



Thirty Day Challenge 2009 – Training – Day 10

2009TDC10b: EzineArticles

Running Time: 14mins



Intro

Hi there Thirty Day Challengers, **Caro** here, and welcome to **Day 10**. The video that I have for you today is going to be on **E-Zine Articles** – specifically, **how to write an E-Zine Article** that's **Keyword Optimised**, some **Key Tips on writing articles**, and how to **submit the article**.

It's all very straightforward – I'm sure that you'll find it really, really easy – the key thing is that **you've already written your article** (because you've been writing it for the last few days since my earlier video asking you to). So, really, you're going to be using one of these articles, and we're going to look at how you can Keyword Optimise it, and how much you should.



About E-Zine Articles

[Starts at 00:00:48]

Again, I really want to impress upon you about E-Zine Articles, because E-Zine Articles is one of the Entities that is **Human-Moderated** - so they're **very, very strict**, and they're very much **focussed on the user experience**, which perfectly matches what we believe here at Thirty Day Challenge as well.

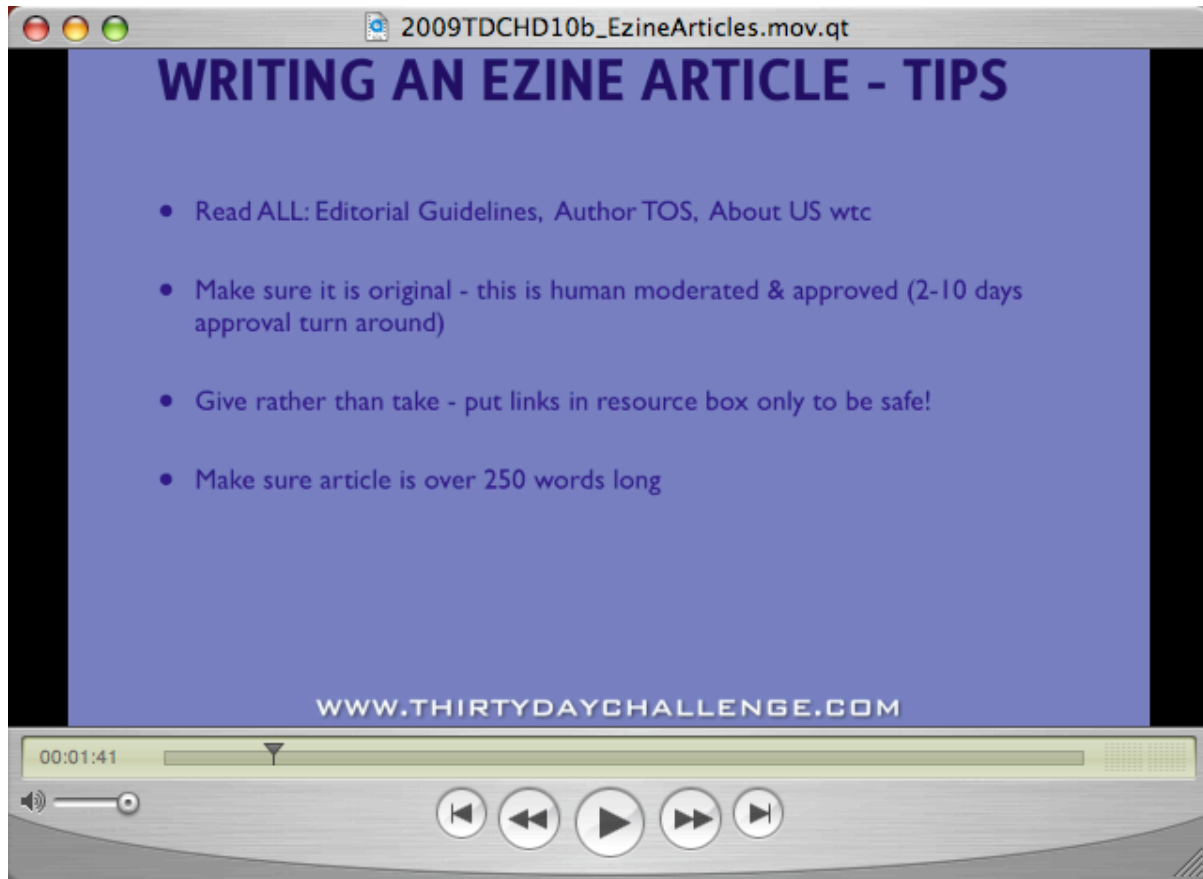
E-Zine Articles carry a **lot of power** for us – they have a lot of power from a **Google-SEO /Google-Love** perspective, so E-Zine Articles are a good thing to be in, and – like with everything we're taking you through in the next few days – it's really about **respecting the entity**, and **really focussing on what the rules are of that particular platform**.

