

Article Wrapping

A Free Special Report, by Michael Nicholas

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What you will discover in this free report is a way to personalize website articles with a minimum of effort on your part. And at the same time, this will allow you the leverage of using other people's knowledge from their pre-written articles to help your search engine rankings adding valuable content to your site.

As you know... (and as far as search engines go) **content is king**.

But let's face it, writing a slew of articles to get content would take months or even years...

This report offers you a way to use OPK...

Other People's Knowledge!

But it gets even better than that... Just listen...

Others provide the main content through their **pre-written articles** that they want you to use... *and YOU get tons of free content from their efforts...* **Fair deal right?**

It sure is... but you can capitalize on it *even more* if you follow the outline in this report. All you have to do is **personalize** what they have written by adding a brief intro and outro to it... Therefore, you precede the article with your personalized brief content and also end it in the same way... *Let me explain more...*

We're talking no more than 20% total of your added content based on the length of the pre-written article. So... that works out to be just about 2 brief paragraphs. One paragraph you'll place at the very top of the pre-written article... and the 2nd one at the very bottom after the pre-written article.

You kind of **wrap it with YOUR own personalized content**... and thus we can call it...

Article Wrapping!

Presto... It's a super quick process and now you'll have full advantage of others hard work by putting in only a little effort of your own.

So why should you do Article Wrapping?

That's a great question...

Here's why...

While there are many articles available for you to freely use at your website, the search engines know which ones are being used over and over again.

The word is search engines will not see some of the duped articles you use as unique content. Therefore, some duplicate content won't help your rankings since there seems to be a disqualification for using redundant information.

But... **by wrapping a pre-written article with your own personalized brief content**, you are re-establishing it as new and unique information. NOW you can get recognition from the search engines taking advantage of all the keyword rich content... *and while most of the work has been done by others...*

Also... you can add in *your* affiliate link when you recommend products that help your readers find solutions on your topic. So... you can make commissions from using

Other **P**eople's **K**nowledge just by adding your own content to pre-written articles.

~**Side Note**~ Let's be realistic... There are ways to add hundreds and thousands of articles to your sites using content membership sites or even [a great new tool](#) that can do this right from the desktop of your computer. But keep in mind... even while it's easy to wrap pre-written articles the way I'll show you... it would obviously take too long to do hundreds of them... *But why not take a handful of articles and wrap them in YOUR own content which will still give you a lot of mileage?*

So, the concept is, *yes*, [you can use article software](#) to pull in tons of content as the more the merrier. Just remember, not all of the pre-written article content you use will be recognized by the search engines because of the redundancy issue as mentioned above. But you can get a lot of good mileage from of the abundance of many pre-written articles as well as doing some article wrapping too. **DO BOTH to get maximum results!**

By wrapping certain articles on your pages, (by that I mean what ever is realistic to you, maybe doing 10 - 20 or 50 articles, etc)... you can have keyword rich content boosting your search engine rankings as well as the ability to make commissions from your personalized content that article wrapping provides.

~**End of side note**~

Article Wrapping is so easy... Let's get started in *6 easy steps* so you can begin reaping the benefits of article wrapping right now!...

1. Select a pre-written article based on a topic of your choice.

(See info on the top 3 free article directories in the resource section)

2. Create a new webpage and add the pre-article to your site.

(Do not change the article's content from how it was written)

3. Do a keyword search on keywords based on the article.

(Read the article and eye-scan it for best keywords. Use a [keyword tool](#) for this)

4. Important: Use the keywords in the title of the article/webpage.

5. At the top of the article/webpage add in some brief original content to introduce what the article is about. Use the best keywords that describe the article which you've found from your keyword research. Put the keywords early in your content. You can even create a new headline for the article using the keyword using the H1 and the H2 tag for a pre-headline and sub headline. Reason is, the search engine spiders go looking for H1 and H2 tags before the body content in a webpage. **Note:** You can usually access the H1 and H2 html tags by looking in the menu section of a [web authoring program](#) where formatting is located. *(See the resource section for good tools that help the article wrapping process)*

6. At the bottom of the article and after the author's contact information add to the bottom section of the article/webpage. Put in your brief content that sums up the pre-written article and add your affiliate link featuring a relevant product that is a good solution for the given topic.

