

# ***"PLR Sting"***



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## Who am I?

I'm an ex-research scientist. That means reading through boring reference papers and patents is something I'm right at home with. This benefits you because explaining those technical papers into non-geeky terms is something I've gotten to be pretty good at.

I say I'm an *ex*-research scientist because I started a part-time internet business in 2001.

I was able to quit my job just a couple of years later (that's where the *ex* comes in). I focus on creating my own products and affiliate marketing. You may not have heard of me before because most of what I offer is outside the Internet Marketing niche.

I have sold nearly half a million dollars worth of a single product in a few short years. This has enabled me to spend a great deal of my time re-investing profits back into gaining advanced marketing knowledge and testing.

I'm currently involved in several other niches as well. I'm not afraid of saying that I've failed my fair share of times over the years, which has only lead me to a system for seeking out new niches to be involved in.

The goal of Niche Laboratories is to share that system with you.

I admit I've spent a great deal of my money and my time looking for the holy grail of content and site creation (so much so that I've lost track).

But fortunately, I can say with confidence that it really does exist.

The best part is it's free.

*Seriously.*

You may not believe me, but keep reading and all will be revealed ...

Sincerely,

*Lisa Ann Ginger*

## PLR and the Search Engine Connection

Private Label Rights (PLR) article sites have cropped up all over the internet marketing community. You may already be a member to one or many.

But what are they really worth?

Is buying the rights to hundreds of articles that hundreds of other people have really the way to go for search engine traffic in 2007 and beyond?

I'd like to address that here first.

I'm just stating the obvious, but since PLR members share the exact same articles as all the other members, the articles are not original.

That means you cannot submit these articles to any high quality article directory in the hopes of traffic or Page Rank (*unless of course you're the first one to submit any particular article ... the rest will likely be rejected*).

So what most folks do is put these articles on their site. It's likely that half the other members of the club are going to do the same. *That's easily a few hundred people with the same articles on their site.*

As I'm sure you've heard rumored before, Google has the technology to detect that this content is not unique.

And that leads us to the infamous “**duplicate content penalty**” that causes rounds of arguments in forums and search engine seminars.

Expert #1 says a duplicate content penalty exists, while expert #2 says it does not.

*So which is it?*

*Does it exist?*

Let's step back and think about this rationally for a minute.

I'd like to give you an example.

If I'm creating a site on weight loss and I want to rank for the words “weight loss in santa monica”, which is going to get higher rankings in Google? Look over the 2 methods I have listed on the next page and take your pick:

**Method #1:** Write my own unique article dealing with weight loss in santa monica (or have one ghostwritten). Use the phrase “weight loss in santa monica” in my headline (using title tags), put the phrase in my text a few times, maybe mix the words up just a little, “santa monica weight loss”, and use words related to weight loss like dieting, etc...

**Method #2:** Join a PLR article membership and take an article about “weight loss in santa monica” (*for this example let’s just assume there is one*) and place it on my website with title tags and other good SEO practices like those listed above.

For this example we’ll assume that I use the same bag of link building tricks on both sites, so neither really has much of an advantage over the other.

The only real difference between the two methods is that **one uses a unique article** to my site and the other uses the exact same article found on hundreds of other sites.

*So what happens? Who wins the higher search engine ranking?*

I’ll get back to that in a minute. *I promise.*

Let me ask you this, do you know what happens when you type a keyword phrase into Google? The first thing we need to touch on is ...

## **How pages get into Google’s index at all**

Google crawls and indexes the pages on the web by looking at the pages already in its database and searching for links to new pages. When a new page is found, that page has now been considered “**fetch**ed”.

All the fetched pages are numbered and ready for indexing (without indexing or some sort of categorization, search would not be possible).

In order to index a page, Google looks for specific words on the pages. In this way, the pages can be categorized. At this point, Google has the start of an index.

*Of course, it’s a lot more complicated than this, but I want you to read this report, not use it as fire kindling.*

When someone types in a search term, Google must find the set of pages containing that particular word from its index and rank the pages in order of relevance. For searches with more than one word, Google finds all the pages with the word separately and then lists the pages that have the words together.

Once all the pages related to a particular search are found, Google is able to rank them. Page Rank and other off-page factors are a big part of that as well as on-page optimization. If two pages have the same on-page optimization, the slimmed-down explanation is that Google will pick the page with the most trusted incoming links.