I'll go into more detail with this as we get into the video, so let's get cracking. Come on!.



Tips for Writing An E-Zine Article

[Starts at 00:01:40]



Before I take you to the E-Zine Articles Web Site, here's some **Key Tips** that I really, really want to impress upon you:

First of all, **read all of the Editorial Guidelines, Author Terms of Service (TOS), About us, Etc.** Really read through it – take the time, it's worth it. Now I just learned from this that **it's 2-10 days approval turnaround time**. Again, that's a good reminder for me, as I was actually going to say it's 2-3 days because that's been my experience, but it can be as long as 10 days – so **if yours gets delayed, that's because of the Human Moderation** side of it.

Next, really **make sure that it is original**, because these people are very thorough. Now, this is not to scare you at all, this is just really to impress upon you, again, we need to be with integrity what we put online. This particular service is **Human-Moderated** – and it's a wonderful service, I really love E-Zine Articles.

Another thing I want you to focus on is "**give rather than take**". When you go through their **Editorial Guidelines** – it's a little bit confusing – you'll see you can put some links in the body copy, after your third article has been accepted, however they then say about 2 lines later that really they focus on giving in the copy, and you can take in the resource box. So what I'm recommending to

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Thirty Day Challengers is to really respect this, and **only put your links in the Resource box**, just to be safe.

One last thing: Just make sure your article is **over 250 words long**, just for those like me – even with my little pep-talk about how it's not that difficult to write articles – you still might not be enjoying it as much as I'd love you to be, but you do have to get over 250 words long.

So, let's go to the E-Zine site now.

Getting Started

[Starts at 00:03:45]



So, here I am at the **E-Zine Articles Web Site**, and it's at:

<http://www.ezinearticles.com>

Some of you may already have an account – if you do, log in and skip this bit - for those that don't, click on **Join Now** [top-right of the Page] and fill out the form. It's very simple, you put your **Email Address**, a **Password** [to access E-Zine Articles], your **Name**, your **Address** and your **Phone Number** and you put your **Web Site URL** of the WordpressDirect blog you created. One thing - as I learned – when typing in the CAPTCHA security text at the bottom, do leave the gaps you see between the letters.

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[HTTP://WWW.THIRTYDAYCHALLENGE.COM](http://www.thirtydaychallenge.com)

