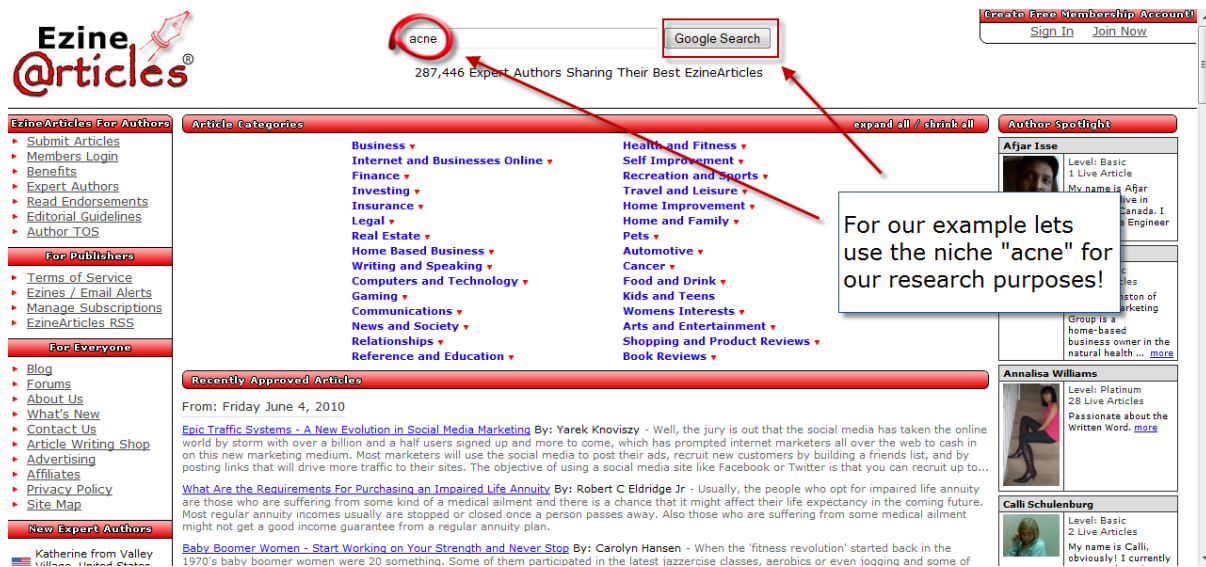


Advanced Niche research Using Part 1?

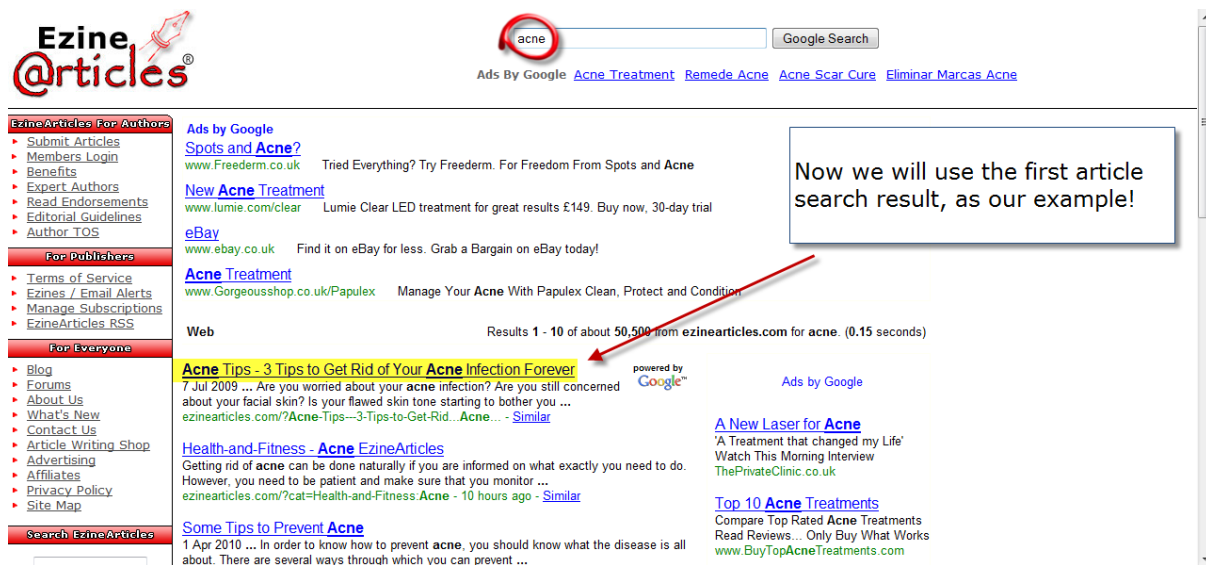
Hey Guys,

First of all let's use the niche "acne", and type the keyword into the Google search bar at Ezine Articles home page!



The screenshot shows the EzineArticles homepage. At the top, the search bar contains the keyword "acne" and a "Google Search" button. A callout box with a red arrow pointing to the search bar contains the text: "For our example lets use the niche 'acne' for our research purposes!". The page features a navigation menu on the left, a central "Article Categories" section with various sub-categories like Business, Health and Fitness, and Self Improvement, and a "Recently Approved Articles" section at the bottom.

Check out the results...



The screenshot shows the search results for "acne" on the EzineArticles website. The search bar at the top contains "acne" and the results are displayed below. A callout box with a red arrow pointing to the first search result contains the text: "Now we will use the first article search result, as our example!". The first result is titled "Acne Tips - 3 Tips to Get Rid of Your Acne Infection Forever" and is dated 7 Jul 2009. Other results include "Acne Treatment" and "A New Laser for Acne".

Notice the title in the first article search result...

