



Using Associated Content to Gain Visibility for Yourself, Your Websites and Your Products!

You can never have enough knowledge when it comes to increasing the quantity and quality of traffic and leads visiting your website. Your product or service could be brilliant and your sales pitch could be dynamite, but if nobody sees any of it, it doesn't do much good now does it? The good news is that even if you're stuck, there are options for taking control of your results and improving your success.

One of those tools is Associated Content, a website that calls itself an "Open Content Network". That means that anybody is able to publish his or her writings, videos, or pictures to the internet using Associated Content. Now, there's a host of reasons for doing this and there are many benefits that come along with it, if you're ready to dive in.

I. Tell me More About Associated Content

As mentioned, AC is a place where you can publish your own materials for the entire world to see. What you publish and how much you throw up there is entirely up to you. AC has categories ranging from Home Improvement to Sports, from Politics to Arts & Entertainment and everything else in between, dozens altogether.

It can be a fun outlet for your creative side, a great way to promote a business, product or website and it can even turn into a nice side income on its own. But for our purposes, we will be focusing on the benefits of using Associated Content as a promotional tool for your other ventures and projects.

So how does Associated Content benefit you? AC can lend a helping hand towards increasing direct traffic to your site, increasing your site's reputation as well as the online community's knowledge of it and increasing your site's traffic and prominence indirectly. Take a look:

- AC directly increases traffic to your site by creating an opportunity to link back to your site from pieces of content. By creating targeted pieces of content that relate to your site, you can draw interested visitors into clicking those links and taking a look around your site. Associated Content is a large and powerful site and if done correctly, the articles you write can rank extraordinarily well in search engine result pages.
- By writing multiple pieces of content based around your topic, niche, or area of expertise, you are establishing yourself and as a by-product, your website, as a well respected, knowledgeable and trusted source of information. That means when people need to know about soapbox derby cars, or whatever your niche is, they'll turn to you and your website.
- With many pieces of content and in turn, many inbound links to your site, you are helping your site to earn favor with the fickle search engine algorithms. One of the key components to ranking well in search engine results is your site's Page Rank. (Page Rank is specifically a Google term, however the other major search engines use somewhat varied but still similar systems). And one of the key components of increasing your PR is having incoming links from other high PR sites, which is exactly what Associated Content is. The more incoming links that your site has, the more of a foundation and foothold it will have within search engine results.

II. Beginning Steps with Associated Content

Now you know a little bit about what Associated Content is and the potential it has as a promotional tool. So hopefully you want to get the ball rolling and begin taking advantage of all that potential. The first step in the process is signing up for an account. This is straightforward and quick, you'll be good to go in just a moment or two.

After signing up, you'll want to create your profile, or what is known on Associated Content as a Content Producer Page. This is a chance to tell everyone else who visits AC what you're all about. List your interests, your hobbies, the areas you are knowledgeable about and plan to produce content about and so on. Throw up a link to your website or websites while you're at it, and you're already starting the promotional process.

Your next step should be to get a feel for the website and the Associated Content community. You'll find that you can send messages to other writers as well as subscribe

to their content and mark them as a favorite. On your profile page, you'll then be able to see a list of the writers that you have added to your favorites, as well as a list of writers that have added you to yours. As your collection of quality content grows, and you continue to explore the community, you'll see both of those lists grow fuller.

One of the strengths of Associated Content is that community element. The other writers and CPs (that's Content Producers) are friendly, comment on each other's articles and support each other. There is also a community message board and detailed FAQs that are worth a browse so you get off to a strong start. They both offer guidelines on how to produce content on AC, things to avoid and other tips.

III. Content Payment Options

On Associated Content, there are several different ways that you can get paid. If utilized properly, you can quickly turn your payments from AC into a nice chunk of change. It's an added bonus for doing something that should also help you earn more money through the businesses, websites and products you plan to promote with Associated Content to begin with. I won't suggest you plan on paying your mortgage down with Associated Content, but if you put in the appropriate amount of time and effort, you'll be rewarded.

All articles and content published on Associated Content allow you to earn **Performance Payments**. Performance Payments are essentially a set dollar figure you receive based on how many Page Views your articles get. When you first sign up, you'll be receiving \$1.50 for every 1,000 Page Views your articles receive. This might not sound like a lot, but it quickly adds up and builds upon itself.

