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Providers"]

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Looking for a good article marketing service?

That's great. Because often the fastest, easiest, most powerful long-term strategy to build your business online is to create, publish and promote value-based content on a consistent basis over an extended period of time.

The challenge is it takes time to produce and promote this content so employing a good article marketing service may just be the solution you are looking for.

Let's take a closer look at a few of the options available.

Article Marketing Service - The Need

The internet runs primarily on search.

People fire up their computers and visit their favorite search engine (think Google, Yahoo or Bing), video site (Youtube) or social media platform (FaceBook, LinkedIn, MySpace)... and physically type in words or phrases to help them find exactly what they are looking for.

Understanding this concept of "promoting for search" is key to getting your products, services and business opportunity in front of as many people as possible as easily as possible.

Here's how the process works in a nutshell:

- Know the result you are seeking (opt-in, sale, branding)
- Determine your best target market
- Determine exactly which keyword phrases are used to search
- Create valuable content specific to this search criteria
- Publish content and syndicate content
- Promote content for backlinks to increase exposure

Article Marketing Service - Full Service

Once you have determined the exact keyword phrases used by your best prospects when searching for information they can use or a solution to a particular problem they might be having, then you are ready to actually outsource the project to an article marketing service.

You have a few viable choices.

The only "full-service" company we could find is 99centarticles.com.

99CentArticles.com offers a full range of article marketing services including research, writing, proof-reading, copyscape checks (to avoid duplicate content) and even article submissions services.

Here's how their "Quality Article Writing + Our Signature Submission Method" works:

Provide keywords, suggested title and rough estimate of the keyword density you want the article to achieve. Select a word count for the article. After payment you can select if you want 99CentArticles to use your article submission account or theirs. You can also have them write a customer author resource box for each article.

The best part of this service is you can be confident that your articles will be submitted by article submission professionals who understand details such as converting resource box writing, anchor text, and properly formatting articles into an article submission form.

Article Writing Services

If you have your own article distribution system set up you may want to outsource only the article writing process.

This is often the best solution because it gives you much more control over the actual article syndication and distribution process.

Fweez.com and TheContentAuthority.com offer great writing services at a fair price. Both also offer a variety of writing styles depending on where you want the original content to be published.

For example, an article written for EzineArticles.com will need to be more informative whereas an article posted to your blog can be more conversational.

TheContentAuthority.com seems to have the fastest turnaround time (1-2 days) but the writing style seems to range broadly. Fweez.com and 99CentArticles.com write more consistently but it can take 2-3 weeks to get a job completed.

Article Marketing Service - The Hidden Benefit

Many online marketers will use an article marketing service just to produce massive amounts of valuable content for branding purposes and in the hope that, with enough content, people will just happen to stumble across this content during their internet travels.

A more effective approach is to promote each piece of original content to rank on the search engines. In fact, if you are reading this article now... chances are... you found it ranking on the front page of Google, Bing or Yahoo when you SEARCHED FOR the phrase "article marketing service" or some combination of those words.

So that's the goal. Get your content to RANK and you'll be surprised at the number of people who will find their way to your web site, blog or Facebook Fan Page.

The easiest way to help your content to rank well on the search engines is to simply get other web sites, blogs, and social media accounts to LINK BACK to this original content. This is called "backlinking" and it is one of the most critical yet often overlooked article marketing service processes.

[Article Marketing Robot](#) and [Tribepro](#) are two programs we use to get our content to rank. AMR is software you run and Tribepro is a membership program you access online. Both are effective. Click the links and check out the reviews.

Combine an article marketing service with your own backlinking promotion campaign you get the best of both

worlds.

Bless and be blessed,

PS - Who else want to take their article marketing efforts to the next level? Free "[Article Marketing Secrets](#) revealed.