

Virtual Marketing Blueprint

Content Creation

Objectives:

- 1) Introduction To Article Writing
- 2) Organizing & Posting Content
- 3) Adding Influential Content Components
- 4) Incorporating A Blog Into Your Website
- 5) **“Hands Off” Article Writing Resources**



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“Hands Off” Article Writing: Articlesbase.com

Objective 5 “Hands Off” Article Writing Resources

The screenshot shows the homepage of Articlesbase.com. At the top left is the logo "Articlesbase Free Online Articles Directory". To the right is a search bar with the text "Find more articles, type your search..." and a "Search" button. Below the logo is a navigation menu with links: "Why Submit Articles?", "Top Authors", "Top Articles", "FAQ", "AB Answers", and "Publish Article". On the far right of the menu are links for "Login", "Login via Facebook", and "Register".

The main content area is titled "Find Free Articles & Submit Articles". It features three large promotional boxes: "Find" (Find free articles and content for your websites or newsletters from over 3 million articles), "Submit" (Submit your own articles for syndication & receive online recognition), and "Free" (Free and quick sign up, join over 300,000 authors and start submitting today!).

On the left side, there are social media links for Facebook and a "Visit Our Blog" button. Below these is a "Articles Categories" dropdown menu with options: Advertising, Arts & Entertainment, Automotive, Beauty, Business, Careers, and Computers.

At the bottom, there is an "Editor's Picks" section with two featured articles. The first is "Earn money through online writing jobs" by Lisa Klain, with a "Read article" link. The second is "Ways to Succeed in school" by Lisa Klain, also with a "Read article" link.

“Hands Off” Article Writing: Private Label Rights: theplrstore.com

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25 articles with between 400 and 700 words each, including:

- Buying Foreclosures: The Pros and Cons of REOs
- Facing Foreclosure: How to Find Advice Online
- Foreclosure Auctions: How to Find Them and What to Expect
- Foreclosure: Can It Be Stopped?
- Foreclosure: How and Why You Should Talk to Your Bank
- Foreclosures and Moving: What to Do
- Foreclosures and Renters: What Are Your Rights?

and much more!

“Hands Off” Article Writing: Other Free Article Sites

[Free Online Articles - Free Articles Directory](#)

www.articlecircle.com/

Provides **free articles** to be reprinted or published on web sites, newsletters, ezines.

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“Hands Off” Article Writing: Reminder About Duplicate Content

Duplicate Content

A somewhat controversial subject but some tips that appear to be true in the current online environment:

- Search engines don't rank duplicate content
- Sometimes it won't show up at all, but when it does, the originator of the post is who gets ranked.

Template Websites

- Use them for linking to your own website.
- Use them to test their squeeze pages against your own.
- Don't spend time working on anything you don't own and control.

“Hands Off” Article Writing: Outsourcing Resources

Objective 5 “Hands Off” Article Writing Resources



Odesk.com



fiverr.com



Elance.com



123employee.com



textbroker.com



vworker.com

The Content Authority

thecontentauthority.com

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VMB: Content Creation Homework



Prior to the start of the next session, you should complete the following tasks:

- 1) Begin Writing Your Articles Using The Copywriting Resources
- 2) Organize & Post Your Articles
- 3) Write & Post Your “About” Page & Insert Your Contact Form
- 4) Add Influential Content Components: Pictures, Video/Audio, Bold/Italicize, Heading Tags, Linking in Content, Side Bar or Navigation Bar
- 5) Add/Remove Your Blog. Write Your First Post If You Use A Blog & Develop a Posting Strategy
- 6) Use “Hands Off” Article Resources if Your Time Is Limited

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Thank You!



*We look forward to seeing you on the next
Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

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