



Are you making the most of your creative talents?

By Sara Cheston, Virtual Business Assistant

Saving you time ... Virtually 24/7

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Many people are actively writing and submitting articles to online directories. It's a great way to take advantage of online marketing and best of all it doesn't cost you anything!

Article marketing will give you valuable exposure on the Internet. Many editors and internet marketers look to article directories for fresh content on a daily basis. If you are consistent in writing and submitting articles, you're more likely to get published on other people's websites and linked to blogs and forums.

This means that you can gradually increase exposure for your business. So, what do you write about? You should choose relevant subjects to outline your experience and knowledge in order to help others. For example, if you're in the business of selling cars, you could write about the latest tax-saving deals available by choosing a car with lower emissions (not forgetting of course to mention how you will be doing your bit to reduce your carbon footprint to boot).

Alternatively, you may be a life coach in which case you could give people tips on how they can save time in order to create more balance in their lives (utilising the services of a virtual PA could be one of them).

Come up with relevant keyword phrases which you think people might be typing into search engines. Include these in the title and body of the article but don't go overboard.

When you submit articles to article directories, you are also usually required to submit a short biography which appears with your article. This is where the directories give you the opportunity to promote your business, so it's well worth spending some time on creating a professional personal description. Ensure you provide a link to your VA's website and a short paragraph about you and your ethics. This is where you can mention your knowledge and business experience, paying particular attention to your quality work and how clients have been satisfied with your services in the past.



You could also post your articles on your website as this will give the search engines more opportunity of finding you.

Here's a brief summary for you:

- Write an article of between 300 - 500 words
- Ask your VA to submit it to the top article directories
- Wait for your VA to notify you that the article has been accepted and displayed in the directory
- Search engines will begin to find your article and subsequently list it in their results
- People will read your article, and then click through to your site
- As a result you get the opportunity to convert readers into clients!

By following the tips contained here, you should be able to take full advantage of online article marketing and expand your client base – good luck!

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