

How to Create and Use Sticky Articles

A Special Report from Dan B. Cauthron



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ARE YOU SPINNING YOUR WHEELS?

Don't Stay Stuck in the Mud! Power up your articles, content pages, even your salespages and ads with **the exact keywords** real people are using to search for your product and your information!

[Go Here to Get Keyword POWER - For One Lousy Dollar!](#)

link opens in a new window – you will not lose this report

Introduction

There are plenty of article writing courses available on the Net, so I won't go into teaching you that craft here.

If you are familiar with the Bum Marketing method (a somewhat updated regurgitation of a method that many successful article marketers have been using for many years) you already know how to write your articles so they get listed in search engines.

If you're not familiar with Bum Marketing, I'll get to that in a few minutes.

Whatever article marketing tactic you are using, here are a few points that can help you get your articles listed higher in search engine results.

First - Do the Keyword Research

Since any article should be written around a specific keyword or key phrase (that people are actually using in search engine queries) doing the research and choosing **the right keyword** is the foundation block of this entire marketing method.

In other words, **writing randomly** – without using a specific keyword that is at least somewhat popular in search engines – is **a waste of your time** from the start. Don't even think about it!

I use [NicheBot](#) (that link will open in a new window) to search for keywords that get 30 searches a day or more and that have page competition of 15,000 or less. That data and more are presented in an easy to understand format inside NicheBot.

Here are a few quick pointers of how to get your article listed higher:

1. Always use your key phrase in the article title – so if your key phrase is "**Professional Dog Training**" your article title could be "Professional Dog Training – 7 Secrets The Pros Use."

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2. Always use your key phrase in the **first sentence** of the article, or at least in the first paragraph. This is important because Google's spiders sometimes do not read through an entire page.
3. Mention the key phrase 2 to 3 times per 100 words of text to achieve a **2% to 3% keyword density**. Search engine spiders measure your article's topic relevance based on keyword density.
4. Use the key phrase in your author's bio box and also use it as **anchor text** for the link to your website.
5. Use "long tail" key phrases (containing 3 words or more) when possible. This is where keyword research at [NicheBot](#) is most important. **Do not** simply make up random keyword phrases in your head. That doesn't work!

Then, after your author bio, write in a definite **call to action** such as:

Click the Link to Discover the Secrets of [Professional Dog Training](#)

Your link **must be clickable** by anyone who drops by to read your article (including search engines spiders) so in case you don't already know - here is how to create a clickable anchor link in HTML:

```
<a href="http://www.yoursite.com">Professional Dog Training</a>
```

If you want the link to open in a new window, format it like this:

```
<a href="http://www.yoursite.com" target="_blank">Professional Dog Training</a>
```

The black text will be the clickable link.

Obviously – you must also replace "yoursitehere.com" with the domain name to your own website.

But using your key phrase as the anchor text - the part that readers will click on (in this case "Professional Dog Training") is critical to getting your website listed on Google and other search engines.

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Follow those pointers above when writing your articles and you will see rankings improve for your articles.

Here Is How To Get Sticky on Google

You can use this method for any article or Squidoo Lens that you want to rank higher in the search engine results:

Step 1:

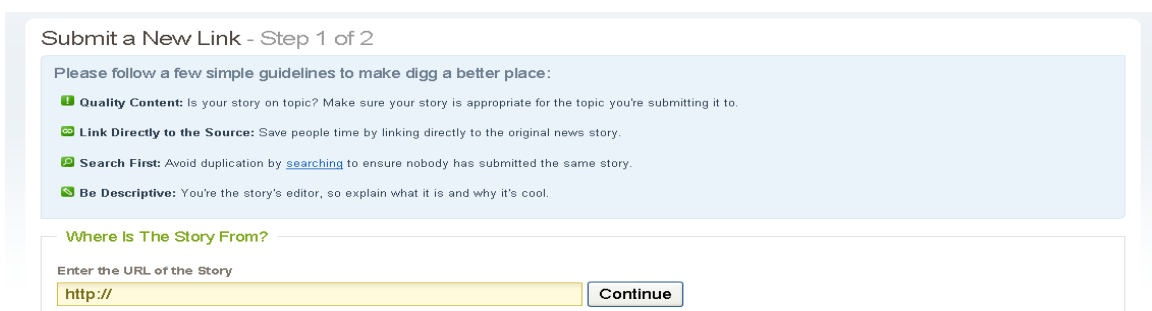
Go see the [Digg.com](#) homepage. Digg is a social bookmarking site where people submit stories, news, and reports. Digg is commonly regarded as one of the best sites to use in getting your articles bumped up in the search engine rankings.

Unfortunately you can not use Digg for US Free Ads but I will tell you how to do that later...

Go to Digg.com and [sign up for a free account](#). (That link will open in a new window. You won't lose this report.)

Then you will be allowed to log in and start submitting your articles.

Then you will see a page that looks like this:



Submit a New Link - Step 1 of 2

Please follow a few simple guidelines to make digg a better place:

- Quality Content:** Is your story on topic? Make sure your story is appropriate for the topic you're submitting it to.
- Link Directly to the Source:** Save people time by linking directly to the original news story.
- Search First:** Avoid duplication by [searching](#) to ensure nobody has submitted the same story.
- Be Descriptive:** You're the story's editor, so explain what it is and why it's cool.

Where Is The Story From?

Enter the URL of the Story

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Enter the article or Squidoo lens address into the box and click on submit.