Let's do some quick math so you can see how that will actually translate into revenue for you. If you have twenty articles, each of which receive 500 PVs a month, you just earned yourself an additional \$180/year from Performance Payments alone. With more articles, especially well written and well promoted pieces, that figure can skyrocket much higher.

Additionally, the more you write for Associated Content the more you can get paid. How's that? Well AC uses what they call a **Clout Level Index** that helps set your pay levels and determines your status on the site. Clout Level is determined by total Page Views as well as the number of content pieces you have contributed to the site.

When you originally signup for the site and publish your first piece of content, you'll have a Clout Index of 1, with the highest level being a 10. A Clout Level 10 Content Producer receives \$2.00/1,000 PVs as opposed to \$1.50. That's equivalent to a raise of 33%, there's not many jobs where you can expect that kind of boost in your earnings!

Within your account, you can then view all of the articles you have published and how many estimated Page Views they have received, along with the corresponding amount of payment. Performance Payments are made monthly, typically 2-3 weeks following the end of the previous month. In your account, you can see the amount of payment for each

article within the designated period, as well as the total amount of Page Views the article has received since they were first published.

Upfront Payments

Besides Performance Payments, certain types of content can potentially receive **Upfront** Payments. Upfront Payments are one-time fees that you receive for writing or producing a piece of content for AC. This can be anywhere from \$2.00 to \$10.00 or more depending on the type of article, how newsworthy or timely it is and any other highly unique and engaging topics or perspectives included. If you have already published the content elsewhere but want to place it on AC, you cannot receive any Upfront Payments.

As your Clout Level rises, and you consistently receive more PVs for every article you write, you will also see the amount you are offered for Upfront Payments increase. AC is very much a proving ground, and the more you prove you can create quality content and draw visitors to the site, the more you will be paid from Associated Content, and of course, the more people will learn about your other businesses and products.

That's because Associated Content earns their revenue through advertising. If you write effective articles, the advertising on the page will be closely tied to the content you produced. And the more people that view your articles, the more people view those advertisements.

Your level of Upfront Payment is also in part determined by whether you choose for your content to be Exclusive or Non-Exclusive. An **Exclusive** article allows Associated Content to retain sole rights to the content, meaning you can't republish or reuse the content anywhere else. Therefore, you will receive a higher offer for the piece. **Non-Exclusive** articles allow you to retain the rights of the article, meaning you can continue to use it elsewhere if you please. Non-Exclusive articles are still open to Upfront Payments, but they may be smaller due to the decreased rights given to the site.

A third option, called "**Display Only**", is not open for Upfront Payments. The benefit to this is that you can remove the content from the site when you choose, whereas other articles are left up indefinitely.

Another thing to remember is that not every piece of content will be accepted for an Upfront Payment. Upfront Payment articles are reviewed and after a period of time, generally about a week, you either receive a payment offer or you'll receive a notice informing you that your article was declined for Upfront Payment. Articles that are declined for payment usually include articles with very short shelf lives, brief op-ed pieces, humorous stories, and poetry.

If declined for Upfront Payment, you can still publish the piece for Performance Payments. All articles are always eligible for Performance Payments, these are automatic. One other thing to consider is that due to the review process, Upfront Payment articles take longer to be published.

If you have a highly time sensitive article, it's usually best to forego the Upfront Payment you may receive and get the content published right away. You'll end up earning more with the immediate Page Views you receive from a popular topic than if you waited for an Upfront Payment and missed the golden moment with that particular topic.

The choice between Exclusive and Non-Exclusive boils down to your own needs and potential uses of a piece of content. If you're looking to maximize your earnings through Associated Content, than Exclusive level articles are your best bet. If you want to retain some flexibility that allows you to use the articles in other places and at other times, than you'll want to use the Non-Exclusive option.

You choose your options for publishing for each individual piece of content and are never bound to select one option for everything you produce. If there is any confusion about your rights and the different options you have for publishing, AC does a good job at explaining your choices as you go through the publishing process if you take the time to read their FAQs and Community sections.

AC Offers, Partner Pieces & Calls for Content

Sometimes Associated Content will reach out directly to you and ask you to write or create a piece of content. AC will do this en masse with **Calls for Content**, which are articles on specific topics that they are looking for. These are often seasonal and may or may not include an Upfront Payment. One huge bonus to accepting these is that once you do, you'll find more of them available. AC will target you and writers with similar interests and experiences for more specific pieces. These Calls for Content will typically pay higher and be more prominently featured on the site.

