

How to Re-Write PLR Stuff into Unique, Valuable Content that the search engines will love.



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The Problem with PLR Content

PLR = Private Label Rights. That means you can take the content and put your own name on it. However, the problem arises when 500 other people are given access to the same PLR content that you have.

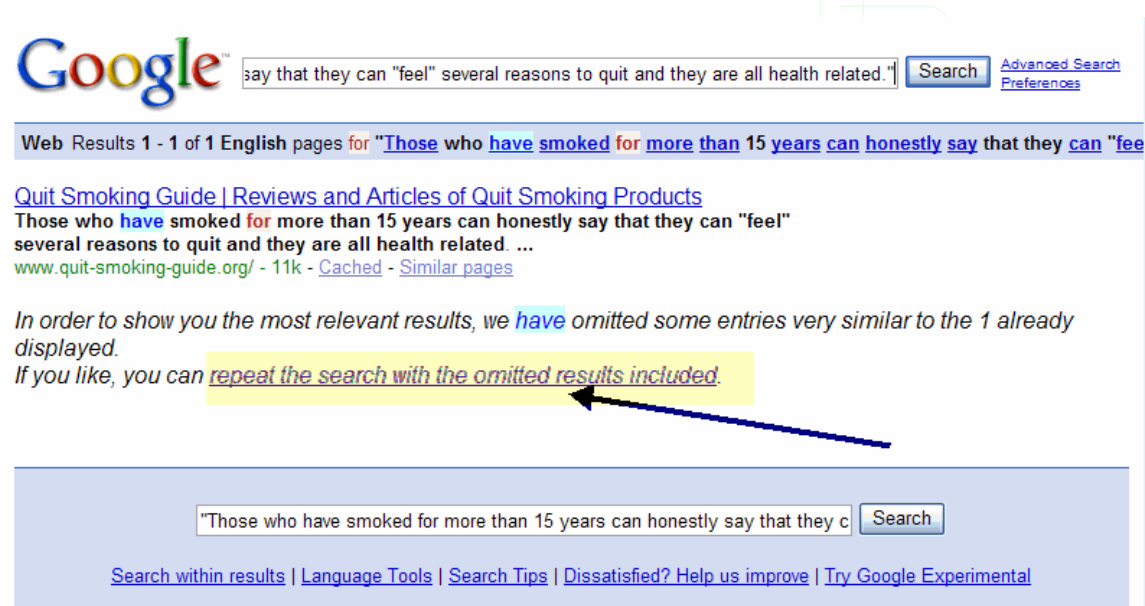
Experience has shown that very few people actually do anything with PLR content that they get from PLR members sites. However, imagine that 5% do. That means for a 500 member PLR content sites, 25 other people will use the exact same article as you use.

If all 25 upload the same article to their own site, Google will index 25 copies of the same article. What happens next, is usually a shifting of priority. Google will find the copy of this article that it thinks is the most authoritative, and rank that one above the others. It is quite possible the other 24 will be either dropped from the search engine altogether, or more likely, just hidden from searchers. A year ago, I would have told you that the duplicate content penalty was a myth, but today, I see more and more evidence that duplicate content is monitored in Google.

For example, here is a sentence from a PLR article I got from one of the PLR members site:

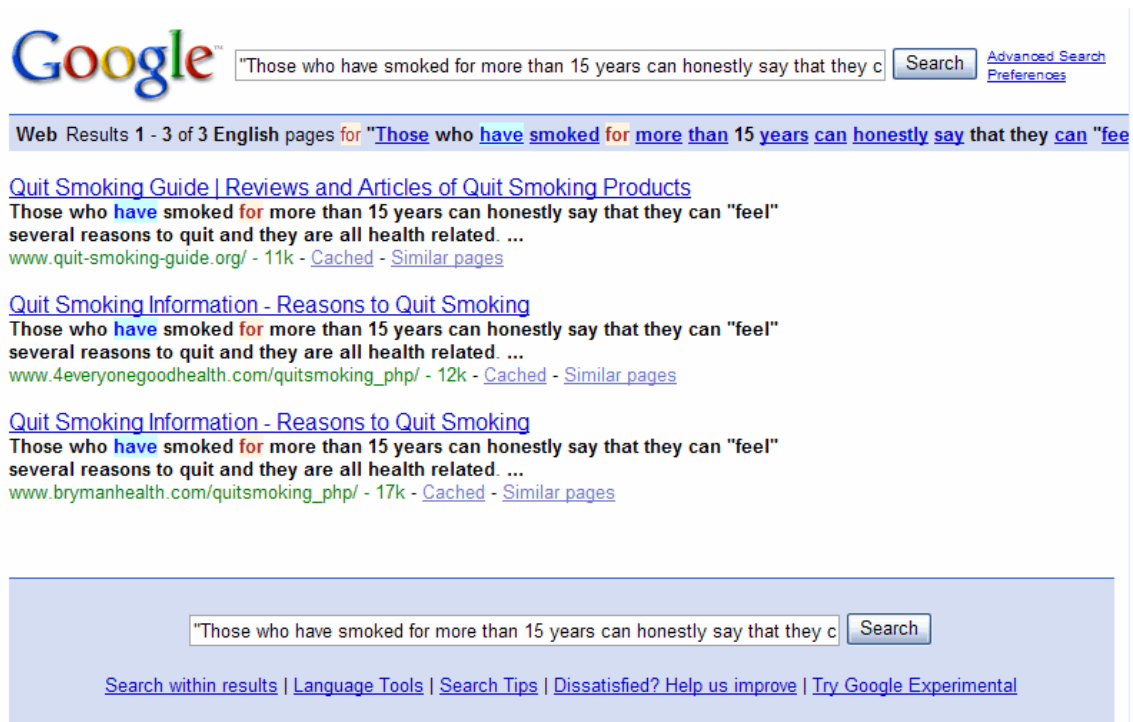
"Those who have smoked for more than 15 years can honestly say that they can "feel" several reasons to quit and they are all health related."

Here is what I see when I search Google for this phrase:



You'll see at the top that Google reports 1-1 of 1 English Pages. However, look at the link below the listing (arrow pointing to it in screenshot).

By clicking the “repeat the search with the omitted results included”, this is what Google now returns:



OK, so there are actually three indexed pages with the same sentence on them.

In fact, all three of these pages have the exact same article.

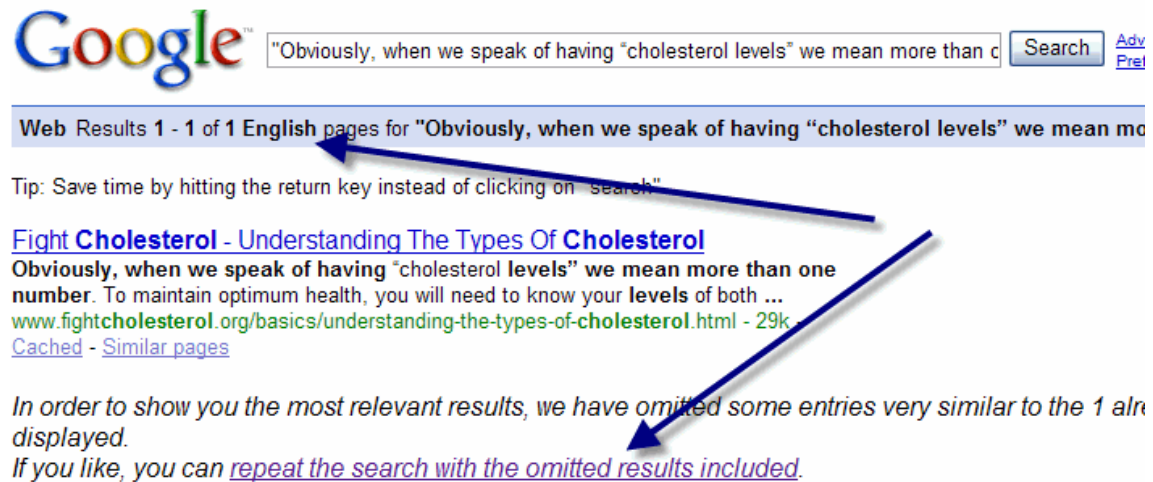
Worse still, if you visit these pages, you will notice something else – they are the same page duplicated across three separate domains. This is the worse type of duplicate content, and as you can see, Google has spotted it. While it doesn't de-index the duplicate sites (at least not yet), it does mark two of the copies as duplicate content.

