

The Article Marketing Blueprint

**“Learn How To Quickly Generate Continual Traffic
and Build a Comfortable Monthly Income on the
Internet By Using Articles and Virtual Real Estate”**

**Includes Real-Life Case Study Examples and Results!
-- proof to back up the claims --**



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Introduction

The goal of this report is to show you one of the most effective ways at building a long term, continuous flow of traffic to your websites AS WELL AS how to monetize your websites by simply using “articles”.

Creating original articles that relate to your business and publishing these articles in the right places is one of the most powerful techniques you can employ to drive highly targeted traffic to your site.

I’ve received thousands of visitors to my sites as a direct result of article marketing. And the best part is these visitors came because they already knew something about what I have to offer, and they wanted to learn more.

Not only that, but the search engines love my articles (well, the backlinks in them) and increase my rankings too! - more on this later.

I know, I know... most of you aren’t writers. I’m not a writer either, and I definitely do not enjoy it! In this guide, I’ll show you exactly what I do to create quality content, where I go to get content, and also what other successful article marketers do.

At the end of this report, you can find several case studies showing how well article marketing works over time. It’s been around for quite a while now, but just recently has it started to pick up steam and truly make its mark in the internet marketing community.

I think it’s time that you jump on board and start rolling with the tides. It’s a long term source of traffic and a solid, proven strategy that works, so if you’re planning on doing this online marketing thing for any length of time... you NEED to start marketing with articles.

Taking a Strong Stance: The Duplicate Content Myth

In the online world and internet marketing communities, there are still some people who discourage the use of or run away from the opportunities that PLR articles provide, mentioning the potential problems that search engines may have with the same content being used on more than one website.

This is what others call “duplicate content”, and I want to take a stand right here and now by saying that this is a “myth”.... Mostly. I’ve personally tested this “hypothesis” and talked to search engine marketing experts who have confirmed that the duplicate content myth is just that, a myth.

Let’s look at it from both sides.

People who say that PLR articles are dead and that you will be slapped with duplicate content penalties from the search engines discourage scraping – or copying off content from other websites and using it as their own.

To cut a long technical discussion short, since search engines can compare the text on pages and have the algorithms to determine whether two pages are copies of each other (as well as figure out, to some extent, who copied whom), there are fears that PLR articles will get you hit with duplicate content penalties.

These fears are based on two mistaken assumptions:

- That search engines penalize websites for the simple fact that they have duplicate content on their webpage.
- That search engines can detect duplicate content 100% of the time.

First of all, there are many popular websites that contain duplicate content and are not penalized for it (news aggregators, forums (where a lot of people post their blog posts or articles verbatim), community blogs, etc... and the list goes on and on). News sites are a prime example of how complicated the process is for search engines – add to that the fact that a lot of people prefer reposting articles from other websites and you’ll realize what search engines already know – duplicate content in itself is not bad.

The second point is that search engines don’t penalize websites left and right the moment they find that one webpage is an identical copy of another. If that were the case, article directories would have become completely pointless and useless a long

time ago. And yet they are more popular than ever.

There are a lot of factors that go into consideration before a website is penalized and usually those sites are ones that fit a 'scraper site profile' – bad neighborhood links, nothing on the site except for duplicate content, ones showing fingerprints of scraper software are put out in the cold. This is because most of these sites leave what is called "Footprints" behind, which the search engines look for, and anyone sprouting these "Footprints" ends up getting their sites delisted in the long term.

I said earlier that duplicate content is **MOSTLY** a myth. The above paragraph explains why I said "mostly". Of course, if you're **only** going to use duplicate content, then your site will be penalized. But duplicate content mixed with unique content is prevalent on very successful websites on the internet.

Duplicate content becomes a problem when your website provides no value to search engine users, and when you are trying to scam your visitors by pretending to be someone else.

PLR articles, on the other hand, are far different. With this guide, you will know what to avoid doing in order to stay clear of any gray areas where your website might get flagged as a problem site. And trust me; none of those gray areas have anything to do with duplicate content.

Another important point is that on-page factors are far less important than off-page factors (backlinks pointing to your site) in competitive niches. Even if you drop down to non-competitive, profitable niches, just putting up the pages on your websites will do you no good – and it's the same with PLR articles. Your articles alone will not make your site into a traffic-magnet – **you'll need to get links.**

One final point I'd like to make is that I do prefer to rewrite my PLR and this will be covered more later on in the guide, as to why I do this, and exactly how I do it.

What's the difference between PLR articles and Original articles?

Should I write my own articles or have original articles written for me? Or should I use PLR content?

I always answer with the same thing... do both - IF your time and money allow you to.

Each has their uses, and each has their drawbacks and benefits.

Let's say you're just starting out, you have \$150 a month spare to put into your business. Which route are you going to go with?

1. Get 20 original articles written for you by a ghost-writer at the cost of at least \$10 (if you're lucky) per article ... or...
2. Get 225 articles for a low monthly fee at www.SimplePLR.com which ends up working out to only a few cents an article.

The answer should be obvious.

Now, if you're pulling in \$30k a month into your article marketing efforts, and you want to add in some 100% original articles into the mix (for article submissions), and you want 300 articles for that process, then \$3000 isn't going to set you back too far and might be a real good investment for you.

So it comes down to the scenario that you're faced with... if you're just starting out, then I **highly suggest** that going the PLR article route is far better because it allows you to expand your sites faster, with less hassle, less time, and most importantly less cost.

Not only that, but if you can take our 225 PLR articles and make them even more unique from the original PLR article we provide, would you do that? Of course you would! **And you should.** That's why we also give our members 225 "Spin-Ready" PLR articles each month too.

You can take those articles that already have hundreds of text variations in them (we'll talk more about this later) and throw them into our article spinner to produce hundreds of new, unique articles that you can claim as your own.

Currently, article submissions have a huge weight, and can get you a lot of backlinks

when you are using a software like Brad Callen's ArticleSubmitter (<http://articlesubmitter.imwishlist.com>) or an online service like www.articlemarketer.com or www.isnare.com .

Directories won't accept articles that are the same as other articles on their site word for word. For this reason, when you are submitting articles (and we go into this later in this guide) you need to make sure you're either rewriting the PLR articles by at least 70% and/or getting original articles written for this purpose (either written by you or outsourced).

This is where our "Spin-Ready" articles really come into play. Instead of having to manually rewrite the articles yourself, which can in itself still be a good thing, you can take these spin-ready articles, automatically plug them into the spinner, and create articles that are over that 70% originality threshold.

If you're not comfortable with the ease of the article spinner we provide (www.articleapps.com), then this is where outsourcing can be done. This process frees up your time, meaning you don't have to write it yourself and this is where the power of original content is.

And if you remember, the reason for submitting articles to these directories is to get backlinks to your website. Getting backlinks is one of the most important (probably the number one factor) when it comes to getting high search engine rankings. So the more backlinks you have pointing to your site, the more traffic you'll get... guaranteed! We'll talk more about this in a later chapter.

The Best Ways to Use PLR Content (My Personal Recommendations)

This section is an overview of the top ways that you can use PLR content. The best thing to do is to take these strategies, implement them, and THEN get creative with your own ideas. I don't cover everything that you can use PLR content for, but these are the ones I've used to good effect. With PLR content, provided you're not breaking the terms of service of whomever you're getting the articles from, use your imagination on how you can apply them.

Different Ways to Use PLR Articles

1. Content for your NEW Websites

One of the most well known and best methods for using PLR articles is in the creation of niche websites, and this is what this guide is mostly focused upon.

It is probably the fastest method with which you can expand your "virtual real estate" (VRE), and will only take you a fraction of the time, and a fraction of the cost of getting your own articles written. It's definitely a lot faster than trying to spend the time writing them yourself.

2. Content for your EXISTING Websites

Most people overlook this technique. If you already have a few websites, and you'd like to expand the content with on-topic articles, you can use PLR content to do just that.

3. Content for your BLOG Websites

This is one of the best things to do. Why? Because you can set up your blog so that articles can be automatically posted to the blog without your intervention each time you want to add new content to the blog. Blogs are a very dynamic way of

getting content-driven websites on the web.

Our wordpress plug-in will do just that. With the PLR articles you get from us each month, or any other articles you want to add, you can set up different time intervals to have the content auto-posted to your blog so you don't have to intervene.

