

"Article Landmine Secrets" By Gaston Collins

"Deploy Your Article Landmines In Record Time!"

Thanks to the Article Landmines Deployment Software, you'll have thousands of backlinks, loads of traffic, and a HUGE boost in sales faster, easier, and cheaper than ever!.

I admit, the Article Landmines Deployment Software will soon be fairly expensive for some people. But, when you consider how quickly it allows you to deploy your Article Landmines, it makes sense to try and separate the men from the boys, right?

Well, I want to give you a special Fast Action introductory price! Click on the price below to see the amazing offer. Remember, that low price won't last much longer... soon it'll be kinda pricey!

[Click Here For The "Article Landmines Deployment Software"!](#)

Enjoy!

Mark Tse - <http://www.marktse.com>

A Quick Note...

My goal with this ebook is not to just show you how to create effective and enormously explosive “Article Landmines”, but to also have you take action. I want to give you a step by step formula that will force you to use the knowledge and tools that you're given.

You see, my job is to make you understand and implement the Article Landmines system! Now I understand that I can't come to your house and twist your arm until you set out your first few Article Landmines, but I can at least give you the knowledge, understanding, and tools to help encourage you.

Depending on you personal experience, you may find that this information is pretty basic or a little more advanced. But, one thing is for sure – by the time you finish this ebook, you'll know exactly how to setup your own “Article Landmines”!

My name is Gaston Collins. For the past 3 years I've been on the Internet discovering and practicing new ways to position myself in front of online cash! It's provided me with a nice lifestyle that few people will ever realize. Not because I'm any smarter than the next person, but because I believe in two things... continuous learning, and taking action!

I truly hope that you take the knowledge gained from this tutorial and expand your horizons. I believe that there has never been a better, easier way to jump into a new online business venture.

Gaston Collins - <http://www.GastonCollins.com>

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Chapter 1

“The Article Landmines System”

Content Makes the world go 'round!

I want to start by telling you that the Article Landmines system can benefit every online business imaginable. It serves several purposes, but the main purpose is to dramatically increase the traffic to your website... at NO COST in most cases!

You don't have to spend money on pay-per-click, buy advertising space, hire an SEO expert, or pay for anything else for the Article Landmines system to work for you!

The foundation of the Article Landmines system is content – and there's really nothing new about content. Content is what makes the web work! Everything we do on the Internet is possible only by the creation and sharing of content.

But it's only when you realize the true power of content that you'll really begin to benefit from deploying your own Article Landmines!

What I mean is that most people have a really basic view of content. To them, it's simply another page on the Internet that only provides value the moment that the visitor lands on the page.

You see, from the users perspective, their single purpose when they get

on the web is to find information on a specific topic. A user can sometimes search dozens of web pages before finding the answer to a question, a solution to a problem, a review on a product/service, or any other type of information.

In reality, inside the inner workings of the web content is much more than that! Quality content provides a unique situation where everybody wins!

In simple terms, the content author provides an article, for example, to a website owner – which provides fresh information for the site's visitors! This, in turn, allows the author to reach new users that he otherwise wouldn't have been able to reach!

Smart marketers know that providing this content to other sites is one of their most effective marketing tools! Successful marketers provide content on a regular basis.

The Article Landmines system explained!

The basic concept of the Article Landmines system is to provide short, but useful articles to website owners in a similar niche as you. So for instance if you sell automobile brake parts over the web, you would benefit from writing an article about the dangers of wearing your brakes too thin for example.

Then, you send it off to a website along with a link back to your site and as soon as it's posted, you'll start receiving traffic! The reader will stumble across your well-written article, click on your link and BOOM! They end up on your site!

It's an incredible way to make everyone happy! As I mentioned earlier, you're providing an fresh article to website owner so that his visitors will have something new to read. It keeps his readers coming back on a regular basis, which is good for his site – and you're getting new visitors to your site in return!

Now, instead of writing an article and just sending it off to one website, what if hundreds or even thousands of websites wanted to post your article along with your link? How many visitors would that bring you?

Granted, it could take some time and effort to manually send off hundreds of copies of your article, but there's an incredible solution that I'll get to in a moment!

