

# Importance of Article Writing

How to have success with your website



# The Purpose

- Google is Not In business to support your website. They are in business to provide the most relevant content.
- It must be relevant and supported.
- It must be words people use to search, not what you think

And most important



# Content is King

- Remember this phrase
- Starting out 100 page minimum for them to even consider you a serious website.

So where do you start:



# What are people looking for:

What keywords are people using to find thing:

Google Keyword tool

1. Search Google keyword tool @ google.com






























<https://adwords.google.com/select/KeywordTool>

External

# Advent Wreath

Keywords	Advertiser Competition <sup>?</sup>	Local Search Volume: September <sup>?</sup>	Global Monthly Search Volume <sup>?</sup>	Broad <sup>?</sup>
Keywords related to term(s) entered - sorted by relevance <sup>?</sup>				
advent wreaths		2,900	6,600	<a href="#">Add</a> <sup>?</sup>
advent wreath candle		880	1,600	<a href="#">Add</a> <sup>?</sup>
catholic advent wreath		390	1,300	<a href="#">Add</a> <sup>?</sup>
advent wreath candles		720	1,900	<a href="#">Add</a> <sup>?</sup>
nativity advent wreath		260	480	<a href="#">Add</a> <sup>?</sup>
advent wreath prayers		73	1,300	<a href="#">Add</a> <sup>?</sup>
advent wreath prayer		110	480	<a href="#">Add</a> <sup>?</sup>
advent wreath		18,100	49,500	<a href="#">Add</a> <sup>?</sup>
advent christmas wreath		480	720	<a href="#">Add</a> <sup>?</sup>
church advent wreath		320	280	<a href="#">Add</a> <sup>?</sup>
the advent wreath		Not enough data	2,400	<a href="#">Add</a> <sup>?</sup>
catholic advent wreaths		Not enough data	140	<a href="#">Add</a> <sup>?</sup>
advent wreath devotions		Not enough data	110	<a href="#">Add</a> <sup>?</sup>
first advent wreath		Not enough data	58	<a href="#">Add</a> <sup>?</sup>
light advent wreath		Not enough data	110	<a href="#">Add</a> <sup>?</sup>
advent wreath pink		Not enough data	140	<a href="#">Add</a> <sup>?</sup>
advent wreath scripture		Not enough data	46	<a href="#">Add</a> <sup>?</sup>
advent wreath symbols		Not enough data	140	<a href="#">Add</a> <sup>?</sup>
advent wreath hope		Not enough data	58	<a href="#">Add</a> <sup>?</sup>
advent wreath joy		Not enough data	46	<a href="#">Add</a> <sup>?</sup>
advent wreath lighting		170	590	<a href="#">Add</a> <sup>?</sup>
children's advent wreath		Not enough data	260	<a href="#">Add</a> <sup>?</sup>
advent wreath devotionals		Not enough data	16	<a href="#">Add</a> <sup>?</sup>
advent wreath liturgy		Not enough data	390	<a href="#">Add</a> <sup>?</sup>
family advent wreath		Not enough data	110	<a href="#">Add</a> <sup>?</sup>
advent wreath ideas		Not enough data	320	<a href="#">Add</a> <sup>?</sup>
advent wreath reading		Not enough data	46	<a href="#">Add</a> <sup>?</sup>
advent wreath celebration		Not enough data	36	<a href="#">Add</a> <sup>?</sup>
advent wreath meaning		260	1,300	<a href="#">Add</a> <sup>?</sup>
lutheran advent wreath		Not enough data	140	<a href="#">Add</a> <sup>?</sup>
advent wreath devotional		Not enough data	22	<a href="#">Add</a> <sup>?</sup>
advent wreath peace		Not enough data	58	<a href="#">Add</a> <sup>?</sup>
christian advent wreath		91	170	<a href="#">Add</a> <sup>?</sup>
advent wreath children		Not enough data	1,000	<a href="#">Add</a> <sup>?</sup>
advent wreath symbolism		36	260	<a href="#">Add</a> <sup>?</sup>
christmas advent wreath		480	720	<a href="#">Add</a> <sup>?</sup>
advent wreath readings		140	390	<a href="#">Add</a> <sup>?</sup>
advent wreath and candles		Not enough data	140	<a href="#">Add</a> <sup>?</sup>
advent wreath traditions		Not enough data	28	<a href="#">Add</a> <sup>?</sup>
celtic advent wreath		Not enough data	390	<a href="#">Add</a> <sup>?</sup>
advent candle wreath		880	1,600	<a href="#">Add</a> <sup>?</sup>
advent candles wreath		720	1,900	<a href="#">Add</a> <sup>?</sup>
advent wreath craft		720	1,600	<a href="#">Add</a> <sup>?</sup>
advent wreath colors		Not enough data	280	<a href="#">Add</a> <sup>?</sup>
advent wreath activities		Not enough data	110	<a href="#">Add</a> <sup>?</sup>

