

# New Methods, Tools and Techniques that make Article Marketing Easy

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Create Articles  
Easily



Distribute Articles  
Easily



Track ROI  
Easily



# Creating Great Articles is Now Fast and Easy



WriterAccess is a new marketplaces connecting clients and writers.

The screenshot shows the WriterAccess website homepage. At the top, there is a green header with the logo "WriterAccess™ An ideaLaunch Company" on the left, a phone icon and the number "617.227.8800" on the right, and a navigation menu with links for "About | Clients | Writers | Prices | Contact | Log On".

The main content area is divided into several sections:

- Left Column:** A woman is smiling while sitting at a desk with a laptop. A speech bubble next to her says: "If you need great content created to your specification from US-based writers with the exact experience you demand, this is the place to go."
- Right Column (Green):** A section titled "The marketplace connecting clients and writers." contains two buttons: "Writers Get Started" and "Clients Get Started", both with right-pointing arrows. Below these is a "Search Writers" section with the text "Browse a few of our writers by industry and skill level." and two dropdown menus for "Industry Experience" and "Star Level". A "Search Now" button with a right-pointing arrow is at the bottom of this section.
- Bottom Left (White):** A section titled "Post Assignments to US-Based, Professional Writers" with the text: "Writer Access is a marketplace where clients and writers connect for paid writing assignments. Our transparent pricing and pay rates attract the best writers and best clients in the industry. All our writers are screened, US based professional with the exact skill and experience you demand. All content is created to your specification. Free CopyScape originality verification and SEO scoring for keywords. Robust technology makes order processing easy. Satisfaction 100% Escrow Guaranteed." Below this are two buttons: "Writers Learn More" and "Clients Learn More", both with right-pointing arrows.
- Bottom Right (Light Green):** A section titled "WriterAccess+" with the text: "Qualify for WriterAccess+ services for order support, writer recommendations, image research, API development, custom requirements and more." Below this is a "Partner Spotlight" section featuring logos for "WordPress", "Hire your writer" (with a small "Hire your writer" logo), and "HubSpot".



Find writers with the exact skill and proficiency you need for assignments.

### Advanced Search

Search Phrase

Rating

Industry Experience  Minimum Projects

SEO Experience  Minimum Projects

Skill Set Experience  Minimum Projects

Writing Style Experience  Minimum Projects

- ✓ Authoritative
- Conversational
- Humorous
- Journalistic
- Promotional



Place content orders with fixed rates, writer levels, word counts and bonus pay.

## Create New Assignments

[PLACE BATCH ORDER](#)

Please complete all the information below and submit your assignment to writers.

**Group Name:**   
[choose an existing group](#)

**Article Type:**  Blog  News  SEO  Tips  Premium  Copywriting

**Writer Level:**  2 Star  3 Star  4 Star  5 Star

**Category:**

**Deadline:**

**Word Count:**  Min: 500  
 Max: 650

**Minimum Bid:** Price/Article: \$  Price/Word: \$

**Raise Bid:**  \$0.000 / Word

Order Cost	
Available Balance	2,884.91
Article Count	1
Maximum Length	650
Maximum Cost	18.35
Service Fee	0.50
Total Cost	18.85



Add in a few more details like required keywords and author instructions.

<h3>Order Title(s)</h3> <p>Please enter a title for your article. Each title is an individual order and will have the instruction and description on the right. Please include your keywords, separated by a comma, in the second box.</p> <div data-bbox="185 492 904 835" style="border: 1px dashed gray; padding: 5px;"><p><span>?</span> Job Title <span style="color: red;">✗</span></p><input type="text"/> <p><span>?</span> Required Keywords (optional)</p><input type="text"/> <p><span>?</span> Additional Keywords (optional)</p><input type="text"/></div> <p style="text-align: right;"><a href="#">+ add another title</a></p>	<h3>Author Instructions</h3> <p>This is the most important part of the order. It must contain all the information the author needs to complete the article quickly and correctly.</p> <p>Please read the criteria and examples for tips on how to create a good description and how to insert keywords into your description.</p> <p><span>?</span></p> <div data-bbox="989 606 1761 1178" style="border: 1px solid gray; height: 400px;"></div>
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Simply approve your article or reject it with notes on what needs to be fixed.

