

Affiliate Article Marketing Domination 101

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I am not going to jerk your chain. I am assuming that you understand what Bum Marketing is and how to promote affiliate products with article marketing. If you do not understand what it all means, then you're not ready for this guide.

Keywords, Affiliate Programs And List Building

I am not going to coach you on SEO Optimization, Affiliate Programs and List Building Tactics. I am going to show you how to get articles, ads and lenses to the top of Search Results all the while only using profitable keywords.

If you're not familiar with article marketing, optimizing web content, or finding affiliate programs, than chances are, this guide is way ahead of you. This guide was written for the sole purpose of advanced article marketers in mind.

Bum Marketing was created in a sense to provide people ways to promote products using almost all free means. While BUM Marketing was a good method, it was somewhat flawed in a sense. It allowed for people like me to completely squash the inexperienced and destroy almost any affiliate that gave it a shot in my niches.

It is said that almost every good blackhat marketer can whitehat their ass off. While I do not know if this rings true for most, I can honestly tell you from the amount of forum postings I have read since the release of the BUM Marketing method, that most article marketers have absolutely ZERO clue what it takes to completely dominate a niche with articles and SEO.

I am not going to bore you throughout the report. This report contains "aggressive" techniques that allows me to spend most of my time just on keyword/product research and writing the article. As I have stated, Efficiency and Speed will set you apart from the herd. Whether you choose to use any of the techniques outlined is up to you. You should know that there are many that will though, and your techniques as an article marketer are about to get wiped.

Profitability Relies On Efficiency And Speed

By now there are thousands of so-called “BUM” Marketers roaming about on the Internet. You need to set yourself apart from all of them and get your presence known. Beating them and becoming the so-called “Big Dog” affiliate article marketer is going to have to come from strong work ethics, efficiency and speed. You’re going to have to work stronger, faster and smarter than the rest of the article marketers. With my help, I am going to show you how to do that.

You’re going to have to realize that BUM Marketing entails work. When it was first introduced, it provided a dream to most people that they would make a killing writing articles and ads. While some of us do make that killing, it left behind, thousands of marketers that had no idea how much work BUM Marketing involved.

It can be really hard and tedious, or can be really easy and profitable. No matter what keywords or products you choose, neither of those will make you profitable. YOU make YOU profitable. Somewhere along that line someone forgot to mention that.

Your going to have to come up with keywords and products you think is profitable. I for one, do not just type a keyword into a tool and look for how many searches it has and then run to Google to check the competition. This is exactly what the herd does.

You need to come up with profitable keywords off the get go, so that your only spending your time on writing out articles that you know contain keywords that trigger and ultimately deliver sales. So how do we do this?

Sales Triggering Keywords From The Start

I really do not know how many times I have to go to places such as the [Warrior Forum](#) or [Digital Point](#) and seen countless threads made by marketers that are not having success with the BUM Marketing method. While Travis did everything in his power to present his method, I think most marketers see that because someone else was successful with it, should mean that they will be to. Sadly the BUM Marketing method was great, but the people that rocked the socks out of it, were the ones that put their own spin on it.

One of the biggest downfalls of any article marketer is that they base their keywords around searches and low competition. In a sense, that is part of the process, but it is only PART of it. For me, I could never spend time focusing myself around a keyword that I was not 100% sure was a “sales triggering keyword”. Now you might be thinking how to find these “sales triggering keywords?

I will tell you my first method. I am in the realization that it takes money to make money. Fortunately, there are other ways to find “sales triggering keywords” but I will first explain the method that I use. If you like me, you need a good amount of keywords that you have successfully made sales with before focusing and article campaign around a niche.

I use paid advertising. Plain and simple. I use Google Adwords, Yahoo Search and MSN Adcenter to upload keywords and try to trigger some sales.

Now to even come up with keywords, you need a keyword tool. You can use free ones such as [SEO Book Keyword Tool](#) or [Digital Points Keyword Tool](#). Unfortunately I do not recommend paid tools. I use a paid tool that is much more in depth over at [Keyword Elite](#). I think you will know exactly what I mean if you take your keywords seriously. Relying on free tools does not allow you to dig far enough down to get the most profitable results.

