

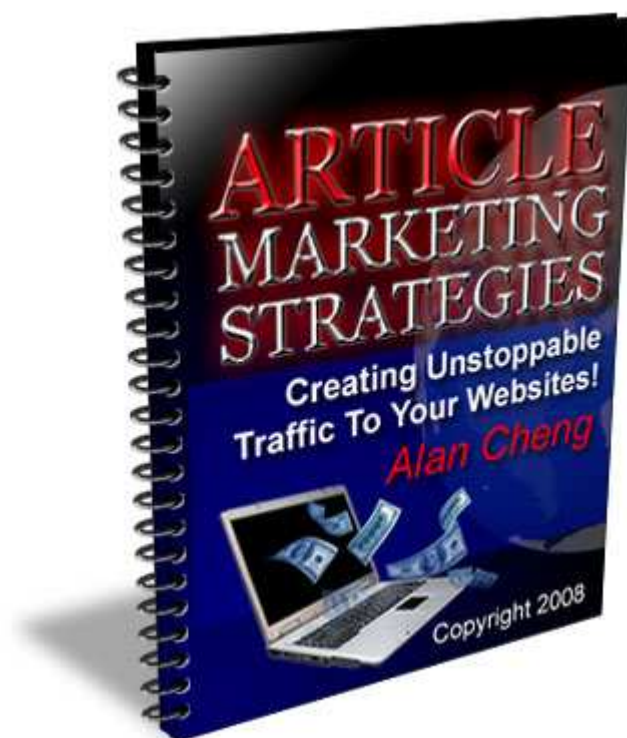
ARTICLE MARKETING STRATEGIES

By Alan Cheng

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<http://www.trafficbeast.com>

(Generate Traffic To Your Website)



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*See the end of the book for Resale Rights to Article Marketing Strategies.

What Is Article Marketing?

Article Marketing is an effective way to market your website and to build your brand in your niche. You, as the marketer, will write content that has between 250 and a 1000 words on a particular subject which people will find informative.

An article will generally have an enticing title such as “5 Tips On Using Article Marketing To Increase Website Visitors”. This article will have a resource box at the bottom where the author of the article can advertise who he is and his website.

These articles can be passed around using ezine directories, publishers, blog owners and other websites. As long as the article is not modified in any way and most importantly, the original resource box is kept at the bottom.

The reasons why marketers write articles are to:

- Market themselves so that they are considered an expert in their niche
- Sell products of their own or affiliate products
- Generate email leads so that they can email to the subscribers with special offers

All good article writers want articles that provide useful content to their readers which will lead them to read the resource box. It is the resource box where the reader will know more about the author and visit the author’s website.

Article Marketing was considered one of the “Secrets” which enabled the big Guru Marketers to make a lot of money a few years ago. Nowadays, the story is a bit different. Many are saying that due to duplicate content, article marketing is not as effective as it used to be. Additionally, more people are writing articles now so it is much harder to get noticed through all the competition.

It seems that many people are affected by these comments which originate from forums, blogs or general word of mouth.

This is GOOD STUFF!!! The more people that thinks Article Marketing doesn't work, then the less competition there is for people like me. Damn! Sometimes I actually have the urge to go to forums and add more fuel to the fire ☺

Why Should You Use Article Marketing?

OK – in this section I want to hammer it home just how good article marketing is and how foolish people have been who are not using this method.

Firstly, if you ask the question “Is article marketing is effective or not?” to respected marketers such as Michel Fortin, Willie Crawford, Rich Schefren, Travis Sago, Alan Cheng ☺ etc... I’m willing to bet my Lexus that they will yell “YES”.

Let’s go further on to other reasons why you should start writing articles:

1. Article Marketing is free. Well sort of free, because you need to spend time to write articles and time is money. On average I spend around 30-40 minutes writing a good article.
2. It generates traffic for a long time. I have some articles well over 3 years already and I still get visitors from them. This means that you create the articles once and you wait. Over a span of several years the numbers of visitors add up. That is when you see the whole picture.

You have to realize that there are so many “bunnies” out there looking for instant results. They continuously jump from one thing to another looking for the one secret that will make them loads.

Well let me tell you what the secret is in making money on the internet as a bonus for reading my book. It is to focus on doing one thing only and seeing it through for the results.

