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# **Benefits Of Article Driven Marketing**

I have been running a number of websites on the internet for about ten years now and feel that in that time I have learnt quite a lot about the different ways to attract additional traffic to these sites. Over the past couple of years I have been helping other people by offering to share this knowledge and ideas of web promotion. I have to say however that I have been amazed at the short term attitude of most of these people, they are very much people who want the pot of gold today and end up using tactics which are basically a way of cheating their way to the top. Eventually these people are outed and this is when you see them cry into their coffee over at webmasterworld stating how unlucky they are and asking why their site has taken a dive in the rankings.

An example I give to people is that if you were saving money to put a deposit down on a house you would do so by saving on a regular basis, well this is what I did anyway. Most people would not contemplate obtaining this money by stealing it from a bank.

Part of the advice I give to people is about the benefits of article marketing. I am a content creator and I have had over one thousand articles published on ezinearticles - mainly on the subject of the power of [one-way links](#). The internet is always in need of good fresh new unique content and quality articles are likely to be used by webmasters for many years to come. I offer a crazy form of [one-way link building](#) service as I produce free unique articles to other people - again I will repeat that word - FOR FREE!

This advice is taken on board but I then get a call or e-mail by some of these people who tell me in an excited voice that they have just purchased a number of private label articles. This as most of us are aware is frowned upon and is basically just an example of my contacts being rather lazy. At times I feel like I am banging my head against a brick wall!

If it is not private label articles it is hidden pages, some dodgy SEO software or cloaking. Again these people contact me as if they have just found the crown jewels in their back garden. I always advise them to stick to the rules and that patience and hard work will win the day in the long term. However do they listen? Of course they don't.

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