

## **Staten Island Web Group Presentation**

**Topic:** Article writing and submission on the Internet

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**Presenter:** Rose Duffy, [www.RoseInteriors.com](http://www.RoseInteriors.com)

**What is article writing?** Writing articles on a subject you are knowledgeable in and that promotes your business/products/services. As a decorator, my articles include topics like: "How to Hang a Window Scarf" (I sell window scarf rods), "Ideas for Arranging Your Bookshelves" (I sell home décor accessories), "Tips for Decorating a Buffet Table" (I sell tablecloths). Each article is between 250 to 800 words.

Once the article is written I submit it to one or more article directory sites. The article directory site I use is [www.ezinearticle.com](http://www.ezinearticle.com). This site provides all of the information you need to learn how to write good articles that other websites will want to publish.

After being approved, the article directory site forwards my article to other websites who then use them in their newsletters or on their site. The directory site also submits the article to search engines.

**Why write articles?** Articles drive traffic to my site that result in sales. Each article includes links to my website and my blog. Articles are a way to promote the need for my products and to gain credibility with shoppers.

Several of my articles have made it to the first page of a Google search, increasing traffic to my site and resulting in sales. Articles can stay live on the internet for years, resulting in new readers and traffic to my site and sales.

In addition to submitting articles to directory sites, I'll use one article to create several blogs. Once I have written enough articles I will compile them to create a digital book I can sell on line.

**How to Write Good Articles.** A good article is one that provides information that people are looking for. I found the best way to identify what people want to know is to visit on-line decorating forums and chat rooms and see what problems people are having and what questions are being asked. I then write an article that gives solutions.

The article directory site [www.ezinearticles.com](http://www.ezinearticles.com) provides all the information you need to learn how to write good articles, including things like good grammar, style, format, use of keywords and more.

As a result of my article writing something unexpected has happened in the way of sales. I find shoppers are e-mailing me with special requests for custom made items which sell for more then the products I offer on my site. I have also experienced more repeat and referral business through these on-line relationships. I highly recommend article writing as a way to increase sales without having to pay for advertising..

