

Attention: AdSense & Affiliate Marketers, Article & Ezine Publishers, Bloggers, and anyone else who uses content to generate clicks and cash...

## **“Why Many Internet Marketers Are Dead Wrong About The *Right* Way To Use (And Profit From) Content In 2006 And How They Will Quickly *Paralyze* Their Businesses As A Result!”**

From: Jason Potash  
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Over the past year, you've been hearing everyone preach "Content Is King".

Well, after reading this report, you will soon realize that "Content Can Kill"!

It can *kill* your traffic, *kill* your website rankings, *kill* your time, and also... get you into trouble *IF* not used correctly.

What's why I wanted to create this special report. To give you the truth about the *right* way to use content in 2006 that no one else is telling you.

Last year back in June 2005, when I launched my article marketing product, ArticleAnnouncer, I made some bold predictions...

Bold predictions that have now come true in 2006.

I am not proclaiming to be any kind of psychic, search engine Nostradamus or anything, but the facts are here and the writing is on the wall.

(Well... for some people who don't understand the "new rules" in 2006. Hopefully you are not one of them).

Let me explain what's going on...

This directly relates to YOUR online business and your ability (or inability) to grab high search engine rankings and drive a good volume of traffic to your websites and blogs at no cost using *content*.

If you've been following me, you already know that I preach the virtues of using articles to promote your online business.

Hands down, in 2006 articles are STILL an unbeatable way to generate links, boost your SE rankings, find new prospects, and open up a flood of traffic without costing a dime.

In fact, back in 2003, I was among a handful of people who were actively teaching people and raving about article marketing through teleseminars, special reports, and of course... writing articles on the subject of "articles".

You see, I didn't get involved with articles because it was a current "trend" or "hot topic". I actually got started writing and submitting articles for offline publications more than 7 years ago.

Last year, I made a few predictions about articles...



Prediction #1: I predicted that a handful of people would jump on the article bandwagon and release a series of products hoping to "cash in" on the article wave.

Throughout 2005 we've seen half a dozen article-directory-in-a-box scripts hit the market, as well as various Private Label Reprint-Rights (PLR) article membership sites, article page generation software, article submission scripts and software, and more.

And it's not over yet. In 2006 you will see even MORE article and content related products hit the market. Many of them from people who you've never heard of before who suddenly appear out of nowhere as "experts" in this area.

Prediction #2: I also predicted a big rise in article spam. Today, the "article wave" has spawned the production and distribution of even more articles. As a result, article spam is a major problem and it continues to get worse month after month.



Here's what happened: In 2005, the search engine optimization (SEO) community began to take notice of submitting articles as an easy way to generate much needed backlinks to their websites.

Google was cracking down on reciprocal linking (more specifically, poor quality incoming links generated from link farms or spam sites).

Everyone and their uncle began hiring ghostwriters, getting articles produced, and mass submitting them to dozens of article directories.

Their backlinks grew like crazy... so did their rankings, and suddenly their websites had "legs" since hundreds of other "authority" sites were *one-way* linking to them.

It worked like a dream for a few months... then article spam started to become a REAL problem.

Article directory owners across the world began to feel the pain of watching their weekly article submissions balloon by 400% (if not more).

*The problem?*

Up to 40% of the new articles they received were pure garbage and had to be deleted on the spot. And even some articles that were pretty good still got *trashed* because many of them made silly (amateur) mistakes that could easily be corrected.

So, while the article spammers continue to submit dozens of crappy articles per week, the jokes is on them.

Only a handful of their articles actually see the light of day.

In fact, some article spammers even developed custom scripts/robots that go out and plow through article directories and force feed their articles to them a few dozen at a time.

Sidenote: I found one of these scripts for free while searching online and visiting a "black hat" search engine forum. If you are new to search engine marketing, black hat = risky, short-lived tactics designed to manipulate, trick and fool the search engines. I am NOT a believer in using black hat techniques.

Their gameplan is quantity over quality. Keep submitting and eventually a few articles will stick.

Yes, some articles will sneak their way into the article directories. If you take shovels full of cow dung and repeatedly hurl them at a barn door, some of it will stick.

Ok, so now that we've covered a few predictions that I made last year, you might be asking...



"But Jason... what's all this got to do with me???"

I am glad that you asked!

The answer... A LOT!!!

You see, when it comes to creating, using and/or submitting articles, there are some significant changes taking place within the search engines in 2006 that I want to tell you about.

You need to stay informed about this kind of stuff in order to crush your competitors and *steal* back the traffic that they swiped from you in the past.