So what if the same article is published on two or more completely unrelated sites - is treated the same?

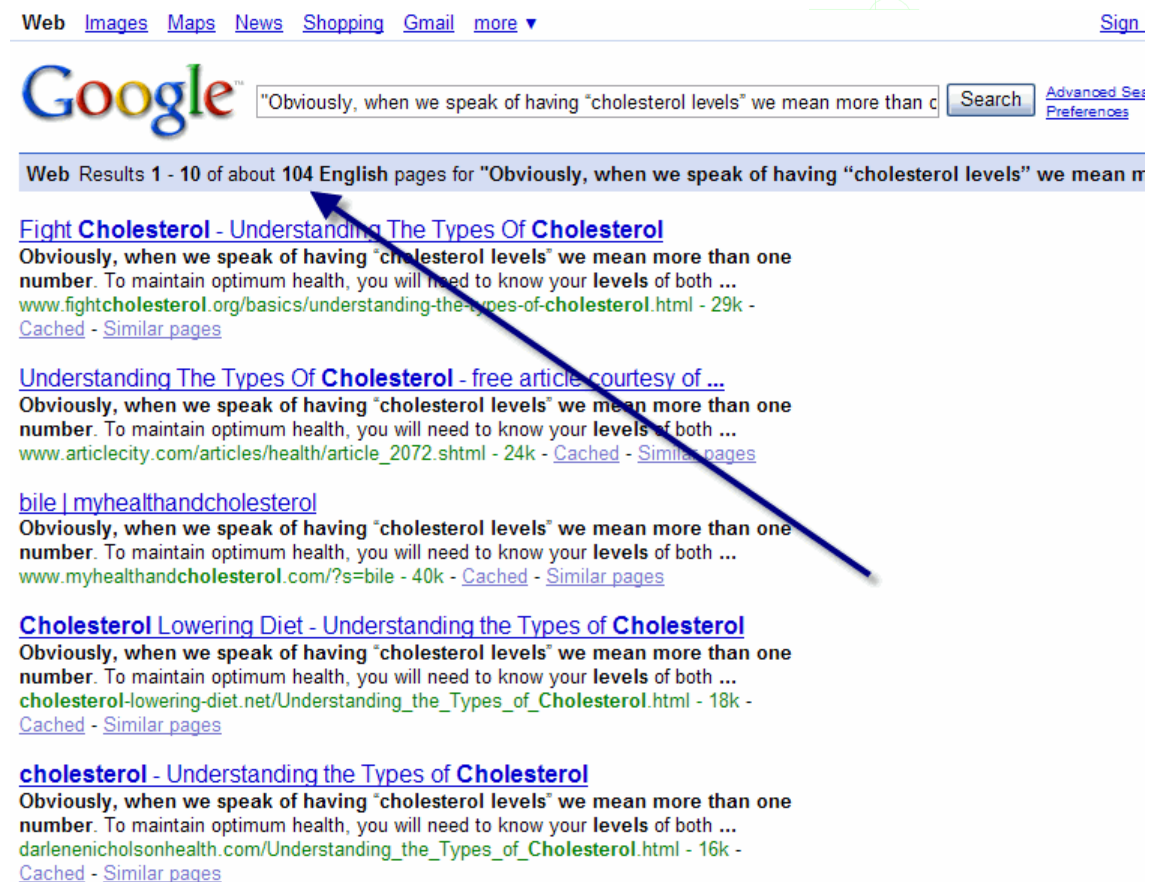
Well, here is another sentence from some PLR content:

"Obviously, when we speak of having "cholesterol levels" we mean more than one number."

