

# Article Marketing is the Best Form of Internet Marketing

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The popularity of article directories has taken many people by surprise. Upon close examination of these directories, one can see there are thousands upon thousands of published articles present. Some may wonder why so many people publish these articles. The reason is that they are using the articles in conjunction with an article marketing strategy. They do so for a very good reason: article marketing remains one of the least expensive and most effective means of promoting a product or service online. In fact, it may even be able to lay claim to being the best internet marketing strategy ever devised.

So, what is article marketing? Article marketing is, essentially, the crafting of an article for the purpose of promoting a product or service. However, this does not mean that the article is little more than a glowing sales pitch. More often than not, article marketing exists as a form of information marketing. That is, the goal of the article is to inform and entertain the reader. From this, the reader will be inclined to patronize said products or service. This is usually the result of the article having established credibility on the eyes of the reader towards the product.

## The Credibility Concept

One of the huge benefits of article marketing is that it adds a great deal of credibility to the product or service that is being offered. This is achieved through the quality of the article itself. For example, if you were looking for information on continuing your education and you came across a short article that espoused the values of higher education. The article clearly detailed the common continued education programs that are very popular and then presented clear and detailed information on how one can achieve career and professional advancements as a result. Now, compare that to coming across an advertisement on a continued education program. The ad simply contains a slogan and contact information. Which method would prove to be more beneficial in regards to stimulating consumer interest? To a great extent, the article marketing strategy would have a decided edge. It simply instills more confidence in the reader since it presents the information in a knowledgeable and organized manner. This is what instills the credibility needed to convince people to buy products or services.

## Traffic Generation

Of course, another major component of article marketing is the fact that it can heavily generate traffic to a website. The more traffic the website receives, the greater a chance it will have to sell its product or service. Article marketing promotes traffic in two ways. First, the article is syndicated through the various channels of the directory itself which brings it to the attention of the readers. Second, the published articles will be indexed by the search engine robots. This will yield a great deal of organic traffic through the traditional search engine channels.

If you are interested in exploring how article marketing can help your business, please visit <http://www.wilsonwebsiteconsultants.com>. Wilson Website Consultants can affordably handle your website marketing needs which will improve your business' chances of success.