Another thing with blogs... Something that can be done quite successfully is breaking the article up into 2 parts (depending on its size) and doing a "Part 1" & "Part 2" series of each article and do them as blog posts. This is similar to doing small 'nuggets' which basically means taking small sections of articles (like paragraphs) and using them as teasers into the rest of the article or the subject.

4. Create Email Courses and Use it as Follow-up Messages

This one can be totally forgotten, and often times it is! The articles are usually built around a 'theme' which means that they aren't just written about the keyword, but rather they have a 'theme' on them which adds to their readability.

This makes it simple to do a 5-part (or more) email series with the articles. Simply use the title of the article as the subject line, and put the article in as content for your autoresponder follow-ups.

It's a simple and effective method for building your lists with your affiliate and/or AdSense sites (VRE sites).

5. Create Special Reports

You can essentially put together a report using 5-10 articles – around 6-14 pages or so – and then provide it to your site's visitors as either a list-building tool or as an added bonus to one of your products. This is a great thing to use in conjunction with the email mini-courses or autoresponders as all your content is written for you.

Simply put a nice header (even the header graphic you use in your site) give the report a name, put the articles in, give it a Table of Contents and you're report is done.

6. You can even create E-books

I would suggest that you tie the content together, in a manner that adds value, so I wouldn't just paste the articles straight in, they may require some rewriting or reformatting to make sure that the e-book flows.

Again, put in a nice header graphic, name the book "Beginners Guide to XYZ", group the articles which gives you your chapter heads, and you have a nice sized e-book on the Beginners Guide to whatever niche you're in.

7. Article Submissions

Out of all of the uses for articles, this is the one that is used strictly for building traffic to your websites. So that's why I really like this one. ;-)

Submitting articles to niche article directories is a popular strategy for building links back to your websites (as well as for driving traffic). While you are busy using PLR articles to create niche content sites, spare a few of them and use them to submit to article directories instead.

As I mentioned before, many article directories won't accept articles that are the same as others in their database. This means that you will need to rewrite them by at least 70%. The good news is that rewriting an article with the spin-ready articles we provide at www.SimplePLR.com takes probably 5% of the time to create multiple unique variations as opposed to writing an original one.

Apart from adding it as content to your site, this strategy using PLR articles is probably the best one you can use. Just make sure you use it correctly.

A bit further down in this guide, I'll show you a nice case study that uses PLR articles for both article submissions AND for content on websites. On top of that, I'll show you some of the great results achieved... just after a couple months of doing it.

VRE Basics

If you're familiar with building multiple content sites as part of your online business, then you can just skim through the next couple of pages.

However, if you're new to VRE and PLR articles, I suggest that you read the next couple of pages very carefully. This will give you a sound foundation on the business basics of what we are trying to accomplish.

Virtual Real Estate (or VRE) refers to content websites that, once built, can bring in passive income for almost forever with minimal maintenance. A VRE empire then is simply the VRE concept expanded to take the shape of dozens of websites – giving you an uninterrupted, diverse and large amount of regular income (through AdSense and affiliate programs).

There are a lot of important points to remember with VRE websites, but one of the most important (and a point that will shape the whole process that you will follow to create these websites) is that Virtual Real Estate is a numbers game.

Your target is to build niche content websites – dozens of them – so that even if individually each site is bringing in only a couple of hundred bucks a month, as a whole you're making enough money to bring in a 6 figure income year in and year out. Even if that figure is down to a mid-level 5 figure income... that's still awesome!

I would strongly urge you to play the numbers game here – having just one website will not earn you a lot of money, unless of course you are building a business around that single website. In fact, once you've invested enough time in one website to start generating traffic towards it, you are free to go and build a new website.

From there, you create another one and another one and so on. Keep building these sites until you have a consistently increasing income from the AdSense program and your affiliate programs.

You need to familiarize yourself with the formula below so that you can see just how easy you can successfully build your VRE websites. I call this "The AdSense-Site Formula". Here's how it looks...

High EPC + High Click-through Rate +
Several Content Webpages + Tracking Stats = **Money in the Bank**

I'm sure you've heard this before, but I want to say it again... It's hard work to earn a thousand dollars per month from one website alone. But, if you have 20 websites earning you \$100 a month (which is just \$3 a day from each website), that's \$2000/month in your pocket already. And with small improvements to each of those sites, you could easily double or triple your income from them.

This way, instead of putting all your eggs into one basket (or one website), you can diversify your income and earn money from multiple sources.

The way to get rich on the Internet is to **spread out over several niches - dominate one niche, then dominate the next, and the next...** Don't just stick with one and try to build around it. Instead, spread out to multiple niches, and begin your VRE empire.

This is one of the main reasons that we diversify our niche topics each month at www.SimplePLR.com .

Ways to make money with your VRE Content Sites

1. Google AdSense

So – what exactly is AdSense and PPC publishing? Since most all PPC publishing is just about the same, I'll use AdSense as the main example.

To signup for your AdSense account you'll need to head to <http://www.google.com/adsense/>, then click on the AdSense section.

Google AdSense is an ad publishing program where website owners can place ads, administered by Google, onto their sites and generate revenue on a 'per-click' basis.

These ads are known as contextual ads, in which the ads that appear on each webpage are based on the page's content (in addition to the user's geographical location and a few other 'undisclosed factors'). If you haven't already, you'll come to find that Google likes to keep things as top secret as possible.

Weight Forum > Diet Reviews > Diet Review: The Zone Diet

Diet Review: The Zone Diet

About the Zone Diet

Celebrities like Madonna, Demi Moore and Jennifer Aniston swear by the results of the Zone Diet (created by Barry Sears, PhD). The Zone Diet contains 40% carbohydrate, 30% protein and 30% fat and is also known as the 40-30-30 plan. The Zone Diet is based on the premise that 100,000 years ago, we were meat eaters and our bodies were designed to handle the demands of a meat-based diet. As we have evolved, more carbohydrates have been introduced into our daily diet, causing an imbalance. The reason for our extra weight could be attributed to the many grains and starches in our diet (pasta, rice, breads, and potatoes). The Zone Diet's strategy calls for a return to the diets of our ancestors where meat, fruits and vegetables are the main dietary items.

10 Skinny Rules

Lose 9 lbs. Every 11 Days by Following These 10 Simple Rules.
FatLoss4idiots.com

Zone Diet Food

Zone Diet Food. Get a List of Helpful Diets.
Health.Speedie.com

Diabetes diet

Diabetic Diets And More. Diabetes Info, Help And Treatment.
Diabetes.HealthProfessor.com

How Does The Zone Diet Work?

The Zone Diet works by working the right ratio of carbohydrates to proteins and fats in order to control the insulin in the bloodstream. Too much of the hormone (insulin) can increase fat storage and inflammation in the body (conditions that are associated with obesity, type 2 diabetes and heart disease). Sears asserts that by using the Zone Diet you are actually optimising the body's metabolic function. Through the regulation of blood sugar, you allow your body to burn excess body fat.

The Zone Diet does not actually prohibit you from any particular food group; however food with high fat and carbohydrates such as grains, starches, and pastas should be avoided. Fruits and vegetables are the preferred source of carbs and monounsaturated fats (such as olive oil, almonds, avocados) are the ideal choice of fats. The Zone Diet claims to use food as a drug for overall good health, weight loss and prevention or management of heart disease and diabetes.

Ads by Google

The rules of doing business don't change on the Internet. You can make a lot of money through AdSense, but it can take time to build up a network of sites, and you should also look at other revenue opportunities to back you up.

There's a lot of debate in the online marketing community about the "ethics" of building AdSense websites and what they really mean. For me, personally, all this talk is a waste of time.

Whether you're building spam-filled websites whose only purpose is to attract traffic and get them to click on your ads (coming in and going out in a circle), or whether you spend hours on end creating beautiful content and use AdSense as a means to offer "related content" to your readers... It doesn't really matter.

What matters is that you build websites that last.

Read that sentence again...

A spam-filled website will die out in a few months as search engines crank up their algorithms and weed out the bad stuff. A website that actually provides useful, and most often times, fresh content will take longer to rank and will earn less revenue in the beginning, BUT it will continue to grow and will keep earning you more money for a long period of time.

Secondly, once you have an established website in one niche, it becomes a lot easier to monetize that niche through additional websites.

And that's what you should really remember about AdSense. The riches promised to you by all the AdSense gurus can be gained by **creating multiple long-term optimized websites in profitable niches.**

AdSense is NOT about making you rich overnight. AdSense is supposed to supplement your income from a website. It takes time to build and usually it isn't anything to write home about.

