

## Article Marketing

Article marketing is one of the most effective methods of increasing traffic to your Fitness website without any cost involved. Article marketing essentially consists of writing short educational (not promotional) articles on a topic you have expertise in and submitting them to article directory sites for publication. The articles are submitted with key words in relation and people will search for the articles using key words. For example: If you specialize in Online training and write a short article on the benefits of Online Training and submit it with the key word 'online training' and if someone does a search for that key word, they may find your article. The benefit to you is that your article will contain a link to your domain name/website address and there is a chance they could click to your website if they found the article interesting.

This one article submitted on one directory site could produce 10 hits to your website. But, for example, if you wrote and submitted one article per week on various topics related to your specialty in personal training and submitted them to 5 different article directory sites, this could produce 50 hits per week and if you continue with this process the results could be cumulative. The number of locations articles can be placed is enormous with each one containing a link back to your website. An article used for a submission process doesn't need to be long (minimum of 350 words), you should be able to write them fairly quickly. It is the link back to your website that is placed in the text and at the bottom of the page that makes article marketing so useful, successful and popular!

When other Internet users find your articles interesting, they could insert them into their own sites with all the back links to your site, which just helps its ranking. Over time the number of links you receive from other high ranking or authority sites will increase your own ranking with Google; by default this will increase the number of 'organic' visitors you receive that have searched for something your site has information on. The benefit for these sites linking to your site is an increase in your ranking; more importantly, none of this traffic actually costs anything at all!

It is very important to understand that you cannot achieve results with just one article. Article marketing is primarily a numbers game - the more articles that you write the more results in terms of hits back to your website. Mikel Bruce with WebFlexor PT Websites ([www.websitesforpt.com](http://www.websitesforpt.com)) recommends that you also post the articles that you write on your website for your existing students. Here is the process for Article Marketing:

- Write as many articles as you can.
- Each article should be 350 words or longer.
- One article may be a daily tip.
- Article directories will want the title of the article, the body of the article and your contact information as well as a link to your website added beneath the article.
- A list of keywords to target people who are going to search the article directories to find your article.

Here are a few article submission sites to get you started:

1. [www.selfgrowth.com](http://www.selfgrowth.com)
2. [www.ezinearticles.com](http://www.ezinearticles.com)
3. [www.goarticles.com](http://www.goarticles.com)
4. [www.azazinearticles.com](http://www.azazinearticles.com)



5. [www.buzzle.com](http://www.buzzle.com)
6. [www.website-articles.net](http://www.website-articles.net)
7. [www.articles-to-go.com](http://www.articles-to-go.com)

The final step is to have a professional and well designed PT website to reference in the article. If you are looking to develop a professional web presence and succeed on the Web, WebFlexor PT specializes in affordable and quality websites for Personal Trainers and Fitness Professionals. Customized PT Websites start at only \$199!

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