

# 5 Killer Resource Boxes

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If you enjoy the contents of this report please consider joining [Wordpress Goldmine](#). With over 1200 members and 12,000 posts in the forum we are a one stop resource for everything related to internet marketing. You will find hundreds of practical ideas like the ones in this report within the forum.

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# Introduction

If you are reading this the chances are you are aware of the amazing benefits of article marketing. I've been seriously involved in article marketing now for over 2 years and it has transformed my business.

Between me and my wife's ezinearticles account we have generated over 750,000 views and had over 170,000 people visit our sites by clicking on links in the resource boxes.

One thing has become apparent during that time and that is that the resource box is the most important section of the article if you want to make money.

The strange this is that in all the books I've read on article marketing there is very little written about the resource boxes compared to how much is written about the body and the title of the articles.

You can have the best title and article ever written but if your resource box sucks then your great work is wasted.

To give you an idea of the importance of your resource box here is some simple mathematics.

If your article gets 1000 views (which is not impossible, about 20-25% of my articles get over 1000 views, additionally I have several with over 15,000 views)

A Click through rate of 5% will get you 50 visitors  
A click through rate of 10% will get you 100 visitors  
A click through rate of 20% will get you 200 Visitors  
And our target figure of 30% will get you 300 vistor.

A recent example of just how profitable a good click through rate can be came only last week when I was conducting an experiment over at Wordpress Goldmine.

I had 5 articles written at a cost of \$5.56 and submitted them to ezinearticles at 9pm at night, They went live within an hour (I have premium membership they) The articles had had over 100 views across all 5 by midnight 60 people had clicked through to the site and I had made \$21 in Adsense from the clicks those visitors made.

As you can see article marketing can be profitable if you have the right resource boxes.

This report is going to try to restore the balance a bit but focussing almost solely on the resource boxes. I will, however dedicate a paragraph or two to the title and the body.

## The Article Title

Ok here are a small few paragraphs about the importance of the article title. Think of your article as a stores, the title is the window display. It's sole function is to attract people into your store, or in our case read your article.

You should always ensure that you have your main keyword in your title it can also pay to weave a secondary keyword into the title.

"Want to Buy an Ergonomic Mouse? - 5 Tips for Buying The best Ergonomic Wireless Mouse"

Another type of title that can attract readers is humorous ones.

" Secure Your Chicken Coop and Stop the Little Cluckers Escaping"

The easiest way to find what works in your niche is to look at the most popular articles in ezine articles.

Most Viewed EzineArticles in the Legal:Identity-Theft Category (90 Days)

1. [The Fact About Fake ID Cards](#)
2. [Is Someone Using Your Child's Social Security Number?](#)
3. [What Are the Best Identity Theft Protection Service Companies to Go With?](#)
4. [Social Networking Identity Fraud](#)
5. [Cash Back and Your Debit Card](#)
6. [Disturbing Facts About Identity Theft](#)
7. [12 Frightening Facts About Identity Theft](#)
8. [How Do I Avoid Identity Theft - 7 Basic Steps to Avoid Identity Theft](#)
9. [Top 5 Identity Theft Prevention Tips](#)
10. [10 Ways to Protect Yourself From Identity Theft](#)
11. [SSS ID - A Sure Way to Know It's You](#)
12. [Help! My Credit Card Numbers Have Been Stolen](#)
13. [Identity Theft Assistance - Don't Be Stupid, Get Professional Help to Guard Your Personal Details](#)
14. [ATM Fraud Increases Identity Theft Risk](#)
15. [When Someone Returns Your Lost Wallet!](#)

Above you can see several trends..

Numbers: 7 basic steps, top 5, 10 ways, 12 frightening

Facts: The fact about, Disturbing facts, 12 frightening facts,

I am quite surprised that in this niche there aren't any with Tips mentioned as they usually rank quite well.

"7 Tips to Avoid Identity Theft" etc.