Now that you got your keyword tool, just take your niche and plug a keyword in. It will return you a healthy list of phrases you can test with. You are going to need to somehow track which keywords bring you sales. I cannot stress this enough. If your familiar with Paid Advertising or SEO then you already know that tracking is the most important thing to do. It allows you to build off words and phrases that produce sales. If your not tracking, then you're a duck in the water. A part of the herd so to speak.

I personally did not get caught up in the RJ Xray hype. I know the tool is amazing but I have found another tool that is equally amazing and WAY more affordable. It will allow you to show what keywords your visitor entered on and what keywords you were able to convert sales with. Check it out over at [Xtreme Conversions](#), if you do not already have a tracking tool.

Now that you got your keywords and tracking in place, it is just a matter of getting your ads up. I will not coach you on this. It is just a matter of you recording sales and tracking what keywords convert to sales, in getting you a list of keywords to base an effective affiliate article marketing campaign around.

See how your already head of 99% of article marketers out there? Your not taking shots in the dark, instead your only spending time writing articles on keywords that you know trigger sales. That is the most effective thing you can do, when writing. Do not waste

time on keywords that you have no idea about. Unless, you just want to keep taking shots in the dark and hoping for the best.

There are ways for you to get profitable keywords at the beginning for free as well. While I do not recommend doing it this way, I realize some may not have funds to start with on getting those keywords. Watching the habits of people in niche related forums is a good way to catch onto keywords. [Yahoo Answers](#) has thousands of people asking questions everyday that include keywords in their text and title.

The thing is that when you go and try to sort thru all of this, your using a lot of time and resources, and also, your not TRULY going to know if those keywords are going to reel in the bacon.

I know it is a longshot for most people, but the truly effective article marketers already know which keywords trigger buying habits. I encourage you to try and find your own if you want. I personally, do not have time to sit around and sort thru information. At least not when I can fire up a few tools and have sales coming in from profitable keywords in a few hours.

HotSpot Promotion And Submission

As long as BUM Marketing has been out you should have a really good idea that [Ezine Articles](#) , [GoArticles](#) , [Squidoo](#) and [UsFreeAds](#) are the prime spots to submit to. Articles and ads have been used for awhile now, due to Google giving the love juice to sites they favor. These are the top 4. There are some others out there as well, but I personally only use these 4 so I would just be speculating on all the others.

Most BUM Marketers are under the impression that submitting your article or ad there, even when it is properly optimized, will get indexed quickly and achieve high Search Engine Rankings. While you may hit a homerun every now and then with results that have low amounts of competition, you are forgetting one thing.

There are many assumptions on SEO these days. Set all that you are not familiar with and the dispelled myths aside. GET BACKLINKS! Treat every article or ad as if it were a page on your website. You already have the Google love advantage, so your already head of most of the competition.

You should note that Ezine Articles does not allow affiliate links so a simple presell or landing page or even a free blog or squidoo lense will be needed. GoArticle is game on, as they allow direct linking to affiliate programs.

There are a variety of ways to get backlinks. As I have said, I do not like wasting time on “traditional” methods, so I am just going to lay out my “advanced” tactics.

First off after submission of an article, ad or lense, make sure it is live. Find the url and save it. I like to take 5-10 articles, ads or lenses or a combination of all and “ping” them. Pinging is a way to let Search Engines know that you have updated content on the web. It is most generally used for blogs, but as I have said, it is to let Engines know you have updated content. You can ping your stuff over at Pingoat.com. This is just a surefire way of getting Search Engine Spiders over to your written content immediately.

As far as backlinks go, you cannot rely on the Google love that it provides. You need to incoming links to accompany the optimized article, ad or lense. For this next part, I am going to show you a few advanced things I do to get backlinks.

First off, with the way Social Media is taking off these days, it is imperative to bookmark your articles at Social Networking Sites. Now this can take a tremendous amount of time, or it can take just a few minutes. In my case, time is money so I use automation to speed the process. I encourage you to check out [Web2Submitter](#). It is one crazy piece of software.

[Web2Submitter](#) allows you to save and automatically process logins, submits your stories to sites such as Digg, Netscape and Onlywire among others as well. In less than 2-3 minutes you can get a flood of high pagerank backlinks from Social Bookmarking sites. Linking an article, ad or lense from high pagerank sites is the most dominating way to high search engine rankings. Not only is it the fastest, it is legit as well. No blackhatting involved.