AC also has a variety of partners around the internet that are looking for quality articles themselves. If you choose to make yourself eligible for partner requests, you may from time to time be requested to complete higher paying jobs for a partner of Associated Content. As mentioned before, as a Content Producer on AC, you have to prove yourself. The more Calls for Content you accept and complete successfully, the more you are likely to receive and the more you are likely to be paid for them.

Do you have to accept Calls for Content? No, you don't, and depending on what you are looking for from Associated Content, you may find that it's not worth your time. If your sole aspiration for AC is as a promotional stream to your other larger projects, Calls for Content and Partner Offers may not be up your alley. However, if you really want to develop Associated Content into a money-generating side project, than there are many opportunities such as these that you can take advantage of.

IV. Writing and Producing Content

You're registered and you should have a good feel for the community of AC, which means you are ready to begin writing and producing content. This is where it gets fun,

although the process can also be challenging if you are not an adept writer. What can you write about on AC? You can write about anything!

- Informative articles
- How-To articles
- Product reviews
- Guides
- Reference pieces
- Comparative reports
- News
- Local events
- Promotions
- Humor articles
- Op-Ed pieces

These are just some of the possible types of content you can create on Associated Content. Just about the only restrictions you have are to avoid plagiarism and to write a minimum of 400 words per article. Ultimately, what you end up creating depends on what your goals are. Through all of these various article types, there are some constants that you should adhere to.

For one, since you are planning to use Associated Content as a promotional tool, you should focus your efforts on articles that relate to your niche or market. You should always try to find ways to link back to your site or to other blogs, but one of the most important things you have to remember is that you **shouldn't be a walking advertisement for your product or your site.**

Tell people about it, tell people they can read more on the subject at your site, mention it as one of a group, and inform them about what you have to offer, but don't just pitch, pitch, pitch. People won't spend their time scrolling through a blatant advertisement on how great your product is because you say so.

Therefore, you want to keep your content as unbiased, honest, and useful as possible. That means don't just drone on about how you build great soapbox derby cars (to continue the previous example) but teach them all about soapbox derby cars. Write about the history, the different styles, your favorites, least favorites, myths and so forth.

V. Writing *Effective* Content

If you didn't know yet then it's about time you did: there is a difference between an effective piece of content and an ineffective one. This holds true for Associated Content, for your website pages, for blogs and for any other platform. You can't just slap together a couple of paragraphs and expect internet users from around the globe to be mesmerized by what you have to say. It takes real effort, practice and skill to learn how to create a stream of visitors to your content, and then learn how to get those visitors to take the action you want them to.

For starters, content on AC and throughout the internet should be kept relatively light and easy to read. This means limiting the length of your paragraphs, avoiding unnecessarily large words that do nothing but turn your readers off and keeping articles short but sweet. A nice sized article will be between 500-750 words. Some would even say much less than that. And while there are exceptions to the rule, if you have a much larger piece of content, it is often best to break it up into several, separate articles.

The above relates to writing effective content for your audience, but **just as important is writing effective content for the search engines**. That means producing content that can be easily found and shows up high in search engine result pages. How do you go about doing that?

Well, there are many different elements involved but they all relate to the concept of SEO, or **Search Engine Optimization**. SEO is exactly what it sounds like; you are optimizing your article (or your website, or blog) for the search engines. One of the key elements involved in SEO is the use of keywords.

A keyword or a keyword phrase is the exact line that a person using a search engine types in to find something. This is more specific than just having a niche or a market; these are the actual words that people use to find websites with the information, products or entertainment they are looking for.

There is a great free keyword tool provided by Google, the [Google Adwords Keyword Tool](#). You can go on there and look up a word or a phrase and out will pop a huge listing of all related keyword phrases. You can see how many people search for each phrase per month to get an idea of how popular a particular phrase actually is. This is an invaluable way to learn how to target your market and your potential visitors and customers.

So after looking up "soapbox derby", you'll see that "soapbox derby car" is one of the most popular phrases that include those exact words. However, the tool also offers suggestions that don't exactly match the words you entered, but rather use synonyms of the terms you put in. Scrolling down to that list, you'll see that "pinewood derby cars" actually gets almost ten times more searches every month than "soapbox derby car" and therefore may be a phrase you want to incorporate even more.