**Approve Order**

**Premium — How to Become a Helicopter Pilot**

Type: <b>Premium</b>	Category: <b>none selected</b>	Level: <b>3 Star</b>
Minimum: <b>450 Words</b>	Maximum: <b>650 Words</b>	Maximum Pay: <b>\$18.85</b>

Required Keywords:

Optional Keywords:  
**How to Become a Helicopter Pilot**

[+ show instructions](#)

**Title**  
How To Become A Helicopter Pilot

**Text**

Introduction: Once you become a helicopter pilot there are a lot of jobs that will open up to you. However, in order for this to happen, you will have to satisfy certain legal criteria first.

Things You'll Need: In order to learn **how to become a helicopter pilot** you will need an FAA medical evaluation; your student, private and commercial licenses; and 1,000-plus hours of flight experience.

Step: Research what helicopter flight schools are located in your area and how much it will cost to attend one. This needs to be an accredited institution that operates under both 14 CFR Part 61 and Part 141 regulations.

Tip: Make sure that you understand what you need to do in order to be eligible to attend this school (i.e. age, reading level, the ability to speak English, medical requirements).

Step: Decide if you will need financial assistance to help you become a helicopter pilot.

Warning: Training can cost over \$50,000.

Step: Complete the necessary training and flight hours in order to pass the federally



And create 'Love Lists' of writers that meet your specs, and "Hate Lists" as well.

### Writer Love List

You can limit the assignments you create to the people here on your Love List.

Name	Articles	Approved	Rejected
 A C	4	100.00%	0.00%
 Brenda H	9	88.89%	0.00%
 Brenda H	5	100.00%	0.00%
 Carolyn D	2	100.00%	0.00%
 Carrie L	18	100.00%	0.00%
 Elizabeth M	24	100.00%	0.00%
 Emily E. G	12	100.00%	0.00%
 Freelance L	12	100.00%	0.00%
 Gina S	19	100.00%	0.00%
 Holly Ann W	3	100.00%	0.00%
 Jennifer L	24	100.00%	0.00%
 Jessica M	6	100.00%	0.00%
 Jill L	4	100.00%	0.00%
 John Z	6	100.00%	0.00%
 Justin F	17	100.00%	0.00%
 Kimberly S	12	100.00%	0.00%
 Kristie L	10	100.00%	0.00%
 Lisa T	3	100.00%	0.00%
 Mandy R	12	100.00%	0.00%
 Meagan M	13	100.00%	0.00%
 Miranda G	5	100.00%	0.00%
 Sam A	6	100.00%	0.00%
 Selena C	9	100.00%	0.00%
 Tim G	36	97.22%	0.00%





# Distributing Articles is Now Fast and Easy



Select the article you want to export from WriterAccess to DistributeYourArticles.









## Export Project

Select a project to export/publish.

### Export to File

Title	Total Approved	Already Exported	Not Yet Exported
<a href="#">export</a> Bariatric Weight Loss	10	10	0
<a href="#">export</a> Christmas Tips	70	0	70
<a href="#">export</a> Fountain Tips	70	70	0
<a href="#">export</a> How-to Articles	17	17	0
<a href="#">export</a> ideaLaunch blog	10	0	10
<a href="#">export</a> ideaLaunch Content Marketing Articles	18	18	0
<a href="#">export</a> Serenity Lifetips	0	0	0
<a href="#">export</a> test	0	0	0

### Distribute Your Articles

Title	Total Approved	Already Exported	Not Yet Exported
 Bariatric Weight Loss	10	0	10
 Christmas Tips	70	0	70
 Fountain Tips	70	0	70
 How-to Articles	17	0	17
 ideaLaunch blog	10	0	10
 ideaLaunch Content Marketing Articles	18	0	18
 Serenity Lifetips	0	0	0
 test	0	0	0



Review the article and custom any DYI requirements for the export.

