

# The Power of Writing Articles

A simple step-by-step guide to creating high value and keyword (SEO) rich articles.



Discover what it takes to write a winning article!

To People Who Want To Write - But Can't Get Started. Here is a process that is useful in creating articles that are designed to be of quality, high value and will have a higher rate of follow through by the reader.

## The Power of Writing Articles

### What you can do to create powerful articles

Content is the basic building block of the Internet. Without it, there would be no need to browse the web. An article is an excellent source of content and the value of an article is based upon its content and the better the content, the better the perceived value of the article. The more valuable an article is viewed by its visitors, the more people online will consider it a resource, and refer to it and link to it.

So the key in creating a resource article is to produce content that people will think is valuable. One way to do that is to write articles that are informative, interesting, solve a problem, or answer a question, and are well written. We will go over the basic and necessary elements that are required to write an article that will get people to respond and seek you out for additional information.

Once you have a powerful article, you can then move into the phase of promoting your article and/or publishing it on your own site.

## 12 Steps to writing a powerful article

How do you create an article that people want to read? How do you entice them into wanting more? It's not as difficult as you might think.

- 1. Determine the topic of your article.**

You will first need to decide what general subject you want to write about. Will it be about investing, real estate, trusts, or some other relevant topic? Once you have a basic area, you will need to focus in on a more specific subject. There are several ways to do this and this article will cover one specific way.

- 2. Research your market for the topic you have selected.**

Once you determine a topic, research your target market to determine a specific topic for your article. What specific questions are people asking, or what specific problems are they experiencing that you can help with?

Perform a search online in your area of interest and see what they are talking about. You can also do a search for forums and blogs in your area of interest and see what is being discussed there.

The easiest way to create an article that people find valuable is to actually answer questions that real people are asking.

**3. Find the keywords used by the people of your target market.**

This step is important because it tells you how your target market is looking for answers to their questions. You will want to use these keywords in your article.

**4. Brainstorm topics for your articles.**

Once you have the information from the previous steps, brainstorm some specific topics you can write about. This process is vital because it will help the creative juices begin to flow. Just begin writing down a bunch of words and phrases that relate to some of the problems people are experiencing, or questions they are asking.

**5. Create a Title for the Article**

Once you have a good list of topics based on the keywords, and problems/questions of your target market, create an effective article title that will get a reader's interest and entice them to read your article. Good titles include "How To" lists, "Top 10" lists, "Things to Avoid" lists, and many others.

**6. Begin Writing**

Now that you have the topic, title, foundation and structure of your article, you can begin writing. Start on the body of the article first. If you have a "Top 10" type of article, then write a paragraph for each of the items in the top 10. Your paragraph should explain why for that item in at least 2 to 3 sentences.

**7. Write the introduction of the article.**

Once you have written the entire body of the article, it will be easy to write the introduction. Remember, a basic article starts out with telling the reader what you are going to tell them, then tell them, then tell them what you just told them. After you have written the article, it should be easy to tell them what you just wrote about.

8. **Write the conclusion of your article.**

This should be easy because you are re-capping what you just wrote about. If you are promoting a product or service, I find that leaving a question, or giving the reader a teaser of something more is very helpful. I know it isn't proper 'etiquette' (etiquette), but it helps in leaving the reader wanting more.

9. **Proofread your article**

Once you have written it, look it over for grammar, spelling, flow, and if it speaks to the level of your audience. Double check for factual accuracy. If you can, get someone else to read your article

10. **Step away from the article**

Don't look at your article for at least 1 day. Step away and do something else.

11. **Re-read your article and proofread again**

You'll be amazed at the way your article reads to you when you look at your article again after some time off. Make the appropriate changes and then you are ready to finish it. If you still aren't happy, repeat steps 9 and 10 again.

12. **It's now time to create your resource box.**

The resource box is the place you want to direct the reader to a specific call to action, like signing up for your mailing list, calling you, sending them to your website, or buying a product or service. A good structure for the resource box is to state a problem and what they need to do to avoid it. If you have enough space, it is helpful to leave credentials about who you are, and why they should listen to you.

## **Tips for Writing a Good Search Engine Optimization (SEO) Article**

In our days it is well known that article distribution and article marketing has become a powerful Search Engine Optimization strategy and many website owners do it. But you need to know some things in order to create a powerful article so that readers enjoy it and even put it to their websites. In this article we will cover some neat little tricks on article writing.

First thing you need to know is that your article must have the keywords that describe the main topic of your article. Try to use Keyword Search Tools. These Tools can be found very easy on internet (search using Google) and they are very useful. For example if you have an article about Dogs Care you will choose as a primary keyword 'Dog Care' of course but you can use other keywords as well. Try to insert the most wanted keywords in your article. In this way people will search and find your article right away.

Second thing you need to know is about keyword density. Try not to repeat the keyword too many times. The keyword density must be in a good balance with the rest of the text. For example if we take the keyword 'Dog Care'. Do not create lines like: want to learn about dog care treatments, dog care pills, dog care, and essentials. This line will just annoy readers and scare them away. Try to create a single line for every repetition of the word dog care. In this way your article will be very easy to read and it will have the keyword density desired.

Third thing you need to know is about author box that is so important for your links to your website. Here are to ideas and opinions I must say. Some Search Engine Optimization (SEO) guys think that the best way for you to get a link back is to create it using the form website link with the tag line as your keyword. Other Search Engine Optimization guys consider that the most simple and best way is to put your link within your article with the tag as your website address.

So what is the difference between those 2 methods? Let's take it step by step. The first one like I said is to use keyword as tag line for your article (for example if we have an article website we will use this line in resource box: John D is the owner of a Article Website- and the word Article Website represents the keyword for your website and it will be blue underlined and it will link back to your article website). It is a great method but if you will choose this one some bloggers or articles will forget to post a link back to your website and at the About Author line they will write only: John D is the owner of an Article Website – and the article website word will not have a link back to your webpage.

If you choose method 2, the classical one, you will insert in the resource box a line like this: John D is the owner of an articlewebsitename dot com. In this case the keyword wasn't used anymore as a tag line. The resource box will show you your website address. It is a good method too

because bloggers or website publishers will not forget to enter you link address in About Author page but it will not be so good for search engine optimization (SEO) because this engines are looking how many websites with your keyword selections are linking back to your website.

In this case the tag line for linking back doesn't exist. My advice is to choose both ways by writing 2 different articles for each method.

### **Additional Resources**

To submit an article within Offshore Library, visit your 'My Account' page and following the simple article posting instructions.

Do you need article writing tips or would you like to locate quality articles for inspiration? Try these popular article sites:

<http://ezinearticles.com> or <http://www.goarticles.com/>

Do you need to find a cost effective and professional writer (or rewriter)?

Then visit [www.elance.com](http://www.elance.com) or [www.guru.com](http://www.guru.com) for a wide listing of professional writing service providers

Content sources: [www.squidoo.com/articlehowto](http://www.squidoo.com/articlehowto) and [www.offshore-library.com](http://www.offshore-library.com) and [www.allwebcontent.com](http://www.allwebcontent.com)