Here is the Google search:



Once again, we have the link to "repeat the search with the omitted results included". Clicking it shows the full scale of the duplication:



You'll see that the same article appears 104 times in Google, though some of those although 103 are initially hidden in the search results.

I hope I have convinced you that duplicate content is becoming an issue that Google are starting to work on. If you are going to publish content from PLR content sites, without changing it, don't be surprised when that content does not get found in Google, or any other search engine for that matter. Duplicate content is a real issue, and you need to address it.

How NOT to re-write content

Re-Writing Content is more involved than many people realise. It is not a case of changing individual words in the article.

Many people who fail at Internet Marketing are always trying to find the easiest way to get things done, and take whatever shortcuts are available to them.

E.g. here is one trick that many people use:

Original PLR article:

Many will advise you on how to **quit** smoking. Everywhere you turn there are commercials for this patch or that gum or even that program. There are books and magazine articles and classes to take that are all geared at providing information on how to **quit** smoking. Heck you are reading information right now about what the best way to **quit** smoking is, right? Everyone and his brother will have an opinion about how you should go about the business of **quitting**.

Re-written PLR article:

Many will advise you on how to **stop** smoking. Everywhere you turn there are commercials for this patch or that gum or even that program. There are books and magazine articles and classes to take that are all geared at providing information on how to **stop** smoking. Heck you are reading information right now about what the best way to **stop** smoking is, right? Everyone and his brother will have an opinion about how you should go about the business of **stopping**.

All this person has done is to change the word “quit” into “stop”. That article is 82 words long, and this person has changed just 4 words. That means the two paragraphs are 95% identical. Obviously this would not fool the search engines. You can take this further and search & replace lots of other words, but imagine changing 30 of the words from one variation to the next. The two paragraphs would still be 63% identical.

As search engines get better at identifying duplicate content (and they are already pretty good), you will be wasting your time trying this type of trick. In fact, I would not describe this technique as a trick, other than to say it is a technique designed to trick the search engines. That’s the type of trick that won’t last, and will get your sites penalised.

If you want to re-write articles this way, but actually do a good job of the re-write so your articles are unique, do yourself a favour and get a copy of [The Best Spinner](#). I personally use this tool on articles I submit to article directories so I can submit unique versions of the same article to multiple article directories.

Expert Authors v PLR Content Authors

PLR membership sites offer a number of PLR articles every month for a set fee. The PLR sites hire authors to write the content for them, and the biggest problem here is that those authors are rarely experts in the fields they are asked to write about. What this means is that the content is generally wishy washy, and lacking detail. Since the authors are not experts, the content they write often lacks the kind of words that are expected in authoritative articles on a subject. E.g. if someone knowledgeable was writing an article on “Spanish Paella”, they would automatically include words such as:

pan
rice
spanish
oil
cook
chicken
recipe
pepper
spain
recipes
clams
fish
cooking
saffron
tomato
peppers
sauce
shrimp
fresh
lemon
seafood
olives

These are what I call theme words.

Depending on the article, the author might also include references to:

paella de marisco
paella valenciana
paella mixta
seafood paella
vegetarian paella

So, my question is, would someone without any knowledge of Spanish Paella include words like this? It's possible, but unlikely.

Let's look at an actual example from a real PLR article.

