

How To Write An Article Resource Box For Successful Int...

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Writing the article for your article marketing campaign is only half of the battle. If you want more people to click through to your website from the articles that you write, you should make sure that your resource box at the end of your articles is doing its job. You can write a perfect article and still never get any click throughs if your resource box is lacking. If you are not getting your resource box right, in other words, you are simply wasting your efforts. If you want your article to sell exactly what it is that you are offering, then you need to know how to craft a great article marketing resource box. This is the author biography box that appears below your body, or a signature file that you can create and append to the bottom of your submission articles.

Here is what you need to include in your resource box:

- Your name. You would be amazed at the sheer number of people who do not include this information in their resource box. Mention your name at the end of your resource box.
- Your website address. Use an absolute URL, like <http://www.thisismywebsite.com>.
- Your unique proposition for selling. Use a few sentences to capture the true essence of what makes your offering unique from everything else that is out there. Focus on providing a single specific call to action.
- Your eZine subscription address. Give your readers a way to keep in touch with you by urging them to join your eZine or newsletter. This will give them a way to keep in touch, and to keep in touch with them, so that you can build up a trust factor between yourself and your potential customers.
- Anchor text. Use a keyword or a keyword phrase that you are looking to build SEO strength for, like 'article marketing' if you are trying to build search engine strength for this and similar topics. Your resource box should be started in the article body, meaning that one should flow seamlessly into the other. This way, your readers will read your resource box without even realizing it. The article marketing resource box is not actually a box, but is rather the last passage of information in your article. When you put this section together, you should write in a way that your readers are likely to respond to. Don't incorporate too many links, but stick to a single website address, and do not bother listing your qualifications because your readers are not going to be interested. Above all else, your resource box should be concise, short and to the point.

One of the important things to know is that your resource box is not actually meant to be about you, but rather about what is in it for the reader. Make sure that your resource box passes what is known as the "so what" test by giving your readers a real reason to click through to your website.