



Figure 3-6:
An article submission site in which all articles are available to other sites.

E-zines are fertile ground, too. Don't count on getting paid for an e-zine acceptance; that's not your purpose, anyway. Most e-zines are published as Web pages, even if they're also produced in alternative, non-HTML formats. So your published article would most likely get crawled, and your attribution link and byline would add to your backlink network.

E-zines do not generally offer automated submission and acceptance. They are human-run publications for the most part, with editorial guidelines and standards.

Human-run sites are always the best bet. The more prestigious the site in its field, the greater value there is in being published on that site. Shoot for the top, even if multiple submissions and rewrites are required to get an article accepted. Improving your articles makes your own site better, and when your site improves, high-quality sites are more willing to link to it. Nothing stops you from submitting rejected articles to less demanding sites while you continue to strive for prestigious publication.