Another theme that stands out in this niche is that the Titles are playing on people fears and concerns. In this Niche that is obviously a tactic to adopt.

So an ideal title might be

"5 Facts Must know about Identity Theft - Before It's too late"

**Never underestimate the value of a good Article Title.**

# The Article Body

How long does it take you to write an article? 15 minutes?, 20 minutes?, 30 minutes? More?

If you have been writing articles on a regular basis for a few weeks you should be writing them in under 10 minutes. Seriously anything longer and you are over thinking them or making them too long.

An ideal article for sites like ezine articles is about 250-280 words, try not to go above 300 words, as this is where people start to lose interest.

With 250 -280 words you won't give too much important stuff away for free and your resource box will be above the fold. Where it will be seen without the reader having to scroll down the page.

If you want to know how I write articles in less than 10 minutes I placed a video on my blog several months back.

You can view it here: <http://mjthompson.net/257/how-to-write-an-article-in-under-10-minutes/>

I am sure you can find much more detail elsewhere about the article body, to me it's really just filler that keeps the person interested between the title which attracted them and the Resource Box which will get them to go to your site and hopefully make you money.

So onto the important bit.

# The Resource Box

As I said at the beginning the resource box is probably the most important part of the article without one you won't get any benefit from the article. Even if you have a basic resource box you are losing money. If your articles aren't getting a 20 -30 % click through rate on average then once again you are losing out.

## How to find your Click Through Rate

To determine what your click through rate is go into ezinearticles and check your author reports.

You'll see 2 figures one called **Views** the other called **URL Clicks**. Taking actual stats from one of my articles that went live a few weeks ago

Views	URLClicks	EzinePublisher	Emailed	Comments
651	331	1	0	0

You can see that the number of views is 651 and the URL clicks is 331

Fire up your calculator and divide the URL Clicks by the Views and Multiply by 100 we get a CTR of 50.84

That sure as hell beats a 5% CTR which would give us 33 visitors doesn't it!

## How Not To Write a Resource Box

Unless you are trying to establish yourself in a niche you do not want to have a resource box like the following one.

"Mark Thompson is an expert in building bird cages and rearing ducks, you can read more about him and his work at <insert Anchor Text>"

The only time you would do anything like that is if you are trying to establish yourself as a genuine expert in a niche, for example. I use the following style on some of the articles I write to get visitors to my personal blog.

Mark Thompson is a professional Internet Marketer who went from not knowing anything about internet marketing to making a full time living online within 6 months. For free Tips and Advice visit [My Personal Blog](#) which provides FREE Tips Help and Advice.

<http://mjthompson.net>

To be honest it's not very effective and the CTR usually sucks at around 10 -15 % But it's not there to make money just to get my name known.

## Where Should You Link To

Most people set up 1 resource box and use the same one every time linking to the main page of their blogs , try to avoid this is possible. I like to link each article to a related page on my blog.

For example if I am writing about "Purple Storage Containers " I'll have an good quality 500 word article written for my site about "Purple Storage Containers " and I'll then have a 250 word basic article written for distribution.

I'll link the resource box of the distributed article to the more indepth article on my site using the anchor text "Purple Storage Containers "

I'll then include a non anchor text link at the bottom of the article with just the url of the main page.

## **Killer Resource Box #1 - The Advert**

There is one place where you can find a great number of ideas for your resource box. And unless you are a member of Wordpress goldmine you'll probably never have heard this before.. (Wait a few months, after revealing it here it will be in every article marketing book!! 😊)

That place is Adwords adverts... seriously .

PPC advertisers spend thousands of dollars getting their adverts as efficient as possible so that people click on them, what do we want to do? Have people click on the links in our resource boxes. So it makes sense to use their hard work for guidance.

Lets have a look at what I mean.

### **Acne Scar Treatment**

[www.30glycolic.com](http://www.30glycolic.com) Reduce or Eliminate **Acne** Scars, Highest Quality, Lowest Prices!