You will then be taken through to a page that looks like this:

Story Title (Please enter a descriptive title for the story you're linking to.) 13 Characters Left

Dog Training - What To Look For In A Good Dog Training Service

Story Description (Write your own description of the news story.) 60 Characters Left

Dog Training does not have to be a huge task! All you need to do is find a good Dog Training service, although with so many Dog Training services about on the net where do you start?

Read my review on one of the leading Dog Training services here and find out how easy Dog Training can be!

Choose the Most Appropriate Topic

Technology	World & Business	Videos	Sports	Science	Entertainment	Gaming
<input type="radio"/> Apple	<input type="radio"/> Business & Finance	<input type="radio"/> Animation	<input type="radio"/> Baseball	<input type="radio"/> Space	<input type="radio"/> Celebrity	<input type="radio"/> Gaming News
<input type="radio"/> Design	<input type="radio"/> Political News	<input type="radio"/> Comedy	<input type="radio"/> Basketball	<input type="radio"/> Environment	<input type="radio"/> Movies	<input type="radio"/> Playable Web Games
<input type="radio"/> Gadgets	<input type="radio"/> Political Opinion	<input type="radio"/> Educational	<input type="radio"/> Extreme	<input type="radio"/> Health	<input type="radio"/> Music	
<input type="radio"/> Hardware	<input type="radio"/> World News	<input type="radio"/> Gaming	<input type="radio"/> Football - US/Canada	<input type="radio"/> General Sciences	<input type="radio"/> Television	
<input type="radio"/> Industry News	<input type="radio"/> Offbeat News	<input type="radio"/> Music	<input type="radio"/> Golf			
<input type="radio"/> Linux/Unix		<input type="radio"/> People	<input type="radio"/> Hockey			
<input type="radio"/> Mods		<input type="radio"/> Sports	<input type="radio"/> Motorsport			
<input type="radio"/> Programming			<input type="radio"/> Soccer			
<input type="radio"/> Security			<input type="radio"/> Tennis			
<input type="radio"/> Software			<input type="radio"/> Other Sports			
<input type="radio"/> Tech Deals						

Here all you do is enter a quick overview about what your article or Squidoo lens is about. I have used the "Professional Dog Training" example.

Also remember to lay it out as I have done in the screenshot above and use your key phrases a few times a paragraph.

Also note that Digg is quite strict on spamming so do not over do it. You should be linking through to articles or Squidoo lens with good content. If so, you should not run into any problems.

Step 2:

Go to Onlywire.com - another social bookmarking service that enables you to post to multiple social bookmarking services all at once.

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When you get there, click on the link that says "Start Using It Now" and create a username and password. Log in and you will see:

Bookmark Tools: [Drag these links below into your toolbar](#) - [Need Help?](#)

[Save Page \(fr\)](#) (Frames) [Save Page \(std\)](#) (No Frames)

Enter your username and password below for the various services that you wish to utilize. Leave the information blank for services you do not use. Note: You must have a valid login for each service, if you do not have logins sign up with them by clicking on the link provided.

	Username	Password
Backflip	<input type="text"/>	<input type="text"/>
Bibsonomy	<input type="text"/>	<input type="text"/>
Blinklist	<input type="text"/>	<input type="text"/>
Blogmemes	<input type="text"/>	<input type="text"/>
Blue Dot	<input type="text"/>	<input type="text"/>
de.lirio.us	<input type="text"/>	<input type="text"/>
del.icio.us	<input type="text"/>	<input type="text"/>
Diigo	<input type="text"/>	<input type="text"/>
Furl	<input type="text"/>	<input type="text"/>

Click On the links and sign up for each service first!

Note that you can also use Onlywire to promote your [US Free Ads](#). The first thing you need to do on this page is at the top where it has a link that says "Save Page (std)" you need to drag and drop this into your tool bar which is normally where the links are to Windows marketplace and so on.

Once you have done that you need to click on the links at the left and sign up for each bookmarking service (as shown in the picture above.) This is tedious but one hour of work will pay off if you're willing to do it.

Then come back to the page above and enter your username and password in the boxes above.

Remember to click "**Save My Logins**" at the bottom of the page.

After you have done all that go back to the Squidoo Lens or article you submitted to digg and while on the page, Click on the Save page link that should now be in your toolbar.

This will take you through to a page similar to the one on digg and you should write you bookmark in much the same way.

With the key phrase as the title and the comments and notes using the key phrase a few times every paragraph.

After you have followed the steps above you should see your article listed in Google and other search engines within 3 to 4 days, or even quicker in most cases.

Just search Google for the exact key phrase you used when you wrote your article and be sure to enclose it in quotes when you type it into the search box – like this:

"Professional Dog Training"

If you've used **NicheBot** to locate popular keywords and long tail key phrases that have **high daily clicks and low competition** – you will very likely see your article showing up in the Top 20 within a short time.

If All Else Fails (it probably won't so don't panic)

If your article is not listed in Google within a few days, go to:

<http://craigslist.org>

Submit a listing in exactly the same way as you write the bookmarks above into the small biz ads section on this page.

Also keep in mind that while Craigslist gets you indexed super fast, they probably will **remove your listings** if you use the service more than once every 24 hours.

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If after 5 days your article is still not listed in Google (it should be) write three more articles containing the **same key phrases but with different content** and submit them to:

<http://www.goarticles.com>

<http://searchwarp.com>

<http://ezinearticles.com>

That's all there is to it.

I recommend following the steps above on your Bum Marketing listings that suddenly drop from the listings. You can also use this method for each of your articles and Squidoo lens. With a little work, you could dominate Google for carefully chosen long tail key phrases.

Wishing all the best
Dan B. Cauthron

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