

Article Title Keyword Strategy

Here is another Ninety-Second (: 90) Strategy with EzineArticles.com. When creating your Article Title, consider this Keyword Strategy:

The first two to five words in your Article Title should be keyword-rich. Keywords represent the words or phrases that your target audience uses to search for information on the web. The keywords or keyword-phrases in your Article Title should be relevant to the topic of your article and mirror how your target audience would naturally search for this information.

Here is an example of a keyword-rich Article Title: "Article Marketing and Copywriting Secret". This Article Title uses one primary keyword phrase: *article marketing* and one secondary keyword: *copywriting*. These keywords create the opportunity for this Article Title to be found by a person searching for information on article writing or copywriting.

Let us take this Article Title one step further: "Article Writing and Copywriting" is a keyword-rich Article Title, but it is also very broad. By adding the phrase: "How to Make Your Article Title Sell", we have added the keyword-phrase "Article Title" and we are using it to target a more specific audience which can create the potential for more qualified traffic to your article.

The final keyword-rich Article Title: "[Article Writing and Marketing Secret: How to Make Your Article Title Sell](#)".

Your Article Title can determine the success of your article in terms of how much qualified traffic your article will generate, so submit your next set of articles with keyword-rich titles to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!