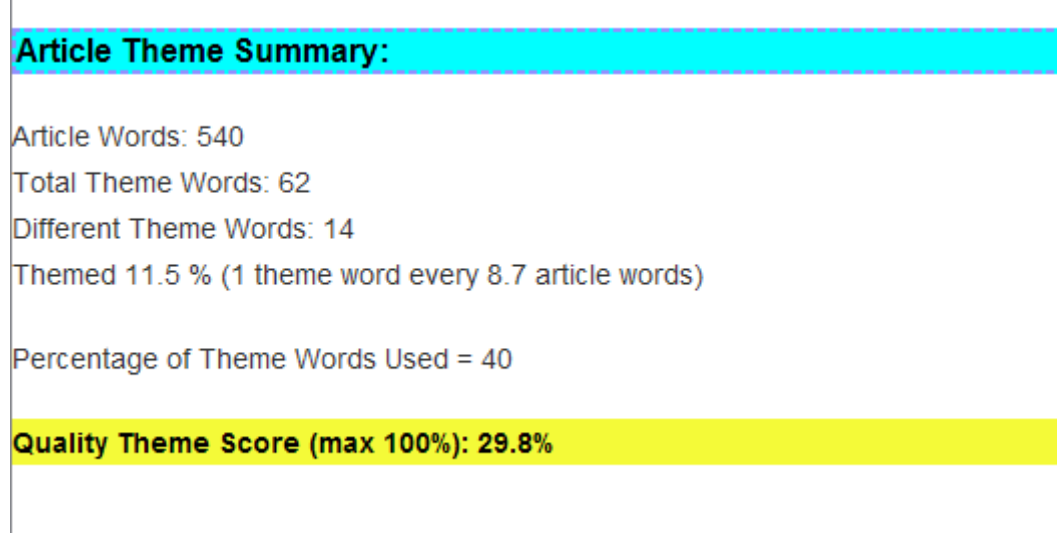
I have taken an article written on the subject of Angina (heart disease). The article is well written, from one of the better PLR content sites out there.

Here are the words that a knowledgeable person might be expected to use in an article on angina:

angina
heart
blood
pain
coronary
disease
chest
artery
attack
patient
pectoris
health
patients
vascular
condition
symptoms
pressure
unstable
cardiac
myocardial
syndrome
cholesterol
inhibitor
ischemia
acute
problems
infarction
cardiovascular
aortic
breathless
lung
prinzmetal
aneurysm
tachycardia
arrhythmia

That's 30+ words that an expert might rely on to cover the topic. So how does the PLR article stack up?

Well, here is a screenshot of the Theme Report summary as produced by [Web Content.Studio](#):

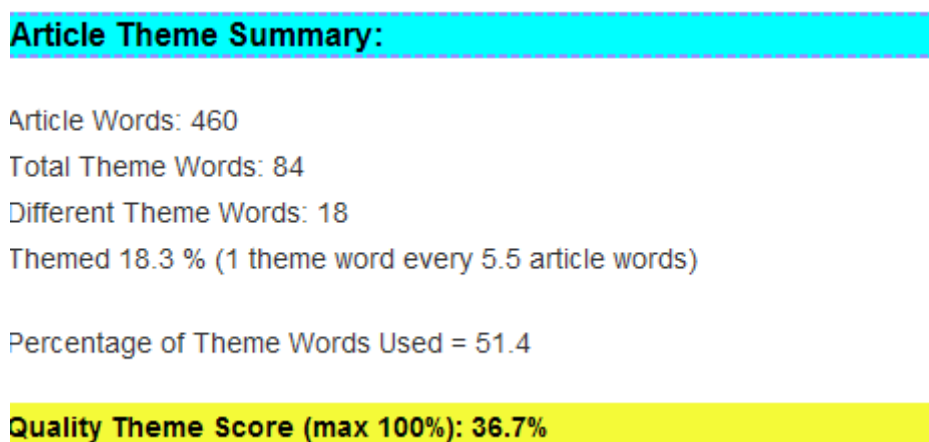


The article contained 540 words, which is a good length for an article, and also included 62 theme words on the page. That's a theme percentage of 11.5%, or one theme word per 8.7 article words. Not bad. However, where the article falls down, is that even though theme words were used 62 times on the page, the page only used 14 DIFFERENT THEME WORDS.

I quickly identified 35 theme words that could be used on this page, yet the article only included 14 of them. That leaves a lot of scope for improvement.

Doing a search on Google for angina, a government site comes up first. The fact that it is a .gov site means it may well have a number of ranking advantages over normal sites, even before on page content is considered.

Here is the theme report for that government page:



The article has 460 words, and uses 18 out of the 35 theme words I identified. Not bad, but lets look at a non-government domain and how well it is themed.

