

Article Title and Keywords

In traditional copywriting, your headline determines as much as 95% of the success of the book or article. This statistic takes into consideration what makes the book title successful: whether or not a human purchases it.

Article marketing success on the internet must take into consideration how the article is found by readers.

Myth: Most people will read your articles because they came to a website and started browsing just like they do if they were at a local book store.

Fact: Most people search the Internet using one of the major search engines. They will type in between 1 to 5 keywords that are related to the topic of the article or information they are looking to locate. The search engine will then deliver results that best match the human's interest.

Goal: Find your articles in the search engine results for the keywords and topics that are most relevant to the content of your article. Most search engines give heavier weight to the first 3-5 keywords and a lower priority to the rest.

The first 3-5 words of your Article Title determine the success of your article in terms of how much traffic your article will generate back to your website. Create keyword-rich article titles that match the most commonly searched keywords for your topic.

You can maximize your article marketing strategy by understanding keyword research and creating keyword-rich, intelligent article titles. You can create massive amounts of traffic to your articles and website thanks to the search engines who love smart, keyword-rich titles.

Here are some Keyword Research sites to help you create your keyword-rich Article Titles:

* Good Keywords:

<http://www.goodkeywords.com>

* Google Adwords:

<https://adwords.google.com/support/bin/topic.py?topic=1500>

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