# Nativity Sets

Keywords	Advertiser Competition <sup>?</sup>	Local Search Volume: September <sup>?</sup>	Global Monthly Search Volume <sup>?</sup>	Broad <sup>?</sup>
<b>Keywords related to term(s) entered - sorted by relevance <sup>?</sup></b>				
outdoor nativity sets		4,400	8,100	<a href="#">Add</a> <sup>?</sup>
fontanini nativity sets		590	1,000	<a href="#">Add</a> <sup>?</sup>
nativity set		90,500	135,000	<a href="#">Add</a> <sup>?</sup>
wooden nativity sets		880	1,300	<a href="#">Add</a> <sup>?</sup>
christmas nativity sets		2,400	2,900	<a href="#">Add</a> <sup>?</sup>
wood nativity sets		880	1,000	<a href="#">Add</a> <sup>?</sup>
italian nativity sets		320	590	<a href="#">Add</a> <sup>?</sup>
large nativity set		1,300	1,600	<a href="#">Add</a> <sup>?</sup>
nativity sets		49,500	60,500	<a href="#">Add</a> <sup>?</sup>
german nativity sets		260	260	<a href="#">Add</a> <sup>?</sup>
life size nativity sets		480	480	<a href="#">Add</a> <sup>?</sup>
outdoor nativity set		6,600	9,900	<a href="#">Add</a> <sup>?</sup>
christmas nativity set		5,400	8,100	<a href="#">Add</a> <sup>?</sup>
nativity scene sets		720	1,000	<a href="#">Add</a> <sup>?</sup>
fontanini nativity set		2,900	3,600	<a href="#">Add</a> <sup>?</sup>
lighted nativity sets		590	880	<a href="#">Add</a> <sup>?</sup>
hummel nativity sets		260	260	<a href="#">Add</a> <sup>?</sup>
large nativity sets		1,000	1,000	<a href="#">Add</a> <sup>?</sup>
white nativity sets		Not enough data	260	<a href="#">Add</a> <sup>?</sup>
italy nativity sets		Not enough data	91	<a href="#">Add</a> <sup>?</sup>
carved nativity sets		260	260	<a href="#">Add</a> <sup>?</sup>
resin nativity sets		210	320	<a href="#">Add</a> <sup>?</sup>
yard nativity sets		210	260	<a href="#">Add</a> <sup>?</sup>
willow tree nativity sets		590	720	<a href="#">Add</a> <sup>?</sup>
catholic nativity sets		73	110	<a href="#">Add</a> <sup>?</sup>
porcelain nativity sets		390	480	<a href="#">Add</a> <sup>?</sup>
olive wood nativity sets		390	390	<a href="#">Add</a> <sup>?</sup>
nativity sets outdoors		Not enough data	170	<a href="#">Add</a> <sup>?</sup>
roman nativity sets		Not enough data	110	<a href="#">Add</a> <sup>?</sup>

# Now what?

Write 500+ word essays with your keyword repeated less than 5 times. Not 50. NO MORE THAN 5! You must have over 500 words. No biggie that's one page in word.

