

# Private Label Rights Report

## Learn The Secrets of PLR Articles

Brought to you by: [Justin and Nelson](#)



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## **The Importance Of PLR Articles And Their Secrets**

Today's content website webmasters are keen to know what Private label rights articles are and how they would benefit from them. PLR or private label right articles are licensed articles that allow you to edit and change the content as you want them and publish under your own name, stating yourself as the author. However, they need to be purchased before use, at a nominal cost.

PLR articles have not yet been used to the fullest potential yet. The following are three secrets to PLR articles and their benefits.

1. **Save Time:** Private label articles save your time by providing you with readymade content as compared to creating the content that could take up to an hour for each average sized article. Instant access is the benefit.
2. **Links:** PLR articles need not have any outbound links as compared to other free articles available on the internet thus minimizing the distractions for your readers. The articles would consist of only the links you provide and none else. These links could be used for affiliate sites that could earn money for you.
3. **Cost:** PLR articles cost much lesser compared to custom made articles. Articles on an average cost about \$5 a piece compared to PLR articles that cost less than a dollar a piece. This substantial cost saving could be put to better use.

## PLR And Adsense Revenue

Private label rights articles are the current hot property for content site webmasters. The Adsense gurus have also taken a liking for them, when they found that they could a lot of cost. Using PLR can skyrocket Adsense revenues. How?

PLR articles can be bought as original content that you can call your own. This mean that you have all rights over it to modify them as you want them, to insert keywords, text links etc where you want them and make yourself the author you always wanted to be. PLR articles can be combined to make an e-book to be sold. PLR articles can be used on your own site as they are or after editing. The only thing that cannot be done with PLR articles is that they cannot be submitted to article sites to achieve back-links.

PLR articles save an Adsense professional a lot of time and money. A good original article can set you back by about \$5, whereas a PLR article can be bought for less than a dollar. An Adsense professional needs dozens of articles every month to refresh the content and could end up spending up to \$1000 a month. Using PLR would save tones of money.

## How To Use PLR Articles In Adsense Websites

Using PLR articles in place of original articles saves money and time. Although PLR articles can be used as they are, there are chances that some other site is using the same article. This reduces the chances of getting a good ranking by search engines and can result in being banned for using duplicate content.

Modifying a PLR article however reduces the risk and enhances search engine rankings resulting in fresh content at almost no cost.

Using PLR articles to create an Adsense empire is a simple process:

After locating your profitable Adsense niche, make sure you select the highest paying and the best SEO keywords in the niche, so that you get the best ranking. Try to find the best optimized PLR articles for the keywords selected. If you are not happy with the optimization, edit them to make them optimized. Upload your website and submit to directories to get back-links. Start publishing your articles on other sites to get more and more back-links. Add articles on a regular basis, so that your site grows with periodic fresh content. Repeat the process with a new site.

A good PLR collection could help you to launch a new Adsense site on a monthly basis. This will save a lot of time and money and increase revenue. Edited and optimized PLR articles will make you content unique and give you the best possible rankings.

## **Private Label Articles And Search Engine Rankings**

Data on the internet is vast and wide covering a horde of topics and stored in various forms and formats. However, most data on the internet is readable in the text form. Search engines prowl the internet continuously using small software codes known as the spiders. These spiders are capable of recognizing and reading text which in turn are sent to the search engines. The search engines in turn index these by using complex algorithms. This is the main reason why your website should have relevant text content and in proper quantity and proper form. Just having text does not matter.

Enter the PLR articles. PLR articles are articles generally grouped together in broad categories for ease of purchase. PLR articles are available to be purchased via subscriptions or at a single purchase in a group of articles. Subscriptions enable you to download articles periodically.

PLR articles come readily optimized for search engines and do not need to be optimized again. They are written by professionals, so they are grammatically correct and spell checked. The best feature of these articles is that you can change or edit them at will, add or delete content, re optimize for different keywords or better even sign as the author underneath.

## **Private Label Articles – Ways To Make Money**

There are various ways to put Private label articles to use on your website and make money . The following are a few uses that can help to build traffic and thus customers.

1. You can improve your search engine rankings at lightening speed and get better and better traffic by posting content relevant and keyword optimized private label articles on your website. Moreover the articles can be changed every few days to keep the returning customers happy and further enhancing rankings through fresh content.
2. Increase your output of email newsletters that you are producing now by taking content from private label articles. Offer the surplus newsletters as “special reports” or “Bonus” information. Visitors appreciate “free” stuff. Keep them happy and they will keep you happy.
3. Using portions of private label articles to form auto responder emails of part by part training courses. This can be used to create an automated cash flow system by inserting relevant affiliate links within the courses. Training courses such as these could also be used as bonus offers to attract more traffic and customers.
4. “Cultivating” the opt-in list is one of the most important aspects of email marketing. Private label articles can help serve this purpose at a very low cost.
5. Submitting private label articles to various content sites by including back-links would be another way to generate unprecedented traffic and customers.

## **Using Private Label Articles To Increase Revenue From Existing Customers**

Using Private Label Articles could make you more money from your online business than you can imagine. Content builds a better business and gives you better rankings resulting in best ever bottom-lines. Private Label Articles, unarguably, are the best that have happened to your online business.

