

# Exposing your Expertise

*by*

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# Generating Ideas

- referring keyword searches
- internal site searches
- “Ask the Expert” page
- Google “News Alerts”

# Articles Strategy

- define your target audience(s)
- create easily customized templates
- have a clear reprint policy
- be open about exclusivity
- use a byline with an enticing hook

# Articles Presentation

- use an index page, sectioned if long,
- supply 2-line descriptions of each piece
- make articles easy to read on-screen
- have a printable version (optional)
- include your copyright and byline
- *drive visitors to them!*

# Articles Promotion

- offer to your database
- submit your site to search engines
- research and offer to targeted sites:
  - *related sites (about.com)*
  - *associations, trade publications*
  - *news media (prleads.com)*
  - *e-zines*

# Articles Leverage

- monitor the search engines
- analyze your traffic reports
- follow up referrals
- follow up with editors
- ask for speaking opportunities
- create a “places published” page on your Website