

# **Business Optimization Week**

**Article Writing & Marketing  
For Business Owners/Entrepreneurs**

**Knight's Private Teleclass Interview Notes**

**Guest Expert Chris Knight  
Hosted by Stacey Hylan**



<http://EzineArticles.com/>

# Chris Knight's Private Notes

## BOW Interview

*(November 2008)*

Article marketing is not a "One-shot Charlie." Meaning, like any good advertising campaign, it's something that must be done over and over again.

Misconception: All traffic is free. It's Not. Every visitor to your site comes at a cost. Everything you do to attract traffic to your site...

Article Marketing brings your site highly qualified readers because they have pre-qualified themselves by the fact that they have just read your article(s).

If you don't have \$5,000 or \$10,000 to spend on PPC, article marketing offers you a low cost way to get traffic without spending money you don't have yet.

You are exchanging your time and unique content for traffic.

"Evergreen" topics continue to attract traffic, long after you invested the time & energy to write & submit articles based on your core expertise. Evergreen content stands the test of time. This is the best type of content for article marketing. [[Learn more here](#)]

### **Components of articles:**

**Article Title:** 95% of the success of your article is based on a smart title that is 60% natural language and 40% keyword-researched efficient.

**By-Line:** Building the brand called "You"? Use your real name. Ok to use a pen name if you're not building credibility for it.

**Article Summary:** 3-5 sentence summary of what the article is about. Important because this is used in the RSS feeds, email alerts by category and by author, and the "forward to a friend" alerts.

### **Article Body:**

Where you give of your expertise. No pitching or selling here.

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## **Article body is the GIVE; Resource Box is the TAKE.**

**Resource Box**, This is where you provide a resource for your reader to learn more about you, your website and what you have to offer them. [[Learn more here](#)]

**Keywords**, 3-7 keywords relating to your article title & body. These do not show in the public view of your articles, but they do help the search engines to understand what your content is about.

### **On Article Soft-Rejections:**

30-35% of all articles never get accepted for a variety of reasons... mostly having to do with violating the [editorial guidelines](#). Many include a sales pitch in the article body, contain bad grammar, include derivative or duplicate content, or the content is rehashed, non-original, and without exclusive rights for the author who submitted it.

### **Author Names:**

When building the brand called "You", it's critically important to use YOUR NAME as the author name of your articles. Seems so obvious, doesn't it?

If you're only writing articles to build traffic and you're not interested in building market credibility for your author name, it's ok to use a pen or pseudo name for your articles. In the EzineArticles system, we call pen names as "Alt-Authors" (short for Alternative Authors).

### **Two Rules When Hiring Ghostwriters:**

Rule #1 NEVER TRUST THEM to deliver what you ordered, even if you have a contract with them.

Tip: Do 2 or 3 random complex sentence exact-match searches in at least 2 of the major search engines to verify that the content is not ripped from somewhere else or also sold to someone else.

Rule #2 ALWAYS get it up front that you want to only buy content that is 100% original and will be exclusive to your name or the pen name you wish to assign the content to. This means you are removing the ghostwriter's rights to reselling the content they just sold you.

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Tip: NEVER buy PLR (Private Label Rights) articles. This is not a way to build market credibility or trust with article sites like EzineArticles & others.

Tip: Don't be that person submitting re-hashed tips that you've seen dozens, hundreds or thousands of times before. The market sees right through that and will discount your article as fakes or not-credible.

**Exclusive Rights Content** = Articles that are exclusive to you and can only be found on the Internet under your name. The articles you submit to EzineArticles do not have to be exclusive to EzineArticles.com; however they must be exclusive to your name or the author name/pen name that you're submitting them to us with.

**Non-Exclusive Rights Content** = Articles that can be found on the Internet under anyone's name. *[We do not accept this type of content]*

Tip: If you post your articles on your own website, be sure you include your name on your own articles... otherwise, when we find your article submissions to us on your own website without your name attached to them, we'll assume you didn't have the exclusive rights to the content... otherwise, you'd have put your name on it!

### **Content Source Ideas:**

Audio-record your thoughts or do a teleclass for your ideal audience, have it transcribed, and then slice/dice the transcript to create a few dozen new articles.

Use the "Ask The Expert" type of site to generate incoming content ideas. Check out mine at <http://AskChristopherKnight.com/>

Repackage old content you've already produced in past email newsletter archives, forum posts, blog posts, blog comments, old ebooks or physical books in or no longer in print.

Common responses you give your clients (*ie: Like your FAQ*) stripped of any personal identifiable information makes great article content.