I initially used [BookMarking Demon](#) when I first started bookmarking my writing. It is another fantastic piece of software that will speed your bookmarking process up as well. You at a severe advantage to other article marketers when you bookmark your writing here. You can literally kill servers with the amount of traffic one of these sites can bring. Even better is, if you hit on the

right topic, you can literally flood sales straight to you.

Social Bookmarking is the #1 way of backlinking your articles. You do not need a bunch of links when you can get high pagerank backlinks pointing to your already authority site submitted writing. If your not using this to your advantage then you're missing out on tons of sales. Plain and simple. Bookmark or lose profit.

There are even more ways to backlink. With the current crazy of Web 2.0 and Social Networking sites, it has become increasingly apparent that backlinking from these will also do wonders for Search Engine Rankings.

[Comment Hut](#) is another powerful tool that will allow you to find high pagerank Wordpress, Drupal, Typepad and LiveJournal blogs to comment on. The neat thing is that it will return specific results for whatever keyword and pagerank you set it too. Do you see the power in this? Seriously, in just a few minutes you could have a whole list of blogs open for commenting and backlinking for whatever you keywords and pagerank you choose.

Yet, another powerful tool for Squidoo Lense Masters and Hubpages owners is the [SquidHub Searcher](#). Another outstanding tool that allows you to find Squidoo Lenses and Hubpages and comment them. This keeps you active in the social community but also plays a crucial part in getting relevant backlinks in literally no time at all.

Speed and Automation are going to allow you to spread yourself over multiple niches. With the amount of time it takes to get backlinks, it only makes sense to do it in the fastest time possible. With software running in the background, which backlinks your article, ad or lense, this will allow you more time for product and keyword research as well as writing time. Backlinking should not

be a job. The only work you should be doing to completely dominate affiliate article marketing is the actual keyword/product research and writing articles around profitable keywords.

Automated And Mass Submission

I only recommend automated and mass submission if your sending your traffic to a landing page, blog or lense. I do not recommend to try and directly link to a merchant in your author bio box. With that said, if you are trying to get backlinks to a blog, ad or lense you can massively submit articles using a few awesome services.

For mass submission using software the only program I recommend is [Instant Article Submitter](#). Everything I have tried has just been too much of a hassle or needed vital updates that never got made. I have never once had a single problem with [Instant Article Submitter](#).

You basically input your article information and hit a button. It will show you the results of your mass submission. Currently, it submits to about 450-500 sites. Also, it is one click submission. You press the go button and that is it.

This is actually a nice way of seeing how an affiliate program converts as well. Write up a few articles right quick, get them syndicated throughout the net, and track your results. The price is minimal compared to the amount of money it will bring you for the rest of your days.

Also, I just love [Article Marketer](#). It is a paid submission service. I tend to use them with my “pretty” articles. Each article is manually reviewed by an editor. They also submit to about 500 sites on the net. They have many options you can try them out at.

Automated Mass Submission is just great for backlinks and massive exposure. It needs to rank right up with aggressive backlinking on Social Media Sites.

When you combine the effects of mass submission and backlinking from high pagerank bookmarking and media sites, it is unbeatable.

Now the trick is to fast and efficiently. One could only wonder how long it would take for someone to do all of this manually. I know I probably would not be in the article marketing business without these tools. Sad but true.

The amount of money that using these techniques can bring is absolutely phenomenal. It was more than enough to live comfortably, buy toys and keep funding your online business ventures to newer heights.

In Closing...

I am not some article marketing whiz. I am actually more into the SEO field myself. It does not take a rocket scientist to figure out the best way to completely obliterate other affiliates and the SERP's. All it really takes is profitable keyword research, efficiency, automation and tracking results to apply profitable affiliate marketing techniques over and over again.

You should really note on what I said about profitable keywords. I think this is one of the biggest mistakes most people are not having great success with article marketing. Knowing what keywords people are typing into the search engines and buying from is crucial. This allows you to grab all of the free SEO results, which most people look at first anyway.

There are many other things to consider, but I have given you everything I use to aggressively take over Search Engine Rankings. I really do not worry about publications and exposure since I submit most of my articles under pen names anyway. With the amount of affiliate article marketing that I do, it is important to keep pen names. This keeps competing affiliates off your back, and so that you do not appear to be an expert in everything you write about.

Hope you enjoyed the report, and I look forward to any questions or feedback you might have. You can visit me anytime at:

<http://cashtactics.net>

Best,
Ruck

