

Internet Marketing Do Marketing Articles Really Work?

By Michael O'Day, June 25, 2007



It has been estimated, by some experts that over 60% of all searches are done using Google.

What is this new technique and is it a waste of money?

There is a little known technique combines both marketing and public relations in such a way as to greatly increase the visibility and branding of a company while also creating demand for product and increasing sales. This technique is known as "Marketing Articles".

The invention of the Marketing Article is a fairly recent creation. The motivation for creating this kind of article is primarily due to the incredible popularity of the Google search engine. Google has had phenomenal success with their domination of the Internet.

"Some experts have estimated that over 60% of all searches are done using Google", said Julie Taing a spokesperson for Caracom (www.caracom.com). "Yahoo is generally ranked 2nd, and MSN 3rd, but Google is the real target when we're talking about making an impact on the Internet."

Google has been able to dominate Internet searches in part because of the formula or algorithms that they use in order to determine who reaches the upper rankings of any search under that particular search term. Google's formula on exactly how they determine who is ranked where is top secret. That being said, they do tell the general public some basic things that should be in place in order to ensure that one's website is "optimized" and that it will be seen and ranked by Google when a search is done.

But no one but a select few really knows their algorithm.

One of the generally well-known principles that Google operates on is the concept of "backlinks". A backlink is basically just a web address that links to and

points back to a particular website. The more links pointed at a particular website, the more importance Google gives that particular site.

Another well-known factor is the type or kind of page or website that is carrying your link. Google actually ranks the importance of the page or website, and this becomes an important part of their formula for determining who should be highly ranked.

It is, of course, a lot more complicated than this when it comes to the way that a suite will be ranked, but it is these two principles that guide in the creation of a Marketing Article.

“Marketing Articles are an extremely effective way of increasing your websites rankings, increasing traffic to websites, increasing name recognition, and getting your message out to your target audiences,” said Taing.

Properly done, they can be an enormously effective means of cost-effective promotion. For a company there is also the possibility of translating Marketing Articles into multiple languages, and thus having an even greater effect and capture keywords in multiple languages.

Although this technology is not widely know (as of yet), it will become increasingly important as societies become more and more reliant on the Internet and Google for finding the products and services that they need and want.

For more information on Internet marketing and Marketing Articles visit www.caracom.com/index2.htm.