Every time you type and give of your expertise anything beyond 250 words... You are creating content that could be repurposed and repackaged as a traffic-attracting article for yourself. Ideal articles are 450-750 words in length but can range up to 5,000 words (even though we'd recommend not

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doing that as you can get better performance out of multiple 500-800 word articles instead of a few very large word count articles).

A lot of people are fearful of writing short articles because they perceive they are not delivering enough value to be 'good enough' to put their name behind it. My recommendation is to not fight that natural inclination, go ahead and write that 1,000 or 1,500 word article. When you are all done, CUT the article in half because (2) 500 word articles will almost always outperform (1) 1000 word article in terms of how much traffic your content can attract.

### **Can I or should I create a series of article parts?**

Article marketing is not article parts friendly.

Every article must stand alone.

Article Marketing is also known as Article Distribution or Syndication.

### **How many articles does it take in this day & age to make an impact?**

Depends on the existing market demand from the niche you're in along with the current levels of supply. Your 1<sup>st</sup> goal should be 10, 25 and then 250 articles in your initial inventory of articles to write & submit.

Avg article will attract 25-250 views per year and the avg click through rate is 2-12% CTR...

It's a numbers game once you get the article QUALITY right. More articles = more traffic back to your website.

I recommend whatever you think your goal should be, multiply it by 10.

Traffic Factoid: Almost 1 million visitors leave our site monthly and are delivered to our members' websites as found in the resource boxes of their articles listed on EzineArticles.com

250 articles is the minimum number of articles it takes to really get the snowball of traffic coming to your website vs. a trickle or short spikes in traffic.

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## **Where to submit your articles to?**

Type 1: Sites like EzineArticles.com that can provide you a high volume of highly pre-qualified visitors & traffic to your website.

Type 2: Highly niche-specific sites that don't have the traffic volume or power of Type 1 sites, but provide you a laser-focused high-quality visitor, due to the direct niche match of your expertise with their only audience.

Note: Our goal at EzineArticles.com is to be so valuable to you that you'll submit your content to us first before you submit it anywhere else.

## **Tips For Article Traffic Maximization:**

- 1) Article Title is 95% of the success of your article; should include a primary-hook keyword and a secondary-hook keyword.

Title should be in 60% natural English language, and no more than 40% keyword intelligent. ie: Avoid writing an article title that looks spammy because you're trying to achieve some keyword density metric. We reject this type of article based on the title alone.

- 2) No shilling in the article body.

Article body must deliver on the promise made in the article title.

- 3) Once you've written the quality article, it's exclusive to your name, unique in value... resource box needs love:

Your resource box is not a resume - nor should it ever list all of your accomplishments!

Instead, re-state who you are and what specifically you can do for the reader.

Include your author photo to add more credibility to your message.

Do a CTA (Call To Action), but give only one.

- 4) Big mistake: 2 anchored text links.

The big secret is really that you must expand your article inventory of high quality articles. Your traffic attraction power is in relation to the number of quality original articles in your article inventory. Yes, it is that simple.

### **Article Writing & Marketing Mistakes To Avoid:**

**Mistake #1:** Have someone else proof your article. Read your article out loud. Proof it the next day yourself if you don't have an editor. If English is your second language, the most frequent mistake made is failing to include a space after the period/full stop.

**Mistake #2:** Too much hype, bragging, and self-promotion in the article body. No, you don't get to quote yourself. An article is not a press release.

**Mistake #3:** Don't assume you know what the market wants to learn, read or discover from you. Instead, do keyword research and then write articles based on your expertise as it matches what the market is searching for.

**Mistake #4:** Making your article broad or superficial in content. Instead, offer a secret, a tip, a strategy that you've personally used in the situation that has worked phenomenally well.

**Mistake #5:** Writing an article title without any keywords in it or making the title too short. Instead, be sure to include at least 1 if not 2 keyword hooks in the article title and expand your title by 25-40% longer than feels comfortable to you.

**Mistake #6:** Buying article packs or PLR content. It's not ok to buy articles that you don't have the exclusive rights to.

**Mistake #7:** Don't overload your resource box. It should never be more than 15% (in terms of word count and/or vertical lines tall) of your article body.

Example: If you had a 1,000 word article body, your resource box should not exceed 150 words at the most.



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## Your Article Writing and Marketing Call to Action:

If you do not have an EzineArticles.com Membership Account yet, go here to sign up for free:

<http://EzineArticles.com/>

If you are already an EzineArticles.com Expert Author, go here to log in to your account:

<http://EzineArticles.com/>

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## Your Challenge:

Increase your number of article agents selling for you and share your unique perspective as an expert of your niche!

Get into massive action -- we look forward to approving your next set of articles.