

## Web Sites Make Good Use of Article Databases to Build Their Traffic

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Great Barrington, MA - 1/9/2006 - There's a phrase commonly heard among webmasters seeking wider search engine exposure and that simple phrase is "content is king". With pay-per-click search engines, like Google and Overture, being an easy way to bring traffic to a web site, there are still many benefits of free (or organic) search engine traffic. Most importantly is that organic search engine traffic is free traffic. At a time when many online businesses spend hundreds of dollars each day on pay-per-click advertising, a steady stream of free daily search engine traffic is welcome.

Getting steady free search engine traffic is not easy, however, and can get downright tough when a web site is competing in a highly contested market. For this reason, web businesses are constantly searching for new techniques. Among the simplest and most legitimate techniques is adding quality content pages. If we used a camera site as an example, instead of just having one page listing all models and prices, create a separate page for each individual camera model, along with other pages that include product reviews, tips on taking great pictures, etc. Since these pages are much more targeted toward specific keywords, they are more likely to end up with many more indexed pages and consequently much more traffic.

"We advise our clients to regularly add visitor-centered content to their sites, in the form of articles and reviews in particular. This overlooked secret often improves organic search results tremendously," according to Stephen Rinaldi of BBIworld.Com, a Massachusetts-based web development company. "Many of our clients also do not enjoy writing their own content, so we often assist them in finding other methods of procuring quality articles and product reviews".

One of the more popular methods is simply reprinting content from other authors. Sites like Karma-Net's Holistic Article Database, [www.karma-net.org/articles/](http://www.karma-net.org/articles/) - make easy work of content collecting by offering an easily accessible collection of articles submitted by site members, all of which are available for reprinting online. Articles are searchable by category, as well as by popularity - and once found, adding an article to your web site is as easy as cutting and pasting onto a web page.

This trend is also great news for those writers that have their own products or services to promote, as most article databases require that sites reprinting the articles must also include links back to the author's web site and other contact information. This type of exchange is a win-win scenario for both web site owners and authors alike. Site owners receive much needed quality content and increased site traffic - authors have the opportunity to expand their readership and positioning as an expert in their field.

Contact Ms. Ura Kondo for more insights into this topic. Email: [ukondo@bbiworld.com](mailto:ukondo@bbiworld.com)

Other helpful information regarding the this product or service can be found at:

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