[Wooden Nativity Sets Allows for Unique Decoration](#) Carved Wooden Nativity sets make a unique Christmas decoration and are often hand carved.

[Nativity Crèches](#) Nativity Crèches are a common scene on lawns and shopping malls every Christmas.

[Fontanini Nativity Scene](#) Fontanini has long history of heirloom quality nativity sets

[Creating a Nativity Scene](#) How to create and setup a Nativity Scene

[Antique Nativity Sets Add Charm](#) Nativity Sets are one of those things that get handed down from generation to generation making many antique

[Effective setup of a Nativity Set](#) Setting up a Nativity set properly helps add to is spiritual teaching.

[Rustic Nativity Scene](#) The Nativity scene is an important part of Christian tradition during the festive season. Rustic nativity scenes can make a brilliant addition to anyone's home and they are child friendly and can be hung on the wall out of the way of little mouths and fingers and they are made out of wood and can be...

[Wooden Nativity Sets](#) Woodent Nativity sets seem to recall the antique nativity sets of days gone by.

[Nativity Figures](#) Nativity figures help set a reminder in the home of the real meaning of Christmas and the event that is being commemorated.

[Fontanini Nativity Figurines](#) Fontanini has an long honored tradtion of making heirloom quality nativity figures.

[Childrens Nativity Sets](#) Children needs special nativity sets that are more durable.

[The Jesse Tree Nativity Set](#) The Jesse tree is a small and leafless tree which is decorated with symbols which portray Jesus' spiritual heritage it is a family tree which was once suggested by Isaiah's prophecy which said; 'there shall come forth a shoot from the stump of Jesse and a branch shall grow out of his roots.' The Jes...

**Explanation of Advent** Advent is the penitential setup right before Christmas so believers are prepared.

**Nativity Advent Wreath Makes a Unique Combo** The Nativity Advent Wreath Makes an interesting way to have both the period before and during Christmas equally represented.

**Children and Advent** Advent is a time to help children learn their faith. There are great old testament stories to help teach a child about the history of Jesus and the promise he brings.

**Advent Wreath Myths** There are many stories on how an advent wreath came to be. This sets the records straight.

**All About Advent Candles** A look at the advent candle. From use to safety.

**Advent Calendars Rich History** Advent Calendars were started in Germany.

**LED Advent Candles Enhances Child Safety** LED Advent Candles allow children to participate in the lighting of the advent wreath with added attention paid to their safety.

**Jesse Tree Ornaments** A Jesse tree is a usually a leafless branch that is put into a small flower pot and is used to represent Jesus. Used on Both Easter and Christmas the Jesse tree is a much more spiritually type of decoration to use during the weeks before Christmas.

**Advent Wreath** Some decorations are very religious and spiritual and some are just meant to send out a good vibe for the holidays. One symbol of Christmas that is not seen very often in indoors decorations or outdoor decoration is the Advent Wreath.

**Celtic Advent Wreath** The advent of the Christmas festival is celebrated world over by the Christians. The history of Celtic advent wreath dates back to pre-Christian era of the northern Europe, where people lived in forests. They were spiritually connected to forest spirits and Gods and believed that the passing of seas...

**Celtic Advent wreath Two Thousand years later** Advent and Lent share a 1700 year history, with the Celtic culture putting a unique spin on the tradition.

**Jesse Tree Advent Wreath** The Jesse Tree and the season of Advent are the perfect complements as they symbolize the lineage of Christ.

**Celtic Advent Wreath Blends Religion and Culture** Celtic advent wreaths knot Religion and Culture.

**Advent Wreath and Candles** The overview of the Advent season and its roots into early christianity

**CLADDAUGH ADVENT WREATH** The Claddaugh Advent wreath is a show of commitment to the family and to the Lord.

**Advent Wreath Traditions** Using the Advent wreath.

**What is a Celtic Advent Wreath** Celtic Advent wreaths bring together the early church and ancient Irish tradition.

**Advent Wreath Lights Long Winter Night** Overview of the use of an Advent Wreath

**Nativity And Advent Symbols of Waiting Advent Candles Light the Nights** The advent candles have a great history within the church history. They are in integral part of the advent wreath and to focus on the season of Advent itself.