Use the Private label articles to generate meaningful content and send them to your opt-in list on a regular basis. This will establish your credentials as an authority on the subject resulting in gaining trust of your customer base and thus increasing sales.

The result would be that your subscribers will become more and more eager to take up your paid offers for products and services. Keep this up and never ever hamper it by selling products and services that could undermine the reputation you have built. Losing a customer is much easier than getting one.

The only constant factor in the ever changing world of internet marketing is the “cultivated” list of subscribers. They are as good as money in the bank. Stick to this truth and success will never evade you.

Every article or content you submit is sent to a few thousand subscribers and could go a long way in creating a good customer base for you. Make sure your landing page is properly made up to facilitate sales and links properly to the link provided in the resource box of the submitted article.



## Private Label Articles And Search Engines

Most internet marketing methods followed until today seem to be very expensive or on the downtrend – PPC, CPC, Adsense. Content has come to be the only strengthening factor in consolidation your position in the search engine rankings and thus getting more traffic. The rest of course depends upon your website and its effectiveness in converting.

Private label rights articles play a major role in enhancing content of your website. Using PLR articles in proper places with proper keyword density and optimization would invite search engine spiders to index your site properly. Once your website gets indexed on the websites and figures in the first 10 or 20 results, it will enhance traffic greatly.

Now that you have got there, the website itself requires that it has relevant content and easily navigable links to keep the customer interested. Never put irrelevant content to get more keyword density. Since, this would only drive the customers away from the site and creates doubts in their minds as to what you actually offer. Conversion suffers. Getting 1000 hits and 100 sales is better than getting 10000 hits and no sales.

Content and relevant content has always been considered “King” even by search engines irrespective of their spiders and the bots. Get a visitor, convert to customer and keep the customer.. That’s the key to success!

## **Private Label Articles And Niche Directories**

The easiest way to make use of private label articles is to create directories using them. Create niche articles directories and keep them up-to-date.

Everyone on the internet seems to be creating article directories now-a-days. Most of them struggle to make them work. A lot of competition is around, and big competition at that. Taking them head on and being new to the industry is not easy in any business. Edge is in the niche, as in any competitive market. For example, the online dating market is completely saturated and a general online dating is not going to stand up today. Going niche, you could have an online dating site for Dog lovers or Dustin Hoffman fans may work better due to lack of competition.

You could even further the concept of niche here by having different online dating sites for Alsatian lovers or Cocker Spaniel lovers. Choose a topic that has niches and numerous sub niches like home improvement or affiliate marketing.

Expand your article directory by adding new content from PLR articles every month. Even 200 articles a month would give you 2500 pages by the end of the year. Imagine each of these pages having Google Adsense Ads and back-links to your main products or services page from resource boxes in the articles.

You could well imagine your bottom-lines and search engine rankings at the end of the day.

## Innovative Use Of PLR Articles

Use some innovation before you consider using PLR articles. The following tips are worth considering.

1. **Blending many PLR articles:** Use two, three or more PLR articles of the same topic and put them together to make one long article full of relevant information and facts. You could further shorten this by cutting ends and end up making an unique high quality article.
2. **Think Out of The Box:** PLR articles come in batches of 10, 20 or more for a single niche. Make sure you keep the niches together and use articles from other related niches also. For example internet marketing is a very big niche, you could have home business and affiliate marketing as sub niches. Articles from both these sub niches can be combined too, if you can think out of the box. Be creative.
3. **Quality:** Quality has been and will be the most important actor for content. Just keywords and keywords may give you short term results but relevance and balance will give you long term results. Emphasis on quality is very important. Quality will also bring more customers. Customers hardly understand SEO or keywords or PLR for that matter. What matters to them is information and relevant information. Keep it that way.

## Secrets Of Using Private Label Content

Considering that you are thinking of purchasing private label articles or content or trying to figure out how it could help you. The following ideas could be of help in building your online conglomerate.

Since you are considering purchasing private label content, remember to check the rights you would be getting along with them.

Now on with your tips...

1. Always emphasize on quality: There are many sites offering PLR content and many are coming up by the day. Try and buy quality content instead of looking at the prices. Prices will always vary albeit a little. Go to various sites and have a look at their samples.

2. Using PLR Content: the most common application of PLR articles is to provide fresh content for your website, so that the search engine spiders get your site indexed better.

- \* You can alter the articles and submit to article directories to get back-links.

- \* Use them as e-books or e-courses for your existing customers with embedded affiliate links.

- \* Build an “original” e-book by rewriting the PLR content and sell it online, or distribute for free as a viral marketing tool.

- \* Use PLR articles to create keyword-optimized niche websites to generate a passive income stream through Google AdSense.

3. Altering your PLR articles can give you multiple uses for them as newsletters and blog entries.

4. Put together several PLR articles of the same niche to make an e-book or one long article with all relevant information to get the best out of them.

Hope you enjoyed this PDF report. Don't forget to take a look at Niche Content Elite membership and checkout all the amazing content you receive every month.

**With Niche Content Elite membership, not only do you receive **200 PLR articles** every month. You also receive **16 3D header graphics** to build your adsense websites! Plus **1 PLR ebook****

Regards



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