Articles are in huge demand and website owners are more than willing to send targeted traffic to your site in exchange for your articles! In fact there are entire directories that cater to folks that want to provide articles. These directories compile and organizing articles so that website owners can grab them and post them on their site!

This process has created an endless stream of traffic to the smart marketers that understand the value of content and articles.

It's also created many loyal visitors to a website owners site because they

are constantly posting new content to their site. Without fresh content a site becomes stale and visitors eventually stop revisiting the site. But it's even worse than that... Without fresh content, the search engine spiders stop revisiting and indexing your web pages – since **YOU HAVE NOTHING NEW TO INDEX!**

That's right! It's not just the site's visitors that need fresh content, but it plays a major role with search engine rankings too! Now here's where it benefits both the website owner as well as the article provider...

You see, when you write and submit an article to a website, the search engine spiders visit and crawl that page to find fresh content. Because they like fresh content, they index the page and place you somewhere in their Search Engine Rankings which gives the site more exposure to the web!

This helps you as the article provider because your link was in the article. So now you have a link to your website on someone else's website. This backlink is what makes your site get indexed and rank higher in the Search Engines!

Of course just one backlink doesn't do you much good, but I'll soon show you a way to get "hundreds" of these backlinks" by [submitting articles in record time!](#)

Chapter 2

“Create Article Landmines That Are Set To Explode”

Use keywords that attract visitors!

In the online marketing world, keywords will either work with you or they'll work against you. Use the right keywords and your article will become extremely viral and maximize your landmine deployment... use the wrong keywords and your article will quickly become stale and lonely!

For instance, if you wanted write an article about obtaining a college degree online - would you use the words “online degree”, “online courses”, “online degree”, or another keyword phrase?

If you don't have a keyword strategy before writing your article, you're missing out on a lot of traffic and your Article Landmines will quickly become duds!

Choosing the right keywords is a delicate process that should be one of your highest priorities when deciding on a headline for your article. It's also important to use the correct keywords throughout your article to ensure that it's picked up by the article directories and search engines!

So how do you go about choosing what keywords to use? Well, the answer is simple. There are a number of tools that can assist you in the process of choosing keywords.

Here are a few tools you can use:

Wordtracker

Good Keywords

Keyword Elite

Keyword Discovery

Of course there are more keyword tools, but these are the most popular.

The basic concept for choosing keywords that produce results is that you want to find a keyword or phrase that people are searching for, but that's not too over-crowded with competition. These tools help us do just that!

Even though it's a little pricey and I was kinda hesitant at first, I personally like Keyword Elite the best and it's definitely paid for it's self many, many times over!

However, I know from experience that many people will opt for the free keyword tool (which is good for those of us that are willing to pay a little more for quality). In that case Good Keywords is an ok option.

To use Good Keywords, just go to <http://www.GoodKeywords.com> and download the software. Once you have it installed, open it up and you'll see a really simple to use interface with a few different features.

The feature we need is the “keyword suggestion” tool. Click on it and another window opens up. Under “Research Using”, choose Overture from the drop-down menu.

Now, you simply enter a basic keyword for the topic of your article and it gives you up to 100 results that people are actually typing in to their browsers to search for that topic! You can also click on a keyword phrase to narrow your keyword phrase.

This provides a huge inside look at what people are looking for in relation to your topic! Most people

completely overlook this step, but not you... Now you can use this to your advantage just like I do!

Now all you have to do is go through the keywords to find one that is relevant to your article and also has a lot of people searching for it! Then you want to use those keywords in your article for maximum SEO!

Basic Search Engine Optimization concepts!

Search Engines are an excellent source of free traffic. The big three search engines in order of the most popular are Google, Yahoo, and MSN.

While discussing SEO concepts, we'll be using Google as an example. This is simply because by having a site optimized for Google, you'll be optimizing your site for Yahoo and MSN as well. In fact your visitors will most likely find your site on MSN before they find you on MSN.