Another great tool (our personal favorite) is a software tool called 'Micro Niche Finder'. Not only does it effectively help you perform keyword research, but it also helps you do just what the name says! Helps you find niches in many overlooked areas on the web. I wish I could devote the time needed to educate you on all the cool features this tool has to offer, but I think it would be easier and less time consuming to simply have you watch this short video on how it works. [Watch the video](#)

By using tools such as these, you are performing the basic, but much needed, research that will help potential visitors and customers find you in your particular niche or market. **Once you know what phrases and keywords you'd like to use, you actually have to**

incorporate them into your content. This is a little bit tricky, especially because it's not an exact science.

Generally speaking though, you want to place your keywords in your title and several times throughout the length of your text. Additionally, you should create a subtitle that houses a keyword phrase, and take advantage of optional areas that Associated Content provides such as Content Highlights to include more keywords and keyword synonyms.

Be careful though, too many keywords will result in your article looking like SPAM, both to the search engines and to the readers who stumble over the awkward text. This is where keyword density comes into play. Experts vary on what kind of keyword density they recommend, but shooting for a 1-2% keyword density is a safe and effective strategy.

That means that if you have a 500-word article, you should find a way to work your main keyword phrase into the text between five and 10 times. Subheadings are a great way to help perform this task. **Achieving an ideal keyword density - while maintaining the integrity of your writing - is the most difficult aspect of writing on the web,** Associated Content included.

But What if I Can't Write Content?

Some of us just weren't made to be writers. We might have great ideas, but be unable to express them clearly or in a free flowing manner. We might be able to inform somebody about something but be unable to entertain them. Or maybe we can write great for a magazine or a book, but are unable to incorporate the concepts of SEO and internet style guidelines into what we write.

If you fall into any of those categories, there is a wide variety of solutions that can help you take advantage of a place like Associated Content, without having to actually write any content yourself. Various message boards and internet forums are full of freelance writers whom you can hire to write articles and content for you.

There are also different systems, some of which include price bidding. There are also various degrees of enforcement, in terms of the quality of writer available to be hired. This ranges from none at all to strict guidelines that must be met and upheld.

Using the freelance system can be successful; however, there are drawbacks. For starters, there is no guarantee of turnaround time or writing quality when you individually seek out different writers. Second, you'll end up in a bidding war that can lead you in two directions. You may end up bidding higher prices for a "better" writer, or you may end up having writers bid lower to write your article, meaning you could end up with a piece of content that was written in ten minutes, never edited and never given a second thought.

An alternative method when you are looking to have content written for you is to use a fulltime, dedicated service such as [Need An Article](#) that serves as an intermediary

between you and hundreds of freelance writers. The benefit to a service such as this is that you have access to many highly qualified writers that can meet deadlines and write about any subject.

With controlled prices, as opposed to an open marketplace, you keep your costs down and only pay for as much as you need. And because writers don't bid against themselves to get work, the quality level is consistently high.

You can also choose writers based on their specific expertise and feedback received from previous assignments. This information is viewable through profiles, allowing you to get to know the experienced professionals you will be working with. Opting to go with a freelance database such as [Need An Article](#) saves you frustration and ensures you receive well-written and optimized content in a timely manner.

VI. You Have the Content, Now What?

Using the powers of SEO, you are already reaching out to the largest community in the world, all of the hundreds of millions of people who use the major search engines to find what they are looking for on the internet each and every day. But to really see your articles take off, you have to follow through with other avenues of promotion that result in more eyeballs reading your material, which leads to more people visiting your websites, learning about your products and remembering you as a trusted source of information.

One way to promote your content is within Associated Content. On Associated Content, you can leave comments on articles and you can subscribe to other people's content. You'll quickly see that what you give is what you get, and the more you comment on other people's content and the more you subscribe to and favorite other CPs, the more others will do the same to you. This leads to more Page Views for all of your articles, more revenue, and higher chances of being found by more and more visitors to Associated Content.

Associated Content has a bustling forum, where you can also promote your articles. One of the ways of doing this is by suggesting a piece of content for a featured section of the site, which leads to more views and more credibility. Just as above, you'll find out that Content Producers like to help each other out. If you suggest somebody to a featured section, they will likely do the same for you and you can help each other succeed.

