

Link Building for Search Engine Optimization

SEO and Submission to Article Directories

Many people use article marketing over the other types of online marketing methods which are popular today to improve their search ranking and get known. Article marketing doesn't need any kind of investment. You just have to write an article for submission purposes and you will need to submit it to a large number of websites or just to a few of the major ones. You can submit articles for SEO reasons by yourself or locate really low-priced options - for instance; you can submit articles to bulk sites for as little as \$10. As far as the results are concerned, your article will have been enlisted on hundreds of web-sites that speak about your forte, and you will have a hyper-link which directly links to your site. This along with other SEO methods will improve your search engine ranking dramatically. There are excellent chances that search engines like Google will treat this page and the link as a useful bookmark for future searches. Many links come from articles which are related to your site focus.

However, there are also alternate methods to article marketing for SEO, such as directory submission. There are a numerous directories existing, and it is reasonably easy to submit your articles to a large number of directories with a high public relation and readership networking potential. You will be able to detail the submission title which has an anchor text for your link, your portrayal and your link itself. The good news is that they will not charge much to submit your site to directories starting with Page Rating of 4 on Google. But there is much to think about the content wherein your link will be enlisted. If you are submitting the article to a business organization related site, then you should cautiously decide a category to position your link, the ideal location though, would be Business Management, but there are also a lot of other options available. There is not any assurance as such that Google will take care of these links and their description as related to your specialty. However, the directories submissions are a cheaper alternative and a worthwhile addition to article marketing as a whole.

The directory submission can be done by manual submission or by simpler methods such as using the article submission software. A lot of small time marketers even now use the trusted manual submission method. On the other hand, this becomes pretty much time consuming in itself, and can be bit of an unpleasant task. It is absolutely free though, and is accessible by traders of various classes all through the internet.

Article submission software for SEO lessens the time taken in performing this tedious process by saving you of the cut and paste job. The fact is that you still need to create an account with different directories which are open for article submission and also that you need to open the article directory site you want to submit to. This is the same as the manual method but ultimately this works out faster in most instances of bulk submissions, which will be an eventuality in any case. Many of these article submission software are available free of charge on the internet.

About the Author

Rishi Modi is author of this article on [Blog Review](#). Find more information about [Blog Review service](#) here.

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