However, once you multiply this small trickle of income by 5 or 10... It suddenly takes on a life of its own.

Don't rely on building one AdSense site and then living off it for the rest of your life (unless you happen to have the most visited site on the planet, that's not going to happen). Build several websites in profitable niches, and this next statement is VERY important... **Make sure you add other sources of revenue on each website as well.**

You need to understand right away that there are multiple streams of revenue with content sites.

In my opinion, AdSense is the only game in town when it comes to monetizing with a pay-per-click publishing network. But you'll need to continue to keep your eyes peeled because Yahoo Publishing Network and MSN's new PPC network are chasing Google's tail.

2. Affiliate Programs

Promoting an affiliate program is like being a salesperson who only makes money when they sell something. They get no base-salary. Their earnings are strictly 'commission-only'. You get paid for every sale that you make that comes from YOUR site or link.

Affiliate programs work the same way.

The way this is tracked, is that each individual affiliate has their own affiliate ID, so that when someone clicks on their link on their site (with the affiliate ID in the link) that person is then 'tagged' with you as the referrer.

Simply put, you place your affiliate link on your webpage and when it's clicked, the person who clicked your affiliate link is tracked back to you. If they buy the product after clicking your link, you make a percentage from that sale.

There are 2 'broad' types of affiliate programs:

- Pay per sale – This is where you get paid for every sale you make from the person that comes through your site. Some programs offer as little as 2 or 3%, and others up to 100% (or more)
- Pay per lead – this is where someone will pay you a specific dollar amount for each lead that you send through to their website and fills in their details. It is mostly prevalent in the mortgage/loans type industry, but is used in all sorts of markets

Which one you promote is up to you, we promote a mixture of both the pay per sale, and pay per lead type programs, but what you do is personal preference.

There are places that are called "Affiliate Networks" which list affiliate programs that they have on their books. I've put a list of a few for you to have a look at:

www.clickbank.com

www.cj.com

www.clixgalore.com

www.paydotcom.com

www.linkshare.com

Why VRE & PLR Articles Work So Well Together

Probably the largest contributing factor to why VRE and PLR articles work so well together is the cost and the time involved.

PLR articles allow you to get access to huge volumes of articles for a fraction of the cost had you got those same articles written yourself.

The benefit here is obvious. Instead of taking you many months or even years to build up multiple sites, it can take you just a few months, which then gives you more time to focus and more money to focus on building the traffic to your sites.

In the VRE Game, your content = cash, but that content can never be pulled into the profit zone without some hefty focus on search engine optimization or traffic generation, which is why we always tell our members that VRE without traffic means zip!

The second aspect to why PLR articles are so essential to your content sites is because of the time factor.

If you are like me when I first started out, I wrote all of my content myself, all original and it took forever! It was not uncommon to have a single article take as much as an hour or an hour and a half to produce.

So when you're starting out, if you are trying to write all your own content because you want to save some dollars, I think it is a great idea but is pointless (which is why I wish I knew about PLR articles when I started) because when you work out your hourly rate, you'd be better off going to Wal-Mart on the graveyard shift getting paid \$7 an hour, and then paying \$5 (if you're lucky) to a below average writer, and then pocketing the extra \$2 yourself!

Remember, time is SO valuable. Your clock is forever ticking down, and it WILL eventually hit zero. What you do with your time, determines your level of success... or failure, in life. Leveraging your workload to others is one thing I wish I would have learned early-on in my business career.

How to Effectively Rewrite Your PLR Articles Quickly

We've already covered a detailed explanation of why the penalties for duplicate content are more of a myth than a real danger – however consider rewriting articles as a 'safety precaution' – one way to think of rewriting is that you are adding value to the articles.

For SEO purposes, you don't need to worry too much about rewriting the articles **completely**. That is, articles that can be posted on your site as is, with minor changes (which we'll show you how to make).

On the other hand, for article submissions, make sure that you rewrite the article as much as possible. There is no value in 20 people submitting the same article(s) to 30 different article directories, and then even more people picking up those articles from the directories and putting them on their own sites.

The article directories will simply not allow duplicate articles in their directories.

It reduces the value of the PLR articles we provide very quickly, and as a result if you are using these articles for article submissions you **MUST** rewrite them as much as possible (we recommend 70% at least).

You can manually take the original article and make your changes, add different titles, new phrases at the beginning and end of the article, new sentences throughout, etc... BUT the best thing to do is to take our spin-ready articles, plug them into the article rewriter (www.articleapps.com) and then produce several unique articles based on the text variations that were added to the article prior to spinning it.

What are text variations?

A text variation is essentially a variation of the words, phrases, or sentences within your article. You can add a Text Variation by **ADDING** some words, phrases, or new sentences to your content. Then, the spinner will take, at random, one of those words/phrases/or sentences when it spins the article. This allows for increased uniqueness of your articles.

For example, let's use the sentence: "With a normal diet and a balanced lifestyle there is little need for one to turn to vitamin supplements."

You can select words, phrases, or the entire sentence. Then click "Add Text Variation". When you do that, a field will drop where you can add those variations. To do that, simply add a | symbol in between the variations.

Let's assume you selected the text: "With a normal diet and a balanced lifestyle". You could add a variation to this such as:

"With a normal diet and a balanced lifestyle|A typical diet with good food typically does not need"

Notice that there is the symbol | in between the original phrase and the new phrase. When it's time to spin the article, the spinner will take one of those two phrases.

You can take this even further by doing multi-level variations. I know, it sounds technical, but it's really not. Watch!

Let's use the same, edited phrase: "With a normal diet and a balanced lifestyle|A typical diet with good food typically does not need"

You can add more variations here by selecting words within this text. Then click Add Text Variations. The final result could end up like...

{With a diet and a balanced lifestyle|A typical diet with good typically {does not need|can go without}}

Notice that there are several variations, inside other variations here. :) The more text variations you add to your article, the more unique spins you can get from just ONE article.

This is what we have already done for you with our PLR articles (www.SimplePLR.com).

If you want to take it further and add your own text variations and additional words to the content, feel free. But it's not necessary.

Once you have spun the articles with the ArticleApps Spinner, you can check the originality (uniqueness) of that article when compared against the original article to see if it meets the 70% uniqueness level.

If it doesn't meet your "uniqueness standards", simply add a few more text variations and spin it again. More than likely though, all of the spin-ready articles will produce articles that meet that level once spun.

Learn the Secrets to Building Traffic with Your Articles

Ok, now we're starting to get down to the really good stuff.

I'm not going to go into all of these strategies in great detail because this guide isn't about each type of traffic generation, but since it's more about article marketing, I will cover some strategies to build traffic from the use of your articles and how to better build your VRE empire.

For more on other traffic generation ideas, I recommend you sign up for Brad Callen's SEO Newsletter here: <http://www.seoelite.com/course/>

Let me just give you a quick overview of some of the ideas for building traffic to your sites, and then I'll go into a little more detail about a couple of them, specifically "article marketing".

Ways to Get Traffic

- **Search Engines** – Search engine traffic is traffic that comes from the search engines. The best part about this is it's free, and if you're not focusing on this, you're leaving money on the table... I'd go so far as to say that VRE without SEO is pointless. A lot of the other ways to generate traffic eventually lead back to getting search engine traffic. I'll explain more about this in a bit.
- **Article Marketing** – This has become very popular for the past couple of years, and for good reason... it works! If done right, article marketing will help you build a great online reputation for yourself, and also bring more traffic from the search engines.
- **Forum Marketing** – One for the long haul, but this approach is very useful in dominating a niche and also for getting free traffic.
- **Paid Advertising** – This is usually a one-time base payment instead of paying "per click".
- **PPC advertising** – This is a quick, easy and effective tool to get instant traffic for your email mini-courses and reports, and to start building a list. Places like

Google AdWords, MSN adCenter, and Yahoo Sponsored Search are the most well-known PPC ad networks. Essentially, you pay every time someone clicks on your ad. PPC = Pay Per Click

You might be familiar with some or all of these strategies. That's good, because this will give you a chance to see how to apply them directly to your info product business.

For VRE sites your biggest source of traffic will always be the search engines, so if you want your VRE Empire to truly be an empire (and not a damp squib) you will need to get this part of your traffic building strategy mastered.

Someone might have told you that it was impossible to get your website ranked highly in the search engines.

There is nothing that can stop your site from being in the top 10 search results for your target market.