**Publish to Distribute Your Articles**

**Article Content**

**Article Title**  
How to Become an Army Pilot  
Using 27 characters of 100 maximum.

**Article Description**  
  
Using 0 characters of 400 maximum.

**Article Body**  
Introduction: If you have ever dreamed of becoming a pilot, the Army can provide you with a great opportunity. Their pilots are highly trained, well paid specialists and they fly some of the most advanced aircraft in the world. But, the Army is choosy about who they let into their program because it's not for everybody.

The short answer to how to become an Army pilot is to get accepted into and successfully complete the Army's flight training program. The longer answer however, is much more involved.

Step: The first thing you have to do if you want to become an Army pilot is you have to get accepted into and successfully complete the army Warrant Officer Candidate School - WOCS. Upon acceptance to WOCS, members will attend a 9 week basic training program ("boot camp") as an enlisted person (not an officer). Upon successful completion of basic training, officially called Basic Combat Training or BCT for short, the member will advance to the 6 week WOCS program.

Warning: Understand that you are enlisting in the Army in an effort to get into their flight training program. However, if you do not successfully complete WOCS, you are still in the Army and are required to complete a 3 year service obligation as an enlisted person; not necessarily a bad thing but it was not the original plan.

Step: Upon successful completion of the WOCS program, flight training candidates will enter the Warrant Officer Flight Training program, called WOFT. After successful completion of WOFT, you will be an official Army pilot! It's that easy.

Warning: Actually, it's not that easy. It's a difficult program and many who try, don't make it. Also, be aware that if you do not

**About the Author**  
Byron White is a book author, book publisher and founder of a number of different companies in the last few decades including idealLaunch.com, LifeTips.com, WriterAccess.com, WordVision.com and many more. He's a popular speaker at the search marketing conferences, and hosts a free content marketing webinar and weekly LifeTips radio show. He's also the author of the 101 Content Marketing Tips book available at Amazon and every major bookstore worldwide.  
Using 456 characters of 500 maximum.

**Keywords**  
How to Become an Army Pilot  
Using 27 characters of 300 maximum.



Simply select the categories for article distribution that match the DYA interface.

### Categories

Every article passing through the DYA servers is reviewed by real live humans to ensure quality and validity. There are hundreds of categories available.

Make sure the content is relevant to the categories selected. It is unlikely that an article will be simultaneously relevant to the "Accounting", "Gardening" and "Motorcycles" categories.

Your penname is configured to allow 9999 category selections. Please select up to 9999 from the list below.

- Accounting
  - Accounting / Auditing
  - Accounting / Bookkeeping
  - Accounting / Budgeting
  - Accounting / Receivables
- Beauty
  - Beauty / Fashion
    - Beauty / Fashion / Clothing
    - Beauty / Fashion / Cosmetics
    - Beauty / Fashion / Jewelry
- Business
  - Business / Advertising
    - Business / Advertising / Multimedia
  - Business / Ask an Expert
  - Business / Business Opportunities
  - Business / Communication
    - Business / Communication / Negotiation
    - Business / Communication / Networking
    - Business / Communication / Presentation
    - Business / Communication / Team Building
    - Business / Communication / Training
  - Business / Corporate
  - Business / Customer Service
  - Business / E-Commerce
  - Business / Entrepreneurship



Click submit and your article is instantly submitted to DYI for approval.

**Categories**

Every article passing through the DYA servers is reviewed by real live humans to ensure quality and validity. There are hundreds of categories available.

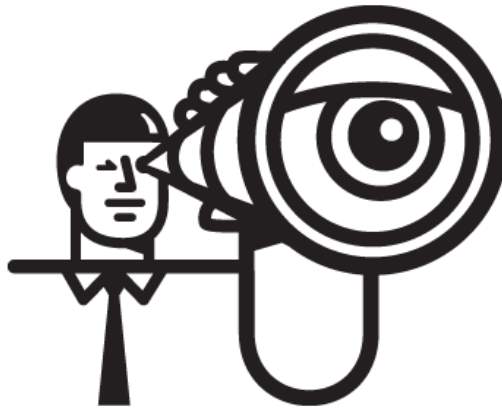
Make sure the content is relevant to the categories selected. It is unlikely that an article will be simultaneously relevant to the "Accounting", "Gardening" and "Motorcycles" categories.