Don't waste your time being distracted by huge Product Launches or limited offers – ignore them if you have to. Just continue to work on one thing and if you find that what you're doing works, then go full throttle at it.

With Article Marketing, you've heard some people say that it works and I'm also telling you it works. So why not dedicate your time just on this technique until it makes you money?

Later on you can outsource it and move on to something else. But make the effort to try it. **BECAUSE IT WORKS!!!**

3. The snowball effect. This is when you build up your inventory of articles over time. Let's say that one article will give you on average one visitor a day. A good article will give you much more than 1 visitor a day, but let's just assume that it's quite a crap article.

Now if you use 45 minutes each day, writing one article then in one years time you will have 365 articles with your resource boxes all mentioning the same website. You'll have 365 visitors going to your website every day. Which amounts to 10,950 unique visitors to your website every month.

Imagine the value of your website by then and also your product sales. I hope you're starting to see the power of writing articles.

4. Unstoppable traffic. When you have so many articles out there with links to your website, there is no way you can stop people from coming to your website. Content is what drives the internet and it is what makes people come to your website.

If you do Search Engine Optimization (SEO) for your website, it won't last forever because algorithms change and people's search habits change. People will always try to beat you on the search engines which is why it's not worth the effort on dedicating yourself on the search engines.

Articles will last. If the content is good, it will be drive traffic to your website for a long time. All search engines love good, original content.

5. Viral traffic. People that like your articles will publish it on their blogs or websites and this in effect will give you more visitors.
6. Incoming links. With your articles you can have links coming to your website and incoming links to websites are favored by all search engines especially the mother of all search engines, Google. In effect, article marketing will help in improving your search engine rankings.
7. Joint Venture partners. Many marketers will look for joint venture partners/affiliates by browsing articles that are related to their niche and contact the author.

With so many articles out on the internet, you will surely be approached by many people asking you to review their products. This means more money for your business!

8. Building your opt-in list. This is very, very important. One of the main reasons why I write articles is to build my email list. I will tell show you how to do this later on.

With this email list you can market to your subscribers and if you take care of them, they will be your goldmine.

“The money is in the list” – a quote from some anonymous internet marketer

9. A better understanding of what the market is interested in. With each article that you write, you should have a way to track it. Within your email lists you should have many sub lists such as one for “SEO”, one for “Article Marketing”, one for “Social Bookmarking” etc... A category for each type of article you write which has generated leads for you.

Once you’ve build up these sub-lists, you can advertise your affiliate products more effectively. For example, you will send a promotion for a product on copywriting to your subscribers which have signed up to know more about writing good sales letters and autoresponders.

The response to your promotion will be very high considering that the people you have emailed to are targeted.

10. Authority on the internet. When you have lots of high quality articles on the internet, people will start to see you as an expert - a person with authority and who can be trusted.

If you see a person with over a hundred quality articles on improving the Golf Swing, you’ll very likely consider him to be good at golf.

What Should You **NOT DO** With Article Marketing

Whenever you write an article, think of 3 things to yourself:

- What are the main points that I'm trying to write in the article?
- Have I solved any of their problems in the article?
- Will people click on my resource box after reading the article?

Always remember these 3 things before you post your articles. If the article is garbage there's no way you can turn things back once it is posted on the internet.

Here's the list of offences which you should not commit when writing articles:

1. Many people write articles to build up backlinks to their websites. Therefore some folks stuff the articles with meaningless keywords which they've generated from Wordtracker (explained below)

The main point of an article is to provide good information for the readers. The readers will be more interested in your resource box if the content is good. They may even publish the article in their own ezine – this is viral traffic. They will not publish your article if it is loaded with just keywords and provides no value to its readers whatsoever.

Wordtracker is a popular keyword research tool which finds out from search engines what terms people are typing in search.

For example, if your niche is “building websites”, you may find that people will type in “build own website software” in Google. Many of the terms cannot be thought of by the marketer which is why they use tools such as WordTracker to help them rank higher for relative keyword phrases.

No matter if you’re building your own website, writing a blog or articles, it gives you a huge advantage to know what “long tail keywords” there are.

Many people make the mistake of writing content just based on the main keywords such as “golf swing” which has huge competition and therefore much harder to rank high in the search engines.

I personally have been using WordTracker to write content to rank higher on the search engines. You can get a 7 day free trial of Wordtracker at:
<http://www.trafficbeast.com/go/wordtracker.php>

2. Skipping the checking procedure. If your article has spelling mistakes or obvious, ridiculous grammar mistakes then the impression the reader have of you will be poor.

