Chris Knight's Personal Notes

From the Jeff Herring Article Marketing Café Interview

http://ArticleMarketingCafe.com/

http://EzineArticles.com/

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Why has EzineArticles succeeded?

Lots of listening to our members & users; ruthless on quality;

When the market sees EzineArticles, they are only seeing the tip of the iceberg… the majority of the behind-the-scenes magic has a significant impact on the uniqueness & quality/value proposition made… specifically, how we're out to make sure every single site that refers traffic to us; looks good for having done so.

Competitors come and go pretty quickly once they learn how many tens of thousands of labor/hours it takes to run it successfully…

To innovate early in any project is easy; to continue to innovate at the same pace as you scale takes real commitment & creativity.

We focus a lot on how to make sure our members & users get a higher return on their time when using the EzineArticles system… more tools, more features, etc.

Content supply continues to rise; even though there is a huge lack of content in many niche markets.

LOTS of opportunity to still own your niche with highly unique content!

> **Suggestion:** Setup automatic EzineArticles->Twitter module within your EzineArticles account to have us automatically publish to your Twitter profile when you have new articles accepted.

How many articles should be written on a particular keyword or keyphrase before you will or won't get any traffic from it?

First, an ideal EzineArticles member to us is someone who is only mildly aware of SEO (Search Engine Optimization) because those who are too efficient end up writing over-optimized garbage articles (I call them, "Article Vomit").

Article Titles still have an immense amount of weight in terms of how much traffic an article can attract; assuming it's an original unique article.

Tie your articles in to current events, but be careful to only produce evergreen content… article content that can stand the test of time.

Focus on themes wrapped around your niche rather than only particular keywords or keyphrases.

Use an "Ask the expert" type of domain to get instant daily market feedback from your audience of members & clients as to what is important to them… then write articles about it. Example: http://AskChristopherKnight.com/

An ideal EzineArticles author is:

- Someone who is a genuine expert authority in their market… is always better than someone who hired a ghostwriter or SEO writer to write content for them.

  Acid test as to whether you have a good ghostwriter: If we can't tell the article was written by a ghostwriter, you've succeeded. Ie: Yes, it's that obvious to us.

- Produces more than 10 articles. Consistency is key.

- Uploads an author photo & profile bio. This adds to your credibility.

We build trust profiles based on the history of how our members interact with the site… continually asking ourselves, "Can we trust this member [to submit original quality content]?"

- NOT someone who rewrites someone else's article. That's just lazy…and our anti-derivative software is catching this.

  Check out our free article templates that you can use to help you get the mechanical structure of the article going: http://blog.ezinearticles.com/category/article-templates/

Should you write your articles for an 8th grader or 2nd grader when your audience or ideal reader is very educated?

First, does your article body deliver on the promise(s) made in the article title? If not, fail.

Second, do you get to the point quickly? Do not write huge abstracts and complex quantifiable/qualifiable setups before you get to the value in the article body? Doesn't matter how educated you are or your reader is...if you've wowed them with fancy words and failed to get to the point immediately, you've lost them.

One of our more popular sayings:

> The Article Body is the GIVE;
> The Resource Box is your TAKE.

I recommend writing for a (6) grade reader level.

Don't write 3,000 word articles. That's just wrong for this type of marketing. Some think wrongly that more educated reader wants to read more thousands of words... Nope, not true.

Key Tip: (2) 500 word articles will almost always outperform (1) 1,000 word article, in terms of traffic attraction power.

How much traffic can I expect articles to generate for me from the start?

First, be sure to give a FREE report or free gift of information of some unique kind in your Resource Box to drive CTR (Click Through Rate) up.

Write benefits-driven resource boxes.

10-250 views per article views is a normal average.

If I and our team could start EzineArticles.com over, what would we do differently?

Probably wouldn't give as much attention to the minority of 1% of members who don't have current computers & browsers... meaning, the high costs of keeping the site open to legacy computer members means a loss of cool AJAX stuff for new browsers.

We compete against sites that have no human moderation...whereas we have (2) humans who touch and review every article. I don't regret that it's this way, but it's also difficult to compete against sites that have no human moderation. Users want instant gratification without delays and we're working on improving our efficiencies to review faster without losing the quality of the review.

Is it ok if you're writing a series of articles, can you leave the series name in the article title?

If your article series is the same name as your website domain brand, this is a flag that tells us it's too promotional. This is a grey area.

It looks spammy to some people if dozens of your articles all use the same brand setup in the title.

EzineArticles.com doesn't allow domain names in the article title.