As long as you have the right tools and the right knowledge, driving massive amounts of free traffic from the search engines is quite possible (although, like we've said earlier, you shouldn't be focusing on any one means of traffic only – always diversify, never keep all your eggs in one basket).

There are two aspects to how search engines rank websites – they measure how relevant a website is (with reference to a specific search query) by measuring its on-page relevance and off-page relevance. On-page relevance is basically looking at what your website is about.

On the other hand, search engines value off-page relevance a lot more than on-page factors. Off-page relevance is all about getting links to your website. If you get links from websites in your niche that are highly ranked in the search engines themselves, then you'll be in a good position to rank well in your niche.

In competitive niches, search engine rankings are tough to get. To be considered more relevant than your competition you have to obtain a better link profile than them, and most competitive niches have websites with thousands of links. You may be able to rank quickly in Yahoo or MSN but when it comes to Google, building your search engine rankings takes a lot of skill / time.

Luckily, we've made sure that we (www.SimplyPLR.com) pick out niches that are both profitable AND have low competition, so that you can easily come to dominate that

niche. This way you don't have to worry about massive competition and getting thousands of links – all you need to do is to make sure that you **CONTINUE** to **CONSISTENTLY** build links to your websites at a steady rate (through article submissions and link requests later) and within a few months your websites will be getting good amounts of traffic from the search engines.

Submitting Articles... What's the Big Deal and How Does That Increase My Traffic?

Submitting articles is a cheap and effective method of bringing in traffic and links to your website is to syndicate articles to article directories.

You will probably not see INSTANT results with article marketing but if you know which places to visit and distribute your articles, you can bring in lots of traffic without really spending any money (and very little time) on this.

The best part is that you can use the PLR articles you get with your membership for the article directories (provided they are rewritten based on what we talked about earlier... remember: 70% unique. You can do this with the spin-ready articles that we provide).

The resource box (the section at the end of the article where you include your byline and your website address) is the key to bringing those links and visitors – craft it like an ad, not a biography. Use some form of call to action, and don't just link back to your site, link back to your blog as well. This will get people to come to your site, as well as creating multiple one way links.

The reason the one-way backlinks are important is that search engines will see your article all over the internet, and those articles have links pointing back to your website. More backlinks = higher rankings in the search engines.

Some of the top article directories are [Ezine Articles](#), [Go Articles](#). Other than that, you should also search for newsletters in your niche and contact them to discuss if they will syndicate your articles in their issues. Ezines are always on the lookout for good content, so if your article sounds like something their target market would like to read, you can be sure that they will run it.

Another strategy is to contact websites directly and ask them if they would be willing to run your articles on their site – this is easier to do with blogs where you can 'guest post' once in a while, but don't hesitate to try this with websites as well.

There are a lot of things that you can do with article marketing – directories, newsletters, and other websites. Plus, with the articles already there for you, you don't have to do much more than craft a resource box (a one-time thing) and start submitting

those articles to different places, making sure that a link pointing to your website is present.

Go the extra mile and work on getting your articles syndicated in newsletters and on other websites as well. Most marketers will only use article directories and not go for more valuable sources of traffic such as newsletters or other websites.

We try to focus on the 80/20 rule with our article directory submissions as well. We choose to use the services of www.articlemarketer.com to submit the articles to several directories (many of which are smaller directories, but nonetheless, ones that search engines crawl). However, they don't distribute to every single article directory, and miss some of the high PR article directory sites. Then we also submit to specific directories individually like www.ezinearticles.com, www.goarticles.com, and www.isnare.com.

You can use a combination of www.articlemarketer.com and use a piece of software that semi automates the rest of the process, called ArticleSubmitter. A free version is found here: <http://articlesubmitter.imwishlist.com>. I highly recommend the Platinum Version because it's literally one-click and the submission is sent to all of the directories that are selected.

The thing to remember here with Article Marketing is that you need to have a plan, some sort of system that you can follow with every one of your sites.

Now, you can either outsource this process if you want to and you have the extra money (the rewriting/writing process) or you can do it yourself.

A good strategy to follow is to release an article for each of your sites about once or twice every week. However, if your time/budget doesn't accommodate for once every week, then scale it back to once every month, or once every two months, but gradually increase it as your income increases.

Whatever your plan is, just make sure you have a systematic approach to it. And more importantly, follow it.

In the next few pages, I'm going to show you some real-life examples of other marketers just like yourself, who set up a very simple article marketing plan and then implemented it. The result? **Increased traffic AND increased income with very little work.** Check out the case studies that follow...

Real-Life Article Marketing Case Studies

Case Study #1

-- Jonathan Leger, niche marketing expert

A good friend of mine, who I highly respect both as a person and as a hard working, take-action kind of guy decided to do a case study on article marketing and earning money with AdSense.

Chances are, you've more than likely heard of him. His name is Jonathan Leger (www.jonathanleger.com)

I'm not going to go into every nitty gritty detail of his case study results, but what I will show you is the progression from absolutely zero site visitors to over 1200 visitors in just a couple weeks, with only a couple hours of work-time. This was one of those literal, sit-it-and-forget-it case studies.

Let me give you the basics of what Jonathan did.

His goal was to make \$3.00 per day from AdSense on this one site that he only put roughly 5 TOTAL hours of work-time into. He built an 11-page website (the homepage + 10 inner content webpages) using unique articles as the content, which was based on the niche "rowing machines". By the way, he built this site using one of my other software programs: [HyperVRE](#) (the paid Gold version).

He wanted to get links to the home page, sure, but he also wanted to get links to the inner pages of the site. This helps not only rank the inner pages, but also reinforces Google's "trust" of the home page, which in turn will cause it to rank better as well.

So he had 10 unique articles written and he distributed them to EzineArticles.com and GoArticles.com. Once those articles start to get picked up and spread across a variety of other sites, he was hoping those links would begin to help the site to rank in the search engines.

To start building links to the home page and to get the site ranking for his target keywords, he also used 3waylinks.net and added this site to the network.

After the first week, here's his traffic:

Summary					
Reported period	Month Aug 2007				
First visit	02 Aug 2007 - 16:42				
Last visit	14 Aug 2007 - 12:18				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	5	9 (1.8 visits/visitor)	115 (12.77 Pages/Visit)	410 (45.55 Hits/Visit)	1.68 MB (191.2 KB/Visit)
Traffic not viewed *			54	71	123.33 KB

All of the "traffic viewed" is from him working on the site. The "traffic not viewed" stats are from the Google AdSense bot crawling the site.

Ok – Week 2 traffic stats after doing absolutely nothing else to the site...

Summary					
Reported period	Month Aug 2007				
First visit	02 Aug 2007 - 16:42				
Last visit	30 Aug 2007 - 12:15				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	194	296 (1.52 visits/visitor)	850 (2.87 Pages/Visit)	3448 (11.64 Hits/Visit)	22.96 MB (79.43 KB/Visit)
Traffic not viewed *			295	314	1.75 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

The traffic increased by over 4 times. One major source of this increase in traffic was from EzineArticles.com since he submitted his articles there, and each article had a unique "About the Author" link pointing to the corresponding internal page of his site.

At this point he was only making about \$.10-.14 cents per day. Remember, his goal is to make \$3.00 per day with this site.

I'm going to skip up to the 6-week period, because this is where he can start to show some monthly results...

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2007	0	0	0	0	0
Feb 2007	0	0	0	0	0
Mar 2007	0	0	0	0	0
Apr 2007	0	0	0	0	0
May 2007	0	0	0	0	0
Jun 2007	0	0	0	0	0
Jul 2007	0	0	0	0	0
Aug 2007	257	373	1108	4552	30.39 MB
Sep 2007	692	964	2506	11328	75.53 MB
Oct 2007	0	0	0	0	0
Nov 2007	0	0	0	0	0
Dec 2007	0	0	0	0	0
Total	949	1337	3614	15880	105.92 MB

As you can see, he's now up to a total of over 1300 visits to his site in just 6 weeks. It also appears that almost 400 of those are return visitors, so you can tell that the quality of the site must be worth revisiting.

Below is a list of the links he's getting from search engines after only 6 weeks.

