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# **E-marketing: SEO-optimization And Article Marketing**

A problem of unemployment has been one of the most urgent social problems throughout the world so far. However, in the course of time and with the development of Internet, everything became much simpler. Internet brought in the new opportunities into the lives of people from all over the world. Thousands of people work as Internet marketers today and most of them are fully satisfied with what they do. Internet marketing is any type of the work, which can be fulfilled on-line. There are different opinions about the essence of Internet marketing and its major types. For example, some people are convinced that web stores cannot be referred to Internet marketing, because they are aimed only at getting a profit. Internet marketing is aimed at increase of the traffic to web sites of people, who hire e-marketers. On the one hand, the profit is implied here too, but the first and the most important goal of Internet marketing is different from the main goal of web store owners. As we see, these two on-line activities are interconnected, having the similar meanings. So what is the main aim of the e-marketers? In this article, we are going to look through some jobs on the web, which can be referred to Internet marketing.

1. SEO-optimization. It is usually considered separately from all other Internet marketing strategies. SEO is deciphered as search engine optimization. The essence of the work can be understood from its name, but let us explain it. SEO specialists' main aim is to make web sites of their clients more rated and visited. The effect is gained by the invention of keywords, which make it possible for people to find a web site by one click. For example, you want to find a blog about cosmetics. The keywords that can be used for this search are numerous. The names of all products and trends, presented in a blog can be considered keywords. A good SEO specialist has to predict all possible variants of keywords and combinations of words, which can be used by clients. If web sites of clients can be easily found, when one enters keywords in a search bar of his or her search engine, it means that SEO specialist has done a great job.

2. Article marketing. This type of Internet marketing is generally considered to be the most difficult one, because you have to be a creative person, if you want to succeed in this sphere. Article marketing implies the creation of unique articles, containing one or several links to web sites of clients. The quality of an article must be high to make a person read it up to the very end. The most experienced article writers usually place links in the end of their articles to prevent the readers from abandoning reading an article.

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