We have (90) unique ways to notify members when there is an issue to be fixed. Rejection means we cared enough to help you get the article accepted. If you don't hear back from us, that's a worse sign because it means we've determined that we're not compatible.

The market is incredibly efficient at tattling... reporting articles & authors with the REPORT AUTHOR or REPORT ARTICLE tools in our site for users.

What's an OK click through rate on an article?

We're not giving article CTR rates yet in our members' because too many members obsess with optimizing a small handful of articles when they should be obsessing with increasing their article inventory by writing more unique high quality articles.

2-12% is the average CTR; 1% is awesome by most standards.

> Tip: Your Resource Box should not be the solution to the article problem posed in your article title. Teaser articles don't meet our guidelines.

Don't use both of your self-serving active links as "anchored text links"... Instead, use one anchored text links and use one full http://Your-Company-Name.com/ URL.

Resource: http://ezinearticles.com/?Essential-HTML-Skills-For-Article-Authors---7-Tips&id=7185

Spend 95% of your time writing new articles and 5% of your time optimizing your approach & writing system instead of the other way around.

Jeff said:

If I want more subscribers; I write more articles.

If I want more prospects; I write more articles.

If I want more members; I write more articles.

If I want more profits; I write more articles.

Right on! You don't have to be perfect.

Tip: Use FireFox for your browser to help you look smarter. Helps you know when you have HTML code wrong or spelling mistakes.

HTML Tip: Every time you open an HTML tag, you need to close it.

Example: needs a

Is there a market for 250 word articles?

It's really rare when someone can write an article under 300 words and provide unique value to the reader.

Recommendation: I've discovered it's easier for most people to write 500-800 word articles than it is to write 250 word articles that provide real value… and I call this the "Accidental Article Set."

Shoot for 400-800 words for your articles.

Current requirement for EzineArticles is 250 words. 300 should be what it is.

Don't be verbose. Write with brevity.

Write a 400 word article; cut it down to 300 is a great way to get to the point and provide good value.

Authors who write 250-300 words: Know you will be trusted less.

Do not write articles with the same (3) tips that everyone else has done for the last 10 years. Be original! ☺

What about 3rd Party Article Submission Service Providers?

If you want the best relationship with EzineArticles.com, submit directly to us.

We don't currently provide any tools specifically for 3rd party article submission service providers.

The real issue is that the bulk of submissions from 3rd party article submission providers is 'derivative' content... lacking in uniqueness.

Tip: Affiliate marketers are loved who write their own articles. Most don't...and thus the disdain for affiliate marketer article submissions.

How to get the most viewed for your EzineArticles?

Focus on a smart article title that makes sense in English... ie: Don't keyword load it. 30% keyword intelligent; 70% natural languge.

Put the EzineArticles Widget on your website:
http://EzineArticles.com/widget/

Add your Twitter account within your EzineArticles account so that we can automatically syndicate your content to your Twitter profile. More info:
http://blog.ezinearticles.com/2008/08/automatic-updates-to-twitter.html

You can promote your EzineArticles to your double opt-in permission-based newsletter or client list. Be sure to honor their requests to be removed from your list and never spam or you'll risk being banned.

Better to let us at EzineArticles to worry about promoting your articles and attracting traffic. That's what we're efficient at. You should become efficient at producing new quality original articles. ☺

Never abuse social media sites to spam your newest articles. This is bad form.

Jeff said he pays a lot of attention to the Article Summary because he knows that is used by our RSS and Email alert systems to attract traffic.

And www.articlesbyjeff.com is one of his strategies.

If you want more traffic to your articles; WRITE MORE ARTICLES. Really.

You never know which article of yours will get 'crazy traction' in terms of traffic attraction.

Never worry about giving "everything away" in your articles because you can't and your clients will always want to buy a piece of you.

What am I most proud of with EzineArticles?

The team behind EzineArticles for sure!

The men & women who develop, support, review articles, do quality control, provide member support, and manage the operations that provide our members & users with a fast, positive experience...has got to be one of our best accomplishments.

The strength of the platform, the market credibility we've earned for making the hard decisions along the way forgoing the quick buck and systems we've built have made building this business a lot of fun.

I'm also extremely proud of our genuine expert authors who are true authorities in their niches who contribute unique articles every day. It's our humble responsibility that we take very seriously to increase their exposure and traffic back to their website thanks to the millions of monthly visitors to EzineArticles.com.

...end of event...

What To Do Next?

If you're not a member of EzineArticles.com yet, sign up for your FREE basic membership & submit your first set of quality original articles this week:

http://EzineArticles.com/submit/

If you already are an EzineArticles Expert Author, we welcome more of your best quality original article submissions:

http://EzineArticles.com/