More people use Google and it's many network sites, such as AOL, because they provide the most relevant results! And the reason they can

provide the most relevant results is because they continuously stay one step ahead of marketers that want to exploit their search technologies. It's a constant cat and mouse game for people that would rather play against Google instead of playing with Google.

So how do you play with Google? It's easier than you think... Put yourself in Google's shoes. What would you do if your job was to deliver relevant content to searchers?

In the most simplest terms, what Google has done is they've created an algorithm, or formula, that determines what a particular web page is about. Then, they tie that in with what other, more reliable sites think that that particular web page is about. So when someone searches for a particular keyword phrase, Google checks it's index of webpages and delivers the most relevant results!

If you want your Article Landmines to rank well in the search engines, you need to add your keywords to your article – without making it too spammy, of course! If you're not sure if it's too spammy or not, it probably is and it'll be rejected by the article directories or it'll be deemed as spam by the search engines!

Keep in mind that although your article will be on someone else's website or blog (thus improving their search engine rankings), you still want to optimize your site for search engines since your article will have a link back to your site!

Keyword placement is very important for onpage SEO. The most important place on your article is the headline! This is for several reasons...

The first reason is because this is how most people will find your article in the directories to post on their websites. When they search for a particular keyword to find a related article, you want your article to show up.

Another reason is because often times your headline will be placed in a "h1" tag, which helps with SEO because search engines look at a site's "h1" tags to get an idea of what the site is about. If you have keywords in your article headline, it will show that your article is relevant and place the webpage higher in the search rankings.

Some sites will also take your headline and use it as the page's title and page's file name (your-article-headline.html). Both of which contribute to a well optimized webpage.

Now that you have your keyword rich headline, there are a few more things you can do for better SEO. First, you want to use your keywords throughout your article. Try to use them at the beginning of the article, at the

beginning of a few paragraphs, and at the very end of the article.

Some article directories allow basic html. In this case, you want to bold and/or italicize your keywords at least once in the article. Again, it shows the search engines what your article is about.

It will also help your website SEO if you can use your main keywords in the anchor text that points back to your website.

Like I said earlier, you don't want to over-optimize your site to the point where it could be considered spammy. But, if you implement the strategy we just discussed, you'll see a huge increase in your Article Landmine exposure!

Chapter 3

“Effective Writing That Will Blow Your Readers Away!”

Your article isn't a sales letter!

First off, if you're planning on writing a sales letter – you might as well forget it! You'll waste your time and effort along with the time and effort of the poor guy that has to hit the delete button!

If by some chance your article does happen to make it through the review process, it'll probably scare off most of your readers and end up as a complete dud!

Internet users are more savvy than ever! They've been marketed to and advertised to until they're head's spin! The result is that an average person can smell an online sales pitch or self promotional ad almost instantly!

If you try to pitch your product or website, the readers “salesman detectors” will immediately go off! They won't finish reading and will undoubtedly click away... Now you've lost a visitor and all credibility that you could have gained!

Provide valuable information to the reader!

Instead, you should write an informative, helpful article. An article that answers a question, provides good advice, or is valuable to the reader in some way!

Maybe you know how to do something that is unique... or you just want to share ideas. Either way the point is that you want to give your readers what they were looking for when they found you.

When you abandon the idea of making money and focus more on providing value and quality, you'll have more credibility and ultimately more repeat visitors!

Suppose you want to write a review on a new product. First of all, be sure you know what you're talking about! If you don't actually use the product or service, you may find it hard to give an accurate and useful review without coming off as a salesman.

Now, I'm not saying you need to buy ALL of the products you plan on reviewing, I'm just saying that considering the opinions of several other people combined with a conscious effort to provide value to the reader will most definitely make for a better article.

Keep your readers interested!

You can have the best article idea, an eye catching headline, and all the traffic in the world, but if you can't keep your readers interested – nothing else matters!

One thing you want to do to keep it interesting is create your article as if you were talking with the person face to face. Just let your words flow as if you were having a conversation.

As you're typing you should feel as though you're actually speaking to the person that you intend on reading your article. A good way to do this is to use conjunctions (isn't, aren't, you're). You've probably already noticed that I use quite a bit of these. :)

This technique works well because if you're constantly using “you are”, “is not”, “it will” - you're providing more distractions from the meat of the content. Eventually your reader may lose interest!