(Note: The pre-written article remains in the mid-section of the webpage)

See the following diagram for a visual overview of how to wrap an article...

Notice a top section, a mid-section and a bottom section. (The wavy lines denote content)

On a web page, using this as a diagram... **add your content in this top section based on the pre-written article below it...** Make it about 10% of the total length of the article. Create your content as an introduction to the article and what it's about. Be brief. **Important Tip:** Use a [keyword tool](#) to gather the best keywords that people are searching for on what this article is about. Add those keywords into your content here in this top section. You may also use an H1 and H2 tags in the html to attract the search engines spiders to your keywords when writing your added content. Using a headline and subheads with your keywords can also be used for this portion of your added content.

Place the pre-written article in its entirety here in the **mid-section**. Be sure to include the full author's information that is required along with publishing the article. Do not change the content of the pre-written article in any way.

Add a few more comments after the pre-written article and sum it up here in the **bottom section**... Place a few more keywords in the content. **Note:** This is where you can add in your recommendation of a product that is a good solution for anyone reading the article. Also make the content about 10% of the total length of the pre-written article. This way you will have about 20% new added material to the article making it more unique to the search engines. This is a good idea as others may be using the exact same article. However, wrapping your original content around the article personalizes it as your own unique content.

*** Special Bonus Section ***

To gain even more possibilities of search engine rankings from article wrapping you can add incoming links pointing to your article/webpages. Doing this can be a super BIG boost.

I know you are thinking it's a pain to get people to link back to your site with reciprocal links... but after attending Mark Hendricks' [Internet Success System Master Mind Conferences](#), the myth of search engines and how they work was debunked by one of Mark's ISS alumni members and guest speaker. His name is Harald and I withhold his last name as he does not want to be contacted by people to help them get higher rankings.

You won't find Harald's teachings available online being offered anywhere. He's a testing maniac who knows how to get results for his own sites and is successful enough where he doesn't have to sell search engine books. He considers himself a search engine monetization specialist. He shared this underground info with us at [ISS](#) and I pass it on to you here with Mark Hendricks' permission.

Only at [ISS](#) was I able to meet and learn from people like, Harald. But let me give you a word of advice from him... **Run from search engine specialists**... You know... the guys that try to sell you top placement for a zillion dollars. You don't need them.

The one thing you can do right now is get relevant links pointing to your webpages

That's what the search engines are looking for. And by getting as many links pointing to your webpages as possible, you give your self a super BIG boost by doing so...

BUT... how can you get these kind of incoming links?... Well... there's a hard way and an easy way. The hard way is contact people 'one by one' and trade links... The EASY way is to buy links pointing to your webpages.

Now I hear you saying that this is not acceptable by search engines... But on that note I'll invoke what Harald debunked in his amazing search engine talk at [ISS](#)...

And that is: They... the search engines mainly look at what links are pointing to your site and if you have more links pointing to your site for the keywords you're targeting than another competing site... ***then you can easily get the better listing***... When it comes to links... size is what matters... *The more pointing to you... the better*...

Let's go back to the thought on whether it's ethical and acceptable for you to buy links to improve your search engine listings. Let me put it this way... Isn't buying links just another way to buy clicks?... YES it is! And paying for clicks is ethical AND so is buying links. All you are doing is paying for advertising.

Read more on Google's view on linking in their own words below... But basically buying RELATED links on RELATED sites is good! Don't go buy just any unrelated links. However if you did (and I wouldn't know why you would) but most likely Google would simply devalue your webpage and your site probably would fall back in listings because of it. This is how Google deals with linking when it's not the quality they want.

See things they way search engines do...

Just for example... It's like having a bunch of people pointing at something...

Let's say ***an ugly old broken down car***... Then only a few people pointing at another car... ***a new beautiful car***. Which of the two cars do you think is getting more recognition by the amount of pointing?