Google puts the pages in order of relevance, taking out snippets from each page as its description and organizing it as a search results page.

So in a nutshell, that's how Google generates the list of sites related to your keyword search.

Obviously, it's a more highly sophisticated system than this, but that's basically how it works. Your pages are fetched, indexed, and stored away by Google until a surfer types in a keyword or phrase Google thinks your site is about.

Let's move on to how duplicate content fits into all this...

**Whether you believe me or not, the fact remains, for a search engine, showing duplicate results wastes the searchers time**

The search engines don't want duplicate content in their listings. Why would they?

Are they going to remain the #1 search engine for long if a surfer types in "safe dog food" and is shown 400 different places where they can read the exact same article entitled, "Safe Dog Food for Your Special Friend"?

*Not likely.*

You can bet money that Google wants to remain #1. Yahoo and MSN both want to *become* #1. The search engines no one's ever heard of want to *be known*. So they're all interested in the same thing.

Think it's just my crazy thought?

*Think again.*

Here's a sentence taken from the "Rebirth of Internet Marketing" (page 26), written by John Reese...

**“The search engines realize that if they can’t greatly reduce the number of *zero-value* sites in their index their business is going to be in deep trouble - *because their users will go elsewhere to search for that value.*”**

--John Reese “*Rebirth of Internet Marketing*”

Do you think sites with tons of articles that are already all over the internet are thought of as anything other than zero-value?

*It’s doubtful.*

## **The 2 Types of Duplicate Content**

In the present day, Google considers duplicate documents which are duplicate web pages (*where the entire page is the same*) AND query-specific duplicate documents (*where only part of the web page is the same*).

So, if even just text on part of the page is the same, the page may be flagged as query-specific duplicate content. This includes text like data feeds, product listings, paragraphs of text, and link directories with the same descriptions.

*That’s pretty darn sophisticated if you think about it.*

When Google crawls a page for the first time, it determines right then and there if the document is a whole duplicate page. If the page turns out to be a duplicate, it is labeled as such.

Google will not crawl duplicate pages as often and these go in what’s called the supplemental index. The pages in the supplemental index are not given as much weight as those in the regular index. They tend to rank much lower ... if at all.

**Note:** It is possible that older, more established, higher authority pages may be crawled more often even if they are duplicates, but for the most part, it is thought that duplicate pages are not part of Google’s regular index.

So if you’re putting up web pages with the same content as other web pages out there, you’re already **not** going to see a high search engine ranking out of that page.

*For all essential purposes, you’re done.*

Let’s get into the other half of the duplicate content story; query-specific duplicate content. This type of duplicate content is detected at search time. So although your page

may make it into Google's regular index initially, there's still one more hurdle to overcome.

When a surfer searches for a term, Google finds the top 1,000 pages from its database and scans the pages for the searched term(s). It pulls out the parts of the pages with the most keywords and examines it for duplicate content. If duplicate content in those queried snippets is detected, Google ranks those pages as less important (*and further down the rankings you go*).

So what does all this mean?

### **Write unique content if you want search engine rankings**

I've boiled it down to as simple and blunt a fact as possible...

**If you want to gain traffic from the search engines, you're going to need to have unique content on your site.**

Even if you have PLR articles on your site and you're getting some search engine traffic from it, just wait, the technology for detecting duplicate content will get even better and it's unlikely that you'll see the same level of traffic in the future.

There is a whole bunch of documentation on duplicate content if you're willing to look outside search engine and internet marketing forums.

I'm not going to get into all of it here, because the detection methods for it are complex and it isn't really necessary for you to understand it all.

But trust me, **it's scary** how well duplicate content can be detected.

This didn't start just recently with search engines. Science and computer geeks have been creating ways to do this for detecting copyright infringement in the digital library era.

So the technology wasn't necessarily created to bust people trying to earn a living off the internet. But it's being used **indirectly** for that purpose (*I say indirectly because I don't really think Google is trying to bust anyone ... they just want to stay on top of the search engine market*).

## **While Yahoo and MSN don't yet have the same powerful technology as Google, you can bet they're working on it.**

To get back into search engine reality, if we go back to my "weight loss in santa monica" example, what happens when you type the phrase into the Google search bar?

Google quickly returns the top results from its index of unique content. That means the web page created with Method #2 is probably going to get put in Google's **supplemental index** as soon as it's indexed. It's not going to show up in the results anywhere near the top as long as Google thinks there's some unique content to show its users.

