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SEO Techniques: Does Article Marketing Work?

Article marketing has long been used as an effective SEO (search engine optimisation) technique but recently there have been a number of people claiming that it is no longer working. But the truth is that article marketing can be very effective as a way to build links to your site.

Article Marketing Explained

When it comes to article marketing, we would write articles and then use the various article directories to submit them to.

The advantage of article marketing is that it allows you to place a link to your website in a resource box at the bottom of the article. The quality of your back link is much more important than the number of links that you have. Links from article directories are seen as good links to have.

Another benefit of article marketing in terms of links is that people can place your articles on other sites as long as they include the link in the resource box. This means that you could be getting links from other websites as well. Backlinks will increase your websites ranking if they are good quality so this is a good thing.

What's Not So Great About Article Marketing

While article marketing can be a good thing, too much of it could impact on your website in a negative manner. This means that your rankings could be harmed if you over do things. You should not use software to submit your articles to thousands of directories. You will find it much more beneficial if you manually submit them instead.

When it comes to getting your website to rank higher in the search engines, article marketing can help especially if used in conjunction with a number of other SEO techniques. Another great technique is to make sure you are adding new content to your site on a regular basis.

Nearly everybody that has a site is aware of the main advantages of having a [SEO](#) consultancy. SEO firms will help you with your website by many means, and some of these are article marketing. Expert help is always a benefit in relation to SEO. SEO isn't really the only thing you need to consider though because, web hosting are also important.

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