



Post-Training Support

Write Web Articles about Your Business

One excellent way to promote your business is to write interesting articles about your products, uses, customer experiences and answer customer questions. The Internet has received the reputation as the "Information Super-Highway" until it became commercialized.

So, you have an opportunity to provide some information to all web users. Articles will get you started in an online marketing strategy.

Search Engines

Search Engines will search and catalog your articles along with all other similar subject matter on the web. With no effort on your part, except entering a title for your page, search engines will spider and index your website FREE.

Newsletter Content

Other website operators constantly need fresh content for their sites and may want to link or reprint your articles. These articles motivate subscribers to return to your site and hopefully tell other to check in for information.

Repeat Traffic

Articles containing valid information could be referenced for years and will constantly build traffic to your site. Always add you're a link for email responses at the bottom of your articles so that the readers can comment or respond to you.

Reprint Rights

Web site operators will want to archive some of your articles within their article directory that may have a High Popularity Ranking. In effect, their HPR will raise your profile on search engines so that your sit rises toward the top of a particular search request.

The VIRAL Explosion

Simply because you offer "Reprint Rights" for all of your articles causes a VIRAL explosion and traffic surge to your website.



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Syndication

If you write articles on a regular basis, you can set up a Real Simple Syndication (RSS) feed so that website operators can "Opt-In" to and syndicate your articles. This will also generate massive FREE targeted traffic to your site.

Bloggers Need Information

If you provide quality information related to a specific topic, blog owners may post your article on their blog give you additional FREE exposure for your business. Blogs use RSS to syndicate there content. This gives you another FREE exposure.

Forums and Newsgroups

Forums and Newsgroups present another avenue for you to gain some extra FREE exposure for your business via articles.

Credibility

When you provide high quality information about your industry and your products, you gain the trust of your potential customers. This gives them a further reason to investigate and evaluate what you have to offer.

Notes