Here is the page from patient.co.uk that ranks #5 in Google:

Article Theme Summary:

Article Words: 3047

Total Theme Words: 280

Different Theme Words: 25

Themed 9.2 % (1 theme word every 10.9 article words)

Percentage of Theme Words Used = 71.4

Quality Theme Score (max 100%): 65.6%

That one uses 25 of the 35 words I identified as theme words for the article on angina.

#8 in Google for angina is this one:

Article Theme Summary:

Article Words: 1172

Total Theme Words: 205

Different Theme Words: 30

Themed 17.5 % (1 theme word every 5.7 article words)

Percentage of Theme Words Used = 85.7

Quality Theme Score (max 100%): 90%

That one used 30 of the 35 theme words that I identified.

There is a pattern here. Those pages that rank well in Google are well themed.

Compare these articles with the content that you get with your PLR membership sites, and you'll see there is usually a big gap in what is supplied, and what is required to do well. Add to that the duplicate content problem, and you'll see that a complete re-write of content is necessary.

If you would like to read more some other case studies I have done comparing Google ranking, with themeing of content, download these free reports called ["Google Authority Sets"](#) and ["Ranknig Without Page Rank or Links"](#). They really will open your eyes.

How to Re-Write PLR Content so you look like an Expert

The previous section has hopefully shown you that Google is very good at sorting out “expert” content from “filler” content. By simply looking at the theme words on a page, Google can decide which pages should rank higher for any given search term. This is the basis of Latent Semantic Indexing (LSI).

STEP 1 – Finding Theme Words

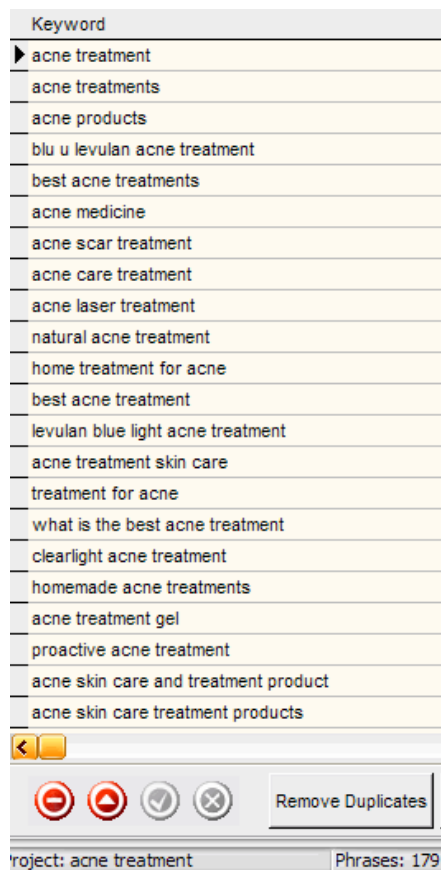
The first step in re-writing any article (or writing an article from scratch for that matter) is to find which theme words you need to include on the web page.

Look back at my previous examples. I found comprehensive theme word lists on a couple of topics, and I am not an expert in either of them. It is something that anyone can do.

To find the necessary theme words, you have a couple of choices:

- 1. Base your theme words on phrases typed in by searchers (I use to use this method, but there is a better way)**

After you have done your keyword research, look at the words that make up the search phrases. These are going to be words that are highly related to the topic. E.g. here is a screenshot of part the keyword research for the niche “acne treatment”:



This screenshot is taken from [KRA Pro](#) and shows the top few phrases from the research. Using the tools in KRA, I can get a list of the words that make up these phrases. Here they are:

acne
treatment
laser
skin
treatments
scar
care
best
products
scars
light
medicine
natural
product
top
adult

birth
rosacea
alternative
body
control
new
scarring
vitamin
active
baby
bioskincare
blemish
blu
clear
counter
cream

cure
dermatology
free
homemade
levulan
medication
minocycline
over
prescription
prevention
pro
proactiv
review
work

The list will need a little editing, but would make a good starting point for theme words on an article about acne treatment.

This method takes a couple of minutes to find theme words assuming you have already done comprehensive keyword research on the topic.