Keep in mind that sometimes you should not use conjunctions, like when you really want to make a point.

Another way you can keep an article interesting, is by using descriptive adjectives. Remember, you want to paint a picture with your words!

Try to mix them up a bit throughout the article and be sure not to over-use one particular adjective.

To help you out, use the online thesaurus at <http://www.Thesaurus.com>.

Avoid grammatical and punctuation errors!

I know this isn't second grade, but I think it should be said that you need to avoid grammatical and punctuational errors at all costs! I've heard several gurus say that it's actually a good thing to make a few errors here and there... They say it shows that you're actually human.

In my opinion, that's just stupid! As the author, you should give the impression that you are super human!

How can you expect to have any credibility if you can't spell or distinguish whether you need a period or a comma? Would you take advice from someone that doesn't even know how to write an article? No!

Now, I know that some people may face language barriers when targeting an English-speaking audience. In that case, you should definitely hire someone to proofread your articles before you submit them. There are tons of good proofreading sites online.

Also, if you make a lot of errors, you can expect to have your article rejected or put on hold.

Plan before you write!

This is pretty straight forward. Some people have the ability to sit down and begin writing like it's second nature to them... others have a more difficult time.

If you find that it's difficult to sit down and write an article, take a few minutes beforehand to brainstorm and plan it out. Here's how I do it.

First I grab a notebook and brainstorm. I write down all of my thoughts on the subject. I don't put boundaries on my thoughts. Instead, I let anything go and you should to. After all, if you begin to get off subject, you can always use the off-subject thoughts for another article.

Then, organize those thoughts in an outline with one topic per page. That way you'll have room to make adjustments and add or subtract pieces of your thoughts without having to do a lot of scribbling.

This always helps me gather my thoughts and compile them to make sense. I'm sure it'll help you as well.

Make them remember you!

If people do everything we've gone over so far, they'll usually miss this point. I'm not really sure why, but it's true!

I can't stress enough how important it is to finish your article off with a bang! If you lose them towards the end, the reader will begin to realize how long they've been reading and they'll quickly move on! You don't want that to happen do you?

The best suggestion I can make to you is this... “When you begin to think about ending the article, you've got to make a conscious effort to come up with something special!

Make your readers say “Damn!”, “Wow!”, or something to that effect! Remember that your main goal is to get them to click on your link to visit your website. If you can't get them excited enough to do that, you've wasted your time!

Chapter 4

"Other Ways To Use Articles For maximum Exposure!"

Create JV opportunities

One highly effective, but often over-looked way of using your article to reach more people is by providing content tailored to a specific website or online community.

Typically, you would find a website, forum, group, etc in the same niche that you want to market to and become member or at least a regular visitor. If you don't know much about the topics discussed on the site, you may not have a good grasp on what topics people are really interested in.

Now find a hot topic that will create an impact or somehow urge people to read your article. This could be something in the news, a controversial topic (you would recognize a controversial topic if you visit the site or forum regularly), or your own personal editorial.

Once you have a topic in mind, use the techniques discussed in Chapter 3 to write a compelling article. If you can't come up with a great article, head over to one of the outsourcing sites online and hire a ghostwriter.

Your article **MUST** be great – not just good! It **MUST** make people want to read it and remember you!

Now that you have your article written, contact the owner of the site or the webmaster and see if they'd like to post the article on their site. Chances are, if your article is well-written and interesting, they'll be happy to use it on the site with your Bio intact.

This will open a door that may allow you to become a regular contributor and send a constant flood of traffic back to your site.

The Digg effect

First of all, I want to warn you that if your hosting provider isn't up to par – this technique may send so much traffic to your site that it may cause your server to crash!

The Digg effect is the unofficial term used when your article or news piece gets picked up by Digg.com and is published on the front page of their site.

Digg.com allows people to submit links to articles, a piece of news, or something that is interesting. Once a link is submitted to Digg.com, users can “vote” on the link. Once the link gets a certain number of “votes”, it's promoted to the front page of Digg.com, which is a PR7 with an Alexa rank of 200-300 by the way.

