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# **Crucial Keyword Research Techniques for Article Marketing**

Article marketing and keyphrase research have regularly been one of the main factors in analyzing if the website advertising strategy of using articles to drive traffic for an online business will actually be successful or a total failure.

Usually, most keyphrase research is conducted using Google using the results of that research getting integrated into an marketing with articles campaign in order to market your website with the intent of attracting more traffic or visitors in the articles that are written and submitted based on those niche keywords which are uncovered in the initial analysis.

The reason behind the substantial use of articles as a website traffic generating method is due to the power behind this strategy at driving targeted visitors to your website and the beneficial results that happen from this increase in website traffic, generally in the form of realized income or profits.

Many thriving online marketers realize that a carefully researched article can be the difference between making a sale or not, which is why they focus on providing quality content using the right keyword phrases in order to drive targeted traffic to their website so that their conversion rates are higher instead of tanking..

When writing an article for submission to the various directories you have to be aware that in some cases thousands of articles are posted in the larger article directories such as EzineArticles.com. The reality of this situation is that you have to do everything you can as an author so that you can make sure your article gets noticed above the rest or stands out in the crowd. You can achieve this by doing proper keyword research.

When you know precisely what the web surfers or searchers are trying to find and what the search engines are providing back in their results you can begin to formulate your article promotion campaign by focusing on the money phrases for your niche commonly referred to as the long tail keywords or low hanging fruit.

Because article writing is part quality game and part numbers game it is important that you comprehend effect each additional article you write for a profitable keyword phrase and submit will have on your entire traffic generation functionality and website marketing success. I would much rather have a few good quality articles sending me sales, rather than a lot of low quality articles just sending me traffic.

Learn More About [Article Creation Software](#), and Sign Up For Your Exclusive Copy of [Article Writing Software](#) Now!

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