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# **How To Get Free Quality Leads To Your Website By Writing And Publishing Articles**



As a website owner, you're probably looking for ways to obtain good quality leads to your website at a low cost. Well, the only thing better than low cost is free, and in this article I'll show you how to use articles - like the one you're reading now - to gather hundreds or even thousands of high quality leads to your website every month for free, no matter what niche you're operating in. This will be done by publishing writing.

The process I'm going to be talking about is known as article marketing. The concept of article marketing is to write short articles that are related to your business niche that will be of interest to potential customers. Once you're finished writing an article you can publish it on your own website or blog. You can also publish it on literally hundreds of article directory sites.

It usually doesn't cost you anything for publishing writing on an article directory. All that is required is to create a free author account with the directory site. When publishing on an article directory, you'll be able to add what's called a "resource box" at the end of the article. The most important thing to know about the resource box is that you can include a URL link/s that links back to one of your web pages. This link is how you'll get traffic to your website.

The more articles that you publish to directories, the more links you'll have pointing to your website and the more quality leads those articles will generate for you. Also, there are thousands of website owners that search article directories for content that they can republish on their own websites. In this sense, your article, complete with your resource box and links, could be republished on hundreds of other websites, multiplying the number of links back to your web pages.

In essence, this will increase the amount of traffic you'll see arriving at your website as people read your article and click through to your web page. Another benefit from this link generation is that your website will become more prominent on Google and other search engines for keywords and keyword phrases relating to your business niche.

Again, you can easily get quality leads for your website free of charge. Comparing article marketing to Pay Per Click (PPC) marketing, article marketing takes longer, but it works continuously over time and on a low budget, or a zero cost budget. PPC, however, will start delivering leads almost immediately, but you'll be paying for every single one. A lot of inexperienced Internet marketers have had their wallets burned using PPC.

Those are the basics of article marketing, and if publishing writing is all you do to promote your website, you'll see an improvement in your traffic.

However, as you can imagine, there is more to it than the basics I outlined in this article. But, this will give you a good start and something to think about as you grow your Internet business.

If you really want to generate free quality leads on a grand scale by publishing writing, then there are a few essential "article marketing secrets" that you will need to master. We'll look at some of these secrets in my next article.

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