### **99% Effective On Acne**

[UltraClear.org/Treatment\\_For\\_Acne](http://UltraClear.org/Treatment_For_Acne) Proven **Acne Treatment** £12.47 Our 1,200 Customers Are **Acne Free!**

### **Cure Acne Permanently**

[www.acnefreein3days.com/](http://www.acnefreein3days.com/) Stop wasting money on expensive products. Cure **acne** the natural way

### [Acne Gone Overnight](#)

Want That Zit Gone By Morning?  
Everything You Need In The Kitchen  
[www.overnight-acne-cures.com](http://www.overnight-acne-cures.com)

### [Premium Acne Treatment](#)

You Deserve To Be Beautiful  
Beauty Is Indeed Skin-Deep  
[klub88.net/acnetreatment/acne.htm](http://klub88.net/acnetreatment/acne.htm)

### [Herbal Acne Help](#)

The Natural Way.  
Simple to Follow Suggestions.  
[www.janicebeauty.com](http://www.janicebeauty.com)

### [Buy Acne treatment](#)

Buy Clinical Skin Care Products  
at Beauty Depot. Free Shipping.  
[www.BeautyDepot.com](http://www.BeautyDepot.com)

[More Sponsored Links »](#)

The 2 images above are Adwords adverts that appeared when I searched Google for Acne Treatment. The 2 I particularly like also appear for the keyword Cure Acne.

So let's assume that we have written an article around the keyword Cure Acne, there are a couple of ads above that we could use almost word for word.

## **Cure Acne Permanently**

Stop Wasting Money on Expensive Products

[Cure Acne](#) The Natural Way

<http://mydomain.com>

[Cure Acne](#) Overnight

Want That Zit Gone by The Morning?

Everything You Need is in the Kitchen

[Http://mydomain.com](http://mydomain.com)

There you have it 2 high converting resource boxes you didn't even need to think about. There are hundreds of Killer resource boxes you could create using this method.

## **Killer Resource Box #2 - The Follow On**

One of the best ways to get your resource box clicked is to actually make it look like part of your article. There are several ways of doing this I'll keep my favourite until last but ..(don't look just yet !!) but this one works well in many circumstances especially if you have a series of points.

In your article make each paragraph a point and start it with a bold subtitle. You then carry the same style into the resource box.

So if we stick with cure acne

You could have a series of paragraphs as follows

### ***Why Does Acne Erupt***

*Acne erupts when sebaceous glands under the skin start producing more sebum than our skin can release. This happens due to several reasons like hormonal imbalances, genetic factors or excess oil in the body. This skin situation aggravates when we take OTC creams without understanding our requirement. Normally OTC creams are meant for very minor pimples which do not require any medication anyway.*

### ***Why Use Natural Acne Cures***

*Natural acne cure on the other hand is made of herbs and natural ingredients that have been used for hundreds of years. These herbs are mixed in such a perfect combination of other ingredients that the efficacy of final solution is enhanced many times. As there is no risk of any side effect you can use these solutions for general skin care as well. You can speed up the treatment by eating vitamin rich foods and drinking a lot of water.*

You would then make your resource box look like a natural extension of this

### **Why Does Acne Erupt?**

Acne erupts when sebaceous glands under the skin start producing more sebum than our skin can release. This happens due to several reasons like hormonal imbalances, genetic factors or excess oil in the body. This skin situation aggravates when we take OTC creams without understanding our requirement. Normally OTC creams are meant for very minor pimples which do not require any medication anyway.

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Natural acne cure on the other hand is made of herbs and natural ingredients that have been used for hundreds of years. These herbs are mixed in such a perfect combination of other ingredients that the efficacy of final solution is enhanced many times. As there is no risk of any side effect you can use these solutions for general skin care as well. You can speed up the treatment by eating vitamin rich foods and drinking a lot of water.

