

Article Body: Do's and Don'ts

Article Body Do's:

- (1) Give: Your article body should impart your expert strategies, tips and knowledge.
- (2) Be Clear and Concise: Your article body may benefit from the use of bulleted or numbered lists to break down your article in an easy to read fashion.
- (3) Use Bold and Italics Occasionally: Bold or italicized words can draw the reader's eye to your most important information. If used excessively in your article body, you will lose this effect.
- (4) Put Links in your Resource Box: Your Resource Box is your "take". Generate traffic to your site by placing active links in your resource box.
- (5) Entice Your Reader: Provide enough information in the Article Body to keep the reader engaged. Entice them for more with your "pitch" and link in your Resource Box.

Article Body Don'ts:

- (1) Pitch: Website owners and Ezine publishers will not re-publish material that is just a veiled sales pitch. Save it for your Resource Box. Your quality, original article body content will market itself more successfully if written in a "non-sales" manner.
- (2) HTML: Creating links or keyword anchor text links in your article body will only hinder your chances of Ezine or website re-publishing. Save the links for your Resource Box.

The purpose of your article body is to share your expertise and provide useful information to your reader. Make sure you keep them in mind as you are writing and don't forget about your keyword-rich Article Title.