

How to Build a Dynamic, Content Rich Web Site

This E-Book describes one of the biggest opportunities for web site owners today! The ability to provide constantly updated, fresh, high quality content for their customers and users. When users find the information they need from your web site, chances are good they will come back again and again as needs arise. One of the goals of any successful web site developer or site owner should be to provide useful and relevant content to their community of interest.

BJC is interfacing with various Content Management Systems and Article Distributors to help you easily obtain automated content feeds. Hopefully, you can use this information to grow your web site and enhance your on-line business.

Content, Content, Content

The Magic Words! At the top of most priority lists should be the content of your web site. Search engines like Google love new content! With all the web search capabilities these days, users can quickly search on Google, Yahoo, and the many other search engines to find thousands of web sites that provide information or products they are searching for.

In order to compete with the millions of other competitive web sites, most web site owners recognize that a high quality volume of information is needed. In some cases, this may be information which is unique to your specific niche of users. In other cases, it could be a vast array of information topics.

The content that we are focusing on, is in the form of text articles.

Niche web sites can and should remain narrowly focused. A single, very limited focus item, is the order of the day. For larger web sites or directories, a full arsenal of topics must be covered which will satisfy even the most broad categories. Using either of these types of web sites, owners should be able to capitalize on selling ad space, and/or selling your own products, while continuing to provide the information that users seek and find helpful.

How can you capitalize from additional content? One of the most widely used methods of selling ad space, is by simply using the Google AdSense service. When you join the AdSense program, you agree to provide space on your web site for Google to serve ads. The amount of income you can generate from these ads, is based on the number of ad impressions, or on the number of clicks by users. The more content you have, the visitors you can reach, and the more money that can be made. For information on Google AdSense and how it works, or to see how you can join, you can read more at <http://www.google.com/adsense>.

If you don't have a specific product or service for sale, you can use affiliate programs to generate income from your web site also. Clickbank, Amazon, Commission Junction, and Linkshare are a few of the companies who manage affiliate sales programs. They are easy to join, usually free to sign up, and they provide you with products or services that you can offer to your customers when they visit your site! You can find additional information about affiliate programs by searching for affiliate program reading articles, or by simply surfing to the company web sites above and browsing the information.

When you link the combination of information content articles to products and services on the same web page, conversions generally increase!

Content Management Systems

Content Management Systems (CMS) offer a very unique and feature rich software environment for building and maintaining web sites. Using a CMS, web site owners no longer have to worry about HTML coding individual pages for their web site. With a CMS system, the owner can access an administrative control panel area that will allow you to easily add new content to your web site. Little or no HTML coding knowledge is required. For the most part, you can simply log into your control panel, enter your page contents into a text area, and the CMS will create the web page for you!

And don't worry about your web site looking just like everyone else's! Most CMS systems have an abundance of different themes available for you to choose from! Making your web site look unique can be as simple as installing the theme template, and setting a few options like layout, colors, etc.

BJC has tested and evaluated several different Content Management Systems for use with our Article Import Scripts, and we are constantly looking for and adding more! Here are the systems on which we currently offer our article import scripts...

Article Dashboard

Article Dashboard is feature rich, full service, article directory software program, which can be obtained free on their web site. By design, Article Dashboard is setup to provide an complete article directory solution. It allows users to post articles directly on the web site, and provides an administrative interface for the web site owner to approve or disapprove articles and authors. Article Dashboard is a great way to get started with CMS software, and allows users to directly contribute to your web site content. If you are looking to provide an article content resource, this could be for you!

Joomla

Joomla is a Content Management System that provides a full featured web site at your fingertips. Joomla is open source software, which means that a user community of thousands contribute suggestions, assistance, and advice on configuration and setup. There is also a community of developers that work tirelessly to make improvements and resolve software problems. Joomla also allows users to register and submit news article content, and provides an administrative interface for the web site owner to approve or disapprove all activities. Web site owners can select from an abundance of different themes and templates, and there are also many add-on or plug-in type modules that are made available to add additional functionality to your web site. This software is for web site owners who require flexibility and numerous options for their web site!

WordPress

WordPress is a Content Management System designed mostly for bloggers who make frequent daily updates to their content. Blog's are generally tightly focused on specific topic areas, in which the blog owner usually has an expected level of expertise. Generally, blog's provide the capability for users to submit comments about articles that are placed on the blog. These comments generate community interest in contributing to the blog content. In some cases, users can contribute entire article posts.

WordPress is extremely easy to install. I was truly impressed with the ease of install. WordPress advertises installation as the famous '5 minute install', and I believe they live up to that expectation! WordPress also has various themes and templates for making your site look unique, and provides an easy to use administrative control panel to make managing your site easy!

WordPress is great software for anyone who wants to start a Blog!

MemberSpeed

MemberSpeed is a membership site and content management system which was developed specifically for business and marketing. It was previously known as CMS Infusion, and includes a plug-in for managing article content known as Article Manager. This plug-in allows individuals to contribute content to your site, and also provides the capability to import additional keyword rich content for your web site needs.

If you are already a user of MemberSpeed, you already know it's capabilities. If not, follow the link on the Resources Section below and check it out for yourself!

Article Distributors

Article Distributors are the core resource for providing automatic content feeds for your web site CMS. These distributors collect content from authors around the world, scrub the content to verify it meets quality standards, and then distribute the article content to various end users like web site owners. They are the work horse of article content distribution!