Remember that once you’ve submitted your articles to many directories and ezine publishers, there’s no turning back. Your disgraceful grasp of the English language will be posted all over the internet for others to see for many years to come.

3. Meaningless articles. I really hate it when I see articles with a compelling title but the content is useless. You can tell straight away when you see these articles because there's no essence in them.

Make sure you **DO NOT** write these articles. They're a waste of your time because the readers know it's fluff and will either ignore your resource box or make careful note about you and never to read anything from you again. A very costly mistake to make.

Furthermore, it's embarrassing to have crap articles written in your name together with your good ones. Remember that you are trying to brand yourself as someone who is knowledgeable and honest.

4. Using your article as an advertisement. Your aim is to provide useful information to readers. When people see your article as a blatant advertisement for a product you are promoting, they are turned off.

Again, your name will be blacklisted in their minds. Everything else you put out later on will be considered crap as soon as they know it's written by you. People hate to be sold to. They are looking for content which they can learn and make use from – they are not searching to buy things.

Publishers will not reprint your articles if they're an advertisement. Your selling is done with the resource box.

5. Unattractive titles. As well as the content, one of the most important aspect of your article is the title. There are 2 things you should take note of when deciding the title of your article:

1. Make sure the title displays the benefit of reading your article and make sure it is attractive enough so that people will click on it. For example: “5 Secret Ways To Generate Free Traffic” is much better than “Avoid Paying for Traffic”.

2. Try to place your keywords in the title of your article. This will help tremendously in your search engine rankings. Search engines have a lot of weighting for article titles. If your keywords are the first words in your title, then you will have more chance of ranking high in the search engines.

If you're trying to rank for the keywords “web traffic” then think of a title with those keywords in it, that makes sense and also try to place the keyword at the beginning of the title.

Eg. “Web Traffic - Getting Non-Stop Visitors To Your Site”

6. Keyword Stuffed Articles. Again, I want to remind you that the aim of writing an article is to provide good readable content. Stuffing your title with keywords is a HUGE...NO NO.

Do not submit your articles to directories or ezines that are unrelated to your topic. If you are writing an article on Golf and you submit it to ezines and directories concerning Dog Training, what do you think subscribers of the “Dog Training” publication will think of your article? They'll ignore it completely. The publisher of the ezine will be considered an idiot anyway if they did send your article to their list.

Why do injustice to your article by advertising it some place where nobody's interested?

7. Being boring. Whatever you write, never ever be boring. Even if you've got great content, it's useless if you present in a boring way.

If people find your style of writing boring, halfway down the page they'll most likely stop reading and go somewhere else. Or they'll scan through your article and ignore the resource box.

What You Should Do In Article Marketing

Here are the things in article marketing which I consider to be good practice and which I follow myself. Following these guidelines will vastly improve the effectiveness of your articles.

1. Use Wordtracker to make a list of long tail keywords to write your articles on. As I mentioned in the previous chapter, you can get a copy of WordTracker at <http://www.trafficbeast.com/go/wordtracker.php> to generate long tail keywords for your articles so that you have a better chance of ranking on the first page of Google.

If you outsource your articles then you should be familiar with the first question ghostwriters will ask you – “What keywords do you want me to write the articles on?”

Your articles with good content have the chance of being published in many websites. How will people come across your article? By finding it on the search engines, reading ezines and searching for it in directories.

And how will they find the articles they are looking for? By the keywords in your articles which they are searching for. You see, the internet is based on keywords. You have to tell the search engines when to display your articles. Having the correct keywords in your article is essential otherwise people will never find your article.

With popular keywords such as “Real Estate” there is huge competition and it will be very, very hard for you to rank well in the search engines with these popular keywords.

It is also proven in numerous tests that people who type in several keywords instead of the general terms, are more interested in what they find.

For example if the visitor typed “Real Estate California Sale”, they are more likely to buy real estate than someone who just typed “Real Estate”.

You need those “long tail keywords”.

2. Your article should be an average of 500 words long. This is the acceptable length of an article for many article directories. Articles which are too short do not provide enough content and articles that are too long will be long winded and harder to hold the readers’ attention right down to your resource box.
3. There’s a lot of talk about keyword density in articles. I personally don’t know what the correct density is but I tend to have 4-6 repetitions of the keywords throughout a 500 word article.