2. Base your theme words on the top ranking pages

You need to look at the top ranking pages on Google for a given search term, and dissect out those words that are important and appear more than once on several of the top pages. Now, that sounds time consuming, doesn't it?

Well, an easier way of doing this would be to go and grab the meta keyword tags of the top pages in Google for any given search phrases, and use those as the basis of your theme words. I don't actually recommend you do this though because the top SEO webmasters never put their best phrases in their meta tags. In fact, most never use Meta Keyword tags any more.

A far better way to find theme words is to analyze the top pages in Google and come up with a list of words and phrases that those pages use in their content. [Web Content Studio](#) can do this for you automatically, and also has research features, a cool WYSIWYG article editor, article analyzer and so much more.

Here is the list of theme words/phrases that Web Content Studio gave me when I searched for theme words on the topic of acne treatment:

best acne treatments, top acne products, acne medication review, acne treatment reviews, content acne medicine, acne message boards, acne treatment, acne treatments, acne product, acne products, benzoyl peroxide, adult acne, back acne, acne medications, acne myths, teen acne, acne cream, acne solution, acne prevention, acne cyst, acne complex, acne laser, acne skin, retin a, black head, white head, acne, skin, treatment, product, treatments, products, top, medication, vilantae, clear, medicine, retin, best, causes, dermatologist, result, back, head, medications, tretinoin, b5, pores, laser, solution, benzoyl, peroxide, antibiotics, black, review, teen, blackheads, cyst, oily, pimples, adult, myths, white, inflammation, option, whitehead, accutane, medicines, prevention, resolution, acnezine, cream, reviews, baby, boards, message, rosacea, tetracyclin, clearance, content, pustules, soaps, zits, adolescents, breakouts, complex, irritation, superficial

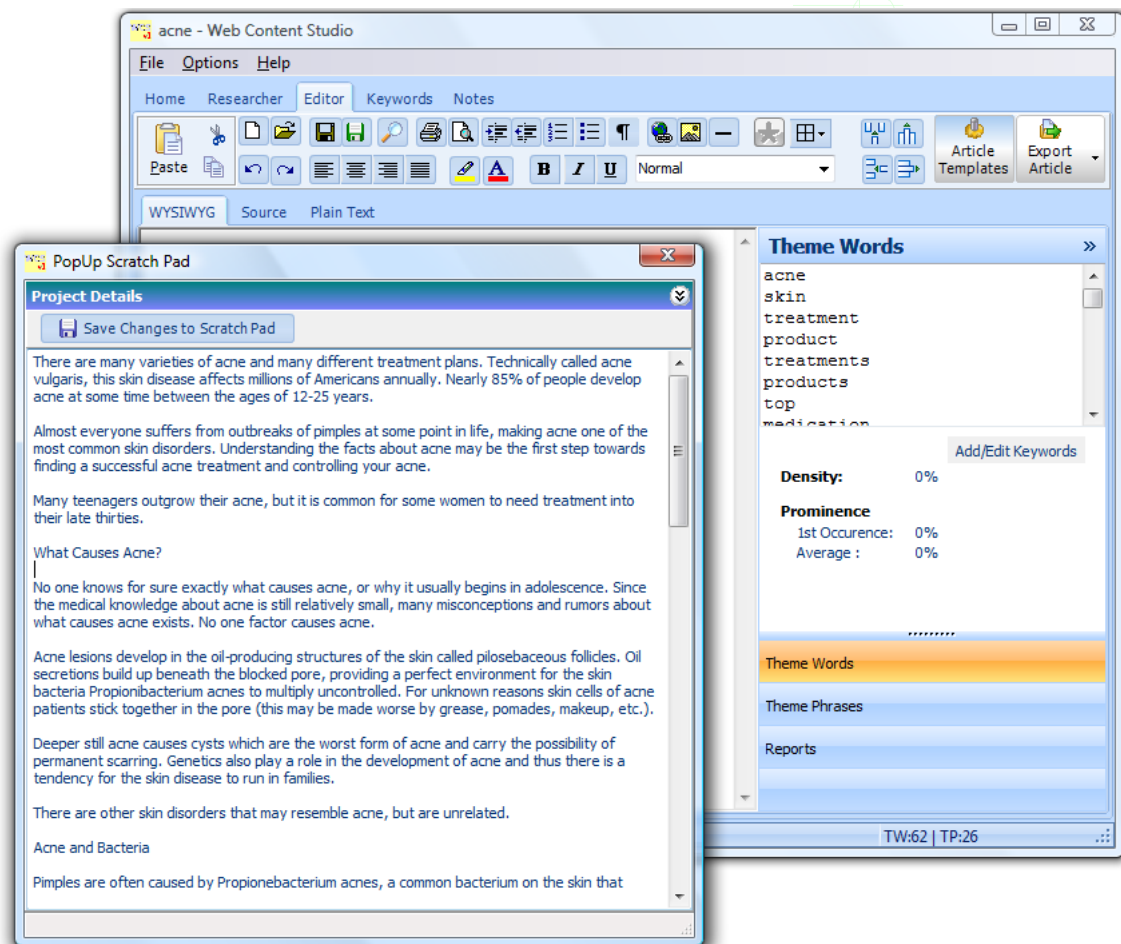
Using the on-page content can turn up more "money phrases" since a lot of top SEOs don't include their "money phrases" in the meta tags. They don't want people copying their hard work, and using their pre-researched list. However, these SEOs do usually include the money phrases on the page itself, and Web Content Studio can find them.

