

Website Marketing Strategies – 4 Tactics That Bring Lucrative Results

(1) New Article Marketing Method

Since the Google Panda(Farmer) update on February 23rd 2011, it looks like Google is targeting low quality websites with poor or practically no content. Websites which have nothing much to offer are on the scrutiny. This includes scraper websites and content farms. This update created a big buzz among the SEO community who use article marketing as a medium for site promotion. If you regularly produce great content and always use article marketing effectively, you don't have to worry. Article marketing is here to stay and Google only wants to deliver what is best for its users. But the scope of article marketing has changed in a few ways. On a firsthand analysis, you should always make use of original and unique content as far as possible.

A few years back, I've changed my strategy to mostly unique content and thought this was what Google would want in the future. I was right, the time has come in 2011 and looks like unique content is becoming increasingly popular for a multitude of reasons. Publishing rehashed content is not a totally bad idea but done on the extreme will make it become ineffective to a certain extent. Consider this, if many websites have the same article, will your website get any value if you publish that same article instead of a totally unique article? You can have some republished content on your website but the bulk of your content should be original and unique.

Content is king on the internet. How many times have you heard this? On my part, I would rather say unique content is king. The latter rules and for many reasons. Creating unique content takes time and gives better benefits. **Here are a few of them:**

(1) Unique content have higher chances in getting better search engine rankings as you won't be competing with the same rehashed content.

(2) Unique content brings more value to your readers as it's not available elsewhere. Imagine a visitor comes to your website and saw the same republished content. Your website needs to offer something more unique. Anyone can just reprint others' articles on their websites with proper credit given. That's nothing new.

(3) If you write your own unique content, you establish yourself as the expert. You also build more credibility and trust with your readers who will consider you as their mentor.

Now that you know the importance of unique content, it's time to start writing. But how do you start writing great unique content? Here are 2 strategies:

(1) Keyword Research

First of all, you need to make research on your keyword phrases. Some SEO needs to be done if you want your website to have more visibility in the search engines. Don't go after highly competitive keyword phrases. Long tail keywords are recommended at times. The first thing you need to focus is on the article title to decide what you want to write about. The title is important as this is the first thing a user will see on the search engines.

If your article and keyword phrase is about gardening tips, come up with several titles for instance:

"5 Tips For Gardening"

"Gardening Tips - 5 Things To Know"

"Discover 5 Tips About Gardening"

There is nothing wrong with those titles. They all sound good but there is a difference. The second title has the keyword phrase first, then come the rest. Always put your keyword phrase first. It does help.

(2) Don't Write For Search Engines

When you write, write naturally as if you're talking to a friend. This makes your content flow much better. If you write for search engines, you'll be trying hard to sprinkle your keyword within your content whenever possible and it might not sound natural. Of course, there is nothing wrong doing some SEO for your title and include some keyword phrases in your content. Just don't go overboard.

Writing great unique SEO content shouldn't be that difficult. With proper research, reading and learning, you should be able to craft your own unique SEO content quickly and easily.

Now that you know how to write great SEO content, it's time to syndicate them for backlinks and traffic. In [Top Search Engine Ranking Secrets In Google Revealed](#), I will show you 6 article marketing secrets to writing your articles for maximum impact as well as the best places to publish them and let them be syndicated on their own. If you want a flow of free backlinks initially from your article efforts, the approach found in my [SEO Guide](#) has been tested and I found it extremely effective although it requires more effort. The old approach of article marketing still works but I found this new simple technique to work much better. You'll bypass the dreaded supplemental results which hit your article submission efforts negatively by 50%. In my [SEO Guide](#), I will show you how to avoid the supplemental results.

(2) Blog Commenting

Blog commenting is one marketing strategy that when done right can be beneficial for your business. Regular blog commenting can drive some interesting traffic to your website and it's totally free. When you comment, give some valuable information or tips or share your experience. Just don't put "Great post, thank you". [I great strategy](#) to use

blog commenting for valuable backlinks is found in [Top Search Engine Ranking Secrets In Google Revealed](#) and you can even target your keyword phrases. You can't use this technique on all blogs. I'll show you what type of blogs you can use this tactic. In just a few days, I've been able to secure 100+ links from blog commenting and saw a dramatic increase in my google rankings. Those who tell you blog commenting does not work haven't tested it themselves. It works but you need to learn the ins and outs of this method first.

(3) Guest Posting

Guest posting on blogs is a very powerful website marketing method and just like the first two strategies, it's totally free. With guest posting, you can gain popularity, traffic as well as invaluable backlinks from authority sites. Your power lies in your knowledge and writing skills. If you can write useful and quality content, you can try your luck on some authority blogs. Blogs are in constant need for content and some can't produce content regularly this is where guest posters play an important role. You need to contact other webmasters in your niche. Even just 1 or 2 successful guest posts on high quality websites can do wonders to your site in terms of backlinks value as well as traffic. You'll gain more TrustRank in the eyes of the search engines as well. It's like a vote. If a top quality website is linking to you, then Google and other search engines will highly value your website now.

I have dedicated a section on guest posting in [Top Search Engine Ranking Secrets In Google Revealed](#) titled **“Using Guest Posting To Gain One-Way Backlinks and Targeted Traffic”** so be sure to read it. You'll discover the difference between article marketing and guest posting and how to find niche blogs for guest posting and more. I have used guest posting for some of my websites and I can vouch of its effectiveness and power.

(4) Website Directories

You might be surprised to see directories on this list but I can tell you from my own experience and testing that they are still well worthwhile. But here am not talking about low quality directories but only quality ones. Some directories even give you a separate page for your website and this adds even more value as you can get your link on a single page alone with some embedded content which is your own description. Always try to write unique descriptions with every submission to give your listings more value. In a way you can get a small contextual backlink.

Don't underestimate this old site promotion method. Not only is it a valuable link building technique but it can give your website a solid link foundation for better crawling and indexing as well as helping to boost your search engine rankings. In [Top Search Engine Ranking Secrets In Google Revealed](#), I'll give you my personal rolodex of valuable directories.

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Other Recommended Website Marketing Courses

Nowadays, there are so many website marketing tutorials available but one which grabbed my attention was this new program called "[My Millionaire Mentor](#)" by highly respected marketer Michael Cheney. Michael is one of the few guys who has unveiled terrific website marketing courses which provide great value till now. Am pretty impressed with his methods and his roadmap to riches. If you're still struggling to get traffic and sales, you'll be overwhelmed by the sheer amount of valuable information he unselfishly reveals in his videos. Yeah, you got it, his tutorials include videos apart audios and transcripts.

You'll also discover this [shocking new method](#) that cranks out **\$8,921 per day** - a battle-tested method that generates money more quickly and easily than anything I've ever seen. This will blow your mind. Everything is set for you to learn what really counts in website marketing and this will fast track your way to success. I definitely recommend it. [Be sure to watch the video on the website first.](#)