So, with the rise in article spam, everyone launching Private Label Reprint-Rights (PLR) article membership sites, new article submission scripts/robots... and a whole heap of new articles being submitted... where are things going?

Let's start off talking about something that is VERY hot right now...

PLR articles

As you may know, writing an article takes more than 2 minutes. It comes easy for some people. Others, find it downright painful.

*The answer?* Hire a good ghostwriter for \$10-\$12 and get them to write articles for you.

*The problem?* Getting one article written is one thing, but getting 20 or more articles written can start to get expensive.

In comes PLR to the rescue. You pay \$30 every month and get access to 50+ new original articles per month (complete with reprint rights).

The idea sounds great in theory, however, as you will see there are some problems. The problems mainly stem from:

1. Lack of education
2. Just plain laziness

When I refer to "lack of education" here's what I mean... some people try and submit these PLR articles to the major article directories. I think you can begin to see the potential problem here.

You end up with a few dozen people submitting the EXACT same article. The only thing changed is the author name and the hyperlinks included within the article itself.

The bad news is, several article directories already check new article submissions for duplicates. PLR articles are on their radar and they constantly watch out for submissions that look, sound or smell familiar.

As a result, any articles that hint of duplication get *zapped* on the spot.

Note: This also applies to people who get articles from an Affiliate Program Manager, substitute their affiliate link and try to submit the article as their own. This is also a bad idea.

If people took the time to change or modify their PLR articles, they would benefit several ways:

1. Their articles will be truly unique
2. Their articles will get accepted by the article directories
3. Their articles will score better within the search engines since they are unique (unlike hundreds of other PLR members who are using/submitting the EXACT same articles as every other member)

But, not everyone who joins a PLR membership site is interested in submitting the articles that they receive. Many of them use these articles to add unique content to their websites or blogs.

There is a problem here as well that you may not be aware of. You see, the search engines are no dummies. You may have heard about the term "duplicate content" before.

Actually, you've probably had the life scared out of you about it! In a nutshell, here's how duplicate content filters work...

Let's say that 100 people are members of a PLR site and they all post the exact same article within their websites. Of course, their goal is to have their websites crawled by the search engines, indexed... and to start showing up in the search engines results pages as quickly as possible.

If a search engine finds a webpage that contains "duplicate content", the first instance of this content will receive the highest score. All other pages will be discounted.

In other words, the original source of this content (the webpage where it was indexed first by the search engines), will receive the highest rank within the search engines. It is said by some, that all other "duplicate" pages will be discounted and will not receive priority listings within the SEs.

So, the bottom line is that you need to modify your PLR articles to make them truly unique. How "unique" is unique?

Well, some top search engine experts claim that your content should be 20-25% different. For example, if you receive a PLR article, you need to modify it so that it is about 20% different from the original article that you received.

You can easily change the PLR article by adding your own introduction or conclusion to the article. And let's get one thing clear. I am not recommending that you use automated software that adds low quality "filler" phrases to your PLR articles like this:

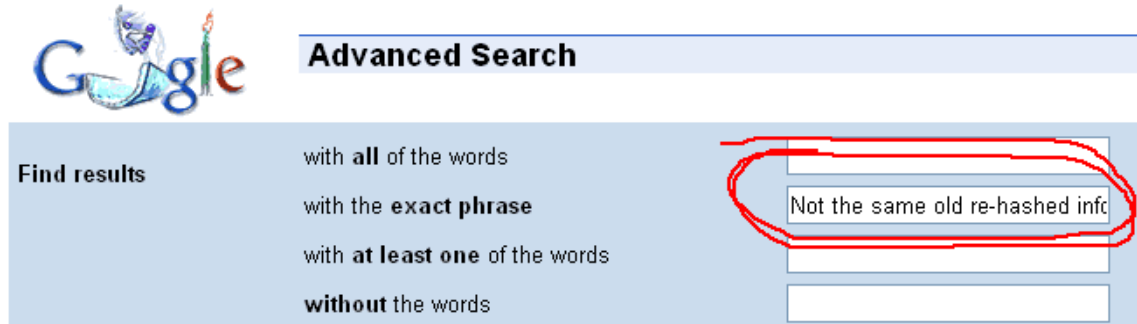
**"I hope you enjoyed this article about <keyword>. It really provided a refreshing perspective on the topic of <keyword>, didn't it? Not the same old re-hashed information that you've read about before on the subject of <keyword>. I suggest that you re-read this article, get out your notepad, and take more notes about the subject of <keyword> and all the tips included within the above article."**

Don't laugh. There are software and scripts on the market (some of them paid, some of them free) that do nothing more than add canned "filler" phrases and sentences to your articles, just like I showed you above.

