

Marketing Your Business Online

One of the most effective ways to market your business online is by publishing articles because it allows you to use plenty of keywords and phrases that apply to your business. Your articles will stand a good chance of getting picked up by the search engines when they contain the keywords your target audience are searching for. We know it works, so let's explore the idea in more detail...

As well as the obvious benefit – ie, your keywords getting picked up by search engines when people search online – publishing articles online also brings life long results in terms of search engine optimisation. Unless you delete them, your articles will continue to be available on the internet indefinitely, to continue the job of directing traffic to your website.

As your articles also act as a good source of return links to your website, your website's popularity ranking will be boosted which ultimately helps drive even more business to your door. Better still, if your articles are picked up by other websites or e-zines for publication, the effect is extended further. Having these links pointing in the direction of your site is a crucial ingredient in optimising your website for search engines.

Unlike many search engine optimisation programmes, article marketing is a highly affordable SEO tool. A Business in Berkshire website costs just £180 a year, which allows you to publish as many articles as you wish AND enjoy the benefits of the already strong search rankings of our site. This effectively

cuts out much of the time and effort you would otherwise spend establishing your own standalone website.

Writing and publishing articles relevant to your business is generally regarded as the best strategy for improving the ranking of your website on search engines. If you want to achieve success through SEO, article marketing is a cost-effective and powerful way to get results.



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