

The Article Leverage System

By Mark Thompson

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Thanks to my daughter Emily who created the graphics for me.

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Introduction

I am sure that everyone reading this knows that Article marketing is the cheapest and most efficient method of promoting your websites. Over the past 3 years I have run numerous experiments and each and every time using articles has proved to be the most profitable long term method.

Over the past 8 weeks I have been combining an outsourcing test and a back linking test. I initially started by having outsourced workers create

profile links for me while they worked great in the short term it quickly became obvious that they were going to be no use in the long term.

I then started to use staff to post my articles to 40 or 50 different web 2.0 sites and article directories. This started to show results but was working out to be quite expensive. There was also the problem of Duplicate content.

OK before you start to email me and say there is no duplicate content for articles on different sites, I have 1 simple rule I always work to. I've used this since I first started Internet Marketing and it's never let me down.

"Google Ain't Stupid"

Sure they might not penalise Duplicate content on different sites at the moment but what happens when Joe Blackhat creates a tool that posts the same article to 100,000 sites with a click of a button and his sites rocket to #1

I am sure you can guess the answer... they'll penalise duplicate content on different sites.

Anyway back to the experiment. I noticed that the articles that were posted were getting more backlinks and were also driving a bit of traffic to the site. The problem was that even by paying someone \$2 or \$3 an hour's it was proving expensive to post my articles to 50 sites. And there was no guarantee that they would be accepted so I needed another way to use my articles. That's when I started researching this system.

Glossary of Terms

NOTE: I use a lot of TLA's (Three Letter Acronyms) in the graphics out of necessity here are a list of them and what they stand for:

AMA = [Article marketing Automation](#)

FTS = [Free Traffic System](#)

MAN = [My Article Network](#)

MAR= [Magic Article Rewriter](#)

MAS= [Magic Article Submission](#)

MNF= [Micro Niche Finder](#)

TLJ = [The Link Juicer](#)

UAW=[Unique Article Wizard](#)

WPG =[Wordpress Goldmine](#)

Creating Sites That Kick A\$\$

If you have got Version 1 of this guide then you'll notice that this section is new. A week after releasing the original guide it struck me that the system is so powerful that you could actually be wasting time and effort targeting the usual long tail keywords. So I set about finding the ideal keywords to target. The method had to be quick and easy.

The first thing you should do is to fire up whatever keyword tool you usually use. I use [Micro Niche Finder](#) and have done for a few years now. It is perfect for this type of site building. The reason I like it particularly for the type of sites we will be building is that it you can use the SOC indicator to quickly choose your keywords.

I am going to use a two phase method of keyword selection as by digging deeper than normal you will find a lot more high quality keywords.

So the first thing you do is find a broad term, I find brand names are great for this. Samsung, Rubbermaid, Magimix etc.

For this example I choose Rubbermaid.

<input type="checkbox"/> rubbermaid roughneck	2,900	2,400		Get Exact Phrase Count	1.98	Get OCI	Get SOC
<input type="checkbox"/> rubbermaid shed	12,100	9,900		Get Exact Phrase Count	1.81	Get OCI	Get SOC
<input type="checkbox"/> rubbermaid sheds	5,400	4,400		Get Exact Phrase Count	2.59	Get OCI	Get SOC
<input type="checkbox"/> rubbermaid shelves	1,600	1,300		Get Exact Phrase Count	1.43	Get OCI	38
<input type="checkbox"/> rubbermaid shelving	3,600	2,900		Get Exact Phrase Count	1.43	Get OCI	Get SOC
<input type="checkbox"/> rubbermaid step stool	1,900	1,600		Get Exact Phrase Count	1.54	Get OCI	Get SOC
<input type="checkbox"/> rubbermaid storage	14,800	9,900		Get Exact Phrase Count	1.90	Get OCI	1,110
<input type="checkbox"/> rubbermaid storage containers	3,600	2,900		Get Exact Phrase Count	1.65	Get OCI	10
<input type="checkbox"/> rubbermaid storage sheds	3,600	2,900		Get Exact Phrase Count	2.48	Get OCI	17
<input type="checkbox"/> rubbermaid trash cans	4,400	2,900		Get Exact Phrase Count	2.50	Get OCI	Get SOC
<input type="checkbox"/> stackable	3,600	3,600		Get Exact Phrase Count	1.71	Get OCI	Get SOC
<input type="checkbox"/> storage containers	60,500	60,500		Get Exact Phrase Count	2.70	Get OCI	Get SOC
<input type="checkbox"/> storage sheds	49,500	49,500		Get Exact Phrase Count	2.55	Get OCI	Get SOC
<input type="checkbox"/> wastebasket	22,200	14,800		Get Exact Phrase Count	1.37	Get OCI	Get SOC
<input type="checkbox"/> rubbermaid storage shed	6,600	5,400		19,900	1.86	Get OCI	12

