

# Ezine @articles<sup>®</sup> :90▶Strategies

The EzineArticles.com :90 Strategies Training Series offers you quick tips and strategies for successful article writing and marketing with EzineArticles.com:

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Ready to Submit Your Quality Original Article?

<http://EzineArticles.com/>

# Get Your Writing Process Flowing

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Get your writing process flowing with these simple strategies from EzineArticles.com:

- (1) Picture your ideal reader. Ask yourself: "What might compel that person to read my article and what outcome do I intend for my target reader?"
- (2) Identify the reason why you think your article topic is important to write about. Does it solve a problem, answer a question, offer tips or strategies, provoke thought or offer an opinion?
- (3) Read the work of other experts in your niche for inspiration. Then create your next original article and infuse it with your unique expert perspective.
- (4) Walk away. Call a friend, take a walk, etc. Sometimes you just need a break to let your mind wander on its own. Then when you return to your writing workspace, clear your mind of all that clutter!
- (5) Just write it already! Free association writing puts your immediate thoughts to paper or computer. Granted, it is a draft of a draft of a draft, but if you can come up with a couple of key ideas or sentences, you can craft an entire article around it.
- (6) Keep something to record notes on with you at all times...you never know when inspiration will hit!
- (7) Take a look at your writing environment. Is it hot in here? Are you distracted by noise inside or outside your workspace? Do your eyes hurt from straining or does your neck hurt from looking at a computer screen at the wrong height?
- (8) Change your mindset. You don't *have* to write the article, you *get* to write the article.

Create your next quality, original article and submit it to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!

## Your Article is Your Sales Agent

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Here is another Ninety-Second (:90) Strategy with EzineArticles.com. Think about each quality, original article you produce as a sales agent leading targeted traffic to your website. Each article agent is selling for you 365 days a year, year after year.

Your investment of time to produce a single article is like paying one sales agent's salary for years to come. When you submit an article to EzineArticles.com that is then reprinted by another publisher, your sales agent just picked up another account with the potential for additional returns on your investment.

Think of the time you invest to create your quality, original article as the money you might spend on advertising your website. Both can lead traffic to your website, but what's coming out of your pocket? Nothing. Plus, with article writing and marketing, you have already given valuable information to your potential member or customer, which builds trust and credibility and it's before they even see the link to your website.

If just one article agent can create so much opportunity, think of the possibilities if you had ten (10), one hundred (100) or one-thousand (1,000) article agents selling for you nonstop! The more article agents you have selling for you, the more targeted traffic and leads you can generate for your business.

You can gain more exposure and lead more traffic to your website by submitting your next crop of article agents to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com and let us put your article agents to work for you!

## Article Title Guidelines

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Here is another Ninety-Second (: 90) Strategy with EzineArticles.com. When creating your Article Title, consider these EzineArticles.com Guidelines:

(1) Article Title Letter Casing: Your Article Title should use both lower and upper case lettering with the first letter of each major word capitalized.

(2) Article Title Punctuation: Your Article Title should use natural punctuation. In other words, Microsoft Word auto-formatting for apostrophes, double dashes, quotes and ellipses should be turned off and typed naturally. Also, it is not necessary to put quotes around your entire Article Title or punctuate it with a period.

(3) Article Title Length: Your Article Title should be at minimum two words long and at maximum one-hundred (100) characters long.

(4) Article Title Keyword Content: Your Article Title should be keyword-rich, but not keyword-stuffed. Too many repeated keywords or keyword phrases in your article may make the readability of your Article Title unnatural.

(5) Article Title Promise Content: Your Article Title should directly relate to the content in your article body and not include your Author Name, Company Name or website.

(6) Article Title Content: Your Article Title should not include any slang or profanity. It is of no benefit to you or the reader.

Your Article Title can determine the success of your article in terms of how much qualified traffic your article will generate, so submit your next set of articles with your expertly crafted titles to EzineArticles.com. If you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!

