

Plug & Play Web Content ...

Portfolio

A Selection of My Work

Below you'll find a few articles which I've written for the internet. These articles are published online at EzineArticles under various pseudonyms.

I hope you like what I do ... if you do then I can do the same for you. I can usually create two high quality articles from scratch per hour depending on the subject matter.

Articles ...

Article #1 :

How To Become Carbon Neutral

In this age of global warming more and more of us want to know **how to become carbon neutral**. There are two main ways of approaching the situation. We can think about offsetting or we can think about not producing the emissions in the first place. I think you'll agree that the latter scenario is much more desirable course of action.

The problem with carbon offsetting, in my opinion, is that it lulls one into a false sense of security. If some company tells you that you have successfully offset your entire CO2 output then subconsciously you may not worry so much about leaving a light on or leaving your electronic equipment on standby. Maybe you'll hold off buying that energy-efficient light bulb just now.

There's a whole new **carbon industry** which is popping up around the idea of carbon credits. Equating your business or your everyday life with a certain number of carbon credits allows you to buy up enough carbon credits from these offsetting companies in order to eliminate your carbon footprint. Is this how to become carbon neutral? The problem is you're not making any effort to reduce your emissions you're simply relying on some **pretty shaky theories** based predominantly around tree planting and carbon dioxide absorption.

In another article I went into more detail about why carbon offsetting is not the way forward. So what is the alternative when you're trying to learn how to become carbon neutral? Well you need to think in reverse. Rather than paying some organization to offset your carbon emissions you need to be thinking about **reducing your emissions** at a grass-roots level.

You should be thinking about driving a more environmentally friendly car. When you move house maybe you should be thinking about purchasing a **low carbon house**. Be aware of your carbon neutral travel options when you go on holiday. Any activity which creates one of the greenhouse gases carbon dioxide should be identified and you should try and find ways of reducing and ideally eliminating that footprint.

It is not as difficult as you may think. The industry is moving on rapidly. Unfortunately, to date, governments have been slow to invest in alternative energy technology. They are quite happy to pump millions of dollars into existing fossil fuel technology which is becoming more and more unsustainable. If the money was invested in alternative energy schemes and research and development we would progress in leaps and bounds.

So if we cannot count on our governments we must take action ourselves. Every single one of us has a responsibility for future generations. We need to look at what we are doing and what we are passing on to our children. We need to be educated, **we need to know how to become carbon neutral**. It's time for the human race to wake up. We need to examine our lifestyles and identify areas in which we can make a difference.

Article #2 :

My #1 Free One Way Link Building Method

If all you had to do to get a top ranking on the search engines was acquire thousands of inbound links to your site then it would be a simple case of popping over to eBay and buying a whole stack of site wide links. Back in the old days (like a couple of years ago) this technique actually worked. These days those clever search engine people have worked out a way of combating this clumsy method.

When you are in the market for purchasing a link or two then please do not be fooled by those who offer you thousands of links on the same site. In the very best case scenario you only receive credit in the search engines for around 20 to 50 of those links. Only a small percentage of those will give you any real value.

People who sell site wide links are either ignorant to the fact that the search engines have cottoned on, or they are actively trying to scam you out of your hard earned cash. Unfortunately you will usually find that it is the latter.

Some of the more effective ways of promoting your site via a link building strategy would be article promotion, press releases, non-reciprocal linking and simply buying links. You could also get involved in forums and blogs related to your niche, leaving your links in your signatures and your blog comments.

Writing articles has to be one of the best ways I know of creating inbound links to your web site. The trick with article writing is to make sure that your article is actually useful. Best not to simply rewrite someone else's article in a half-hearted fashion without changing much of the original. For one, you will probably get some grief from the original article author when they find out that you have obviously ripped off their article.

A great little tip for writing articles is to subscribe to some google news alerts. You can get google to send you an e-mail every time your chosen word or phrase appears in the news wires, blogs and press releases. This is a great way to be among the first 'reporters on the scene'. You can quickly collect lots of content in this way, research your angle a little more and create a unique article. It is a surprisingly quick way of

creating content.

The second most important thing when article writing is to ensure that you include your resource box at the end of the article. This is where you write a little bit about your self in the third person and include the all-important link. Make sure you choose your anchor text carefully as this is one of the most important factors in getting ranked highly on the engines.

Now, when you submit your article to three or four of the more popular article sites (it's not usually worth your time submitting to any more than the top five most popular article directories) you will get a one-way link from each directory. These directories are what are known as authority sites. The links from these sites are valuable.