BJC has designed scripts to import article content from the two major article distributors, and designed these scripts to import the content directly into all the CMS systems listed above.

iSnare Articles

iSnare Articles is an article distributor that provides a simple and easy article distribution service to authors. Any author can submit their article to iSnare Articles, and have their article distributed to thousands of potential publishers. Authors focus on what they do best, writing on the topics they know best and have the most expertise with.

iSnare also provides a service to publishers by providing this content to web site owners automatically. Web site owners and publishers can then decide if they want to publish the article into their web site.

iSnare authors can contribute their articles from anywhere around the globe! Publishers can select content material from many different author sources, and in many different article categories. To view the full list of categories, just go to iSnare web site and view the main category list!

How to sign Up for the Publishers service: Signing up for iSnare Publisher is easy. Just go to the [iSnare Publisher](#) web page and select Register from the top menu! After you have registered, you can login to the site and select the article categories of interest to your web site or blog.

You will need to provide iSnare with a web site script name, which is written to receive the articles and import them to your database. You can either create your own script, or get one from other sources. Once you have registered and have your article script in place, you will begin to receive a regular flow of new content articles for your site!

Article Marketer

Article Marketer is a similar article distributor that receives articles from authors around the world for distribution to publishers. Article Marketer has an extensive article category list, which provides additional levels of unique focus on article topics.

Using the Article Marketer category tree format, authors can fine-tune their articles to relevant niche categories, or you can select to receive everything!

How to join the Article Marketer distribution service:

Navigate your way over to the Article Marketer web site at <http://www.articlemarketer.com/universe.php>. You can read all about their distribution service at that link. You can choose to receive articles via Email or Web Form. If you choose to receive your articles by Form, you will need a web site script which is written to receive the article posts, and import them to your CMS database. If you choose Email, then you can manually input them to your CMS if desired.

Article Import Scripting

Regardless of which article distributor you select, or which CMS system you choose, the most effective way to receive articles is via HTTP-form post to your web site. This method is required by iSnare, and is optional when using Article Marketer. The article import script should at a minimum provide the simple function of accepting the HTTP-form post, and then importing the articles, categories, and author data into your CMS.

In some cases, designing additional script functionality can be beneficial to the web site owner, by relieving some of the manual tasks that need to be performed.

Article and Author approval can be left up to the site owner to screen and approve each individual content article. However, the increased volume of content which results from an automatic feed can be overwhelming. This is especially true if you have selected a large number of article categories. Some pre-written scripts can provide additional article management capabilities like checking for duplicate articles or automatically approving articles.

The type of article import script you use will probably depend on your individual site requirements, along with how the incoming article categories match up with your existing site category structure, and how much time you have to spend on the review and approval process.

Scripts are available for each of the CMS systems above, which will help you get started receiving automatic article content delivery. Individual script capabilities are in most cases determined by the individual CMS system and server configuration that the script will be used with. You can view all the capabilities for each script and CMS that BJC makes available on our website. In addition to the article import scripts, BJC can assist with setup and installation of the script files and CMS software.

Conclusion

This e-book has provided an introduction and overview of article feeds, CMS Systems, and article distributors. Using these tools, YOU CAN build a highly successful, content rich, revenue source!

You can use this information to get started receiving fresh new content. The benefits of receiving a regular flow of keyword rich content to your web site can contribute to your future web site success, and keep your customers coming back for more. You can implement this process on your own, or you can outsource the implementation to your usual web site developer!

If you have a CMS or database driven web site which isn't included in this overview, chances are BJC can provide the custom scripts and expertise you need to get started.

If you need assistance, additional information, or just want to ask a question, feel free to email our website at the following Email address: support@bjc-computer-services.com.

Additional information resources which may be of interest are provided below.

Best Wishes for Your Future Success!

Bob Culler
BJC Computer Services

Resources:

URL's for Article Distributors and CMS Software:

iSnare Publisher URL	http://www.iSnare.com/publisher
Article Marketer URL	http://www.articlemarketer.com/posted.php
Article Dashboard Software	http://www.articledashboard.com
Joomla CMS	http://www.joomla.org
WordPress Blog Software	http://www.wordpress.org
MemberSpeed (CMS Infusion)	http://www.memberspeed.com/
BJC Article Import Scripts	http://www.bjc-computer-services.com/downloads

How do I sign up for iSnare Publisher:

- Go to iSnare at : <http://www.isnare.com/publisher/>
- Select REGISTER from the top right menu (it's free)
- After you have successfully registered at iSnare:
 - Login to your iSnare account and select SETTINGS from the top left menu
 - Check the Enable Submission - Receive Articles box
 - Enter your script URL into the 'Set Your Script's URL' box
 - Select all the Categories for which you would like to receive articles
 - Press the UPDATE SETTINGS button at the bottom of the page to save your setting options

How do I sign up for Article Marketer Distribution:

- Go to Article Marketer at : <http://www.articlemarketer.com/posted.php>
- Read down the page to view instructions and info
- Click on 'Join the Article Marketer Community'
- On the 'Articles Posted Directly to Your Web Site' page
- Fill in all the required information
- Select your category checkboxes
- Press the submit button

You will receive an email with additional instructions and links to verify your email account, have a test article sent to your web site, and to verify receipt of the text article.