If you look at the image above you'll see that I found some good keywords just with the term Rubbermaid, but I want to go further than that. So let's choose something a little bit "deeper" In this case Rubbermaid storage shed. Kerrrrching!!

Looking at the results below you could have a 5 page site that should be easy to rank well for with a potential 21,000 visitors a month.

Phrase (click a phrase for options)	Local Search Count	Global Search Count	sep 2008 - ago 2009	Exact Phrase Count	Ad Cost	Commercial Intent	SOC
<input type="checkbox"/> rubbermaid storage shed	6,600	5,400		Get Exact Phrase Count	1.86	Get OCI	12
<input type="checkbox"/> storage shed kits	3,600	2,900		Get Exact Phrase Count	1.83	Get OCI	13
<input type="checkbox"/> rubbermaid storage containers	3,600	2,900		Get Exact Phrase Count	1.65	Get OCI	10
<input type="checkbox"/> rubbermaid horizontal storage shed	4,400	2,900		Get Exact Phrase Count	2.57	Get OCI	14
<input type="checkbox"/> rubbermaid storage sheds	3,600	2,900		Get Exact Phrase Count	2.48	Get OCI	17
<input type="checkbox"/> suncast storage building	2,900	2,400		Get Exact Phrase Count	1.78	Get OCI	15
<input type="checkbox"/> plastic storage shed	1,600	2,400		Get Exact Phrase Count	2.04	Get OCI	7
<input type="checkbox"/> garden storage shed	1,900	1,900		Get Exact Phrase Count	2.08	Get OCI	29
<input type="checkbox"/> vinyl storage shed	1,900	1,900		Get Exact Phrase Count	2.89	Get OCI	24
<input type="checkbox"/> rubbermaid outdoor storage	2,400	1,900		Get Exact Phrase Count	1.96	Get OCI	11
<input type="checkbox"/> rubbermaid vertical storage shed	2,900	1,900		Get Exact Phrase Count	2.06	Get OCI	10
<input type="checkbox"/> wood storage shed	2,400	1,600		Get Exact Phrase Count	1.63	Get OCI	26
<input type="checkbox"/> wood shed kits	1,900	1,300		Get Exact Phrase Count	1.17	Get OCI	3
<input type="checkbox"/> lifetime storage shed	1,000	880		Get Exact Phrase Count	3.73	Get OCI	3
<input type="checkbox"/> rubbermaid outdoor storage shed	1,000	880		Get Exact Phrase Count	2.06	Get OCI	2
<input type="checkbox"/> rubbermaid vertical outdoor storage shed	1,000	880		Get Exact Phrase Count	2.08	Get OCI	2
<input type="checkbox"/> vertical storage shed	1,300	720		Get Exact Phrase Count	2.10	Get OCI	33
<input type="checkbox"/> horizontal storage shed	1,000	720		Get Exact Phrase Count	2.05	Get OCI	32
<input type="checkbox"/> rubbermaid large vertical	1,000	480		Get Exact Phrase Count	2.18	Get OCI	2

For years I've targeted keywords that will give me about 50 visitors a day within a few weeks. This is normally good enough for \$1 a day. Since I've started using The Article Leverage System I have started creating sites that will get 300 or more visitors a day the same amount of work but 6 times more income.