Your penname is configured to allow 9999 category selections. Please select up to 9999 from the list below.

- Accounting**
  - Accounting / Auditing
  - Accounting / Bookkeeping
  - Accounting / Budgeting
  - Accounting / Receivables
- Beauty**
  - Beauty / Fashion
    - Beauty / Fashion / Clothing
    - Beauty / Fashion / Cosmetics
    - Beauty / Fashion / Jewelry
- Business**
  - Business / Advertising
    - Business / Advertising / Multimedia
  - Business / Ask an Expert
  - Business / Business Opportunities
  - Business / Communication
    - Business / Communication / Negotiation
    - Business / Communication / Networking
    - Business / Communication / Presentation
    - Business / Communication / Team Building
    - Business / Communication / Training
  - Business / Corporate
  - Business / Customer Service
  - Business / E-Commerce
  - Business / Entrepreneurship



# Track Article Marketing ROI Quickly and Easily



Create keyword silos for articles marketing used for SEO scoring and ROI goals.



**Weighted Keywords** **Advanced Options**

Tag:   Export CSV

Keyword Phrase:

Page 1 of 1 View 1 - 11 of 11

	Keyword Phrase	PPC	Volume	Weight	Jul	Aug	Sep	Content Assets
	Content Marketing Service	\$0.05		10	12	6	7	2
	Content Marketing Services	\$0.05		7	8	7	4	2
	Hire A Writer	\$3.53	720	4	39	39	42	12
	Hiring Writers	\$1.45	720	4	25	39	47	9
	Web Content	\$4.87	110,000	5	> 100	> 100	> 100	34
	Web Content Writing	\$2.03	2,400	5	> 100	> 100	> 100	
	content for your website	\$1.95	720	4	> 100	> 100	> 100	1
	content marketing	\$6.03	33,100	4	9	7	12	134
	copywriting service	\$2.45	720	10	> 100	> 100	> 100	
	seo firm	\$7.41	14,800	10	> 100	> 100	> 100	1
	website content	\$5.82	49,500	5	> 100	> 100	> 100	12

Page 1 of 1 View 1 - 11 of 11



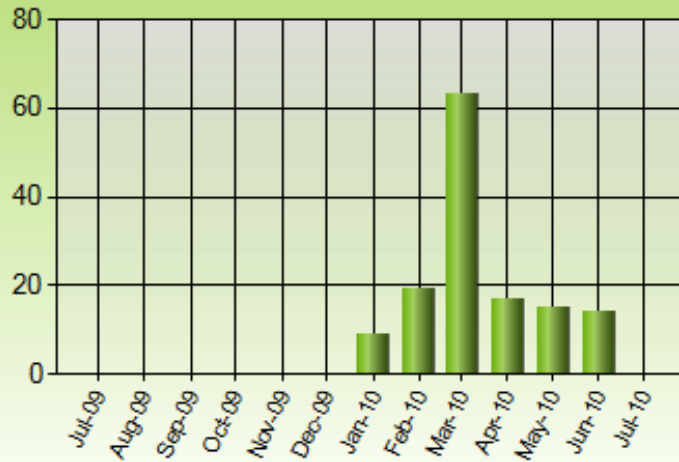
Track improved monthly listing positions impacted by article marketing.



