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[One Way Backlinks](#) are an important traffic generation method. By linking to your site from other sites and blogs, visitors always know how to find you with a click of the mouse. [Free Article marketing](#) is one tool in your arsenal that can yield a wealth of backlinks.

Article Marketing

Many people overlook free article marketing as outdated, but it gets the job done and in the simplest fashion. What you want with a website is traffic and credibility. With so many websites and blogs all clamoring for attention, having a terrific reputation goes a long way.

Free Article marketing lets you share quality content with other online entrepreneurs and writers. When you submit to article directories, others can view and use your content. You get the all-important resource box to lead others to your online headquarters so that they can see more of you.

If you find an article directory that allows links in the body of the content, then readers can click and immediately find themselves on your website. Or, you can use the resource box to post a direct link to your site.

Optimize Your Articles

While you are writing informative content that others will want to read, don't forget that these articles are also ranked by search engines. With each article consider using keywords to enhance your rankings.

Let's say that you were writing about baking. Well, "baking" is a common search word so you could use some other word like "bread" or "baking bread." For that two-word phrase you want to use try and rank this article high by having it appear naturally several times. For a 450-word article, you don't want your keywords to appear more than 4-6 times. Search engines frown on overstuffing with keywords.

Using Backlinks

If you get a chance to use contextual links, for goodness sake, don't use anchor text (the words that disguise the link) like "click here." That sounds just like an ad and others won't click it. Also, the service may frown on it as blatant advertising.

For your resource box, include catchy and enticing words. You will end with a link to your website, but this can be masked with anchor text as well instead of just the usual website address.

With your articles, don't give away all of your secrets. If you tell everyone all they want to know, why will they want to click and visit your website? Give them a taste of what you can offer. For the rest, they will have to make use of that link.

The written word will not be trumped no matter what anyone predicts. [Article marketing](#) has an important place in your marketing plan and adding links to all your articles (or resource boxes) multiplies your chances of success.

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