My view is, as long as the article makes sense, it will include other related keywords as well and Google is smart enough to pick up on these things and rank your pages accordingly. So don’t think too much on how many times your keywords have appeared in your article.

4. Make sure your article is easy to understand and fun to read. You are aiming to keep the reader’s attention so that they read the whole article, realize your content is good and then check out your resource box.

To keep their attention, your article must be easy to read. The first thing you can do is clear the spelling mistakes and any time you use one word and mean another (such as you typed “and” and meant “hand”). Readers find spelling mistakes unprofessional. The sentences should be short so that they are easy to understand and not too much of a strain to read. Avoid long words which require the reader to look up in a dictionary.

If possible put a joke in the article or a funny comment. However be careful using this technique. If in your social life, people seldom laugh at your jokes then I advise you to avoid putting funny comments. The worse thing you can have is an author trying to be funny with the reader thinking “This guy’s a fool”. Credibility is at stake here. Also beware of regional humour where someone in another country would not appreciate the joke.

5. The content of the article matches exactly what the title says. If the title of your article is “Secrets of Using Adwords To Increase Visitors” then make sure your content delivers some value of using Adwords. Tell them that in your introductory paragraph straight away. Don’t let the reader think that the title is misleading and that you’ve tricked them into reading the content.
6. Whenever you set out to write an article, make sure you know what the objective of your article is. If it’s “improving your golf swing” then make sure you discuss the ways on improving ones golf swing and avoid going off-topic. I will talk about how to write an article later on in this ebook.

I have read so many articles where the author totally jumps about in their article and not really explaining their points in a structured manner. You’re displaying yourself as an expert and your article presentation is what sells you as an expert.

It's always a good idea to have a summary of what you have written at the end of the article so that you further emphasize to the reader the information you have provided.

7. The lead to the resource box. With every article you write, you must remember that the point is to have the reader read your resource box. After the content is finished, you need to re-read it and think of ways to persuade the reader to find out who the author is and what else he has written.

You can be very creative here and I will also talk about the techniques I use later on. But for now, remember that when you re-read your article, ask yourself will the reader read my resource box.

8. An excellent headline. The number of people who read your articles depends a lot on the attractiveness of your headline. As an experiment go to <http://www.ezinearticles.com> and search for "Adwords". You'll see plenty of search results and you won't click on them all. However, you'll click on the one with the most attractive title. The title with the most prospective benefits and most intriguing information. An excellent article is useless if the title is boring.

This strategy was used in bookstores where the owner replaced the book covers and changed the title of certain books. He found out that the sales of these books increased a lot due to a different title. The content of the books were the same.

In Article Marketing, people judge a book by its cover or should I say judge an article by its title.

9. Use a conversational tone when writing the article. Make sure the article sounds like you're speaking to the reader individually. Use phrases such as "isn't it great?", "I couldn't believe it", "Imagine what I thought of that". These make the whole article seem alive and keeps the readers attention.

It also brings the relationship between you and the reader a lot closer – as if you are their friend. Acting like you're delivering a speech to a big crowd with a serious tone is a sure fire way to raise the number of yawns.

10. Use the formula I.D.S when writing your content.

I = Introduction. Tell the reader what your article is about

D = Describe your point(s) of the article

S = Summarise your points at the end.

That's all there is to it. Very simple. Just follow the same structure with every article you write. We'll go into more detail with the chapter on "Writing the article".

Finding In-Demand Ideas For Your Articles

Look through other articles and get ideas which tell you what is “in-demand” and that people want to know more about. Writing about what people want to know about is the smartest thing you can do.

1. **Amazon.com** Go to Amazon.com and to the Books section. Search for your keywords and you will see a list of books that are ranked in order of popularity. Read the descriptions and reviews of the books and find out why they are popular. People buy the books for a reason. Concentrate on writing articles for topics that are “hot”.
2. **Clickbank.** Go to Clickbank and visit the MarketPlace section. <http://www.clickbank.com/marketplace> Go to the category which your niche is related to and look at the top products which are selling well. Again, these are products which are “in-demand” and people are interested in the information. Go to the salespage of these products and get ideas from them. Look at the bullet points and the features/benefits of their products and write about each one of them.
3. **Forums.** Go to forums which are related to your niche and look for threads which have lots of recent replies to them. Find out and see if the post is about a certain topic in your niche which the community wants to know more about.

