

ProArticle.com Interviews:

Lisa Angelettie
Articology.com



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Welcome to our ProArticle.com interview with Lisa Angelettie, the owner of Articology.com

I'm excited to have gotten the chance to interview Lisa since I really believe that the quality of the information in that she shares can really help beginners and even advanced Article Marketers increase their website's profits.

Nuff said, let's get started...

1) How did you get started in Article Marketing?

I am a psychotherapist who worked in private practice in New York City. But in a matter of a year I got engaged, married and became pregnant with my first child, so I decided to start an advice and counseling website (GirlShrink.com) just to see if it would work. I didn't want to commute and be away from my daughter that long. I had no ideas on how to promote my website, I only knew about pay per click but didn't have any money for that. So while I was "figuring out" how I was going to market GirlShrink - I began writing articles for my site and for a few other sites. When I started to notice that people were visiting my site directly from a click on a link in those articles - that's when I decided to start writing purposefully!

2) How long did it take you to get where you are now, and what would you say to website owners who are tired and frustrated of not being able to drive traffic to their sites with articles?

I would honestly say that it took about a year for me to start seeing real traction and a constant evergreen flow of traffic to my website via articles. It really isn't about time put in though - it's all a numbers game with articles. Plus, a quality factor. If you write junk, you will not see results. But if you write articles that people love and you write them often, you will begin to see immediate results. Faster than I did with my first site. In fact, I have set up many sites since GirlShrink and have driven traffic to them via articles at a much faster rate -- because I wrote good stuff on a more consistent basis.

3) What are the top 5 areas I should concentrate on in Article Marketing?

1. You have to know what the people in your niche want to read. What they want to learn.
2. You have to get in the habit of writing and writing regularly.
3. You have to publish your articles at traffic rich websites.
4. You have to promote your articles and let others know that they are out there.
5. You have to reuse and renew your content. Do not just use an article once.

4) What's the biggest mistake you made getting started in Article Marketing?

One of the biggest mistakes I made was not understanding how important it was to optimize my articles properly with keywords. Many beginners often overstuff their articles with keywords and then suffer the search engine "filter" penalty, or they do not do the research and pick keywords that "real" people are using to search for information in their niche.

5) What big mistakes do you see others make trying to drive traffic to their sites with articles?

A lot of people are not writing eye-catching and keyword optimized titles, which is so important. The title of your article holds the most weight in the eyes of the search engines AND your potential prospects. So it's important to get those right. I also see a lot of people writing a lot of "junk", some of it nothing more than glorified sales letters or press releases. Those have their place, but not in your article marketing campaign. When people read articles, they want to solve a problem, not here a pitch.

6) What would you say is the best kept secret in Article Marketing?

That many six and seven figure millionaires on the web have heavily if not primarily relied on article marketing to send a steady stream of traffic to their sites. I know this because many of them are my mentors or friends.

7) I know you're a big believer in your Article Marketing methods, but can anyone do this, and if so how?

While I was a professional writer for years before I even heard of the internet, that experience has little to do with my article marketing success. In fact, it may have held me back for a while because there is a type of "news style" that you have to write in for newspapers and magazines. Not the same with the web. On the web you write much shorter articles, you write in small chunks, and ideally you solve a problem in an article - not report news. So my point is - anyone can do article marketing. Grammar and sentence structure are not the issue. The biggest factor to consider is do you know what problems your market needs solved. If you do - you will be a successful article marketer.

8) What is the difference between you, and all the other Article Marketing gurus doing the same thing that you do?

I think everyone teaching article marketing has their own style and system for making it work. There is no "one" right way. If I had to compare myself to others, it would be that I tend to give keyword research and SEO factors a little more attention than others. I am constantly trying to get the #1 spot for all my different longtail keywords. It's a lot of fun! I also try to teach my clients the four pillars of article marketing: writing, publishing, promoting, and profiting. When those things four are in synergy -- you go from internet hobbyist to entrepreneur!

9) As we wrap things up, what should website owners be doing for the next 30 days, 90 days and 1 year to truly drive maximum traffic to their site using articles?

For the first 30 days, website owners should be focused on keyword research and finding out what their market wants to learn. Once that is done you can plan content for the entire year. Over the next 90 days, owners should be developing their writing schedules and systems for how they will produce new content, where they will publish it, and how often. Finally over the next year, owners should consistently produce content, learn to put its promotion on autopilot, and learn how to recycle published articles into passive income.

10) Please tell us a little about Articology.

Articology started as this massive article marketing tutorial that I broke into little bite-sized pieces, so that people new to article marketing could learn every aspect of the four pillars of article marketing (write, publish, promote, profit) but in digestible doses. A weekly lesson is delivered to members in PDF format. Each PDF contains an easy article marketing lesson and an optional homework assignment to reinforce the week's lesson. The course is full of unadvertised bonuses and opportunities to get personal coaching from me. By the end of the program, students will be experienced article marketers and will have learned how to properly research, write, publish, promote and make money from articles.

For more information, visit [Articology](#)