### Performance ROI Report

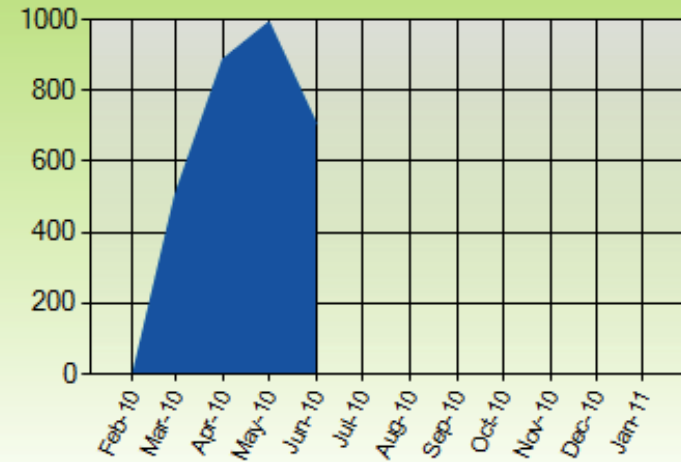
#### Published Content

Documents



#### All Keywords

Positions Gained



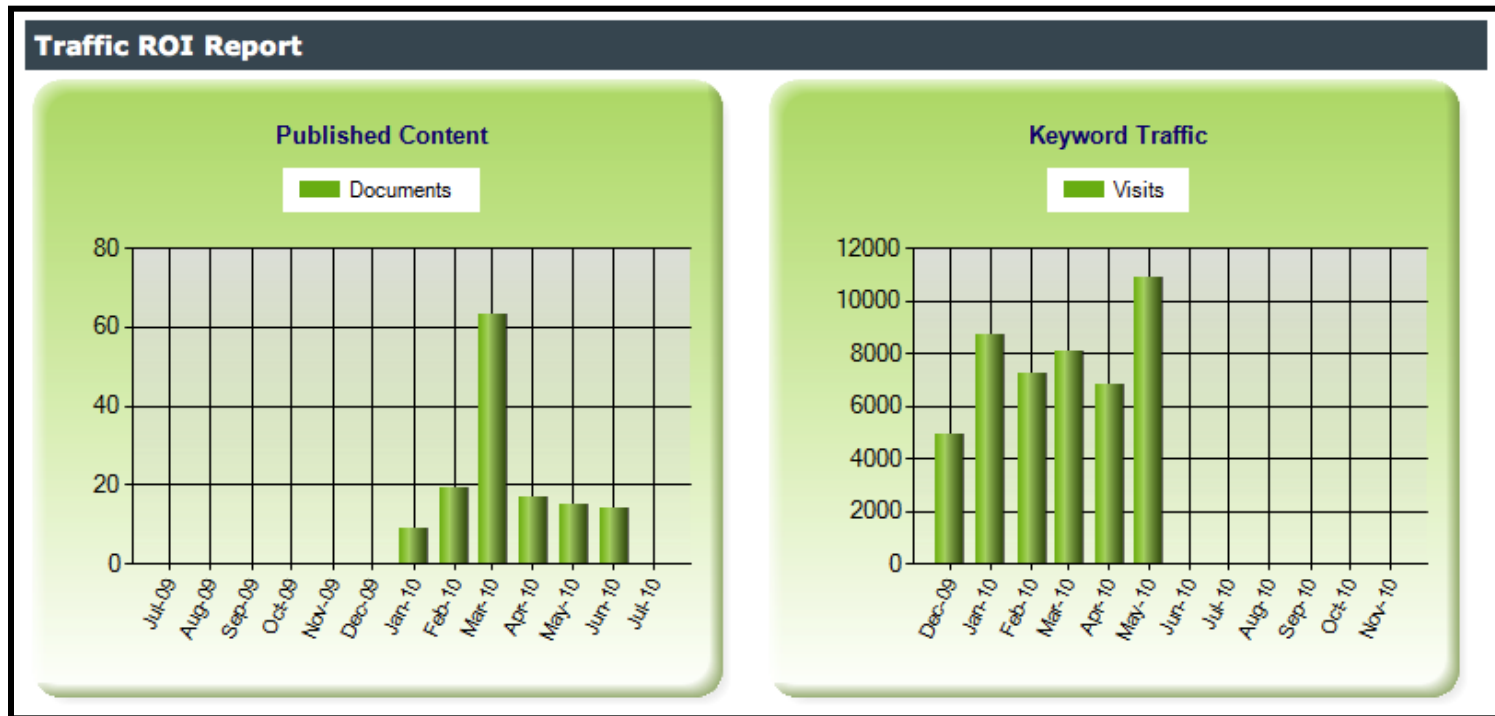


Track improved monthly listing positions for keyword silos targeted for campaigns.

word**vision**™



Track overall increased traffic impacted from monthly article marketing.