Links from an Internet Search Engine				
7 different refering search engines	Pages	Percent	Hits	Percent
Google	309	95.3 %	309	92.2 %
Unknown search engines	5	1.5 %	5	1.4 %
AOL	5	1.5 %	5	1.4 %
AT&T search (powered by Google)	2	0.6 %	2	0.5 %
Earth Link	1	0.3 %	1	0.2 %
Google (cache)	1	0.3 %	12	3.5 %
Windows Live	1	0.3 %	1	0.2 %

It said that traffic spiked since he started ranking better in Google for his chosen keywords. That resulted in a day during September earning \$2.90 from. That may not seem like much, but multiply that over a year and it's \$1,058.50 — from one site. Build 50 or 100 similar sites and... and... you get the picture.

10 weeks:

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2007	0	0	0	0	0
Feb 2007	0	0	0	0	0
Mar 2007	0	0	0	0	0
Apr 2007	0	0	0	0	0
May 2007	0	0	0	0	0
Jun 2007	0	0	0	0	0
Jul 2007	0	0	0	0	0
Aug 2007	257	373	1108	4552	30.39 MB
Sep 2007	859	1201	3349	14891	97.87 MB
Oct 2007	1067	1401	3326	16846	108.30 MB
Nov 2007	0	0	0	0	0
Dec 2007	0	0	0	0	0
Total	2183	2975	7783	36289	236.56 MB

It's still increasing in traffic ... and he hasn't touched it! This is more than likely due to the increase in links from search engines, as you can see below...

Links from an Internet Search Engine				
10 different referring search engines	Pages	Percent	Hits	Percent
Google	921	95.5 %	921	91.5 %
AOL	19	1.9 %	19	1.8 %
Unknown search engines	11	1.1 %	11	1 %
Alexa	3	0.3 %	3	0.2 %
Google (cache)	2	0.2 %	44	4.3 %
AT&T search (powered by Google)	2	0.2 %	2	0.1 %
Blingo	2	0.2 %	2	0.1 %
Netscape	2	0.2 %	2	0.1 %
Scroogle	1	0.1 %	1	0 %
MSN Search	1	0.1 %	1	0 %

Ok... this was back in late-2007 when he started this case study.

I recently spoke with Jonathan, and he gave me some stats that he compiled 9 months after starting the case study.

Check out the total number of links he's getting... and from only 10 articles!

Last Update: 21 May 2008 - 09:15 [Update now](#)

Reported period: May 2008



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Links from an Internet Search Engine				
15 different referring search engines	Pages	Percent	Hits	Percent
Google	1921	90.4 %	1921	86.4 %
MSN Search	55	2.5 %	55	2.4 %
Windows Live	43	2 %	43	1.9 %
AOL	33	1.5 %	33	1.4 %
Unknown search engines	26	1.2 %	26	1.1 %
Google (cache)	8	0.3 %	107	4.8 %
Ask	8	0.3 %	8	0.3 %
Google (Images)	7	0.3 %	8	0.3 %
Netscape	7	0.3 %	7	0.3 %
Dogpile	5	0.2 %	5	0.2 %
AT&T search (powered by Google)	4	0.1 %	4	0.1 %
MyWebSearch	2	0 %	2	0 %
Yahoo!	2	0 %	2	0 %
Earth Link	1	0 %	1	0 %
Sapo	1	0 %	1	0 %

Do you think that brought some traffic? Absolutely... And here are his AdSense earnings from that single month (well, most of the month):

May 1, 2008 - May 21, 2008 Save as Report Template: [CSV](#)

Channel	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
	3,903	440			\$103.60
Totals	3,903	440			\$103.60
Averages	3,903	440			\$103.60

Here's what Jonathan said in a recent blog post about his case study...

The site is currently #3 for its primary and secondary keywords, and #5 for a third major set of keywords. To date, it has earned \$757 from AdSense, or about \$2.75 per day. My goal was \$3 a day, and it's well

passed that now, but the two months it spent off the first page of Google because of the server problems is currently keeping the overall average down. For the Month of May, the site has averaged \$4.90 per day in AdSense, and is set to outpace its best month to date (December 2007) both in earnings and in traffic.

It may seem amazing, but I'm still receiving traffic from the original 10 articles.... That's why I always recommend writing articles regularly. If 10 articles can keep traffic coming for 9 months, imagine what 10 articles per month could do for your site's traffic (not to mention backlinks and rankings)!?

- Jonathan Leger

You can see for yourself that article marketing isn't a hard thing to do. It just takes a plan and action to carry out that plan. It only took Jonathan a few hours to get this entire site up and running, articles written, and submitted... and then he didn't touch it since. Imagine if he would have done this with 50 sites... I think you get the picture.

Case Study #2

-- Matt Callen (me)

Here's an example of one of my own niche VRE websites.

This “case study” is a little different than Jonathan’s case study above, though our goal was to also make roughly \$3.00 per day strictly from AdSense. The reason I say this case study is different is because I moved all of my niche websites to a new hosting server that would support multiple websites for minimal cost. This is one of those niche sites that I moved after close to 8 months of its existence.

So I don’t have any traffic stats for this website from the first 8 months that it was online. But with that in mind, I can still show you how well this site has been increasing its traffic for the past 3 months (ALL of which is coming from 100% free traffic), and how the AdSense earnings made from this site correlate very closely to the amount of traffic that comes to the site.

This content, niche website is approximately 25 pages in size (including the homepage). Each inner page was built to target one keyword (keyword phrase), and so the articles written for those pages are based on those keywords.

Then, we manually submitted our unique articles, with backlinks in the “About the Author” resource box to EzineArticles.com and GoArticles.com. So far, our strategy is similar to Jonathan Leger’s as mentioned above.

After a few weeks, once the articles were widely distributed from ezinearticles.com and goarticles.com, we spun those same articles with our [article spinner](http://www.articleapps.com) (<http://www.articleapps.com> , the paid version) to create unique articles that we could submit to many other article directories with the help of Article Submitter Platinum (the paid version here: <http://articlesubmitter.imwishlist.com>) .

It’s now been about 11 months since we have touched this website at all. It was literally a “sit it and forget it” VRE website.


Though I can’t show you screenshots from the first 8 months, since we didn’t take any images before we moved servers, I can show you the most recent 3 months of traffic to this website.

Summary					
Reported period	Month Jun 2008				
First visit	01 Jun 2008 - 00:17				
Last visit	30 Jun 2008 - 23:57				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	2578	3254 (1.26 visits/visitor)	9423 (2.89 Pages/Visit)	32733 (10.05 Hits/Visit)	365.38 MB (114.98 KB/Visit)
Traffic not viewed *			6174	20228	84.13 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

This was taken in June, after just 8 months online. As you can see, we got roughly 2600 unique visitors and then an additional 650 returning visitors (total: 3254 visitors for the month).

Reported period: Jun 2008 OK



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Links from an Internet Search Engine					
22 different refering search engines		Pages	Percent	Hits	Percent
Yahoo!		614	32 %	622	30.3 %
Google		609	31.7 %	612	29.8 %
Google (Images)		244	12.7 %	347	16.9 %
Ask		183	9.5 %	183	8.9 %
Windows Live		182	9.4 %	186	9 %
Unknown search engines		27	1.4 %	27	1.3 %
AOL		22	1.1 %	23	1.1 %
MSN Search		10	0.5 %	11	0.5 %
Dogpile		4	0.2 %	4	0.1 %
Google (cache)		4	0.2 %	14	0.6 %
Mamma		4	0.2 %	4	0.1 %
WebCrawler		2	0.1 %	2	0 %
Search.com		2	0.1 %	2	0 %
Exoite		2	0.1 %	2	0 %
MyWebSearch		2	0.1 %	2	0 %
Netscape		2	0.1 %	2	0 %
AT&T search (powered by Google)		1	0 %	1	0 %
Comet toolbar search		1	0 %	1	0 %
AllTheWeb		1	0 %	1	0 %
Scroogle		1	0 %	1	0 %
AltaVista		1	0 %	1	0 %
Sogou				1	0 %

Above are the number of backlinks pointing to our website from search engines.

Below is a screenshot of our AdSense earnings from this specific niche website for June.