# Article Title Keyword Strategy

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Here is another Ninety-Second (: 90) Strategy with EzineArticles.com. When creating your Article Title, consider this Keyword Strategy:

The first two to five words in your Article Title should be keyword-rich. Keywords represent the words or phrases that your target audience uses to search for information on the web. The keywords or keyword-phrases in your Article Title should be relevant to the topic of your article and mirror how your target audience would naturally search for this information.

Here is an example of a keyword-rich Article Title: "Article Marketing and Copywriting Secret". This Article Title uses one primary keyword phrase: *article marketing* and one secondary keyword: *copywriting*. These keywords create the opportunity for this Article Title to be found by a person searching for information on article writing or copywriting.

Let us take this Article Title one step further: "Article Writing and Copywriting" is a keyword-rich Article Title, but it is also very broad. By adding the phrase: "How to Make Your Article Title Sell", we have added the keyword-phrase "Article Title" and we are using it to target a more specific audience which can create the potential for more qualified traffic to your article.

The final keyword-rich Article Title: "[Article Writing and Marketing Secret: How to Make Your Article Title Sell](#)".

Your Article Title can determine the success of your article in terms of how much qualified traffic your article will generate, so submit your next set of articles with keyword-rich titles to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!

## Article Title Length Strategy

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Here is another Ninety-Second (:90) Strategy with EzineArticles.com. When composing your Article Title, consider this Article Title Length Strategy:

Expand your Article Titles by thirty-five to forty percent (35%-40%). Expanding your Article Title makes it easier for people who are searching for your articles to find them and gives you more hooks into your target article reader. This expansion of your Article Title could be used to sell a benefit of reading the article, pose a question to be answered in the article, describe the article topic in more detail or narrow the focus of the Article Title.

Let us take a look at this Article Title: "Article Writing and Copywriting Secret".

This Article Title is keyword-rich and offers the reader a benefit of learning a secret. At this length, the Article Title is very broad in concept and runs the risk of attracting less qualified traffic. In other words, your target audience for this article may not choose to read it because the Article Title is too vague.

By expanding this Article Title from "Article Marketing and Copywriting Secret" to "[Article Marketing and Copywriting Secret: How to Make Your Article Title Sell](#)", the intended target audience is given a narrower topic focus and more details on what to expect in the article body.

You get the target audience you want and the reader gets the specific information requested.

Your Article Title can determine the success of your article in terms of how much qualified traffic your article will generate, so submit your next set of articles with expanded titles to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!

# Article Title Promise Strategy

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Here is another Ninety-Second (:90) Strategy with EzineArticles.com. When writing your article, consider this Article Title Promise Strategy:

An Article Title Promise is a commitment to your reader to offer the information in your article body that you promise in your Article Title. An Article Title Promise creates an expectation for your target reader.

An Article Title can promise to offer hints, tips, secrets or strategies, solve a problem, answer a question, show how to do something, offer a checklist, give advice, show survey results, give pros and cons or just simply offer quality information as a whole.

Your Article Title Promise is the first hook into your target reader and lends itself to building a trust relationship with your reader. Break that trust by not delivering in the article body what you promised in the Article Title, and you run the risk of losing both prospective and current readers and your credibility as an expert author.

Offering a promise in your Article Title is also a great way as an author to keep your focus and to help avoid tangents when writing your article. If you find yourself veering from the Article Title Promise path, you may want to consider creating a separate article on that tangent alone. Every paragraph in your article body should relate to delivering on what you promise in the Article Title.

Your Article Title can determine the success of your article in terms of how much qualified traffic your article will generate, so create your next set of articles that deliver on your Article Title Promise and submit them to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!

# Article Body Formatting Strategies

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Here is another Ninety-Second (:90) Strategy with EzineArticles.com. When composing your article consider these Article Body Formatting Strategies:

(1) Your Article Body should be within the two-hundred and fifty (250) to five thousand (5,000) word range. A majority of our expert authors fall within the ideal article size of four-hundred (400) to seven-hundred and fifty (750) words. If you write over one-thousand (1,000) words, consider splitting the article into two or more separate articles. You will increase your article inventory, which means more article agents are out there selling for you, and each of your articles focus on a narrower niche with the potential to bring ideal traffic to your website.