**Blending the Jesse Tree and Advent Wreath** The Jesse Tree and Advent wreath are two very common items Christians have used to mark four week period before Christmas called Advent or the six period that was known as Celtic Advent. In the modern time Advent has become a great way to stay focused on Christ and helping families overcome the comm...

**Jesse Tree and Advent Bridge Path From Past to the Future** The Jesse Tree and Advent wreath work perfectly to help us remember our history and what God Promised.

**Advent Wreath Safety** Tips on using your advent wreath safely around small children and pets.

**Celtic Advent Blending of Many Cultures** Celtic Advent blends Roman And French Cultures making it truly Irish in nature.

**Advent Keeps Focus on Christmas** Christmas is a one of the most Holy Days of the year, however because of the introduction of gift giving the customs of Christmas have become overshadowed with materialism forgetting about the true meaning of the season. Thankfully the church provides a season that is used correctly is a vehicle to ... **Advent Wreath And Calendars Have Deep German Roots** Through the ages, the history and possible the actually origin of the Advent Season and the advent wreath has been hard to pinpoint but Germany seems to always come into the discussion as a country that shaped Advent and the practice of using an advent wreath.

**Advent Candles More Than Light** The candles that make up the advent wreath hold a special symbolism. In their color, their composition and just the sheer act of lighting the candle of advent wreath breaths a air of hope into each of the nights that make up the season of Advent.

**Celtic Advent Wreath Adds Irish Spirit To the Home** One of the most popular designs is the Celtic Cross Advent Wreath. There has been a surge in popularity of Celtic themed items where as it allows the heritage of the Irish people to come forth in their homes.

**Advent Wreath Packed with Symbols** Using John 3 as their guide the Advent candle seems to support the verse the Light that came into the world to dispel the darkness in sin. The imagery of the advent wreath is Biblical in nature and the symbolism is vast.

**The Advent Calendar** There are several different manifestations of Calendars these days to help count down the days of Advent and help each family that faithfully observes Advent as a daily celebration

# Add Article to your website

- May sound simple but there are a few things you have to do when you add an articles
  - Don't be afraid to write an article. No one will read it
  - It MUST be 500 words
  - It must have your keyword no more than 1% which really can be less than 5 if your writing a 500 word essay.
- 
- Optimize the title tag using your keyword tool
  - Optimize the description using your keyword tool
- 
- Add no more than FIVE links/anchor text
  - 1 link to another article if you have
  - 1 link topic page
  - 1 link to a product/case study
  - 1 link to another article on the topic
  - 1 link to another article on the topic
- 
- If you don't have them don't link them.

Now what?



# Now add article to your blog

- Google blogger is a must, no exceptions
- Rewrite that article down to about 300-350 words

Add anchor text to it highlighting the first several occurrence of your keyword back to the article.

link one: to the article you rewrote

link two: to the master topics of the keyword

link three to a product that matches the



# Live Example: See where links go to

- Advent Wreath And Calendars Have Deep German Roots
- The [advent wreath](#) has an almost mysterious background because its origins cannot be pinpointed. In almost all accounts Germany seems to have played a large part in its genesis. It would seem no matter how unusual this seems German seems to be the first countries to formalize the use of that [advent wreath](#).

Maybe more than the advent wreath, the [advent calendar](#) is even more associated with Germany. The premise of an [advent calendar](#) is that each day the child will open a door or a slot and reveal candy or a Bible story. This is often the first gift the child will receive. It was an inventive way to count down to Christmas as well as review the Old Testament. Advent will always start as the first Sunday after November 26th and this practice was also attributed to the Germans.

Some parents hang the [Advent Calendar](#) in the child room to help counter the commercialism of Christmas. Some advent rituals are done during dinner time like the lighting of the Advent wreath. And some are done at bedtime like the opening of the Advent calendar.