Now that you have a set of keywords all you need to do is to find a keyword based domain name. Using this method I have found loads with between 1500 and 4000 searches a month that are available. Only today I picked up a domain name using this method that has 12000 searches a month and 391 competing pages. Can you believe that there are still domains like this available? It certainly surprised me.

Right onto the important bit how to get thousands of backlinks to your money sites on autopilot

The Article Leverage System

I am not claiming to have invented this method it's been around for a while. However I have spent a long time refining it and breaking it down into a couple of systems that are suitable for people on a low budget and people who don't mind spending a bit extra on a systems that works and is automated.

If you have been in internet marketing for more than a few weeks you will have lots of content. Personally I have thousands of Web Pages and a few thousands of articles on ezinearticles. All of which I've paid for or written myself it seems a shame not to be able to squeeze every last cent out of them.

With this system I have added some free tools so that you can use it even if you have no money to spare. Then as you build up some income add a few extra tools that will pay for themselves. This is exactly how I started and it did me no harm!

Simple Article Marketing

Normally most people get an article then either post it to their sites or post it to ezinearticles to get traffic or "link Juice" This method works well and with a well constructed article and resource box you can make a good income/profit from each article.

You get daily traffic and you get an all important backlink, if your article get added to other sites once again another backlink. For a lot of niches this is usually all you need to do to rank well and it is a great way to make money if you are starting out.



If you concentrate on writing short articles with short snappy resource boxes you can't go wrong. (There is an article marketing course in the Wordpress Goldmine Forum if you need some advanced tips)

Up to now this has been my preferred method of making money online I can usually get sites to make \$2 or \$3 dollars a day with Adsense and/or 1 or 2 Clickbank sales a week. I might add 1 or 2 article to UAW if the niche was a bit difficult to give my pages an extra boost. The problem is with lots of sites like this you can make a good income.

That means you (and me!) get lazy .. "Hey this site is earning \$75 a month without me having to do anything WooHOO"

When I started to experiment on my sites 2 months ago I choose 10 of them to play around with and get backlinks to. The aim was to get every

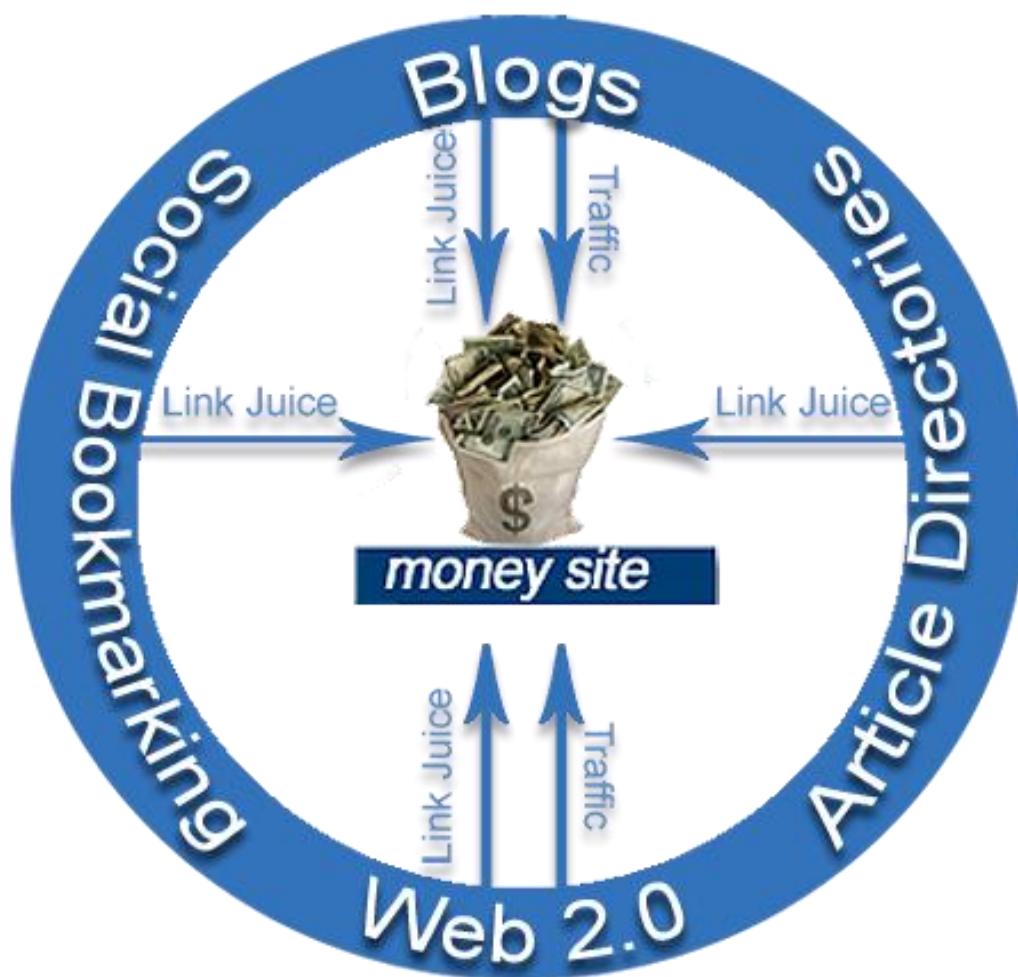
page ranking as high as possible not just having 1 or 2 pages at #1 in Google.

