

Writing Articles to Promote Your Web Site - Article 1: Why you should do it

There are many ways to promote your web site in order to enhance its search engine ranking; among these one of the most effective is writing and publishing articles.

Article can be published in two ways:

- By adding them to your web site
- Publishing them the Internet using one or more well established article publication web sites

Sometimes you will add the articles to your web site and publish them on the Internet; sometimes you'll only publish them on the Internet. Sometimes you'll place exactly the same article on the web site and Internet; sometimes you'll make subtle changes – it's up to you.

On your web site, articles provide more content (which search engines like) which contain key words (which search engines will find). They can also provide useful information that visitors will return to read, and may recommend to their friends – your site can become an authority on topics closely related to the services you provide and/or the products you sell.

Published on article web sites, your articles will provide emails links to your company and links to your web site.

Articles can provide a win-win situation.

When we suggest writing articles most people tell us: I don't know what to write about!

- But you do! You almost certainly take for granted the knowledge you have relating to your business/industry:
- Do you know what powder coating involves, how it's done or how it evolved?
- Do you know more about how to keep tropical fish than your neighbour – or how to decide which size tank to use, how to filter the water and what lights to use?
- Do you know how badminton racquets are made and restrung; do you know what it's like to work behind the scenes at the Olympics?
- Do you know what CNC stands for – and means? What is a demand valve? What do heat exchangers exchange?
- What is Organisational Consultancy, what are NVQs and how does an organisation become an Investors in People?

These – and many other questions – can be answered by those working in their chosen business or industry. They have the knowledge and if they are prepared to invest the time and effort they can write not one, but whole series of articles that can be added to their web site and/or publish on the Internet.