Also track increased traffic by keyword silos developed for article marketing.

Word**vision**™

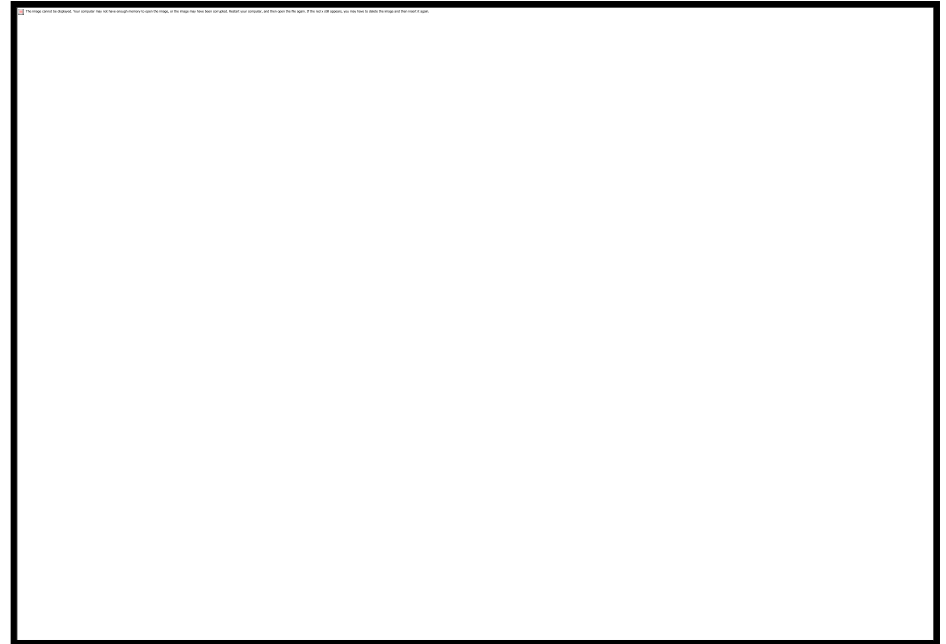


Track new sources of traffic from article portals and distribution sites.

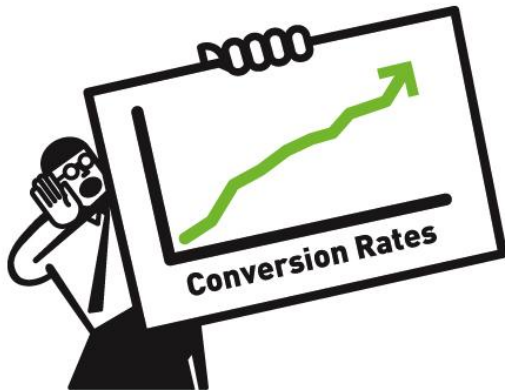


Track increased time-on-site from pages featuring article marketing content.

The screenshot shows the website for The New York Conservatory for Dramatic Arts (NYCDA). The header includes the logo and a 'Download Course Catalog' button. The main content area features a collage of actors and the article title 'The ins and outs of the acting business'. A sidebar on the left lists navigation options such as 'About Us', 'Two-Year Conservatory Program', and 'Acting Tips'. The article text includes an 'Overview' section and a list of categories like 'Acting Agents + Agencies', 'Acting Classes + Workshops', and 'Acting for the Comedy Genre'.



Track possible improvements of conversion rates impacted by article marketing.



