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# Article Marketing as an SEO Copywriting Service

Posted by Menard Hann - 2009/11/19 11:03

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In recent years, there has been an ongoing debate about whether or not search engine optimization (SEO) copywriting is dead. Many people argue that it is dead because of the fact that SEO copywriting has veered off track from its original purpose and concept. At the heart of it, SEO copywriting is about creating content that allows companies to communicate with their customers through the Internet. This concept is often referred to today as "SEO content marketing" or simply "article marketing." The basic idea is to create content that is interesting and persuasive in an attempt to inform consumers and Internet users about the services, products, and nature of the company. Read on to learn more about article marketing as an SEO copywriting service.

## Benefits of article marketing

There are many benefits to article marketing and these benefits extend to both the reader and the company for which the content is created. One of the main benefits is that article marketing is a good way of answering the needs and demands of readers. SEO copywriting can sometimes be based on keyword density, which often leads to articles that aren't very pleasant for readers because of the fact that they are stuffed with keywords yet fail to give any relevant, useful, or interesting information. Article marketing, on the other hand, is based on creating content that the reader would actually be interested in reading. The company for which the content is written, on the other hand, benefits because they have high-quality articles that market their company, advertise their products, and communicate with their customers. In effect, article marketing is a win-win solution for companies and their customers alike.

## Zeroing in on what readers look for: using Google's keyword selector tool

One of the essential factors for good article marketing is understanding what readers are looking for on the Internet and optimizing the article for search engine results. A helpful tool for this purpose is Google's keyword selector tool, which provides a range of keywords depending on the words that you input into the tool. The keywords that come out in the keyword selector tool can be arranged to find out which keywords are being used most by other websites. This can help you understand which keywords your competitors are using, so that you can avoid those keywords and choose the ones with little to no competition. This is an important part of article marketing, because using the right keywords will result in your site getting top position in search engine results.

## Sending articles to submission sites

According to some research paper writers made, another important part of article marketing is getting the content to the right submission sites. Submission sites are basically websites where you can submit your content to be registered on various search engines. If this step is not completed, then your SEO copywriting material is virtually useless as it won't come out on the search engines. There are numerous submission sites on the Internet, some of which are associated with more search engines. Spend time to find the right submission sites to get your SEO copywriting content registered with numerous top-notch search engines. Doing so will greatly increase the chances of success for your article marketing content.

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