The sites I choose were a mixture of AdSense and Clickbank sites that I hadn't worked on for 6 months or so. Some made 1 clickbank sale a month may 2 if I was lucky and maybe 50 cents to \$1 on average in Clickbank.

Let me tell you, with only a bit of work *≤ sorry for the 4 letter word!* Every one of those sites has massively increased its income. 3 or 4 are now making \$10 a day in AdSense and I have Clickbank sites that have made sales for 5 consecutive days. It's also worth pointing out that this is a long term strategy, what will happen 3 months down the line when there are thousands of links pointing to my sites.

Applying Leverage

So what do I mean by Applying leverage to your articles. I mean taking that one article and being able to drive traffic and get backlinks from hundreds and thousands of sites.



Do it right and you can rank highly for some very competitive keywords. Sites that you have been happy getting \$75 from will be earning you \$200 or \$300 a month. Niches that you thought were too competitive will be easy to dominate.

It's great being able to target the low hanging fruit and get income from keywords with low competition, but the big money is in the competitive niches and with keywords with a 1000 or more searches a day. With a good back linking strategy they are yours for the taking. Without one you aren't going to make money from them.

For one niche I entered 2 weeks ago using this method I have my content ranking in 13 of the top 15 Exact matched phrases in google. This is a product that will be very big this Christmas. I also have 5 of the top 10 broad matched phrases pushing the manufacturer with his huge SEO budget down to 4th.

As I mentioned before you really should send out unique articles rather than the same ones, the easiest way to do that is to rewrite them. There is going to come a time when Google looks at all the content on a page the link comes from. When that happens you really don't want a business founded on duplicate content.

But another more important reason why you should be using unique content is that you want to dominate the search engine rankings. No search engine is going to rank the same content in the top 10 positions. Do you really think I could have had 13 of the top 15 positions if all the content was the same? No way.

If you want to fill the rankings with your content and drive more traffic to your site and in turn make more money then you need Unique content and the cheapest most efficient way to do this is to use rewritten content.

Rewriting Your Articles

Rewriting articles can be done in a number of ways and at a number of levels. The easiest and simplest is just to go through the articles and rewrite the article manually. Taking the meaning of the original words and writing them in your own words. The trouble with this approach is that it takes 15 to 20 minutes to rewrite each article.

The next way to do it is to use a tool that will allow you to rewrite an article at a sentence or paragraph level.

