

# A Case Study on the Traffic-Building Power of Article Writing



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## **Does Article Writing Really Work?**

If you've been around the Internet Marketing world for any length of time at all, you've heard one guru or another talk about the need to write and distribute articles to your sites. I've always done this, and it's always been a great way to build up my email lists, but I've never taken the time to actually sit down and do a case study on just how much traffic you can receive through article writing and distribution.

Until last October.

## **Starting From Scratch**

On October 31st, 2006, I put up a dog training mini-course site, freedogtraining.net. It's just an opt-in page advertising a free 5 day mini course on how to train your "best friend". After the five day course the visitor is sent a sales pitch for a ClickBank dog training product.

It's a very simple, one-page site with a good headline and some bullet points. It converts about 37% of its visitors into email subscribers, which I am very pleased with.

After writing the 5 day mini course, I wrote an additional 5 articles about dog training by using one of my article writing software programs I created, and then distributed them to only 3 article sites: EzineArticles.com, GoArticles.com and ArticleCity.com. My purpose

in only submitting to 3 instead of to hundreds was to see if it was really necessary to submit to a very large number of smaller article sites using submission software, or if only submitting to the "big 3" really mattered.

As a side point, all 5 of the articles were good enough to receive Expert status from EzineArticles.com, and they were all unique, brand NEW articles (not PLR)... like I said, I wrote them with my own software program (more about that later...)

I did absolutely nothing else to get traffic to this site. I did not submit the site to any directories, did not purchase links or ads, and I did not post about the site anywhere online. The only source of traffic was the articles... Period. The site was brand new, not indexed in any of the search engines, and I did no search engine optimization on it.

After 7 days since I checked my stats to see how things were doing. Here's the results:

<b>Page Views</b>	<b>Signups</b>	<b>Sales</b>
68	25	0
<b>In Google?</b>	<b>In Yahoo?</b>	<b>In MSN?</b>
Yes	No	No
<b>Google Backlinks</b>	<b>Yahoo Backlinks</b>	<b>MSN Backlinks</b>
0	0	0

So after one week I already had 25 people on my mailing list, and most hadn't made it through the course and as such hadn't purchased anything yet. These figures also show that none of my traffic was coming from the search engines yet. In fact, only Google had the site indexed after 7 days. So all of the traffic was coming from people clicking on my link in the About the Author section of my articles.

After the site had been up just over two weeks, and I still hadn't done any promotion at all outside of writing those first five articles, I checked the stats again. They were:

<b>Page Views</b>	<b>Signups</b>	<b>Sales</b>
<i>224</i>	<i>74</i>	<i>0</i>
<b>In Google?</b>	<b>In Yahoo?</b>	<b>In MSN?</b>
<i>Yes</i>	<i>No</i>	<i>No</i>
<b>Google Backlinks</b>	<b>Yahoo Backlinks</b>	<b>MSN Backlinks</b>
<i>0</i>	<i>0</i>	<i>0</i>

I had 3 times as many signups and more than 3 times as many page views after two weeks as I had after the first week.

So it certainly seemed that article writing could generate some traffic and sign-ups pretty quick. The only thing that I was a bit disappointed with is that I hadn't sold any of the back-end product yet. But honestly the email sales pitch I sent the sign-ups after the mini course isn't any good. I just threw it together for the sake of having something to pitch to people in the end.

After three weeks I made my first sale of the back-end product, despite the fact that my sales pitch for it was pretty terrible.

Here are the stats:

<b>Page Views</b>	<b>Signups</b>	<b>Sales</b>
279	98	1
<b>In Google?</b>	<b>In Yahoo?</b>	<b>In MSN?</b>
Yes	Yes	Yes
<b>Google Backlinks</b>	<b>Yahoo Backlinks</b>	<b>MSN Backlinks</b>
0	2	5

As you can see, the site was finally been indexed by Yahoo and MSN and had a few backlinks from the article sites and a few other sites that have used one of the articles.

There were more sites linking in, but it takes a while for them to show up in the search engines, so they aren't showing here.

Having a profitable site in 3 weeks without spending a dime on advertising and doing zero search engine optimization is a very good thing! It's easy to write articles and distribute them, and it's clear that doing so brings in traffic fast.

Here are the final numbers for the article traffic building case study, after one month:

<b>Page Views</b>	<b>Signups</b>	<b>Sales</b>
341	126	1
<b>In Google?</b>	<b>In Yahoo?</b>	<b>In MSN?</b>
Yes	Yes	Yes
<b>Google Backlinks</b>	<b>Yahoo Backlinks</b>	<b>MSN Backlinks</b>
0	3	6

So from zero to 31 days, I managed 341 visitors to the site and 126 opt-ins to the free mini-course. Plus I made a sale on the course with a very cheesy sales pitch (I must admit). I made about \$25 off this deal, and I have reason to believe that dog training courses are a tough sell since people are searching for free info when looking for dog training, and aren't really "geared" to buy anything.

All this from submitting only 5 articles to 3 article distribution sites: EzineArticles.com, ArticleCity.com and GoArticles.com. No search engine optimization, no link building efforts, nothing but writing and distributing 5 articles.

Let's compare this to AdSense. If I could manage a 10% click through rate on the page, that's about 34 clicks. I would have to earn about 75 cents per click to earn the \$25 I made from that one sale. The average bids on the term "dog training" are between \$2 and \$3 at AdWords, so it's possible—but it's a toss up. Of course you don't have to try and sell anybody on anything with AdSense, so it could be potentially easier money.

I hope this case study has enlightened you to the power of writing articles to gain traffic to your sites. It certainly enlightened me!

Now let's do a little math, and see what kind of money could be made if I wrote one article, 5 days a week, over the course of six months.

Each article averaged about 70 page views, 25 signups and 0.2 sales per month. If I started writing one article a day, five days a week, here's how things would stack up:

<b>Month</b>	<b>Articles</b>	<b>Views</b>	<b>SignUps</b>	<b>Sales</b>	<b>Profit</b>
1	20	1,400	500	5	\$125
2	40	4,200	1,500	15	\$375

3	60	9,800	4,500	35	\$875
4	80	21,000	9,500	75	\$1,875
5	100	43,400	19,500	155	\$3,875
6	120	88,200	39,500	315	\$7,875

Of course, the results will vary depending on how much traffic each article pulls, etc., but the averages should show you how powerful article writing can be if you stay on top of it.

### **Write Quality Articles FAST, Even On Subjects You Don't Know Anything About**

The hard part about getting traffic by writing articles is, of course, **writing the articles!** In order to write one article a day, five days a week, you would have to have a lot of knowledge on that subject! Well, *that's how it used to be anyway!*

The software I used to create these articles mentioned above is now available to the public. Since I continue to personally use this, I'm constantly making any needed updates to it and giving those to my customers as well. I use it to write articles that get me labeled as an "Expert" by the top article sites online today – even though I know nothing about the subjects I wrote the articles on! The turn-around time for writing an article is incredibly *FAST* – often in 15 minutes or less.

It's called Instant Article Wizard. I've put up a number of sample articles I wrote with the help of the software, plus two videos that you can watch to see the software in action.

Take just a few minutes to review the articles and videos at the link below, and I think you'll realize just how powerful (and profitable) using it can be.

<http://www.instantarticlewizard.com>

Here's to your success!

Jonathan Leger