

Should You Really Rewrite Your PLR Articles?

PLR - the webmaster's secret marketing tool...

Private label rights articles can save you a lot of work - and a lot of time. That's the hidden value to plr articles... You have the power to change and edit them however you choose, without worrying about copyright infringement or doing a ton of idea generating and research. But do you really need to rewrite your plr articles? Or can you slap them up on a website without any search engine penalties?

First things first, you'd better read the articles because it depends on the quality of the PLR articles you've bought...

PLR articles give a voice to your website, newsletter, or whatever medium you choose to publish them in. So it's important to make sure that the voice speaks fluent English, and the language is not super flowery or awkward. Unfortunately, many PLR websites farm out their work to overseas content providers that speak English as a second language. While this isn't a terrible thing, it can make for awkward language and distinct cultural differences in how you address your audience. Read your PLR articles before you put them anywhere on the web! After all, that "you" speaking.

Rewriting PLR for Your Own Website

If you're an AdSense publisher or affiliate marketer, there are some easy ways to go about it. If you have done a basic grammar and spelling sweep on your PLR article, and you're happy with it, you may want to just slap it up on the web.

Don't do it! Carve a niche with each article instead so your article actually benefits you, search-engine-wise.

Go to Google's keyword Sandbox first to do some research on keywords. What keywords are you targeting? For example, if your article is about cats, you can change the content to be about kittens, instead.. Use Google's keyword tool to find topics that are about kittens. Then replace the word cat in the article - by using MS Word's simple "find and replace" function.

Change the article title, too - choose a specific keyphrase to rewrite the article title. This works wonders with search engine ratings - and in the internet marketing circles, it's called bum marketing.

Rewriting PLR Articles for Squidoo lenses

If you want to create a search-engine friendly Squidoo lens, the more content, the better. Breaking up the content is key for Squidoo - and it's best to use several PLR articles together for one lens. Create a list from one article, and create text modules from others. Don't forget keyword-friendly titles for your different sections.

Don't simple slap up PLR content on Squidoo - really. Take time to organize your lens and add value to the PLR content by recommending links and products. (Especially if you are an affiliate marketer!) find a few YouTube videos that are relevant. You want your lens to be busy - and keep your visitors busy - so take the 10 minutes to add value when you use PLR articles for your lens - it's worth it, and will pay off!

About the Author

Melissa Brewer is an writer-preneur based in Washington DC. [Looking for free PLR giveaways? Check our Squidoo lens. Or, get 75 free Damn Good PLR articles by joining our mailing list.](#)

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