Looking at all of Germany and Advent, historically they not only invented the advent calendar but they made the best in the world. From the 1850s forward, they were well known for them. Nazi Germany, although early on used the advent calendar and even distributed it in the newspaper, did outlaw them causing them to die out and not reemerge until recently in their more commercial form.

Despite governmental restrictions, the advent wreath and the advent calendar will always be deeply rooted in Germany



# Has your blog page been cached

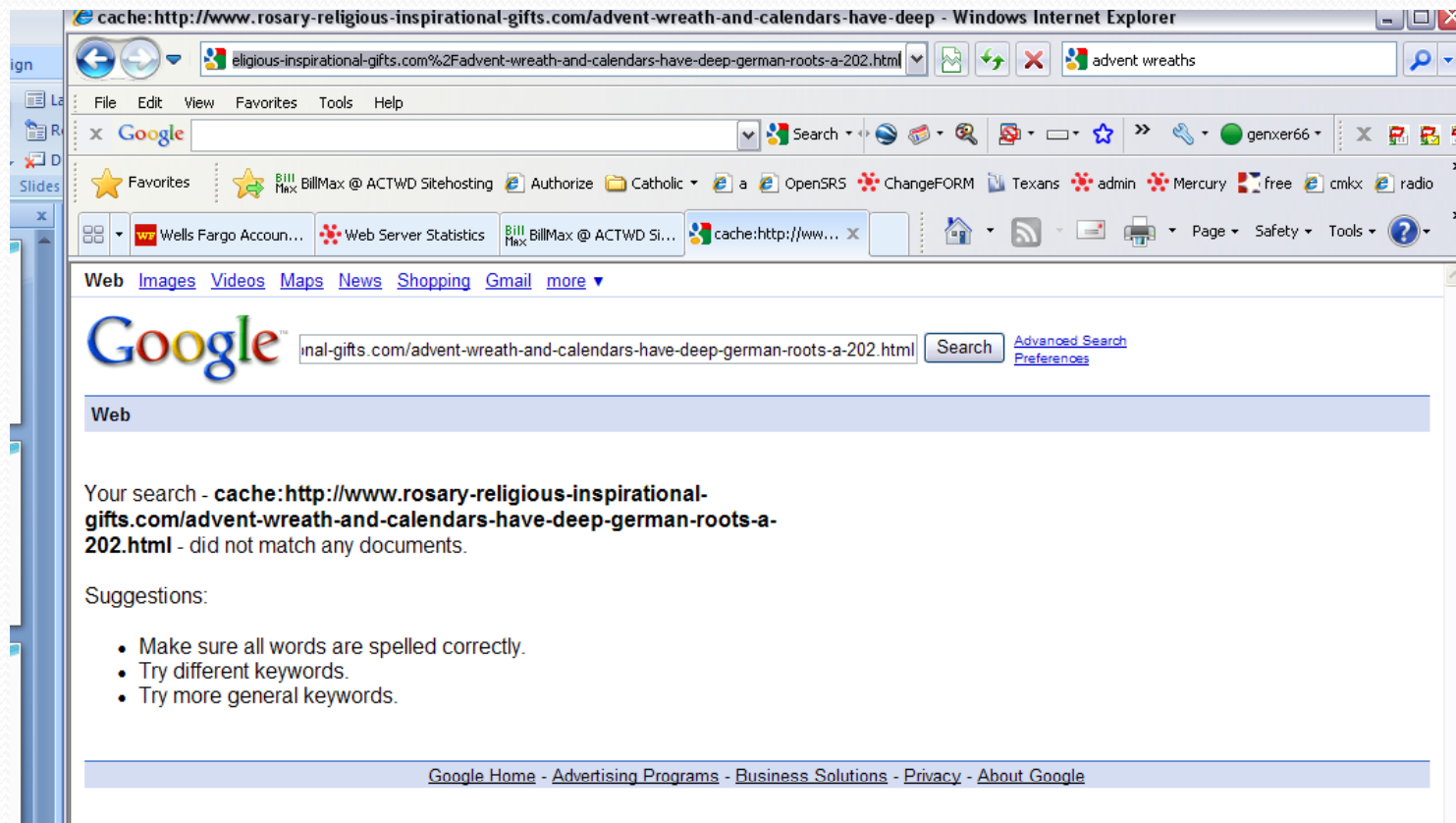
Has it been cached. If you see:

- Google toolbar tells your if the page has been cached.