What's more, Web Content Studio can take your preliminary list of theme words and phrases, and check them against the top 10 in Google to make sure you have the best possible phrases to work with.

STEP 2 – Re-Writing the Article

Armed with your theme words and the original article, it's now time to re-write that content. To do this, I open up [Web Content Studio](#), and paste the original article in the Scratch Pad which I can have open as I re-write my article.

Here is a screenshot of how this looks:



This software allows me to have the original article open as I re-write the content. I also have the tools to check the themeing as I create my article.

The process I go through is simply this. Read a paragraph, hide the notes, and then re-write the paragraph in my own words. If you find that a paragraph is too long to remember (this is often the case with technical topics), work one sentence at a time. As you re-write a section, delete it from the original.

Carry on re-writing paragraph after paragraph (or sentence after sentence) until the whole article is re-written. As you re-write, make a conscious effort to use different words than the original. Also, keep one eye on the theme words and put them in where it makes sense to do so.

Once the complete article is re-written, go through your theme words and check them off (if you are using Web Content Studio, simply run the Theme Report. It

will tell you which words still need to be used, and how well your article is themed for your chosen theme words and phrases).

Any theme words that you missed, look for ways to add them. Maybe you can add a sentence here or they're to include a couple of the unused theme words? Maybe you can substitute one of the words in the re-written article with a theme word that hasn't been used yet.

Do your best to include all of the theme words. If any just cannot be worked into the article so that it makes sense, and reads well for humans, don't worry about it. Just do your best.

By the time you have finished the re-write, your article will be unique, themed and out-perform 99% of other articles based on the original PLR content.

Phew, that's a lot of work!

Yes it is. However, faced with the two alternatives, which would you choose:

1. **You don't re-write** the content and you get no visitors. Probably at some point in the future your content will be de-indexed, and even a possible site penalty.
2. **You re-write** the content and get visitors for years to come. You don't have to worry about waking up one morning to find your site de-indexed.

And Don't Forget

You can use this same technique to create unique content from ANY articles. Whether the original comes from a book, a magazine, or an article published on a web site, you can use the exact same technique outlined in this report to create quality content that out-performs the original.

Resources

[EzSEO News](#) – free weekly newsletter offering tips, tricks and techniques on Internet Marketing, affiliate programs, and SEO.

[Web Content Studio](#) – the most complete article themeing software available.

[KRA Pro](#) – Advanced keyword manipulation, plus theme word spider, advanced themeing tools, and site blueprinting.

[Creating Fat Content Course](#) – v2 of the course that shows you how to create the type of content the search engines want to index. Includes the Fat Content Creator, which can help you write and analyse your content for themeing (used in this report to show themeing of articles).