June 1, 2008 - June 30, 2008

Save as Report Template: Enter new name... [CSV](#)

Totals					\$92.76
<u>Date</u>	<u>Page impressions</u>	<u>Clicks</u>	<u>Page CTR</u>	<u>Page eCPM [?]</u>	<u>Earnings</u>
Sunday, June 1, 2008					\$3.41
Monday, June 2, 2008					\$2.25
Tuesday, June 3, 2008					\$2.53
Wednesday, June 4, 2008					\$1.55
Thursday, June 5, 2008					\$3.60
Friday, June 6, 2008					\$1.81
Saturday, June 7, 2008					\$0.91
Sunday, June 8, 2008					\$3.34
Monday, June 9, 2008					\$6.14
Tuesday, June 10, 2008					\$5.75
Wednesday, June 11, 2008					\$3.78
Thursday, June 12, 2008					\$4.97
Friday, June 13, 2008					\$2.13
Saturday, June 14, 2008					\$2.89
Sunday, June 15, 2008					\$1.81
Monday, June 16, 2008					\$3.12
Tuesday, June 17, 2008					\$1.94
Wednesday, June 18, 2008					\$3.39
Thursday, June 19, 2008					\$2.50
Friday, June 20, 2008					\$4.70
Saturday, June 21, 2008					\$0.53
Sunday, June 22, 2008					\$2.72
Monday, June 23, 2008					\$1.92
Tuesday, June 24, 2008					\$2.54
Wednesday, June 25, 2008					\$3.78
Thursday, June 26, 2008					\$3.96
Friday, June 27, 2008					\$1.42
Saturday, June 28, 2008					\$4.47
Sunday, June 29, 2008					\$3.86
Monday, June 30, 2008					\$5.01
Totals					\$92.76
Averages					\$3.09

I had to blur the middle section stats to comply with Google's TOS.

So for the month of June, we made approximately \$3.09 per day (on average). As I mentioned above, we wanted to earn at least \$3 per day from this website through AdSense... so we're right on track.

In the next screenshots, you'll see how this number increases, and correlates highly to the traffic increases AND AdSense earnings for future months.

Below are the traffic stats for July. You'll see that we've increased the number of visitors by about 500... again, without even touching this website! This is still from the initial push and submission of our UNIQUE articles to the article directories.

Summary					
Reported period	Month Jul 2008				
First visit	01 Jul 2008 - 00:02				
Last visit	31 Jul 2008 - 23:56				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	2864	3700 (1.29 visits/visitor)	9399 (2.54 Pages/Visit)	36647 (9.9 Hits/Visit)	392.99 MB (108.76 KB/Visit)
Traffic not viewed *			6878	22572	79.60 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Reported period: Jul 2008 OK



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Links from an Internet Search Engine				
28 different referring search engines				
	Pages	Percent	Hits	Percent
Yahoo!	738	32.9 %	748	30.7 %
Google	715	31.9 %	715	29.4 %
Google (Images)	281	12.5 %	405	16.6 %
Ask	217	9.6 %	217	8.9 %
Windows Live	171	7.6 %	198	8.1 %
AOL	30	1.3 %	32	1.3 %
Unknown search engines	27	1.2 %	27	1.1 %
MSN Search	24	1 %	28	1.1 %
MyWebSearch	7	0.3 %	7	0.2 %
Google (cache)	5	0.2 %	15	0.6 %
WebCrawler	3	0.1 %	3	0.1 %
Sogou	3	0.1 %	16	0.6 %
Dogpile	2	0 %	2	0 %
Search.com	2	0 %	2	0 %
GoodSearch	2	0 %	2	0 %
Netscape	2	0 %	2	0 %
Earth Link	1	0 %	1	0 %
AT&T search (powered by Google)	1	0 %	1	0 %
Tiscali	1	0 %	1	0 %
Alexa	1	0 %	1	0 %
Seznam	1	0 %	1	0 %
Comet toolbar search	1	0 %	1	0 %
My Search	1	0 %	1	0 %
A9	1	0 %	1	0 %
Mamma	1	0 %	1	0 %
InfoSpace	1	0 %	1	0 %
Excite	1	0 %	1	0 %

You'll notice that our links are also increasing from the search engines... which correlates to the increase in our monthly traffic from July. Increase in links = increase in traffic.


Ok... check out these next two screenshots!

Summary					
Reported period	Month Aug 2008				
First visit	01 Aug 2008 - 00:21				
Last visit	31 Aug 2008 - 23:47				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	4127	5315 (1.28 visits/visitor)	13820 (2.6 Pages/Visit)	58264 (10.96 Hits/Visit)	614.98 MB (118.48 KB/Visit)
Traffic not viewed *			9313	32848	85.75 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

In August, we reached 5315 total visitors. So from July to August, we increased our visitors by over 1600!

How? When you take a look at the number of links that Google is now showing, it's easy to see why we got more traffic.

Reported period: Aug 2008 OK 

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Links from an Internet Search Engine				
22 different referring search engines				
	Pages	Percent	Hits	Percent
Google	2386	65.6 %	2389	59.2 %
Yahoo!	434	11.9 %	452	11.2 %
Google (Images)	276	7.6 %	414	10.2 %
Ask	198	5.4 %	198	4.9 %
Windows Live	110	3 %	143	3.5 %
AOL	70	1.9 %	71	1.7 %
Unknown search engines	66	1.8 %	66	1.6 %
MSN Search	26	0.7 %	33	0.8 %
Google (cache)	22	0.6 %	227	5.6 %
AT&T search (powered by Google)	10	0.2 %	10	0.2 %
WebCrawler	6	0.1 %	6	0.1 %
MyWebSearch	6	0.1 %	6	0.1 %
Excite	3	0 %	3	0 %
Earth Link	2	0 %	2	0 %
Comet toolbar search	2	0 %	2	0 %
AllTheWeb	1	0 %	1	0 %
My Search	1	0 %	1	0 %
AOL (fr)	1	0 %	1	0 %
GoodSearch	1	0 %	1	0 %
InfoSpace	1	0 %	1	0 %
Shaw.ca	1	0 %	1	0 %
AltaVista	1	0 %	1	0 %

From July to August, the number of links Google is showing increased by well over 1500. That resulted in a dramatic increase in our traffic for that month, and thus increased our AdSense earnings as you can see from the screenshot below.

August 1, 2008 - August 31, 2008

Save as Report Template: Enter new name... [CSV](#)

Totals					\$176.48
<u>Date</u>	<u>Page impressions</u>	<u>Clicks</u>	<u>Page CTR</u>	<u>Page eCPM (?)</u>	<u>Earnings</u>
Friday, August 1, 2008					\$2.20
Saturday, August 2, 2008					\$6.14
Sunday, August 3, 2008					\$4.19
Monday, August 4, 2008					\$2.94
Tuesday, August 5, 2008					\$1.90
Wednesday, August 6, 2008					\$1.85
Thursday, August 7, 2008					\$2.92
Friday, August 8, 2008					\$6.83
Saturday, August 9, 2008					\$4.26
Sunday, August 10, 2008					\$2.00
Monday, August 11, 2008					\$13.68
Tuesday, August 12, 2008					\$5.20
Wednesday, August 13, 2008					\$10.70
Thursday, August 14, 2008					\$8.52
Friday, August 15, 2008					\$3.70
Saturday, August 16, 2008					\$6.31
Sunday, August 17, 2008					\$9.04
Monday, August 18, 2008					\$9.77
Tuesday, August 19, 2008					\$7.83
Wednesday, August 20, 2008					\$11.05
Thursday, August 21, 2008					\$9.11
Friday, August 22, 2008					\$3.11
Saturday, August 23, 2008					\$3.41
Sunday, August 24, 2008					\$2.54
Monday, August 25, 2008					\$7.57
Tuesday, August 26, 2008					\$7.31
Wednesday, August 27, 2008					\$7.81
Thursday, August 28, 2008					\$3.04
Friday, August 29, 2008					\$3.80
Saturday, August 30, 2008					\$4.74
Sunday, August 31, 2008					\$3.03
Totals					\$176.48
Averages					\$5.69

So after August, we were well over our desired goal of \$3.00 per day. In fact, we're up to \$5.69 per day (on average). Remember, this is just one site that after putting the initial work into (about 1 work day of spinning and submitting the articles), we're now making about \$180 per month.

Again, imagine this with 50 sites... I think you get the picture.

Each month, we like to put out about 10-15 of these sites, so over the course of 1 full year, we've got a VERY nice passive income stream from our combination of Article Marketing from PLR articles and AdSense/VRE websites.

Case Study #3

-- **Pat Marcello** (*content manager for marketing guru, **Tellman Knudson***)

I was lucky enough to reach one of the online world's biggest marketing gurus... well, sort of. Chances are you know who Tellman Knudson is. If not, then I recommend doing a quick search about him because he's been around for a very long time, is very well-respected, and pretty much anything he touches online turns into a successful venture. To be blunt, he knows his stuff and better yet has the results to prove it.