Google AdWords [Get an overview of the new interface.](#) aaron@lifetips.com [Send feedback](#) | [Help](#) | [Sign on](#)  
Customer ID 562-873-205

Home Campaigns Reporting Tools Billing My account  
Tools > Website Optimizer > Catalog Request Variations (copy) > Report

### Catalog Request Variations (copy)

Running - [Pause](#) | [Stop](#) | [Follow Up](#) | [Copy](#) | [Settings](#) | [Report](#)  
Created: Dec 5, 2008 | Launched: Dec 5, 2008

☆ **High-confidence winners found**  
[Run a follow-up experiment to validate the results »](#)

Variations (3) Download: [PDF](#) [XML](#) [CSV](#) [TSV](#) | [Print](#)

Disable | All Combinations (3) | Key: ■ Winner ■ Inconclusive ■ Loser

Variation	Status	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitors
Original	Enabled	13.6% ± 0.9%	—	—	512 / 3778
☆ <b>Top high-confidence winners.</b> <a href="#">Run a follow-up experiment »</a>					
<input type="checkbox"/> Var Testimonial	Enabled	17.8% ± 1.0%	99.9%	31.4%	668 / 3752
<input type="checkbox"/> Var Selective	Enabled	16.0% ± 0.9%	99.5%	18.0%	602 / 3764

