

Article URL Link Strategies

Here is another Ninety-Second (:90) Strategy with EzineArticles.com. When placing website URLs or links in your articles with EzineArticles.com, consider these strategies:

(1) Number of self-serving links in your article: Self-serving links are URLs leading to a website you own or control. To maximize the effectiveness of attracting targeted, qualified traffic to your website, two self-serving links are allowed. In fact, based on a recent EzineArticles.com article URL click-through rate study, more than two self-serving links can actually decrease your article's URL click through rate.

(2) Number of non-self-serving links in your article: Non self-serving links are URLs leading to a website you do not own or control and are primarily used for reference purposes only. The two link guideline applies here as well.

(3) Where to place the links in your article: It's natural to *want* to put your website links in the body of your article, but why take the reader's focus away from the expert information you worked so hard to write? The best practice is to save your links for the bottom of your Article Body. A majority of EzineArticles expert authors choose to place website links in their Resource Box *only* and have seen great results.

The Article Body is where you Give, the Resource Box is where you Take.

Maximize your link attraction by submitting your next set of quality, original articles 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!