I contacted Tellman and his team since I knew that he was involved with article marketing and other various ways of building traffic to his websites. After my initial email, I received a reply from a guy named Pat Marcello.

You see, Pat is Tellman's main content manager.

What does that mean? Pat has headed up Tellman's article marketing plan for the past two years. This means that Tellman relied primarily on Pat's article marketing knowledge and abilities that he was going to leave it all up to Pat to manage his content and put into action whatever article marketing strategies he wanted to in order to bring in more traffic to Tellman's websites.

Anyway, I think it will be easiest if I just let Pat do the talking and show you some of his *results that he's been able to achieve for Tellman. Below you'll find one of the emails that Pat sent to me...*

Pat Marcello:

As the content manager for Tellman Knudson's Overcome Everything, Inc., See how many times his sites have been listed on the first page of the big three search engines:

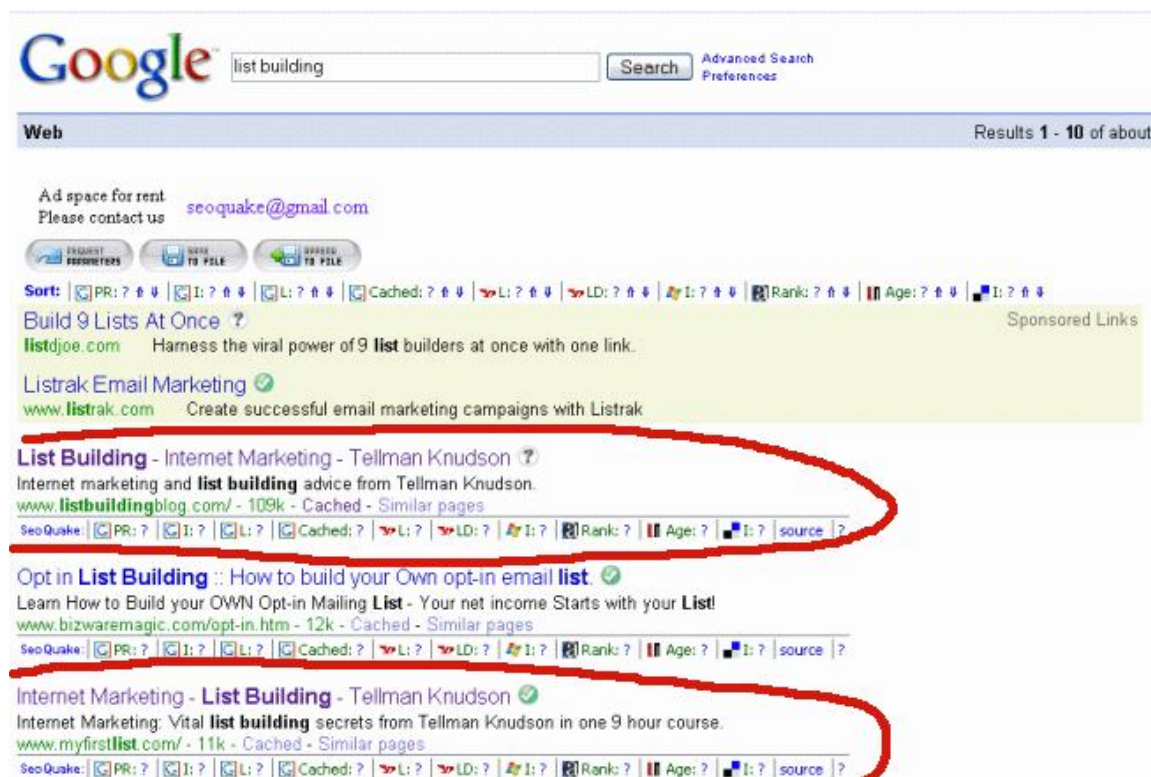
I'm Tellman Knudson's full time content manager for his business Overcome Everything, Inc. So for almost two years I've done nothing but write and submit articles. I have helped the company make thousands and thousands of dollars by driving traffic to Tellman's websites through article marketing and blogging.

I put them directly on his blog, submitted them to www.ezinearticles.com, and also sent them to various other blogs and article directories. I'm not

sure what everyone else has been doing with article marketing, but I decided that I was just going to go “all out”. Since my primary job was to be the content manager, I had plenty of time to devote to writing, posting, and submitting the articles.

If you Google Tellman Knudson, you’ll see the **authority listing** at the top of the organic results. Similarly, if you Google the term, **list building**, you’ll see Tellman Knudson’s ListBuildingBlog.com in the #1 spot... still. This is a very competitive keyword to rank for, and to be frank, I haven’t written an article for that site since February and the site still has a #1 ranking.

Here are a couple screenshots that show I had Tellman at the #1 spot on **all three** search engines (Google, Yahoo, and MSN) at the same time.



Yahoo! My Yahoo! Mail

Web Images Video Local Shopping [more >](#)

YAHOO! SEARCH [Advanced Search](#)

Search Results 1 - 10 of about 304,000,000 for **list building** - 0.02 sec. (About this page)

Also try: [pulling list building](#), [list building subscribers](#), [opt in list](#) [More...](#)

Wana write you own parameter for SeoQuake? It simple. Good [Description and Example](#)

[REQUEST PERMISSIONS](#) [SAVE TO FOLDER](#) [SHARE TO FOLDER](#)

Sort: [Relevance](#) [Date](#) [Size](#) [Type](#) [Rank](#) [Age](#) [Source](#)

1. [MyFirstList.com](#) [listtechniques.com](#) - 22k
SeoQuake: [PR](#) [L](#) [LD](#) [I](#) [Rank](#) [Age](#) [Source](#)
2. [List Building and Traffic Generation Tips](#)
Proven and Tested **List Building** and Traffic Generation Audios and Ecourses ... do before even thinking about **building a list** (this vital piece of the puzzle, ...
[www.elistsecrets.com](#) - 22k - [Cached](#)
SeoQuake: [PR](#) [L](#) [LD](#) [I](#) [Rank](#) [Age](#) [Source](#)
3. [Internet Marketing - List Building - Tellman Knudson](#)
Internet Marketing: Vital **list building** secrets from Tellman Knudson in one 9 hour course. Laws of **List Building**. How To Build Your First **List** In Less Than ...
[www.myfirstlist.com](#) - 11k - [Cached](#)
SeoQuake: [PR](#) [L](#) [LD](#) [I](#) [Rank](#) [Age](#) [Source](#)
4. [Alex Mandossian's Blog "List Building: It All Starts Here"](#)
List Building: It All Starts Here. By Alex Mandossian on May 13, 2007. Post Your Comment
The most frequently asked questions I get are about **list-building** ...
[www.alexmandossian.com/2007/05/13/list-building](#) - 23k - [Cached](#)
SeoQuake: [PR](#) [L](#) [LD](#) [I](#) [Rank](#) [Age](#) [Source](#)

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[Amazon.com](#)

[Rent Email Lists \\$149 for 500,000 Emails](#)
Our Business is Finding Customers For your Business.
[ad-site.com](#)

[Wholesale Opt-in Leads 100%Legal No Spam](#)
Grab wholesale 100% opt-in leads at 0.2cents per lead +\$197 gifts.
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[Reach New Building Permit Holders](#)
Lists, Direct Marketing Services and Free ROI Measured Down to the...
[www.trigerdirect.com](#)

A screenshot of a Google search results page for the query "list building". The search bar at the top shows the query. Below it, the "Web" tab is selected. The first search result is titled "Internet Marketing - List Building - Tellman Knudson" and is marked with a green checkmark. The snippet for this result reads: "Internet Marketing: Vital list building secrets from Tellman Knudson in one 9 hour course. ... I Wish I Knew How To Build My First List Quickly And Easily... Can't someone just explain it step-by ...". The URL "myfirstlist.com" is shown with a "Cached page" link. A red hand-drawn circle highlights the title, snippet, and URL of this first result. Below the first result, there are two more search results visible: "List Building and Traffic Generation Tips" and "Email List Building Video Course", both also marked with green checkmarks. The second result's snippet mentions "Building Multiple Lists of 5,000+ Subscribers". The third result's snippet mentions "Discover The Accelerated Method For Building Multiple Lists of 5,000+ Subscribers That Will Pile So Much Income Into Your Pockets That Will Stagger You And Even Cause Your Fiercest Marketing ...". The search results include various filters like "Sort:" and "Seoquake:" with icons for PR, I, L, LD, Rank, Age, and source.

