

# DISPATCHES

News from The Bureau

December 2009

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## Article Publishing & Marketing

The rising cost of conventional marketing techniques and their steady drop in effectiveness is encouraging some companies to explore new and innovative ways of drawing attention to their businesses and, of course, Websites.

Since many broker firms are known and respected for their knowledge and expertise most are extremely well placed to become online experts in their respective fields of insurance and finance. Policyholders as well as the search engines are eager for reliable information and place considerable value on it.

There are now hundreds of publishing Websites on which you can become a registered author and begin submitting articles to. Having become online authors ourselves we have now identified a Panel of about 20 top online publishers, each with its own specialist section on insurance and financial services.

These publishing sites cover a wide variety of subjects and maintain vast libraries of information that Google and the others routinely scan every day. Some articles end-up being listed on the first page of the search engines whilst others help sites belonging to the authors secure that prized first page ranking.



Having your articles and any links embedded into them associated with you as the author and or your company Website will earn you brownie points at the search engines. Your article and author profile give you credibility, importance and a value that will help improve your online profile and position at the top search engines.



Like many insurance and financial firms you will already have published newsletters and or articles that are ideal for this sort of online article publishing and marketing. Each article should be about 300 words long and relevant to your business sector and stated area of expertise, embedded with one or two links back to your Website. Authors are able to target their audience with informative content, sent to an already-interested group of readers

Well-written content articles released for free distribution have the potential of increasing the author and their business' credibility within their market as well as attracting new clients.



The Bureau has been publishing online articles in this way for a few months now and will be submitting more this month. Like bookmarking your Website at the top social media sites, article publishing is a new and innovative way to expand your online presence. It is not expensive but proving extremely effective.



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