Doing this research will no doubt generate tons of ideas to write about so there's no excuse. The most important thing to note is not to duplicate the articles and do a “copy and paste” job. Re-write the different articles you have gathered and make it sound interesting.

Writing The Article – The Title

The title of your article is extremely important so try to get it right. The title will determine if the article will be read or not. Here's a checklist you can use when writing a title:

1. Does the title make it seem mysterious and intriguing? Consider the title of the article “10 Ways To Convert Visitors To Buyers” is not as good as “10 Ways To Bring Ready-Buyers To Your Website Without Spending A Dime”. Comparing these 2 titles you will straight away see why the 2nd one is much better. It builds interest and also anticipation of what the 10 ways are.
2. Is your title specific enough to be attractive. Always think of ways to make your article stand out with specifics. For example “Dummy’s Guide To Learning SEO” is not as specific as “Learn SEO in 10 Days For The Complete Beginner.” It’s a good idea to put numbers in the title such as “7 Ways To...”, “...in 3 Days”, “\$458.98 profit” etc....
3. The Benefits. Read the title to yourself or ask someone to read it aloud and then ask “Would you read the article based on the title you’ve just read?”

If the answer is Yes then you have a winner. People read articles for information. If the title suggests a benefit they will get then most likely they will click through and read it.

Writing good marketing material is a very important skill in the business world. It is words that sell. If you want to improve on this essential skill called “copywriting”, you can check out the software “Burpies” by Brett McFall.

There are many copywriting home study courses and books that are good but I suggest you save your money for the time being if you’re just starting out as they’re quite expensive.

It takes time and dedication to become a good copywriter. “Burpies” is enough to improve your skills a lot as an article writer. Don’t get misled by the somewhat weird looking title. I’ve met Brett a few years ago in a seminar in Hong Kong and the guy is sharp and knows what he is talking about.

You can check out Burpies by Brett McFall at:
<http://www.trafficbeast.com/go/burpies.php>

Even if you’re sure you’re not going to invest in copywriting, take a look at his sales letter and study what he does to make his writing is so compelling.

Writing The Article – The Appearance

Once you have someone click on your title, you've won half the battle. The reader will most likely read the introductory part of your article. However, before they start reading, the first thing that catches their eye is the appearance of the article.

If there is too much text cramped up with long paragraphs, the reader will immediately feel the strain to read your article. If they're tired or don't have much time, they'll leave.

This doesn't mean that you need to write short articles. As I mentioned, I recommend writing articles that are around 500 words. What you need to do is write in short sentences and use short paragraphs.

Here's a tip. After writing your article, look to see whereabouts you can insert a new paragraph to make the article look better with more white space.

Another good way to write your articles is to have bullet points or a some sub-headings. Put these throughout your content and make it more pleasant to the human eye.

Writing the Article – The Introduction

Your introductory paragraph will determine whether the reader will continue to read the rest of your article or stop and search for other articles. The objective of the introduction is to reinforce that they have made the right decision in clicking on the article title and that relevant information is waiting for them down this page.

Make sure the introduction explains what you are about to tell them and that it matches exactly what the article title advertises.

It is your title that has attracted the reader to take interest in your article therefore you need to build a introduction of the relevant content that lies ahead of them.

A good way to start an introduction is to ask a question or state a fact that interests the reader. This will capture their attention to read more. Phrases like “Did you know that...?”, “Would you believe it...?”. “Has this ever occurred to you...?”, “It’s shocking that...” etc...

Tell the reader what lies ahead with the rest of the article and make them curious. Use statements like “..you’ll understand after reading the rest of this article”, “..we have lots to cover so let’s begin” etc...

Writing the Article – The Content

When you begin to write the article, you should have in your mind a list of things which you want to talk about which is “the meat” of the content. Mention these points one by one and after each point try to give an example or tell a story in relation to what you’ve just discussed.

Using this structure not only will you have emphasized your points but you have also made the article more interesting to read. Everyone loves to hear about stories and examples. With 2 or more points followed with examples, you can quickly write up a 500 word article.

If you know the topic well or you have read 2 or 3 similar articles on it, you can add your own comments and personal views. It really isn’t hard to write an article once you have outlined what points you want to write about.