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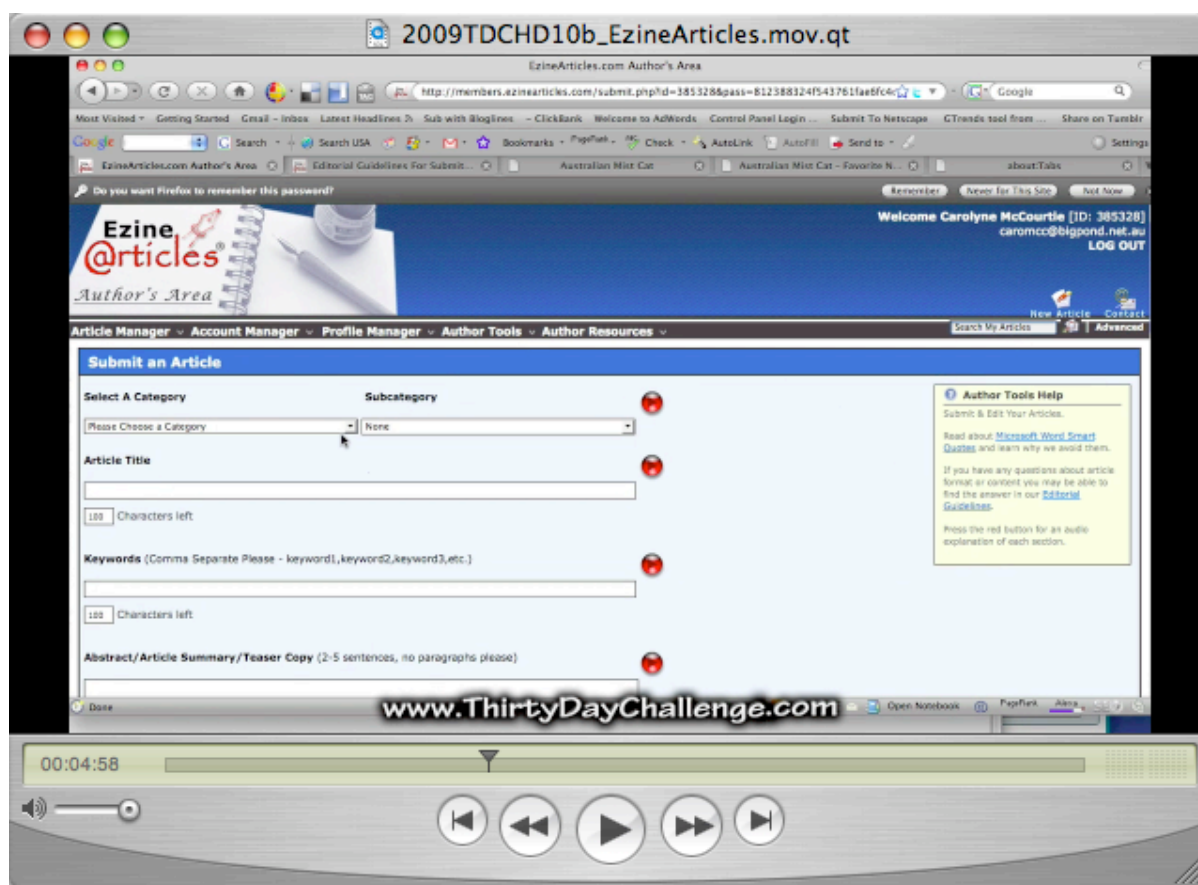
[NOTE: None of your personal or business information will show up on their web site, nor will any of it show up in your articles]

When you have filled out the form, click the **Create My Account** button at the bottom of the Page.

Submitting an Article

[Starts at 00:04:44]

Once you have logged in, you can click on **Submit Articles** [link on the top-left of the Page] and go to the **Submit Article** Page.



It's all very, very simple, so let's choose a category. I'm going to be choosing a Category of **Pets** [selects **Pets** from **Select a Category Drop-Down**] and a Sub-Category of **Cats** [selects **Cats** from **SubCategory Drop-Down**].

Article Title: My article title is **Australian Mist Cat**, because that's my **Main Keyword Phrase**. [Types **Australian Mist Cat – New 'Australian Made' Breed** in **Article Title** box].

Keywords: My main keywords are **australian, mist, cat, cats, breeds** [types **australian, mist, cat, cats, breeds** into **Keywords** box]. That's what I have, you may have more. It says use **comma separated words**, so these are **individual words, not phrases**.



Article Body:

[Switches to Text Editor and copies pre-prepared article text to clipboard]

[Switches back to E-Zine Articles, Scrolls down past the **Abstract** box and Pastes article in **Article Body** Box]

Great.

Now, remember, we said that that we weren't going to put links in the article body.

So, what I'm going to do here is add **emphasis (Bold, Italics and Underline)** to my **Theme Keywords** throughout the article. In my first paragraph, I've got it **Bold**, and I don't want to it again too soon after. So I've got one set of Keywords in **Bold**, one in *Italics*, and one Underlined, spread throughout the article.

[Adding emphasis tells Google that these are the important or significant words in this article]

Resources:

[Scrolls down to **Resources** box]

In my **Resources** box for this article, I've put a little **biography** for myself, and some **links**. I've put one for my **main Blog**, and one for the **first Article page** in my Blog.

The help for E-Zine articles says I can just type the web address in, and it will format it for me, but we want to add **anchor text** with our **Keywords** in, to make the most of the link. To do this, I write my own links as follows.

For the Main Web Site:

```
<a href="http://www.australianmistcat.com/">Australian Mist Cat</a>
```

and for the specific article page (I've used a **Category Keyword** as the Anchor Text here):

```
<a href="http://www.australianmistcat.com/australian-mist-cat-favourite-new-breed">Breeds of cats</a>
```

[The address for the specific article page came from visiting the Blog **Home Page** and clicking on the **Title** of the **Article**, then copying the Address for the page from the **Address Box** of the Web Browser]

Abstract:

[Scrolls back up to **Abstract**]

For the Abstract, I'm going to **copy the first few sentences** from the article.