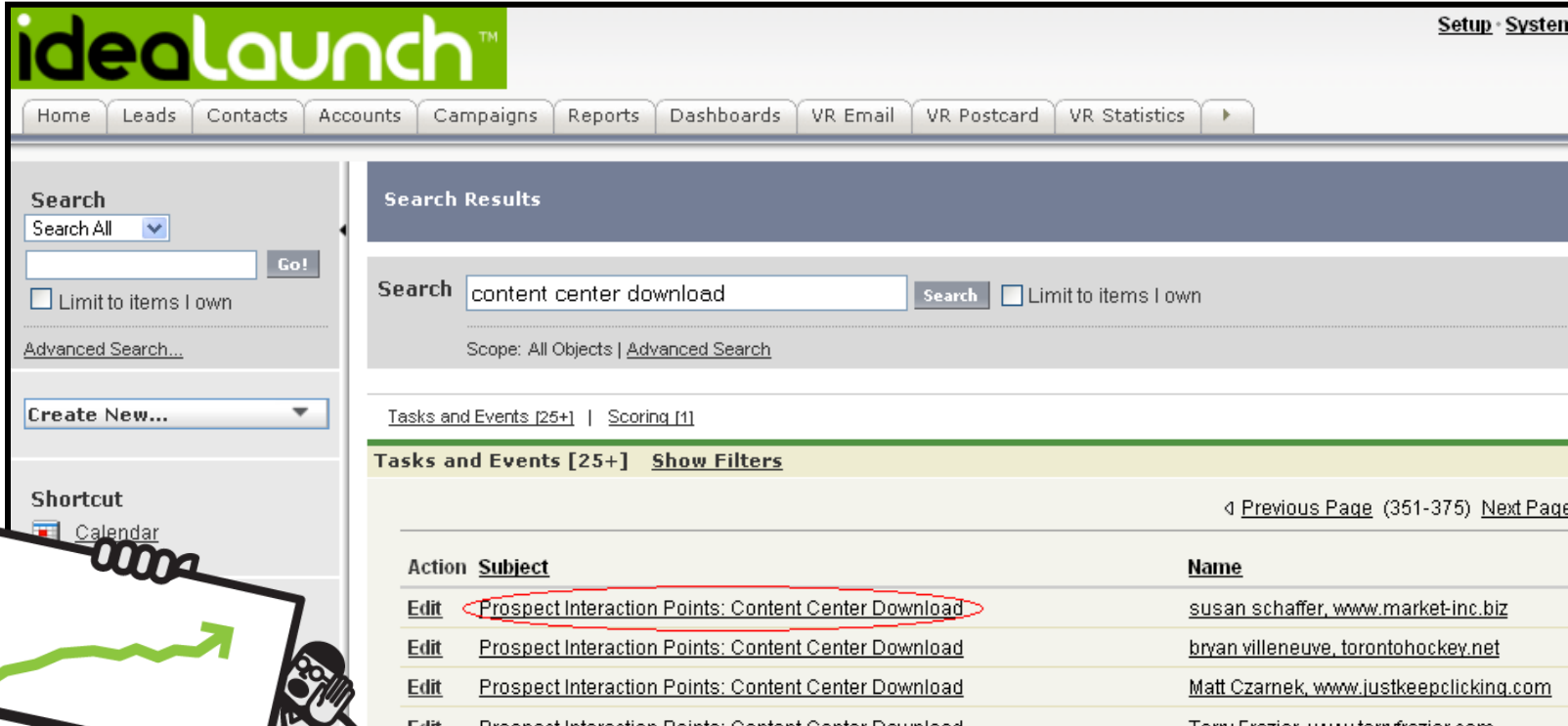
Show rows: 10 | 1 to 2 of 2

Common Questions

- [What does my report mean?](#)
- [How do I update my page to a preferred combination?](#)
- [If the results are inconclusive, what do I do?](#)
- [How can I remove one combination from an experiment?](#)
- [How do I run the experiment again with some changes?](#)

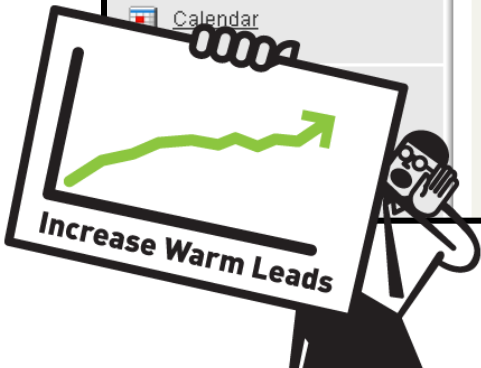


Track increased leads from content downloads related to article marketing.



The screenshot displays the ideaLaunch CRM interface. The top navigation bar includes links for Home, Leads, Contacts, Accounts, Campaigns, Reports, Dashboards, VR Email, VR Postcard, and VR Statistics. A search bar on the left contains the text "content center download". The search results table below shows a list of tasks and events, with the first entry highlighted in red:

Action	Subject	Name
Edit	Prospect Interaction Points: Content Center Download	susan schaffer, www.market-inc.biz
Edit	Prospect Interaction Points: Content Center Download	bryan villeneuve, torontohockey.net
Edit	Prospect Interaction Points: Content Center Download	Matt Czarnek, www.justkeepclicking.com
Edit	Prospect Interaction Points: Content Center Download	Terry Frazier, www.terryfrazier.com



A cartoon character is holding a sign that reads "Increase Warm Leads". The sign also features a green line graph with an upward-pointing arrow.



Track increased sales from customers interacting with article marketing topics.

Opportunities		New Opportunity		Opportunities Help ?	
Action	Opportunity Name	Stage	Amount	Close Date	
<a href="#">Edit</a>   <a href="#">Del</a>	Education Services-S	Closed Won	\$9,000.00	11/5/2009	

Campaign History		Add to Campaign		Campaign History Help ?		
Action	Campaign Name	Start Date	Type	Status	Responded	Member Status Updated
<a href="#">View</a>   <a href="#">Edit</a>   <a href="#">Del</a>	November Webinar Blast	11/12/2009	Email	Sent	<input type="checkbox"/>	11/12/2009 5:58 PM
<a href="#">View</a>   <a href="#">Edit</a>   <a href="#">Del</a>	October Webinar Blast	10/13/2009	Email	Clicked	<input type="checkbox"/>	10/17/2009 11:25 AM





# 101 Content Marketing Tips Book



Free Book Download: [www.ideaLaunch.com/101](http://www.ideaLaunch.com/101)



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Chief Idea Officer  
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Phone: 617-227-8800 x 201

**“Get the articles out  
and the traffic and  
results in. Easily.”**

ideaLaunch™