### **Want To Find Out More?**

If you want free tips and advice on how to [cure acne](#) you'll find a wide variety of natural cures that we've tested and proved work. Why not visit [mydomain.com](#) and grab our free report. You could be 12 hours away from being acne free

### **Killer resource Box #3 – Short and Sweet.**

I can't understate how well the following resource box works in the vast majority of articles. The CTR rate I demonstrated above (50%) used exactly this following style.

### **Want to Know More?**

Click Here For FREE Information [Cure Acne](#)

<http://mydomain.com>

A variation of this is:

### **Find Out More**

Click Here For Free Information and Reviews [Cure Acne](#)

<http://mydomain.com>

If you are only going to try one of the resource boxes in this report I would advise trying this style. Adjust it to tie in with whatever you are promoting and I am sure you'll be pleasantly surprised how something so simple can be so effective.

### **Killer Resource Box #4 – The Setup**

This resource box relies on you priming the reader to click on the link in the resource box without being too overt about it.

I like to do this by asking them a question in the last paragraph or sentence and then answer it in the resource box.

Do you really want to continue to suffer from acne or would you like to see your acne clear up in the next 36 hours by using just natural treatments found in every fridge?

Find out how you can [cure acne](#) just by using the ingredients sitting in your fridge

<http://mydomain.com>

Once again it's a simple (you are seeing the trend here aren't you!) method that follows on naturally from the articles and doesn't really need much thinking about.

### **Killer Resource Box #5 – The Camouflaged Resource Box**

I cannot tell you how much I like this style of resource box, it's so sneaky the reader doesn't even know he's reading your resource box. Sometimes

I just add this style for fun as you can't beat playing tricks on the unsuspecting public! 😊

Ok it's not really tricking people but adding value .. (at least that's what my lawyer told me to say!)

Here's an example, see if you can spot where the resource box begins.

Acne erupts when sebaceous glands under the skin start producing more sebum than our skin can release. This happens due to several reasons like hormonal imbalances, genetic factors or excess oil in the body. This skin situation aggravates when we take OTC creams without understanding our requirement. Normally OTC creams are meant for very minor pimples which do not require any medication anyway.

Natural [acne cure](#) on the other hand is made of herbs and natural ingredients that have been used for hundreds of years. These herbs are mixed in such a perfect combination of other ingredients that the efficacy of final solution is enhanced many times. As there is no risk of any side effect you can use these solutions for general skin care as well. You can speed up the treatment by eating vitamin rich foods and drinking a lot of water.

### **Want to Know More?**

Click here for Free information on how to [Cure acne](#) in 12 hours

I am sure you spotted that the last paragraph of the article is in fact part of the resource box. People reading articles online at sites like ezinearticles aren't used to seeing links in the body of articles. But ezinearticles allows you to add 300 words to the resource box so why not use 50 or 60 for our own purposes.

What you need to do is rather than write an article of 250 -280 words make it 300 or 310

Create your normal resource box but leave off the html link at the bottom.

So you would have something like

## Want to Know More?

Click here for Free information on how to [Cure acne](#) in 12 hours

Next you would take the last paragraph of your article and place it in the resource box. Then link a keyword in that paragraph to your site. So long as your article is still over 250 words you'll be fine.

Don't overdo this style of resource box it works well BUT I can see it being banned if it's over used. If suddenly 800 articles everyday had it there could be problems... use it sparingly.

## Conclusion.

I hope this report gave you a few ideas about how to increase your click through rate and improve your resource boxes. Use these as a starting point and develop your own killer ones.

I hope you enjoyed this article and that it helps you make money. This is the type of thing we come up with all the time at [Wordpress Goldmine](#) Why not give it a go with a 60 day money back guarantee you have nothing to lose.

Good Luck with Everything You do.

Mark

"Without passion and commitment life is empty and hollow...Chase your dreams, whatever they are, and let us celebrate the lives who choose to do likewise..."

(FWV)