For example, when people write ebooks, they generally list out as many points as they can (around 15) and then write a few paragraphs about each one together with diagrams, comments, etc... A 20 page book is written easily and doing this with articles is much simpler.

Writing the Article – The Concluding Paragraph

Now that the readers have read your article, the concluding paragraph is the one that will leave them a lasting impression. What a lot of people don't get is that an article should be laid out just like a sales letter.

- You have the article title which is your headline.
- You have the introduction which is the opening of the salesletter.
- You have the content which is the bullet points and benefits of the sales letter
- You have the Concluding paragraph which is the summary of the benefits. With an article it will lead the visitor to the resource box. With a sales letter it leads the reader to the order link.

The whole point of the article is have the reader see you as an expert and read the resource box so that they know more about you and your website. The concluding paragraph should provide the reader a reason to look at your resource box.

You can end the article by summarizing what you have written in the article and how to act with the information.

For example you can write “This summarizes the article. There are more advanced tips where I go into detail on my blog below.” After reading that final sentence, the reader is now looking for that blog you were talking about.

They will look for your resource box and to find the link to your blog.

You always have to conclude an article by leaving the reader hanging on, wanting more information and curious to see what else you have to offer.

Writing the Article – The Resource Box

This is the part of your article which you should triple check to make sure it's perfect. Your resource box is your advertisement. It is the only place in your article which you are allowed to freely advertise yourself and your website.

I would suggest you take an hour of your time and brainstorm several versions of your resource box and choose the best one. After the reader has finished reading your superb article, it is now up to your resource box to guide the reader to take whatever action you want.

If you mentioned in your article summary that there are more details to be found in your blog then put a link of blog in your resource box together with a compelling description. Write some benefits in your resource box to persuade the reader to click on your link to find more.

Here's an example of a build up to a "hard to resist" resource box. Let's say that my article is about making money with AdSense. In my concluding paragraph, I will write "I have more advanced AdSense techniques on my blog which goes into detail the ideas outlined here."

Then in your resource box you will have something like:
"Alan Cheng, blogs about AdSense at <http://www.xxxxxxx.com>.
Visit the blog and sign up to receive a free report on "Generating Income With AdSense."

Here's the logic why this technique works. I mentioned my name to the reader so they can recognize my name as an expert in this area – this is branding. The more articles they will read with my resource box, the more they will look up and trust me as someone to go to for making money with AdSense.

Next, I mentioned to the reader about my blog on AdSense which is exactly what he wants. He is now looking to find more information and when he sees my resource box, it matches with what he is looking for. The conversion rate is very high using this technique but only if they enjoyed your article.

Finally, an additional reason for them to visit my link is the FREE report which I offered which is also related to their interest. As you can see, I have used more than one way to pre-sell the click to my blog. This is how you write an effective resource box.

Your main aim is to pre-sell the readers to look at your resource box for more information. Then you tell them your name and give them what you want. Just like bonuses in sales letters, you offer them another incentive which is a free report to visit the blog and sign up.

An experience I had that I would like to share with you is that I've once tried putting my email address and a link to my website with some of my resource boxes. The statistics tell me that people prefer to click on a website link rather than email me.

As soon as I found out, I've banned my email address on all resource boxes. Plus you have all these scumbags spamming you when their software detects your email address on the web.

Articles Marketing Strategies

So now you've written your article (which should have taken you around 30 minutes or so with practice) you can now start to work on making it more powerful. Yes here is where the marketing really begins 😊

What I'm about to reveal below are powerful techniques which you can use for each article you write. Too many people just write an article, submit it to the directories and then move on to the next one.

They've wasted opportunities to make each one of the articles a more powerful marketing tool.

First of all, let me get this straight. I don't write articles to sell a product as I know a lot of people do that. I'm not saying that they're wrong but I personally prefer my readers to opt-in to my email list so I can continue to give them good content and sell to them more than once.

Based on the objective of generating email leads, I've laid out the various strategies for you to use with each of your articles.

<< End Of Report >>

Dear Warrior,

I hope you have a good idea of my writing style with this report.

To order your information product please visit:

<http://www.bestinstantsites.com/wso>

To get the full Article Marketing Strategies report, sign up for the Traffic Beast newsletter at <http://www.trafficbeast.com>

Thanks.

Regards,

Alan Cheng

Traffic Beast

<http://www.trafficbeast.com>