For example you take an article either sentence by sentence or paragraph by paragraph and rewrite it so that each sentence is different but means the same. You then use a tool to take random sentences and paragraphs and it combines them to make each article unique.

Two examples of great tools for doing this are Andy Black's Easy Article Rewriter(<http://easy-article-rewriter.com/>) For sentence level rewrites

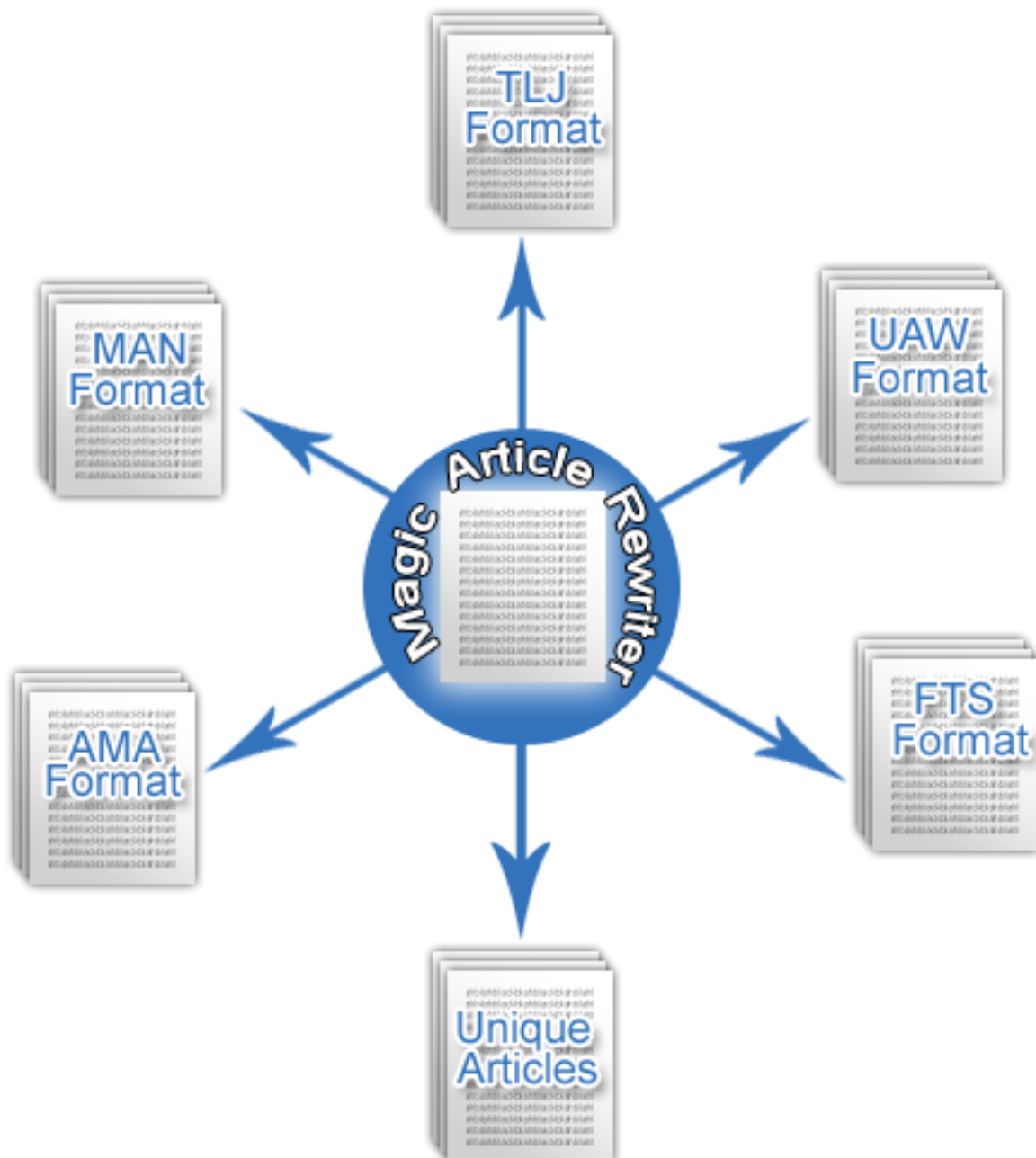
And Paul Forcey's Article Helper Pro (<http://articlehelperpro.com/>) For Paragraph level rewrites. Please Note that Wordpress Goldmine Members Get a \$20 discount on Article Helper, details in the forum.