(2) Your Article Body should look visually appealing and easy for the eye to scan. A great way to accomplish this is by using sub-headings, bulleted or numbered lists and perhaps a block quote here or there. Boiling down to the "essence" of the article content into easy to read sections or lists delivers on the reader's expectation of instant gratification. It also builds credibility and trust with the reader when you demonstrate your expertise concisely by using fewer words to say more.

(3) When crafting your paragraphs, a good guideline to follow is two to seven sentences per paragraph. Keep in mind that each sentence in a paragraph should support its opening statement and every paragraph should directly relate to delivering what you promised in the article title.

Submit your next set of quality, original articles to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!

## Resource Box Components

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Here is another Ninety-Second (: 90) Strategy with EzineArticles.com. When creating your Resource Box with EzineArticles.com consider formatting your Resource Box with the following components:

(1) The first component of your Resource Box should be your author name. You worked hard on this article, right? So give yourself some credit! Give your author name and title (if applicable) and a quick snippet of bio information in the first sentence of your Resource Box. Your readers will want to know that they are reading material from an actual person, not a business or company.

(2) The second component of your Resource Box is your pitch. Your pitch should be one to three sentences that encapsulates what makes you and your offer unique. This is also called your Unique Selling Proposition (USP).

(3) The third component of your Resource Box is your call to action. This is your one specific request of the reader: to visit your website, sign up for your email newsletter, download your free ebook or special report and offer more valuable information to your reader.

(4) The final component of your Resource Box is your website URL link. You want your reader to comply with your request to go to your website, so you will want to make sure your website URL link is formatted properly. The best practice is to display your full website address with the `http://` prefix to ensure that your website address remains valid when a publisher re-prints your article on another website.

Within EzineArticles.com you have the opportunity to create three separate Resource Boxes for each of your author names. Submit your next set of articles with your expertly crafted Resource Box to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!

## Resource Box Strategies

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Here is another Ninety-Second (: 90) Strategy with EzineArticles.com. When creating your Resource Box with EzineArticles.com consider these Resource Box Tips:

**Resource Box Defined:** Your Resource Box is the section at the bottom of your article that offers your resources to your reader.

Its purpose is two-fold:

(1) It is a resource for you, the author, to give your name and a snippet of bio information, offer your sales pitch and call to action, and a link your website address.

(2) For the reader, it is a place to find the promise of more valuable information, products or services relating to the topic they just read about from you, the expert author.

Your Resource Box is where you create additional value for your reader in exchange for a visit to your website. Ask yourself: "What is in it for the reader to know more about me or what I have to offer beyond my article they have just read?"

Your Resource Box should grow the trust relationship with your reader by relating specifically to the topic of your article and building on the delivery of your article title promise. Explain the benefit the reader will get from you when they do the one single action you encourage them to do in your Resource Box. Your Resource Box call to action can be as simple as offering more information through your weekly email newsletter, a free report or ebook or signing up to your email list. Plus, remember to always state your Resource Box call to action in the positive and make your selling proposition unique. No one is offering what you are offering right?

Submit your next set of articles with your expertly crafted Resource Box to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!

## Resource Box Pitfalls

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Here is another Ninety-Second (: 90) Strategy with EzineArticles.com. When creating your Resource Box with EzineArticles.com, avoid these five (5) Resource Box Pitfalls:

(1) Including your email address: I highly warn you against this--you will be spammed without mercy.

(2) Including your phone number: Phone numbers often change over time, but keep in mind that your articles are timeless.

(3) Including extensive bio information and a laundry list of accomplishments: This takes the focus away from offering additional benefits to the reader in exchange for a visit to your website. A short sentence with your author name, title and nugget of bio information is the best way to start your Resource Box.

(4) Including very personal data about yourself such as your sex, marital status, physical stats, etc. Ask yourself: "How does including this information in my Resource Box advance my credibility in the mind of my reader?"

(5) Including website links in your Resource Box to sites that are not relevant to the topic of your article: This Resource Box pitfall will dilute your credibility and damage the trust relationship you have built with your reader.