If you are blogging your articles it may cache with in days or even hours. What does that mean to you

It means that you may be ranking on that phrase  
And it also means the links on those pages may be cached within a day or two.

# Anchor Text helps cache page



This is Google's cache of <http://www.rosary-religious-inspirational-gifts.com/blog/>. It is a snapshot of the page as it appeared on 20 Oct 2009 14:43:20 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

[Text-only version](#)

## ROSARY RELIGIOUS INSPIRATIONAL GIFTS

WE ARE USING OUR BLOG FOR RELIGIOUS ARTICLES, HISTORICAL INFORMATION, CATECHESIS AND SUCH. WE ARE GOING TO TRY TO STAY WITH THE LITURGICAL CALENDAR WHEN POSSIBLE. WE WILL TALK ABOUT THE ROSARY, AND A HOST OF OTHER RELIGIOUS THEMED MATERIAL.

MONDAY, OCTOBER 19, 2009

### Advent Wreath And Calendars Have Deep German Roots

The [advent wreath](#) has an almost mysterious background because its origins cannot be pinpointed. In almost all accounts Germany seems to have played a large part in its genesis. It would seem no matter how unusual this seems German seems to be the first countries to formalize the use of that [advent wreath](#).

Maybe more than the advent wreath, the [advent calendar](#) is even more associated with Germany. The premise of an [advent calendar](#) is that each day the child will open a door or a slot and reveal candy or a Bible story. This is often the first gift the child will receive. It was an inventive way to count down to Christmas as well as review the Old Testament. Advent will always start as the first Sunday after November 26th and this practice was also attributed to the Germans.

Some parents hang the [Advent Calendar](#) in the child room to help

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Have Deep German Roots...](#)

[Advent Paves way to Christmas](#)

[The advent wreath has really  
evolved in this moder...](#)

[Advent keeps the focus on](#)

Yahoo! Messen

# So is the cache?

- It appears to be you will notice the last line of the
- [root@zephyr logs]# grep blog/ access\_log | grep Googlebot
- 66.249.71.180 - - [20/Oct/2009:10:43:19 -0400] "GET /blog/atom.xml HTTP/1.1" 200 91777 "-" "Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)"
- 66.249.71.180 - - [20/Oct/2009:10:43:20 -0400] "GET /blog/ HTTP/1.1" 200 37771 "-" "Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)"
- 66.249.71.180 - - [20/Oct/2009:10:43:21 -0400] "GET /blog/atom.xml?dontredirect= HTTP/1.1" 200 91777 "-" "Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)"
- **66.249.71.180 - - [20/Oct/2009:10:43:22 -0400] "GET /blog/ HTTP/1.1" 304 132 "-" "Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)"**
- 66.249.71.180 - - [20/Oct/2009:10:43:54 -0400] "GET /blog/2009/10/advent-wreath-and-calendars-have-deep.html HTTP/1.1" 200 17394 "-" "Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)"
- [root@zephyr logs]#



## So what we know

- Google will cache the page within the hour
- The time stamp on google cache matches the server.

Now what about the links on that new post?

And how does the cache react else where. Pages that have links to them and that are supported will hold their cache. Pages with no links seem not to

You can see that here on a page rank 2 page:  
it took 24 hours to process the page.