If you are on a budget and want to do most of the work manually then you won't go wrong with these tools.

However if like me you want to get into Industrial strength back linking then there is only one tool I can recommend at the moment. Magic Article Rewriter.

I have tested lots of article rewriters and I hated most of them apart from [Magic Article Rewriter](#) (MAR) this tool is way ahead of the opposition. The synonyms (replacement words) are pretty good from the start but it learns from you as you go through the articles and one great feature I've yet to see elsewhere is the token replacement option where you can create a token and apply it immediately to the whole article. So for example you had a word or phrase you used a lot in an article you could use a token for it and it would change all occurrences of that word.

But the best bit is that [Magic Article Rewriter](#) can export the rewritten text in various distribution formats allowing you to quickly distribute thousands of articles to blogs, directories and web 2.0 sites. Obviously you also get hundreds of unique articles to use as you wish.



What is Spyntax

I suppose it would be a good time to explain how Spyntax or spintax works.

If you have a sentence such as.

The quick brown Fox Jumped over the lazy dog.

When you spend time with it in magic rewriter or any rewriter it will look like.

The {quick|rapid|swift|fast} {brown|tan} Fox {Jumped|leapt|bounded|hopped}
over the {lazy|idle|sluggish|slothful|lethargic} dog.

You can then output it for various distribution tools (we'll look at these in a
minute)

TLJ/UAW

The {quick|rapid|swift|fast} {brown|tan} Fox {Jumped|leapt|bounded|hopped}
over the {lazy|idle|sluggish|slothful|lethargic} dog.

AMA/MAN

The {quick~rapid~swift~fast} {brown~tan} Fox
{Jumped~leapt~bounded~hopped} over the
{lazy~idle~sluggish~slothful~lethargic} dog.

FTS

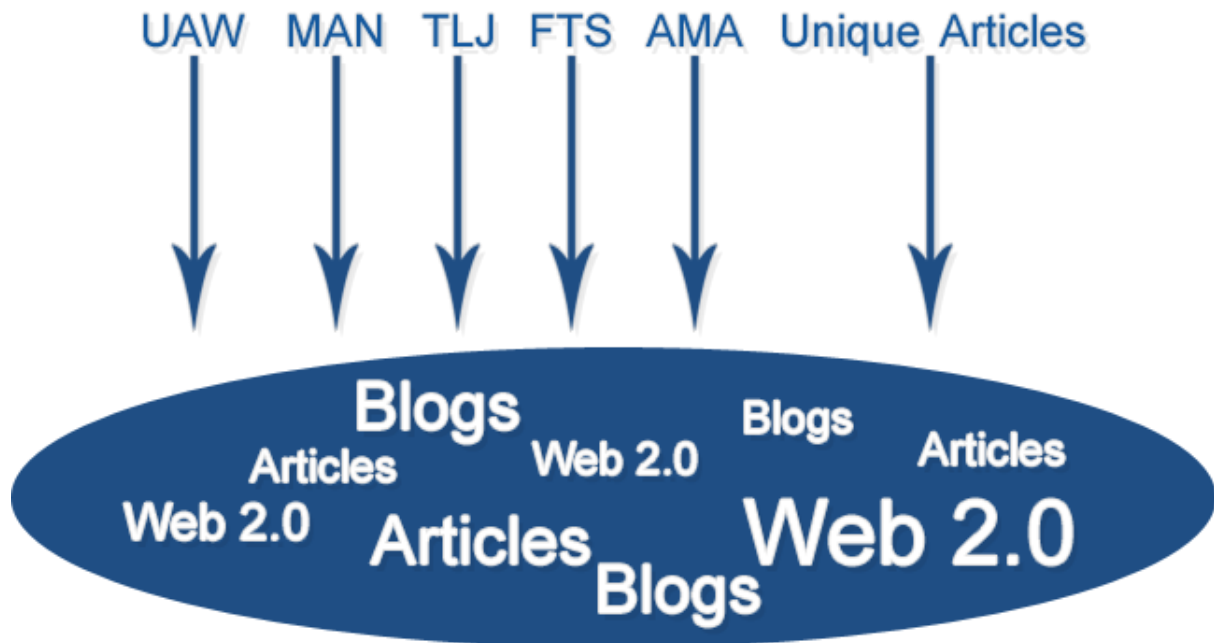
The [spin]quick|rapid|swift|fast[/spin] [spin]brown|tan[/spin] Fox
[spin]Jumped|leapt|bounded|hopped[/spin] over the
[spin]lazy|idle|sluggish|slothful|lethargic[/spin] dog.

