

"Article Expert Interviews"

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Jason: I'm a full-time, successful affiliate marketer, mostly using the pay-per-click method. I've actually been bum marketing before it was actually called that. Article affiliate marketing just makes sense as a follow-up to my PPC business.

I always track my best converting keywords from PPC. I use this data to create articles to target these same keywords. It's part of my master plan to dominate certain niches.

Dylan: What got you started on article marketing?

Jason: I got started on article marketing to drive traffic to websites I've built for affiliate marketing purposes.

My main business is PPC affiliate marketing, but article marketing just goes hand-in-hand with my goal of dominating the profitable niches I target.

Dylan: What's the best way to automate this whole process?

Jason: I actually have a very specific plan for every article campaign I initiate. I've outlined my successful article marketing methodology in a popular special report entitled *"Article Marketing Power Tactics: A Blueprint for Article Marketing Success"*.

You can pick up a copy of this report at
<http://www.contentfortunes.com/articleblueprint/>

Dylan: How many articles would you recommend writing for one product?

Jason: As many as you need to dominate the keywords you're targeting. Sometimes it's one article, other times it takes a lot of articles.

Don't be afraid to write multiple articles on the same topic in different variations. If it works, keep cranking them out!

Dylan: Where do you go to unearth winning products?

Jason: I find winning products through PPC marketing then I analyze the data to find the most profitable keywords. I then target these keywords in my articles.

Dylan: Could you share some tips on churning out articles quickly?

Jason: I use niche forums, government websites and other articles (both online and from magazines) as inspiration and research for my articles.

I've outlined a specific example of this technique in my special report available at
<http://www.contentfortunes.com/articleblueprint/>.

Dylan: Do you use only Ezinearticles? Could you share some tips on how to use it more effectively?

Jason: I always start with EzineArticles.com, but I also target other directories as well. My goal is not only short-term affiliate sales, I focus on driving traffic to my sites, building opt-in lists and getting affiliate sales (all at the same time).

Dylan: How should the resource box be structured? 2 links or 1 link?

Jason: I think the resource box is the most important part of the article writing process. I maximize the links available in my resource box every time.

I typically use one for SEO purposes and another for affiliate sales and/or opt-in requests.

Dylan: What words of advice do you have for struggling article marketers?

Jason: Study what the successful article marketers are doing and duplicate it. Don't quit! Article marketing can be tremendously powerful. I also highly recommend reading the tips section at ezinearticles.com

They give you great advice for writing headlines, signature blocks and a lot more.

Dylan: Should an article be focused more on the keyword optimization or for readability?

Jason: I believe each article should be equally focused on keyword optimization and readability. It is possible to do both.

For bum marketing articles, I recommend shorter articles with a good amount of keywords and a very targeted message at the reader with benefits of the product.