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# **Website Marketing Articles-Secrets Unleashed**

Article publication sites allow almost anyone to place an article on their site. Whoever owns the rights to it from authorship or purchase of rights can distribute these articles all across these sites. Each article has a link to the site of the owner/writer.

You can make an income from articles. People who are searching for solutions that can be answered with a product or a service can find your article. You can research these articles to provide the best information in that field or niche. After supplying more accurate and reliable information to the people in that niche you will become an expert author.

If you do not want to write your articles you can obtain articles one of two ways have them written for you of course or buy articles that are already pre-written in bundles. These pre-written articles are probably already on the web so they will not get indexed well. The key to this is to use these articles to gain ideas and rewrite them to make unique content.

One way to look at articles as they are basically a form of promotion of your business. These articles can remain on the Internet for years and years and bring visitors to your site on a permanent basis.

There is also the added advantage that web publishers who see your quality article will republish your article on their site. Most articles sites allow republishing as long as your resource box or author box is intact so you will continue to receive visitors from the other site also. The reason that someone may want to republish your article on their site even though it will become duplicate content is their readers will benefit from it.

Article length should be about 300 to 1000 words on average. Small articles can have the added ability to get higher click through amounts, as long as the information is good but concise. On the other side of the coin is writing longer articles, the benefit of this is that you can out index a competitive article because of more text as the search engines calculate text amount.

If you decide to put articles on your own site unique articles are the key. If you plan on doing a combination of putting articles on your own site and sending them to article directories it is best to make a separate article for your own site that is completely unique.

Links coming in to an article are the number one reason for indexing high on search engines, currently. If people link to your article because it is a quality article this is key to indexing. Unique and quality content is king for search engines indexing.

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