The Distribution Tools will send out unique versions like the ones below to
hundreds of sites, all different, all unique but meaning the same. Most
importantly all linking back to your site.

The quick tan Fox hopped over the slothful dog.

The swift brown Fox Jumped over the idle dog.

The rapid tan Fox hopped over the sluggish dog.



Next Step – Domination

We now have take our original article and with 30 minutes or so of work, which can be outsourced. You suddenly have access to thousands of unique versions of the same article.

Just think of this as ammunition or bullets that you can keep firing off until you dominate your niche. Each article will link back to your site through anchor text bringing you back links and traffic.

It is important that you have as wide a variety of links as possibly so we don't want to just post to article directories or just web 2.0 or just blogs we want a mixture of all types of links.

If you were to use all the sites below you would have thousands of links building to your websites and continuing to build over the coming years. How long would it take you to build 100 back links manually? Probably 2, 3 hours or more?

One great thing often overlooked in the push for backlinks is that a link coming from a related blog has got to carry more weight than a link for a totally unrelated site.. remember "Google Ain't Stupid!" These Distribution tools below give you links from related sites.

Fashion articles go to fashion blogs health articles go to health blogs and not just any old random site.

I submitted to 5 of the sites below the other night and it took me under an hour. It sometimes took me that just to submit one article to UAW. Using the output from [Magic Article Rewriter](#) has made getting back links on an industrial scale easily achievable.

Remember you could also offer to create and distribute articles for other people to pay for your costs. Providing services are a great way to cover the costs of tools and software when you first start.

Let's look closer at the Distribution Tools.

Distribution Tools

[Magic Article Submitter](#)

First up we'll look at Magic Article Submitter this comes as an add on to Magic Article Rewriter. MAS currently submits to article dashboard article directories, about 700 of them are listed. These aren't the most beneficial of sites to list to as many don't have any PR. However with MAS it takes very little effort to submit your articles as it automatically signs up and the automatically verifies the emails that come through.

If that wasn't enough it then allows you to schedule distribution. I also have some inside information that there are new modules coming that means you'll be able to distribute article to more than just Article dashboard sites.

[The Link Juicer.](#)

I absolutely love The Link Juicer. You set up your campaigns and it just posts a few links every day for you. The real power is it then posts links to your links so over time you build up a large network of backlinks all passing Link Juice down to your site. It takes about 20 minutes to set up a campaign manually but by using your MAR output you can cut that to about 5 minutes.

You can sign up and get 1 month free with The Link Juicer at the moment. There is also a \$10 discount available to Wordpress Goldmine Members

[Free Traffic System](#)

Free traffic system is as it says free, or you can get a pro membership which has some extra benefits. Once again you get Specific FTS output from Magic Article Rewriter.

This is a system a lot like The Link Juicer where your links can build up over time. Also like the other Distribution tools to follow you can also add your own blogs to the site and get free unique content.

I would recommend signing up for the free account, testing it out and if you like what you see then go pro when you can afford it.