If you are creating your content for visitors (which you should) and NOT just throwing stuff together to *entice* the search engines, you should be concerned with the quality of content that you produce and publish.

These filler phrases are in fact themselves a type of footprint. It's easy to find any articles online that contain one of these "filler" phrases by doing an

Advanced Search (as shown below). If you can find these articles, don't you think that the search engines are aware of them too?



Think about it, if a few thousand webpages contain similar "filler" phrases, this information is already contained within the search engines index and can be further analyzed and compared to find potential duplicate content.

I'm not trying to scare you here, but to bring to light some facts that you may have not considered... and need to be aware of.

But, there is an even BIGGER problem that you need to know about. Most of these "unique content" tools *stuff* more primary keywords into your articles -- which in 2006 is a HUGE, NO-NO! When it comes to keyword density, there is a definite *sweet spot* and balance that the search engines are using to grade your content.

If you miss this *sweet spot*, your content is in jeopardy of being de-emphasized in the search engines. When optimizing your content in 2006, think... less is more. (*more about this later on...*)

In conclusion, am I suggesting that you *don't* use PLR articles? Of course not. They are a great resource. Bottom line, just be smart about *how* you use them. Put in a little extra work to make your content truly unique.

Next topic.

Let's talk a bit about another hot topic:

### Article Submissions

As I mentioned earlier, a few products have hit the market recently. Some of these scripts and software claim to be "article bots" that will force-feed your article into 150 article directories, automatically in 30 seconds.

In early 2005, this type of product would have been the "holy grail" of article distribution. A dream come true.

What about in 2006? Using products like these is the kiss of death!

Funny enough, the joke is on the article spammers once again!

Here's why... (Note: I've been saying this all along).

You need to submit your articles and get incoming links s-l-o-w-l-y.

It's human nature to want things *faster, easier*, in "30-minutes of free, guaranteed!"

It's the Domino's Pizza mentality.

This is the way we are programmed today. There is no more Type B personality, we have all morphed into an army of *hyperactive* Type As!

So naturally, when someone offers you a script to blast an article to 150 article directories in 30 seconds with *one-click*, many people "bite" at it!

Yes, it's a huge time-saver. But at what cost? I'll tell you in a second...

Back in early 2005, you could get away with submitting an article to 100+ article directories in one day and watch your back links skyrocket. It worked great.

In 2006, things have changed.

Google, MSN, Yahoo are getting smarter all the time.

What are the search engine experts and SEO message boards, blogs and discussion groups taking about today?

Links.

More importantly, the pace at which you grow your links.



The verdict is in, everyone is at least agreeing on one thing.

In 2006, you need to get incoming links slowly. If the search engines see a sudden spike in incoming links to your website, you could get penalized.

You probably already know that the quality of links you receive is important (example: [anchor text links](#) have more value than simple http:// links).

But, in 2006... when it comes to generating links → SPEED KILLS!!!

It makes sense.

Ask yourself this... how many websites do you know that have 5 incoming links one day and then get a *geyser* of 300 links a few short days later?

Well, this type of "link explosion" is exactly what happens when you *mass-submit* an article to dozens of article directories all at once.

It's a sure tip off to the search engines that something *fishy* (or black hat) is going on with your site and how you are generating back links.

To witness how successful this technique was, [Click Here](#) to watch my *step-by-step link explosion* video (once you click, scroll down to the second page).

*(Note: Please bear in mind, this video was created in early 2005. In 2006, you need to slow the article submission process way down as I explained earlier. You can control the pace of your article submissions with my ArticleAnnouncer submission software).*

This kind of link explosion doesn't happen with real, 100% legitimate (no search engine trickery) websites.

Grandma May's butter tart website might get top rankings, but I'll bet you that her links grow slowly and naturally too (without using any search engine trickery or 30-second article submission scripts/software).



More than ever before, this is what the search engines are after in 2006 as they continue to purge and clean up their index of sites.

If you don't believe me, feel free to research this topic for yourself. Even Google themselves are telling you they are monitoring the quality, quantity and pace at which your incoming links grow.

So, the funny thing is, once again the "Type A" article marketer who prefers to click a button and blast out an article to 150 article directories in 30 seconds will lose.

This also applies to article submission services that charge you \$30 to submit your article to 50 article directories.

Same problem. Too many links, too quickly. And you have no control over the process. Not good.

So, are article submissions doomed in 2006? Not a chance! With the search engines increasing appetite for quality content, articles are more effective now, than ever before!

Have the rules changed? You bet. In particular, how frequently you submit your articles.