So Method #2 has a slim (if any) chance of getting search engine traffic.

Here's another important point to make. If you go to the trouble of writing unique content, **never, ever** also submit that content to an article directory or allow other sites to use it (*at least not in full*). You need separate content for promoting your site.

*Don't believe me?*

A few years ago when article marketing became all the rage, I thought I'd take some of my nice, unique articles and submit them through an article directory submission service.

*Bad idea.*

Sure these articles were on my site first, but it really doesn't matter.

Each article on my site that was submitted all over is now in the supplemental index. These pages get next to no traffic.

*It was a sad day when I realized what I'd done.*

I can look back on what I did and see that even the pages on EzineArticles with my articles (a well established article directory with high PR) still show up as supplemental results and **get next to no traffic.**

So, if you write unique content you never want to put that article on your site and then send it out to article sites.

*I learned my lesson the hard way and am trying to spare you from it.*

Hopefully you're starting to see that if you want to play the search engine game, you're going to need unique content on your site.

*Period.*

If you want to get links through article marketing, you will need completely different content than what is on your site.

The fact is, putting PLR articles on your site will result in little to no search engine rankings. And contrary to what some say, you can't just switch out synonyms and expect that to get by Google's filters (*trust me, I could write a whole other report on my findings with this*).

If you have to go to the trouble of re-writing the articles from scratch then what's the point? You need to write (or have someone else write) the articles you build your site around.

You can **get a ton of search engine traffic** (free traffic) with unique articles that were written with a plan in mind.

And if you're going to spend any money on the PPC's, the last thing you should do is slap some PLR articles up with adsense ads around them. This may have worked in the past, but it won't work for long now with the implementation of Google's quality score.

I'm not trying to put anyone out of business. There are other ways to use PLR articles and the smart memberships are going to push those methods. But if you want to truly come out on top in the search engines, you're going to need to invest in writing original content as "search engine bait".

Nothing comes easy in 2007.

*Or does it?*

### **There still are ways to take short-cuts**

As you know, it's not just enough to rank high and get traffic from search engines. You have to have something of value on your site. Good content is one thing, but keeping people's interest is another. So you also need the tools for planning out your site's content (i.e. in-depth keyword research and analysis) along with a strategy for using them.

So now that you know what **not** to do, just what should you do?

Here are 8 top tips for earning from a website in 2007 and long into the future... I've used these tips to help generate hundreds of thousands of dollars from the internet. I see no reason you can't do the same.

So let's get on with the tips!

## **#1 - Good Keywords Are Like Gold**

Finding the perfect keywords to target in your niche is like alchemy...turning lead into gold.

What you need to do is to find the keywords that will bring in the traffic ... the exact keywords surfers are actively searching for.

And if you're out to get free search engine traffic, then that means you need to uncover a lot of keywords and write content related to those. Put those keywords in your articles. Write content around them (or have some ghostwritten).

You'd be surprised how much traffic a single good, keyword focused article can bring to your site done the right way.

*Build your site's navigation around your keyword research.* Plan ahead and you'll come out much further than by taking recycled articles and placing them on your site.

## **#2 - Your Own Niche Email List Is An Asset That Will Pay You Over And Over...**

No matter how you get traffic to your site, the last thing you want is for visitors to come to your site, leave and forget about it.

The way to keep them coming back is to start building a list. Even if all you're doing is building adsense or affiliate sites, you should really think about collecting names. When your site starts getting visitors, you could easily multiply your profits just by having a list.

I'm not suggesting immediately ask for an opt-in with nothing to offer first. You can generate your list a variety of ways, but for all of them having good, unique content on your site available free is only going to help you out.

### **#3 - Give Your Prospects Compelling Reasons To Enter Their Email Address**

The days when you can just put a link on your site saying "sign up for our free newsletter" are long gone in many markets.

Obviously, building an email list requires a more sophisticated approach in our modern, competitive, offer-filled, freebie-filled internet.

Squeeze pages are found to be annoying to searchers (*and search engines alike*) so you're going to have to put in a little more work. If you're really serious about building a list you need to provide your prospects with good content first and then entice them to sign up for more.

If they like what they see on the site, of course they'll want to read more as you produce it. So don't be scared of this method.

Online surfers are becoming more and more wary of entering their email addresses. If you want to build a profitable email list you'll need to offer a valuable incentive to your new subscribers.

An effective incentive is a highly targeted report.