Article Marketing Automation

Article Marketing Automation is a blog network and like FTS above and UAW below you can add your own blogs to the network > I really like these blog networks as your links come from unique IP addresses and the articles are distributed gradually so you build links naturally. Once again there is a free account option where you can add your blogs and receive content. You'll also get the opportunity to add 5 articles to test the network.

One great thing about AMA is that submission is quick, about 5 minutes from the time you log in to the time your article is distributes.

My Article Network is basically the same so I won't talk about it separately.

Unique Article Wizard.

I've been with UAW over 2 years now and I can't ever see myself leaving. If a site was having trouble ranking I just added an article, rewrote it and set it to submit 50 copies every day. That was it, it was moving up the rankings in a few weeks.

The trouble is that it takes time to rewrite the articles. However since getting magic article rewriter I just take the output paste it in add the resource box and off it goes. It now takes 10-12 minutes max to submit an article. If you use UAW you know what a great thing that is!!

Conclusion

I hope you can see the huge impact building a system around these tools could make to your online business. Spend an hour rewriting and distributing and you will find that you get hundreds and thousands of backlinks building up over the months to come.

A quick word of warning about tracking backlinks. You can't do it effectively so don't try. The search engines don't list each link and don't index them fully so if after 3 months you only see 200 links don't worry about it. They know the links are there. Just look at your results and rankings for proof.

Look at this as a Long Term Method.. short term methods are for people with no imagination!

The exact method I use is as detailed above. Here it is in summary.

1. Take an article.
2. Rewrite it in Magic Article Rewriter
3. Output it in UAW, AMA, FTS format.
4. Distribute it with Magic Article Submitter
5. Post it to TLJ, UAW, AMA, FTS

Obviously I don't recommend this for everyone if you already have an income from your blogs then definitely use one or two of the distribution tools and Magic Article Rewriter. If you don't have a good income or lots of blogs yet then use the free tools I mentioned.

There is no need to let lack of Funds stop you from starting yo domaine Google and leverage the content you already have.

You can start building backlinks today using only free tools Free Traffic System has a free option, The Link Juicer has a 30 day free trial. Even Article Marketing Automation will allow you to submit 5 articles when you sign up for a free account. You'll just need to spend time spinning your content manually until you get necessary funds for [Magic Article Rewriter](#)

They'll get you started then as soon as you can afford it get Magic Article Rewriter and maybe TLJ and don't forget Free Traffic System from the start. It will really help get you started and get your sites rising in the rankings.

That's it. It will probably take you 90 minutes at the most.

Finally, I am going to be doing a step by step study of this method in The Wordpress Goldmine Forum next Month (October 2009) there will be Videos and advice and we'll be looking at other tools I've not featured in here.

Thanks for reading if you have any comments please leave them on my Blog MJThompson.net

Before I Go

Oh one more thing.. (I always liked Colombo)

At Wordpress Goldmine we have a very active forum, with well over 1000 members and 10,000 posts. I fully believe that the Forum is one of the best if not the best you'll find anywhere if you want to make money online.

For example each month I create a step by step course which shows you how to make you business more profitable. We recently covered outsourcing, now many members are on the way to the next level quicker than they thought possible

If you are completely new to this business myself and the other members will guide you through those confusing early weeks of internet marketing.

If you are experienced then we have threads about more advanced methods of making money online.

More than all that we are a true online community where the focus is on helping each other achieving their dreams and ambitions. There is so much more to Wordpress Goldmine than any sales letter can ever tell you.

Why Not try Wordpress Goldmine for a month or two and see just what a good forum can do for you. You have nothing to lose if you don't believe that we can help you make money online then I will happily refund you.

Good Luck

Mark

Resources

[Wordpress Goldmine](#) – This is the type of stuff we do each week!

[Micro Niche Finder](#)

[Magic Article Rewriter](#)

[The Link Juicer](#)

[Unique Article Wizard](#)

[Free Traffic System](#)

[Article Marketing Automation](#)