*How often should you submit your articles? Keep reading and see my recommendations below...*

As you can see, rather than help your website, the *get-links-quick* formula will actually work against you.

Before I get into some specific recommendations, let me talk a bit about the decrease in article quality over the past few months (which will also continue throughout 2006).

At my own article directory [ArticleFeeder.com](http://ArticleFeeder.com), we delete as much as 30% of the article submissions that we receive each day.

You might be surprised to hear that not all of these articles are what you would classify as "spam articles". Many of these articles are actually pretty decent, but they violate a few key rules.

Believe it or not, something as simple as the number of links within an article or what you include within the resource box (at the end of an article) can get your article *nixed* or passed by an article directory. These are the type of "article mechanics" that I cover in detail within my ArticleAnnouncer training course.

So, I say... in 2006, let "lazy marketers" and "article spammers" continue to produce *crappy* content. The more *crappy* it is the better for marketers like me (and my customers), who produce good quality articles.

Let these people continue to *blast* out their articles (using \$77 automated article scripts/software and related services) and submit their articles to dozens of article directories every day.

The faster they submit, the happier it makes me... because we both know that following the same "2005 gameplan" for submitting articles (and getting links) is a recipe for failure in 2006.

When it comes to article marketing in 2006... less is more.

The good news is, lazy marketers and article spammers won't invest the time or money to produce quality content. They won't pay \$10 to have an article written. They prefer to spend \$3 per article and have it written by an *article sweatshop* somewhere overseas.

Plus, these same people won't invest the time it takes to ensure that their articles are submitted slowly over a period of weeks... or, that their articles follow the rules of each article directory that they submit to.

You see, each article directory is a little bit different. You can't treat them all the same and assume that you can submit to them the exact same way.

Quite often, articles submitted using article bots or scripts are deleted because these scripts can't produce the same level of accuracy as a set of human eyes.

Article directory webmasters I have talked to have told me that they can easily tell whether or not an article was submitted by a person or a robot just by looking at the fields that were missing (or inaccurate) within the article submission forms. Some are even banning auto-submissions altogether.

My recommendations... if you have an article in your hands, submit it to a couple of dozen article directories over a series of weeks (or even months). Stagger your article submissions over a period of time.

This will ensure that your links grow more gradually and naturally (which is exactly what the search engines want to see in 2006).



Make a habit of dedicating 30 minutes per week to submit your article to a few more article directories.

Or, if you are using my ArticleAnnouncer submission software, you can easily control the process while cutting this time in half (quite often, by much more than that).

You see, when I developed ArticleAnnouncer last year, I already saw all this coming. It was like a house of cards waiting to collapse.

I knew that 100% automated article submission scripts and software would live a short life.

I must admit, throughout 2005, I got some slack from a handful of my ArticleAnnouncer customers asking me why my software didn't automate the article submission process by 100%, like some other products claimed.

I gave them my honest reply (and even processed a handful of refunds as a result)... But, I stuck to my guns, didn't cave in, and in the end, guess who's laughing now?

...me! ☺

This is no different than what happened to search engine submission software a few years ago.

Do you remember when you could buy software that would "auto-submit" your website to 3,000 different search engines with a single mouse click?

Do you recall what happened next?

A handful of people ruined this for everyone else. These automated software products were being abused and submitting thousands of junk websites. Shortly thereafter, the search engines cracked down.

Today, you need to hand submit your website to the search engines.

Sure, there are software tools to help speed up the process, but they are not "one-click submission" solutions like those we have seen in the past.

On a sidenote, look what recently happened with some automated blog posting and blog pinging tools. They worked great for a few months and then they became ineffective due to misuse and abuse.

Over automation seems to always come back to haunt you in the end. It's no different in the world of article submissions.

The EXACT same thing is happening in the world of article directories today. In fact, a handful of article directories already have "verification" systems in place just like this to prevent 100% automated article submissions (a.k.a article spam)...



More article directories will follow in 2006. Mark my word.

So, you see... 2006 is changing the landscape of search engine marketing. Things always change within the search engines. What worked last year is not guaranteed to work again the next year.

Article marketing is no different. While this "100% white hat" search engine strategy has survived the test of time, you need to be up to speed on the latest trends to make your article marketing more effective in 2006.

I sincerely hope that this report has armed you with that information.

One last thing to point out to you (VERY important)...

The search engines are also making dramatic changes to the way they rank websites. Latent Semantic Indexing (LSI) and Artificial Intelligence (AI) are terms that no one really mentioned in the world of search engine marketing prior to 2005.

Today, LSI is a driving force behind Google's new algorithm and will determine how they rank websites (and articles).