Obviously it's the ugly old car simply because more people are pointing at it...

It's getting more attention...

Case in point!

AND... the more incoming links pointing to your webpages mean
'MORE VALIDATION' to the search engines too!...

Illogical as that would be you'd think the better car would get the recognition but if these were 2 car sites (*and being that the search engines are literal*)... they mainly recognize who's being pointed to and qualify it by how much...

It's as if a crowd of people are all pointing at something taking notice... Therefore, the search engines notice the page with **more links pointing to it** and THAT'S what carries a lot of weight on getting higher rankings.

Read these 2 excerpts taken from Google's own words on linking.

Re: Webmaster Guidelines...

The best way to ensure Google finds your site is for your page to be linked from lots of pages on other sites. Google's robots jump from page to page on the Web via hyperlinks, so the more sites that link to you, the more likely it is that we'll find you quickly.

If we have not picked up your site and it has been several months, then it is likely that our spiders are not able to find your site. If you increase the links pointing to the page, Google will likely find your site in the future.

(End of Google excerpt)

The bottom line is the better built site does not necessarily mean it gets a higher listing... It's the one that has the most links pointing to that is more likely to get the recognition from the search engines... **And of course keyword targeting and content matter too...**
But links coming back to your pages is of paramount importance to getting better listings.

Do the search engine experts want you to know it's quite this simplistic?... Na!... They'd just rather you hire them while attempting to figure out the ever changing algorithms that no one can ever seem to figure out... It's a never ending wild goose chase and you can be sure there's a man behind the curtain...

So... what you may want to do when researching your keywords is go to a search engine and notice how many links your competitors have pointing to them for the same keywords. Then try buying some incoming links adding a higher amount to your page(s).

See if this elevates your page and you may be surprised to find that you can get some better listings using this technique that only a handful of web marketers know about.

Now YOU are one of them...☺

You can buy links at many different sites - just do a search for "Buy Links".

Now a word to the wise... Do this as a test first. Work it on pages you can test and see where it's effective - then step out and use what ever is working on more of your pages. Buying links is not a link farm nor a link exchange, which Google frowns upon. Your links are evaluated more on their relative value if anything.. not whether you paid for them or not...When you buy links, the search engines will simply see links pointing back to your pages...

That's what you want!... That's what the search engines want!...

And remember... you should balance your relative incoming links with good targeted keywords and content... This is not just a shortcut trick about buying incoming links - that's just a part of the whole puzzle.

Testing is the key!

I hope you liked my report on article wrapping and can put it to good use!...

Wishing you the best at internet success...

Michael Nicholas

**If you like the tips you just learned here in my free
report, but are not yet signed up to my
Success Triggers newsletter...
[Click here to sign up now...](#)**

(See these helpful resources below) >>>

Helpful Resources

[Adwordiser Keyword Research tool](#), a great way to find the best keywords people are searching for online.

In just minutes you can get your hands on an [amazing content provider](#) that will add hundreds and even thousands of free article content to your webpages - right from your desktop.

[123 WysiWyg HTML Editor...](#) the world's easiest tool for building webpages fast and efficient. If you can use a word processor... you can build sites the super easy way with 123 WysiWyg, the true **W**hat **Y**ou **S**ee **I**s **W**hat **Y**ou **G**et [web building software...](#)

[SEO Detective](#) - Reveal the highest ranking and top performing pages of any website. Spider any site and get a list of the URLs of all the pages.
(Great for counting a competitor's incoming links with many other features)

Mark Hendricks' [Internet Success System Master Mind Conferences](#) (ISS) a great place to learn and establish yourself with others as well as create career changing joint ventures.

Top 3 FREE Article Directories

[ArticleCity.com](#)

[EzineArticles.com](#)

[GoArticles.com](#)

Tip! Use [Article Equalizer](#) to pull in thousands of articles into your sites. This will save you months of hard work. Instead of looking for articles 'one by one'... import droves of articles from article directories on any topics.

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