[Switches to text Editor, selects the first paragraph of the article and copies it to the clipboard, switches back to E-Zine articles and pastes the text into the Abstract box]

[NOTE: Be careful not to copy too much into this box – there is a **word limit**]



Checking

OK, I've checked that I've filled the boxes out correctly, I'm going to check the **Spell-Check on Submission Box**, and then I'm going to click **Preview Article**. [clicks **Preview Article** at bottom of Page – a window opens with a preview of the article].

Check your article contents, then click **Close Window**.

If you're happy with your article, click **Save Changes**, or make any amendments and then Preview again.

When you are happy, tick the **YES I agree** box, and click **Submit This Article**.

[Clicks **Submit this Article**, and a confirmation box appears]

So, it's been submitted. They are saying here [in confirmation box] **now 7 days for submission**. In the past, I have contacted them if I thought it was taking too long for submission.

[Clicks OK – box appears asking if you want the entries from your Resources as your default Signature on articles – clicks **No Thanks** – we're returned to the submit article page]

Some Notes

[Starts at 00:11:28]

Read the Editorial Guidelines before you start

[Switches to E-Zine Home Page]

Just to re-iterate, I really recommend that you take the time - before you submit your article – to read the editorial guidelines [clicks link on Home Page to Editorial Guidelines].

Especially about Article Title, Author name, Links – basically everything on the page- you need to read and understand.

So, quite simple, really.

Submitting to TrafficBug and Market Samurai's Rank Tracker

As it may take up to 2 to 10 days for approval you can't – at this stage – put your article into **Rank Tracker** or **TrafficBug** – but they are two actions that you will want to take **once the article is approved**.



Wrap Up

[Starts at 00:12:25]

Well, hopefully that was all very straightforward for you. Honestly, E-Zine articles, I love them, they are really, really well respected. They are very powerful with regards to the positive results they can achieve for you, both from E-Zine articles as a stand-alone entity, and with the authority it can provide to your Main Ranking Vehicle, your Blog.

So, really respect them, and they will treat you well back.

I think another thing - particularly for newbies - to understand that all of these entities that we'll be taking through in this next week, at some point, all them have been in their own personal history have all been Google-Slapped because people abuse their system. Because originally when they launched they were often created in a way where they could be abused so they have all had to tighten their terms of service and how they operate. In turn it has won back Google's regard, so that's also important to know, that if ever you have grief with Google, you can do right by them, they do give you a second chance based on that you do meet their rules/their guidelines; Which an entity like E-Zine articles does. Therefore we need to respect them if we want to get our article approved.

That all might sound officious or ominous, but it's really quite easy.

E-Zine Articles should always be part of your online Marketing Mix, and I think that's all I've got to say for now, so I'll see you again really, really soon.

Have a wonderful day, whatever part of the world you're in. Take care. Bye!

Summary:

About This Week

- Understand the Entities
- Understand their guidelines
- Respect their rules

About E-Zine Articles

- Human Moderated
 - o Your articles will take time to be approved
- Strict Content Guidelines
- Focused on the user experience
- Powerful for ranking/authority

Tips for Using E-Zine Articles

- Read all of the:
 - o Editorial Guidelines
 - o Author Terms of Service
- Give Rather than Take
 - o Only put your links in the Resources box
 - o Don't put them in the body of your article
- Create original content

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Preparing Articles

- Prepare your Articles in an External Editor
 - o e.g. Google Docs
- Make sure your articles are at least **250** words
- Have a Keyword-Rich **Title**
- Have an interesting introductory paragraph
 - o Should contain your **Theme Keywords**
 - o Can be used as **Abstract**
- Body should contain **Theme Keywords**
- Prepare **Keywords**
- Prepare a brief Biography
- Prepare Links to:
 - o Main Web Site
 - o First Post

Submitting Articles

- Create an account (if necessary)
- **Log In**
- Go to **Submit Articles** Page
- Choose **Category** and **Sub Category**
- Copy and Paste:
 - Title
 - Abstract
 - Keywords
 - Body
 - Biography and Links into Resources Box
- Preview
- Save Changes
- Submit

Links:

Ezine Articles - <http://www.ezinearticles.com/>

Scribd - <http://www.scribd.com/>

Market Samurai - <http://www.marketsamurai.com/thirtydc>

Traffic Bug - <http://www.traffic-bug.com/30dc>