Here's my basic plan of attack for each of these sites... Now remember, this was my full-time position, so I had time to write articles myself each day, which many people don't have the luxury of doing (even Tellman. That's why he hired me to head the content management). Anyway, here's essentially all I did... it's not rocket science.

There are 3 main things I did:

- *Posted to our blog*
- *Submitted to ezinearticles.com and isnare.com manually*
- *Used article submitter software to submit spun articles.*

What I did was...

1. *Take the original article and rewrite it paragraph by paragraph, twice (so now I have three versions: original, rewrite 1, and rewrite 2).*
2. *I put the original article on the blog*
3. *Then I submitted the second version to ezinearticles.com*
4. *And the third version was sent to iSnare.com.*
5. *Then, I spun the three versions with an [article spinner](#). Then, I submitted roughly 9 spun copies into about 90 article directories (I made sure that the article directories had an Alexa rank under 100,000)... at the rate of 10 directories at a time.*

So, I'd use ONE spun article and put it into 10 article directories and then get a second spun article and put it into a new 10 directories.

I wrote an article every day for almost 2 years... so that's a lot of time spent writing. The posting to blogs and submitting to article directories took the least amount of time. I was mainly writing articles for either the "internet marketing" niche or for the "ADD (attention deficit)" niche. As I write this, we are currently ranking for 119 keyword terms for that

'attention deficit' niche website. You can check out the current results at this free SEOdigger.com site here: <http://seodigger.com/request.php?q=www.instantaddsuccess.com&base=google&mode=regtld> . At the time of writing this email, 48 out of the 119 keywords are on page #1 of Google.

Case Study #4

-- Rahul Majumdar

This case study proves that you don't have to be an article marketing expert with loads of past experience online. Anyone can succeed with article marketing!

A man by the name of Rahul Majumdar recently contacted me after I spoke with fellow marketer Brian Edmundson. You see, Rahul is one of Brian's subscribers and members of List Profit Academy. Rahul heard from Brian that I was writing up this report, so he got in touch with me about what he was doing with article marketing and how he was using it to bring in targeted visitors to his websites. These results have been seen over a few weeks time.

This is Rahul's email to me about his basic strategy:

Most of my articles to date have been related to "expert learning" in Internet Marketing. In particular, teleseminar reporting

After I write the article, I post it to my own blog first, which builds a personal space independent of article directories. I try to promote myself first. So it acts as sort of a filter before article submission.

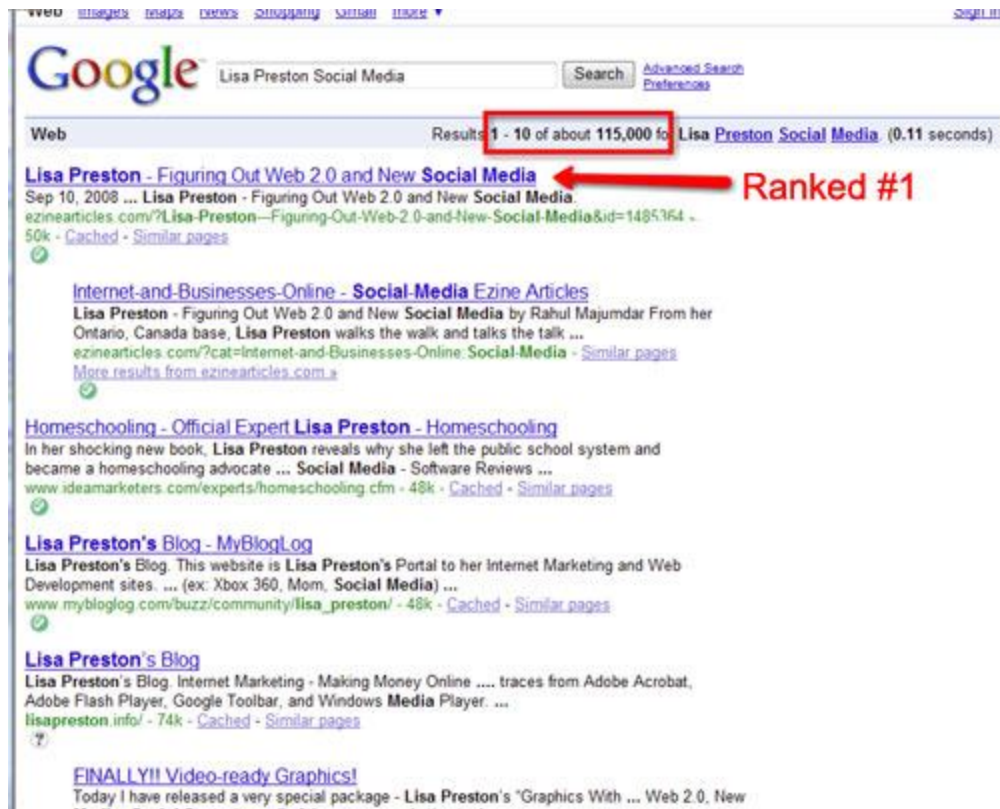
After posting to my own blog, I'll submit to ezinearticles.com, after adding an article summary, resource box, and editing the first paragraph from the original article that I posted on my blog.

With my past experience, ezinearticles.com will approve your article within 7 days for basic members or 2-4 days for platinum members.

Although I am relatively new to this traffic generation method and can't claim to have earned a ton of cash yet, though I have enjoyed several benefits from it.

As a small example, I recently submitted an article about Lisa Preston, a veteran graphics designer and online marketer from Ontario, Canada to ezinearticles.com.

After just a few short weeks, a Google search with the phrase "Lisa Preston Social Media" (no quotes), you'd find my article ranked #1 out of 115,000 competing websites. See screenshot below...



Does this translate into instant cash? Probably not, but it's great for search engine rankings and has started to bring some traffic to my niche blogs. Several of my articles have appeared on other sites, which have contributed greatly to the high number of backlinks that my websites are now receiving.

With a small sample (36 articles from ezinearticles.com), I have a 4% click-thru on my resource box, which is where I put the link pointing back to my website. Here's a screenshot that shows the high number of views strictly from my ezinearticles.com articles (directly at their site... so this doesn't include views of my articles that were picked up by other sites)...

Article Title	Views	EzinePublisher	URLClicks
...	7	0	0
...	22	1	0
...	21	1	0
...	90	0	1
...	24	0	4
...	16	1	4
...	42	2	1
...	22	0	2
...	29	2	0
...	22	0	1
...	38	1	3
...	10	1	2
...	44	1	4
...	24	0	4
...	18	0	0
...	37	1	1
...	79	3	0
...	110	3	5
...	137	3	15
...	42	3	0
...	91	6	3
...	184	6	11
...	151	8	5
...	91	5	3
...	98	5	3
...	74	8	2
...	92	9	1
...	133	9	0
...	211	12	1
...	127	11	0
...	86	0	3
...	171	9	2
...	94	8	2
...	85	8	1
...	211	6	17
...	223	7	23
(Rahul Majumdar's) GRAND TOTAL:	3,075	148	128

3,075 views

Views (3075): Displaying the number of times this article has been viewed by visitors of EzineArticles.com

EzinePublisher (148): Displaying the number of times the EzinePublisher link has been clicked for this particular article by visitors of EzineArticles.com viewing this article.

URL Clicks (128): Displaying the number of times a link in the body or resource box has been clicked for this particular article by visitors of EzineArticles.com viewing this article.

After submitting these unique articles just a few weeks ago to ezinearticles.com and to my own blog, I've been able to see some real traffic coming in. Since my articles are written about market researched topics that are very targeted, the visitors I've been receiving are essentially "primed" to buy at my website.

Conclusion

As you can see from the REAL results above, article marketing isn't a difficult strategy to implement and make it work *for you*, especially when you have a steady monthly supply of original PLR articles to use and are able to rewrite some of those articles either manually or automatically with a spinner. Article marketing simply takes focus, a plan of attack, and most importantly taking action to complete that plan. In the end, it will pay off **tenfold!**

The best part about article marketing is that it's a strategy that is built to last LONG TERM... as was shown by some of the examples above. It's literally one of those "sit it and forget it" methods that works time and time again.

When building a website to last, this is one of the first marketing strategies you should implement. The proof is there. Article marketing works!

To your success,



Matt Callen

Founder of SimplyPLR.com
iNet Innovation, Inc.

www.SimplyPLR.com