["Acne Tips - 3 Tips to Get Rid of Your Acne Infection Forever"](#)

Now why is this so important?

Well, the title is telling the reader in one sentence exactly what the article itself contains in content, it "specifically" states there are exactly "3 Tips" taught to the reader throughout the article that will cure "Acne Infection Forever"!

Knowing this they will most likely click through to the article body to read all the details they need to know in order to cure their acne problem, it's a simple case of giving a solution to their problem in the article but flagging their attention to this information in the title!

More examples would be..

"10 Methods on How to Build a Targeted Customer List"?

"4 Ways to Drive Targeted Traffic to Your Websites Using Twitter"?

You get the idea, the point to note here is this, and its key, people love "specification", the more laser targeted your title information is towards the article content the greater your click through rate will be on your articles!

Let's click through on the title...

The screenshot shows a search result page for 'Acne Treatment'. A blue box at the top right contains the text: "Notice the article is only short and small in content?". Three red arrows point from this box to the article's main text area, which is highlighted in yellow. The article text includes sections like "Keep Your Face Oil Free", "Make Use Of A Face Pack", and "Apply An Anti-Acne Cream". To the right of the article text is an advertisement for "MediBac Skincare Range" and "Microdermabrasion - £30". The page also features a sidebar with navigation links, a search bar, and an email address field.

There's a very good reason for that?

Depending on the information within the article some writers and readers find that they stick with the article to the end if it is reasonably short, people want the information and they want it in a hurry especially if it's a solution to their problem!

At the end of the article is what is known as the "Bio Box" and the opening line in this particular one goes like this...

"Watch out for more information on the [Best Acne Treatment](#) and grab your risk free trial of [Acne Treatment Supplements](#) now.

That opening line of text really is a prompt to go to the article for the full scoop in order to scratch your itch, also note the two blue hyperlinks they are anchor text created by using what is known as an html "a href tag"!

An anchor text is an hyperlink to your target website in the form of the most popular keyword phrase for the subject of your website, as you can see from our example in this case its "acne" and the most powerful keyword phrases to rank for on Google is "Best Acne Treatment" "Acne Treatment Supplements", that is why these type of hyperlinks are called anchor text, they anchor the keyword phrase to the link path of your website so that Google can rank your site and index it for them keyword phrases.

Isn't that cool, but more importantly very powerful, also not only does the website get ranked for them keyword phrases but so does the article, can you see how that gives you two shots to be ranked high and appear on Google for each keyword phrase?

So it pays for you to do the same for whatever markets and products you promote via your articles!

In the next screen tap let's look at the bio box and the "Anchor Text Links"?

The screenshot shows a website page with a sidebar on the left and a main content area. The sidebar contains a navigation menu with items like 'Blog', 'Forums', 'About Us', 'What's New', 'Contact Us', 'Article Writing Shop', 'Advertising', 'Affiliates', 'Privacy Policy', and 'Site Map'. Below the menu is a search bar for 'EzineArticles' and a section for 'Ads By Google' with links for 'Acne Scars', 'Acne Treatment', 'Pimple Scar Remedies', 'Clear Acne', and 'Oily Face Acne'. There is also a 'New Article Alerts' section and an 'Email Address' field.

The main content area features an article titled 'Expert Acne Treatment' with a sub-headline 'An Acne Programme to Suit You. Local Clinics'. The article text includes sections like 'Keep Your Face Oil Free', 'Make Use Of A Face Pack', and 'Apply An Anti-Acne Cream'. At the bottom of the article is a highlighted 'Bio Box' containing the text: 'Watch out for more information on the [Best Acne Treatment](#) and grab your risk free trial of [Acne Treatment Supplements](#) now.' Below this is the article source: 'http://EzineArticles.com/?expert=John_McClen'.

Two callout boxes with red arrows pointing to the Bio Box and the anchor text links provide explanations:

- The first box says: 'Lets look at why the article is short and sweet, the "Bio Box", look at the opening line, you are engrossed in the content of the article and now you have to click through to get more detailed information!'.
- The second box says: 'Note the two hyperlinks here, these are known as "anchor text" or "a href tags"!'.

Also notice how the bio box message is so fluent in its execution incorporating the anchor text links nicely into the line; this is how to write a bio box with the links to your websites!


Now, remember I mentioned selecting the right category and sub-category for your article this is just as important guys, as far as being highly visible to the right target audience, especially on ezinearticles.com, you want to push your article in front of at least most of the right reader segment of their traffic, in our example for acne you want as much of the acne solution seeking crowd that passes through ezinearticles.com as you can via your article to your sales letter!

You see most of them use the categories to find articles offering the answers to their questions, check out the screen tap...

The screenshot shows the EzineArticles website interface. At the top, there are search boxes for 'Main Category!' and 'Sub-Category!'. Below the navigation menu, the breadcrumb path is 'HOME :: Health-and-Fitness / Acne'. The article title is 'Acne Tips - 3 Tips to Get Rid of Your Acne Infection Forever'. A text box with a blue border and white background contains the text: 'Here's the category and sub-category selected by this article author in our "acne" article example!'. Red arrows point from the 'Main Category!' and 'Sub-Category!' boxes to the 'Health-and-Fitness' and 'Acne' parts of the breadcrumb path respectively.



If you are never sure what the best categories are and sub-categories are for your articles, contact ezine articles via your account with them they will tell you the best ones to maximise your article exposure in a heartbeat, I have once or twice!

That's it for this report, however I will create another one in the not to distance future, taking all this niche research to a new level and I will guarantee it will blow your mind; this is article marketing in a new light! 



Ed

www.digitalwordmedia.com

www.skincareprofitgoldmine.com