An added bonus is that web site owners and ezine owners will pick up your article (that's if you followed my advice and made it useful) in order to use the content in any way they see fit. The rules are that they must not modify the resource box. This gives you another one-way link on another IP address.

The more popular your article the more sites will pick it up and provide you with a growing pool of quality unique incoming links. If you try to create an article related and linking to every page on your web site, you will soon find that your whole web site becomes fully indexed and you'll be receiving visitors from all over the Internet. Not to mention the fact that your search engine rankings will increase and you'll begin to receive more and more organic search engine traffic. The best kind of traffic there is ;)

If you don't feel confident in writing articles then you can always outsource this task. Places like 'Rent a Coder' and 'Script Lance' are a couple of the more trusted outsourcing web sites.

All in all, pursuing an active link building strategy is an essential part of promoting your web site. If you have not started your link building campaign yet then now is the time to begin.

"SEO'd" Articles

Article #3 :

How To Choose Between Cheap Broadband Internet UK Providers

Wireless routers, ADSL filters, unlimited bandwidth ... what does it all mean? There are a myriad of cheap broadband internet UK operations on the market and with most packages providing you with very similar features which selection criteria should you be using when attempting to choose?

Forget the terminology for a second. My top consideration would have to be good old customer service. Make sure the provider has a good record on customer service by searching google for phrases like "(company name) broadband review" and suchlike. Look for broadband forums and search the forums for mentions of the provider in question. Often this is enough research to help you thin down your list substantially.

Make sure you are totally clear in your mind as to the contract length which you will be signing up for. Many providers these days will require you to sign up for a 18 month contract or at the very least a 12 month contract. It can be a challenge to find cheap broadband Internet UK companies offering a month by month contract. However, even if you have to sign up for a 12 month contract you can often transfer your contract to another property should you move house.

Should you use cable or ADSL? Many properties in the UK are now served by a cable provider. On balance a broadband cable connection is a much more reliable and stable experience. Broadband ADSL connections utilise the existing phone line network and can be subject to outages and speed reductions. Having said that most people will have no trouble whatsoever with an ADSL connection.

When we are talking about ADSL don't pay too much attention to the maximum download speeds which many companies make a big deal of. The maximum download rate which you will be able to achieve in your property is dependent on many things, the distance from your nearest telephone exchange being a big factor. You should also make sure you do not have an overly long telephone extension lead inside your property for the ADSL modem.

As we have already mentioned, cheap broadband internet UK providers are two a penny these days and you can even find some free broadband deals on the market. To take advantage of free broadband with up to as much as 8Mb download rates you will usually need to take your phone service from the same provider. However this need not cost you more than you currently pay for your phone so it can be a very good idea to switch to a free broadband provider.

Hopefully this article has helped you navigate the minefield which is high-speed Internet access in the UK. Good luck in your quest to find a cheap reliable broadband service provider

Article #4 :

How To Find a Person Quickly & Easily

If you want to know how to find a person in the shortest possible time using the Internet, this article will hopefully help you toward that end. You might think that in this age of the Web and the information revolution it would be a piece of cake to find any person on the globe. But you would be mistaken.

Granted, it is possible to find the personal details for many people on the Internet. Many web sites claim to show you how to find a person. Often times this information is freely available. However you will usually find that you only locate people who actively use the Internet and get involved in forums and suchlike. Anybody who has registered a web site name has to provide their personal details and all this information is out there in the public domain waiting for you to find it.

But there are still a surprising number of people who do not use the Internet and these are the people who you'll have a lot more trouble locating using the "how to find a person" portals which you've no doubt discovered already. No doubt you've also found plenty of people ready to extract large amounts of money from you to provide you with the

service.

Well when it comes to finding these people you need to dig a little deeper. Simply searching google will not cut it and you'll need to start accessing public archives and records which may not necessarily be in the public domain. You can however use the Internet to find out where these archives exist.

Usually it will come down to the old equation of time vs. money. There are of course plenty of services out there which, for a fee, will do all the searching for you. You simply collect as many details as you can about a person you're trying to find, take them to a people finding service and if they know their trade well, they will know exactly how to find a person.

If you would rather take the time and do the research yourself then that is perfectly possible also. The Internet has made it a lot easier to find people. Obviously start with names, phone numbers and any previous addresses you might have. Google is probably the best place to start and you'll find more specific niche search engines as your search progresses. Happy hunting!

Let's Get Started...

So that's a small selection of my work. I hope you like it. If you think we can work together then please [email me](#) with your project and I will give you an initial estimate of the cost.

I look forward to working with you...