The purpose of your Resource Box is to build your credibility by staying narrow in your focus and being reader benefit-oriented in order to funnel them to your website.

Submit your next set of articles with your expertly crafted Resource Box to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!

## Article URL Link Strategies

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Here is another Ninety-Second (:90) Strategy with EzineArticles.com. When placing website URLs or links in your articles with EzineArticles.com, consider these strategies:

(1) Number of self-serving links in your article: Self-serving links are URLs leading to a website you own or control. To maximize the effectiveness of attracting targeted, qualified traffic to your website, two self-serving links are allowed. In fact, based on a recent EzineArticles.com article URL click-through rate study, more than two self-serving links can actually decrease your article's URL click through rate.

(2) Number of non-self-serving links in your article: Non self-serving links are URLs leading to a website you do not own or control and are primarily used for reference purposes only. The two link guideline applies here as well.

(3) Where to place the links in your article: It's natural to *want* to put your website links in the body of your article, but why take the reader's focus away from the expert information you worked so hard to write? The best practice is to save your links for the bottom of your Article Body. A majority of EzineArticles expert authors choose to place website links in their Resource Box *only* and have seen great results.

The Article Body is where you Give, the Resource Box is where you Take.

Maximize your link attraction by submitting your next set of quality, original articles to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!

# Landing Page Strategies

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Here is another Ninety-Second (:90) Strategy with EzineArticles.com. What's on Your Landing Page? When placing website links in your article's Resource Box, consider these Landing Page Strategies:

Landing Page Defined: Your Landing Page is where your reader arrives when they click on the website link in your Resource Box.

(1) In order to maximize the potential of converting your readers to members or consumers of your products or services, the content on your Landing Page must directly relate to the topic of your article. Changing topic from article to Landing Page breaks your reader's trust in you as an expert of your niche.

(2) Make sure the website link in your Resource Box is formatted properly and actively links to your Landing Page.

(3) Keep your website and Landing Page updated with fresh content that creates value for prospective and current members/clients.

(4) Build trust with your website visitor by providing your contact information--an email address, contact-us form, telephone number, etc. And always guarantee their privacy as a user.

(5) Always honor your deals and do as you promised on your website. You have taken the initiative to funnel your prospect from your article to your Landing Page and then convert them to a member or customer, so it is in your best interest to over-deliver on what you promise on your Landing Page!

Submit your next set of quality, original articles to EzineArticles.com with a Resource Box link to your optimized Landing Page. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!

## Share Your Unique Perspective

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Here is another Ninety-Second (:90) Strategy with EzineArticles.com. How to share your unique perspective in your articles:

As an expert in your niche you already have unique insights. Your job is to share your unique perspective on every issue within your field of expertise. Leave the competition to themselves for a bit and focus on your perspective. What areas of your niche do you deem critical to address in your articles?

Also, consider the perspectives of your target audience. Ask what problems or issues your members, clients or prospects are facing and offer solutions through your unique viewpoint.

Realize that there is a lot of thin content out there and you can rise to the top of your niche by showing your unique expert insights in your articles. Use the competition as a resource for inspiration on how you can take an article topic in high supply and infuse it with your unique viewpoint.

Find out what areas of your niche are being under-served in the marketplace. Use your unique perspective to fill that void to gain a long-tail foothold in your niche and gain more credibility as an expert author.

Be interesting, be concise, offer your insights and why your ideas work to provoke thought in your readers. No one sees the world the way you do. When you write compelling article content with your unique voice, your words and profile will naturally rise to the top.

Create your next quality, original article and submit it to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!



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## Your Article Writing and Marketing Call to Action:

If you do not have an EzineArticles.com Membership Account yet, go here to sign up for free:

<http://EzineArticles.com/>

If you are already an EzineArticles.com Expert Author, go here to log in to your account:

<http://EzineArticles.com/>

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## Your Challenge:

Increase your number of article agents selling for you and share your unique perspective as an expert of your niche!

Get into massive action -- we look forward to approving your next set of articles.