, take these poorly written articles and turn them into your own unique content that is of a far higher quality.

If those materials are targeted at a niche where the experts are obviously making good money, and if they can be used to promote the same product or services that they are promoting, then you are almost guaranteed to generate an income from this tactic.

Bookmark a few of the experts who are working in markets that you are either involved in, or would like to get into and go back every few days to

see what they are doing. Check out any new articles that they are published, and follow the links in their biographies to see what new products they have discovered.

In effect, ezinearticles is a terrific resource that enables you to shortcut an awful lot of the work that you would otherwise have to do if you wanted to discover a profitable niche using the traditional, time honored keyword research methodology.

Plus, there is the fact that no matter how much keyword research you do, that will not show you the products that are going to be the future bestsellers, or indeed those that are selling particularly well now as a result of a concerted article marketing campaign.

Finding and following the ezinearticles experts, on the other hand, does exactly this.

It is one of the basic tenets of maximizing your income from marketing that you do not attempt to re-invent things that are already being invented. All you need to do is take what others are already doing and do a slightly better job of it.

Basically, if you or any other marketer publishes their work using a site like ezinearticles, with its extensive internal research structure, then it becomes extremely difficult to keep your profitable niches a secret.

As someone who is just starting out to use ezinearticles, this is not likely to be a significant problem for you at the current stage of your article marketing career.

You are, therefore, in a perfect position to take advantage of all of the work that other people have already done, whilst they cannot, as yet, do the same to you.

One day, however, the boot may well be on the other foot. Now would therefore be the ideal time to use this simple reverse engineering method to maximize your current effectiveness and income level.

Here is another variation on a similar theme. If you have an idea for an article, then take a look at the category that the article you're thinking of writing is most likely to appear under.

Check out what the article is that is currently enjoying the most previews in that category is. Then, it is simply a question of writing a very similar article that follows the 'guidelines' of the original, without crossing the line into copying or plagiarism.

For example, if the article that you are looking at is the most popular article in the category, that means that the headline is the most effective, because that is what draws people in to read the article in the first place.

Create a headline that is as close as possible to the original, in order to 'piggyback' off the success of the original.

If they have a particular 'voice' or 'theme' that runs through the article, then try to replicate it as far as possible, whilst still writing in your own words.

Conclusion

Having been using ezinearticles for two or three years now, I can say that of all of the article directories, ezinearticles is by far the most effective for getting your articles listed in the search engine results as quickly as possible.

Because of its popularity, it is also the article directory with the largest online leadership, and therefore, ezinearticles also manages to send the largest number of direct visitors to my sites of any of the article directories too.

Another significant advantage of using ezinearticles is that it does seem to be the place where most online newsletter publishers go to find their source materials.

These newsletter publishers seem to download articles from this particular site more regularly than from any other directory. This in itself has the positive beneficial side-effect of creating a far higher number of one-way incoming links from other individual webmasters sites than any alternative article directory site.

You have now learnt many of the basics of creating articles for submission to sites like ezinearticles, as well as how you can use these articles to generate an income from a standing start, and with no appreciable capital behind you.

As I suggested in the introduction, writing articles does take some time, and requires a degree of effort. This is, however, the price that you must pay for establishing your own online business when you cannot afford to spend money in order to do so.

You should also understand that writing and publishing articles using directory sites as well as resources like Squidoo and HubPages is essentially little more than a numbers game.

The more articles you publish, the more money you will make, because it is almost a given that for every ten articles you publish, two or three will be successful in driving visitors to your website and generating sales or AdSense clicks by doing so.

Unfortunately, no matter how much effort you put into it, it is almost impossible to predict which of your articles are going to be the ones that are more successful, and which of them will die a death.

Hence, it follows that the more articles you have published, the more you increase the number of successful articles that are out there, driving visitors to your site every day, and making money for you in the process.

Writing articles is something that almost anyone can do, and if you take a look at some of the materials already published on ezinearticles, then I believe you will realize that you can do a job of writing an article that is every bit as good.

Of course, you will never know until you try, and there will never be a better time to do so than now.