

## Placed Article

A placed article is a type of content marketing where a business pays to have a piece of content published on a third-party website. To write a placed article:

- Determine the topic and angle of the article, keeping in mind the target audience and the website's audience.
- Research and gather information to include in the article.
- Create an outline to organize the content and ensure a logical flow.
- Write the article, using clear and concise language and incorporating keywords for search engine optimization.
- Include quotes from relevant stakeholders, such as company executives or industry experts.
- Include relevant background information, such as the history of the company or the market.
- End the article with a call to action, such as a link to the company's website or a request to contact the company.
- Edit and proofread the article to ensure it is error-free and meets the website's guidelines.

Note: Placed articles should be written in an engaging and informative style, providing valuable information to the reader. The tone should be professional, but not overly promotional. Before submitting the article, research target websites to ensure they are a good fit for the company's brand and target audience

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit [www.referralsafe.com/asktra](http://www.referralsafe.com/asktra) frequently for new additions.