As of this writing, Google is testing their new "BigDaddy" data center and experts predict that this will set a major overhaul of the search results that you see in the future. You can get a glimpse into Bigdaddy from these links:

<http://64.233.179.104>

<http://66.249.93.104>




According to Matt Cutts, Google's Chief Search Engineer:




"This will lay the groundwork for more advanced algorithms, larger databases, and being able to index different types of content more effectively."

I covered all the ins and outs of LSI, article optimization, the dangers of keyword density... etc, in a 31-page report that I recently sent out to all my ArticleAnnouncer customers. The report was appropriately titled:

## **"Article Marketing In 2006: Where are we headed... what's working now?"**

The feedback I got on this report was awesome. Here are a few comments from my customers that were posted to my private "Article Think Tank" discussion forum:

adrianbold	Posted: Wed Feb 08, 2006 1:35 pm	Post subject: Thanks for the report...	  
Joined: 13 Aug 2005 Posts: 1 Location: UK	Hi Jason		
Just wanted to say 'Thank You' for the report. A very good appraisal. To the point and clear to follow.			
I know some 'gurus' who would have sold that info for \$97 (with \$10 million of bonuses, of course) so thanks again.			
_____ Adrian			

incliner	Posted: Fri Feb 03, 2006 8:20 pm	Post subject:	  
Joined: 14 Nov 2005 Posts: 5	Jason:		
Thanks for your honesty about how the game is changing and showing us your best ideas of how to still use articles to gain an edge over all the junk sites.			
I THOUGHT I had read somewhere that submitting slowly was probably a good idea but I couldn't find it when asked by another member.			
Thank you again for clarifying this for us and spending the time to answer all the questions you were sent.			
You're doing a great job! I've seldom received this much after sale service for the money spent on other so called "tools" of the trade.			
Chuck			

Since it is vital to your success in 2006, I am making this same 31-page report available to a few ArticleAnnouncer customers for a limited time (see *details below...*).

This is information that everyone needs to know if they plan on using articles as part of their online marketing strategy in 2006.

If you are interested in using the power of articles to boost your incoming links, increase your search engine rankings, and quickly and easily drive targeted *cash-in-hand* prospects and visitors to any of your websites at NO cost, then you should [click here and give this website a quick visit...](#)

ArticleAnnouncer is the original (and still the only) software + training product on the market that teaches you how to create, optimize and submit articles that produce result. The course includes over 2 hours of audio instruction, 21 video tutorials, and 2 workbooks.

## **The ArticleAnnouncer Article Marketing System**

**"Now YOU Too Can Exploit  
The #1 Free Traffic Source  
On The Internet Using  
This Secret Weapon!"**



Plus, you'll get your hands on a collection of article scripts (to help you easily format, optimize, track your articles and find article distribution partners)... plus an article swipe file to give you dozens of new ideas... and of course my top rated ArticleAnnouncer article submission software.

Using this combo of information and software will put you miles ahead of your competitors (and the article spammers), give you better results with your articles, and keep you out of trouble within the search engines (unlike some people who I referred to earlier within this report).

And with my latest report in your hands, "Article Marketing In 2006: Where are we headed... what's working now?" you'll be armed with the exact article strategies and tactics that will give you maximum results with your articles in 2006.

As I have shown you through this report, 2006 is a new year in many ways.

Using "2005 tactics" aren't going to give you the same bang in 2006.

In 2006... the rules have changed.

The search engines are constantly getting smarter...

The question is... are you?

I wish you great success with your online business in 2006.



Jason Potash

*White Hat Search Engine Info Geek (And Proud Of It)*

P.S. – For a limited time, if you order ArticleAnnouncer I will throw in two bonus ebook gifts worth \$40 each (plus, the 31-page report "Article Marketing In 2006" that I mentioned earlier). These bonuses are NOT mentioned on the ArticleAnnouncer website. They are ONLY available to new ArticleAnnouncer customers who have read this same report you are reading now. There are many parallels between writing and submitting articles and press releases. Press releases are a fantastic way to compliment your article marketing strategy – get more back links, traffic, prospects, and exposure. These two ebook bonuses will help you to get great results with your press releases too.

For more information about the ArticleAnnouncer Article Marketing System, go here now:

[www.ArticleAnnouncer.com](http://www.ArticleAnnouncer.com)

IMPORTANT: To claim your three extra bonus gifts, just send a copy of your ArticleAnnouncer email receipt to Jamie, my Support Manager, at [support@joltinc.com](mailto:support@joltinc.com) and she will verify your order and send you the extra bonuses.