Obviously by being on the front page, you'll receive a ton of traffic almost instantly! Not only that, but you'll also be picked up by scrapers, bloggers, and other people that syndicate Digg.com's front page articles! You'll easily get several PR5 and above backlinks and a lot more traffic from these random syndication sites.

One problem with Digg.com from a marketer's perspective is that they're a technology-based community. However, since many subjects fall into the technology there's a number of different ways that you can tie your topic in with a technology theme or twist. Just be creative and think of a way that you can accomplish it without submitting worthless, spammy links.

Another problem is that Digg likes for you to link directly to the source rather than sending them through your site. It saves the user time by getting right to the story.

Of course, this is an obstacle that can easily be overcome by reading the source article and forming your own opinion and re-writing it in your own words and providing a reference link to the source.

One BIG tip I can give you is to find and link with friends at Digg. When you have friends, your newly submitted link shows up on their “personal page” and they're more likely to find it and vote for it.

As I said earlier, before you submit a news or article link to Digg, be sure you have a hosting provider that can handle the traffic.

Just Squidoo it

Ok... I'll admit that's a pretty lame headline for this section. But to be completely honest, Squidoo.com is a great way to become recognized as an expert on your topic.

Squidoo.com was created by Marketing guru, Seth Godin. It allows you to create multiple lenses, or topics of expertise, that people can view to learn more about a particular topic.

You can choose a topic, view the competition and the interest among other users and create a lens in only a few minutes. Once you have a lens, you simply add articles about the topic you chose.

Unlike Digg.com. Squidoo gives you tools to earn revenue from AdSense, Amazon, and other online places. You can also choose to give all or some of your earnings to a charity, which is always cool in my opinion.

Another difference between the Digg and Squidoo is that Squidoo allows you to create a lens on any topic imaginable. So, you're not just limited to the technology sector.

301 Redirects and Article Landmines

Because some article directories don't allow you to submit html, it can be hard to consider SEO with submitting articles. However, I'll show you a trick that most people have never even heard about to dramatically increase your SEO for your keywords.

It's called a 301 Redirect and although you may have heard of it and may even be using it, you probably have never used it like this before! No matter what your URL is, you can stuff your backlinks with your best keywords with one simple piece of code.

You see, since many article directories don't allow you to use html, many times you're forced to use a backlink like the following in your article Bio: <http://www.yourdomain.com>

This does very little for your Search Engine rankings for your keywords such as “bird seeds” for example.

Yes, it still gives you a backlink, which is good, but it doesn't do anything if you're trying to rank well for the words “bird seeds”.

Here's how you use a 301 Redirect to give you more value for your backlink...

Simply add this line of code to your .htaccess file on your server, (Note: Some hosting companies don't allow .htaccess files for whatever reason. Make sure your's does or you may want to find another, more flexible web host such as HostGator as I mentioned earlier.)

```
301 redirect /bird-seeds.html http://www.Yourdomain.com/index.html
```

Now, instead of add a link to your homepage on your article's Bio, you add the following,

"http://www.YourDomain.com/bird-seeds.html". When someone clicks on it, they'll still be taken to the page that you want to direct them to, but more importantly, you have dramatically increased your site's SEO for the keyphrase "bird seeds".

It works brilliantly! Imagine... you submit an article to 50 different directories using the Article Landmines software - they distribute your article to just 10 websites each - and suddenly you have 500 backlinks with your best keywords in the anchor text! Amazing, huh?

Now all you have to do is use the methods I showed you in Chapter 2 to choose the appropriate keywords for your 301 Redirect.

Thank You...

...for reading this report. I hope you see how deploying little Article Landmines can lead to tons of new visitors day after day! Once you "get it", you'll never look at Online Marketing and Promotion the same way again.

Remember, it's all about content. If you can give people content, you can dominate any market!

To get started deploying your Article Landmines, grab a copy of my "Article Landmine Deployment Software" at a nice, discounted price of just \$47! That's it... NO MONTHLY FEES!

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