This is Google's cache of <http://www.rosary-religious-inspirational-gifts.com/inspirational-home-decor-t-34.html>. It is a snapshot of the page as it appeared on 14 Oct 2009 02:06:30 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

[Text-only version](#)

The screenshot shows the Faith-full.com website. The header features the site name in a cursive font and navigation links for Home, Shop, and Contact. Below the header, there are links for 'Top', 'Inspirational Home Decor', 'My Account', 'Cart Contents', and 'Checkout'. The main content area is titled 'Inspirational Home Decor' and includes a sub-header 'Shop our Online Catalog: Seasonal Home and Garden Decor'. A large blue arrow points from the top right of the page down to the first log entry below. The main content is organized into two columns of product categories, a search bar, and a list of product categories. The search bar includes a 'Quick Find' section with a search input field and a magnifying glass icon, and a 'Use keywords to find the product you are looking for. Advanced Search' link. Below the search bar is a 'Categories' section with a list of product categories and a 'View All Products' link. At the bottom of the screenshot is an 'Articles' section with links for 'New Articles', 'All Articles', and 'All Topics', followed by a list of topics with counts.

- Advent Decorations
- Wall Crosses and Crucifixes
- Easter Decorations
- Celtic Home Decor
- Childrens Room
- Catholic and Christian Art
- Crosses Standing
- Inspirational Candleholder
- Table Crosses
- Picture Frames
- Celtic Decor II
- Tomaso Crucifixes
- Fall Décor
- Shadowboxes
- Fountains
- Children Room
- Fontanini
- Standing Crucifix
- Thanksciving
- Christmas Decorations and Gifts
- Inspirational Home Decor
- Home Decor for Spring
- Garden Outdoor Decor
- Wall Plaques
- Statues and Figurines
- Standing Crosses
- Holy Water Fonts
- Celtic Décor
- Wooden Wall Plaque
- Wind Chimes
- Angels
- Graduation Gifts
- Garden Statues
- Advent Wreath
- Disney
- Patron Saint Medals
- Handmade and Painted Statues
- Wall Art

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Quick Find

Use keywords to find the product you are looking for.  
[Advanced Search](#)

Categories

- Miss Handcrafted Jewelry->
- Church Goods Supply->
- Outdoor Statues Décor->
- Religious Statues->
- Rosary Beads and Rosaries->
- Sacramental Gifts And Clothing->
- Bibles, Missals and Books->
- Holiday and Seasonal Gift Ideas->
- Religious Jewelry->
- Seasonal Home and Garden Decor->

[View All Products](#)

Articles

- New Articles
- All Articles
- All Topics
- Church Supply -> (1)
- Gift Ideas -> (14)
- Inspirational Home Decor -> (1)

66.249.71.180 - - [01/Oct/2009:06:13:00 -0400] "GET /inspirational-home-decor-t-34.html HTTP/1.1" 200 43116 "-" "Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)"

**66.249.71.180 - - [13/Oct/2009:22:06:31 -0400] "GET /inspirational-home-decor-t-34.html HTTP/1.1" 200 44363 "-" "Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)"**

66.249.71.180 - - [16/Oct/2009:06:44:47 -0400] "GET /inspirational-home-decor-t-34.html HTTP/1.1" 200 44287 "-" "Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)"

66.249.71.180 - - [19/Oct/2009:19:09:28 -0400] "GET /inspirational-home-decor-t-34.html HTTP/1.1" 200 44287 "-" "Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)"



# Isnare

[www.isnare.com](http://www.isnare.com)

You enter cached articles ONLY. If you are not sure if the article is cached we do not recommend added it here.

Google toolbar most reliable resource.

You will enter the article

You will enter a title and try to use google keyword tool to write the best 'headline'

And then the about the author



# About the Author box IMPORTANT

- For more information about `<a href="http://www.yourwebsite.com/articlename.html">Advent wreaths </a>` and `<a href="http://www.yourwebsite.com/topic.html">Advent calendars </a>` please visit <http://www.rosary-religious-inspirational-gifts.com>
- You will then need to like one of the keywords to the article page and one of the keywords to the topic page
- You will need to know how to write a hyper link. See what's in purple. Make sure you include the quotes as well as the `</a>` after your keyword phrase.



You are done