



Tips & Benefits for Distributing Your Articles

You may already publish articles on your own site to provide valuable content to your readers and to generate traffic through search engines, word of mouth, etc. But there are plenty of benefits to distributing your content elsewhere online.

Here are just some of those benefits:

1. Expand your reach
2. Reach new (sub) markets
3. Increased brand recognition
4. Incoming links to your site for traffic and link reputation
5. Connection with other businesses, reaching a similar target market
6. Credibility – having your name out there

Tips to get your content out there:

1. Article directories like [Ezine Articles](#) and [Go Articles](#), but don't limit to that
2. Guest posts on blogs. Find relevant, high traffic blog
3. Sites like [Squidoo](#) and [Hub Pages](#) – these sites have a good source of traffic to tap into
4. Turn articles into press releases and submit to [prweb.com](#) and relevant media
5. Contact content site owners directly to offer your content for publication
6. Contact Ezine owners to see if they'd like to publish your articles in their ezine.

Other Tips:

1. Where original content is required, rewrite and repurpose articles for future distribution
 2. Rework articles with relevant examples to suit slightly different audiences.
 3. Choose quality over quantity. You don't have to submit your articles everywhere.
- Monitor your results and focus on the best performing opportunities

The key is to think strategically and how to maximize the use of the content you create. Whether the same article is published in more than one place, or you rewrite articles for new audience, get extra mileage out of each and every piece.