Another way of promoting your content is reaching outside of the Associated Content community and into the larger realm of the internet. You can do this by using the wide variety of social networks sites that are popping up and continuing to gain popularity. Just a few of the popular social networks include:

- Digg
- Reddit
- Propeller

- Fark
- Delicious

The above are places where you can submit a link to a specific article into what amounts to a larger directory of other articles. All of these networks include the same basic element: people can vote for an article or link that they like which in turn draws more attention to the piece, which leads to more people checking it out for themselves.

People won't click on something that doesn't fascinate or intrigue them, so the onus is completely on you and the content you create to draw people in. If you can do this successfully, you'll find that social networking link sites such as these can be huge sources of traffic.

Other social networks are more community and personality based. These include some of the most popular websites on the entire internet, MySpace and Facebook. Rather than just submitting a link to a piece of content, here you create a profile about yourself. By doing so, you hope to connect to others with similar hobbies, interests and backgrounds. You can join or create groups and you can make friends. And hopefully, you'll find other people interested in building soapbox derby cars who will in turn read your guides and visit your sites.

There are also smaller networks and forums that you can promote yourself on that are specifically geared to a niche community. While these will draw in a smaller number of visitors, the visitors you do receive will be more engaged in your topic and will ultimately be more interested in seeing what you have to say.

Finally, you can create, either by yourself or with others; separate blogs or Squidoo Lenses that can help promote your content. **The internet is very much a place of cross promotion.** You can write an article for Associated Content that helps draw people to your website. You can then promote all of your AC articles with a Squidoo Lens that draws people into both your articles and your website. You can promote that Lens with your blog and with your articles and so on. All of these methods will help build the success of one another.

VII. The Power of Momentum

If you haven't put it all together by now, we should take a moment to refocus. **The internet is like a giant rollercoaster of momentum.** If you take advantage of all of the promotional methods at your disposal, if you write quality and searchable pieces of content and if you stay in the game for the long haul, that momentum will continue to build and build.

You'll reach a peak and then you can ride that sweet wave all the way down and around once again. But if you take a lot of shortcuts and just hope things will find a way to work themselves out, you'll never climb that first hill and you'll be stuck in one place for good.

On Associated Content, **that momentum can be reached by promoting both within and outside of the AC community, and by becoming a trusted outlet for quality material.** AC itself will directly respond with higher payment offers and more prominent positioning on the site. More people will subscribe to your articles and comment on them, which leads to even more people doing the same. This can continue to build and build and will result in a cycle where success breeds more success.

Quality content will draw people into what you have to say. This will create more money, both directly through AC and indirectly through increased traffic to your other businesses or websites, which of course creates more incentive to keep up the good work. The more attention you receive, the more people will want to take a look for themselves and the more you will continue to earn.

Your Clout Level will rise, your level of pay will increase and the amount of people reading your articles and visiting your websites will increase as well. Your website will raise itself in search engine results due to the increased attention it receives from other outlets, both from incoming links to the site and from your hard earned increased reputation. Before you know it, you are looking straight down on that massive first hill of the coaster, ready to speed away and reap the benefits.

VIII. Don't Miss out on AC

The power of Associated Content is something you don't want to miss out on. An endless stream of increased traffic and sales; and an elevated reputation and search engine ranking are what await if you only **spend some time to create great content, package it together with highly performing SEO techniques**, and immerse yourself into the community.

If you can't create that kind of content, or you simply don't have the time to, **you don't have to miss out on the benefits.** There are writers out there just waiting to complete your projects for them. Experts on your subject, who will write articles to your exact specifications, get them completed just when you need them and do so without crushing your budget or your bottom line.

You can find writers like that, including myself, on sites such as [Need An Article](#). You'll see great results and you'll save yourself all of the time, frustration, and hand wringing. I might be able to fix my car's transmission if I took some courses and dedicated all of my time to it. But it would probably be easier to hire a trusted professional to get the job done right the first time so I can focus on what I personally do best.

The same holds true with the creation of the promotional pieces you are looking for, whether on Associated Content or directly on your site or blog. Delegating responsibilities to other individuals who can get the job done better than you can, and in less time, is a key to success no matter the size, shape or type of business you are in.

Enjoy using Associate Content.

Jake Emen, (jme248)



Jake Emen is one of Need An Article's much sought after content writers and is well known for going above and beyond our client's expectations. We love Jake's style and writing so much we have Jake handle our projects regularly. This report was one of them 😊