You can either give this report away free or you can sell it for \$10 or so as a low priced lead generator.

You can even create a viral effect by giving away 100% of the commissions to anyone who sells your report.

They get the money; you get the buyers name and email address to add to your list.

There are many other ways to use the report tactic. You may even give your report away completely free with no opt-in required at all. Then offer your prospects the opportunity to opt-in to receive more information at the end of the report. If you've provided solid content related to their needs, many of them will opt-in just to get more of what you have to offer.

#### **#4 - Use Professional Cover Graphics Even If You're Giving Away A Free Report**

Keep in mind that when you're selling information or even giving your reports away, the name of the game is "perceived value".

Packaging is everything in our society.

Think about how much more you're willing to spend on a multimedia package with DVD's and manuals than an ebook. Even if the content is exactly the same, you'll pay much more for a physical course.

A professionally produced cover graphic can substantially increase the value your prospects place on your report.

Put simply, professional graphics can make your report look like it's worth \$20, \$30 or more. So if you're giving it away or selling it for a low price, you're going to catch the attention of your prospects.

## **#5 - Get Your Prospects Eager To Open Your Emails**

Another key factor to building that valuable email list is collecting real email addresses and keeping your subscribers constantly opening their emails.

If you're using a free report to entice them to opt-in, you should only give your new subscribers their free report AFTER they confirm their email address.

With most autoresponders it's easy enough to automatically redirect your new subscribers to a download page after they confirm their subscription.

But even more important is giving your subscribers a reason to open the emails you send them after they've downloaded their free report.

Think about your prospect's mind set...

You've offered a great report for free or at a low price.

As soon as your prospect gets your first follow up email he's thinking...

***"They've got my email address now here comes the SPAM!"***

There's a really simple way around this.

Actually give your prospect real, valuable information instead of just pitching to them.

Now instead of dreading your emails your prospect is eager to open and read them.

And as long as your emails are full of quality content you can still promote products and services and make real income out of every email you send.

## **#6 - Proven Sales Letters Can Make You Many Times the Profit**

If you're putting time and effort into generating a list of niched subscribers you want to get the maximum return. Even if you're offering a free or inexpensive report, you need to realize that it takes more than a sign-up form to get visitors to hand over their email address.

Taking the time to craft a well written opt-in page/ad or sales letter will pay off.

Limit the hype, add in multimedia and you'll really see a flood of prospects or clients.

## **#7 - Research The Best Affiliate Programs In Your Niche**

It's really not worth going to all this trouble if you're only going to be a one-hit wonder. That means you need to find more than one product or service to promote. You need to spend some quality time finding the best products and services your prospects will be interested in.

Even if you have your own product or service, you need to offer back-end products to your clients. Give them related items that will help them accomplish their goals and you'll earn more money at the same time.

## **#8 - Time Is Your Most Valuable Asset**

Smart marketers have learned that they can make far more money by outsourcing most of the work and spending their time focusing in on the key areas that make the real profits.

Sure you can spend your time writing short reports, creating graphics, putting together extensive keyword lists, and the like, but is that really the best use of your time?

*The last thing I'm trying to say is that you should do it all on your own.*

But you don't want to join a PLR membership with thousands of articles thinking you're going to just slap those on your site and get tons of search engine traffic, all the while earning a profit.

*It just doesn't work that way.*

Instead you can outsource the right things, and join PLR memberships with the right tools for your business needs.

### **These tools include:**

- ✓ Quality Niche Reports
- ✓ Follow-up Autoresponder series with good content
- ✓ In-depth Keyword research
- ✓ Awesome opt-in/sales pages
- ✓ Affiliate Research
- ✓ Graphics

You're not going to get filtered out of the search engines for your autoresponder messages, PDF reports and the like.

You're only going to benefit from putting these types of components on your site. You're only going to benefit from in-depth keyword research for planning your site before you write any content (or pay someone to write it for you).

So here's the good news...

A new PLR membership site is going to be made available soon that will provide you with what you really need to succeed. It's going to be exclusive though. You won't have to pay recurring monthly fees. In fact, the membership itself will be free.

The lucky few who hear about this first and act fast when the doors open will get to be a part of a club where they'll get all kinds of free stuff. Then, if they want to purchase PLR niche packs for their niches, they can.

It's simple. Pay for the content you want, when you want it. Don't get yourself locked into a random grab bag of content.

Want to learn more about this new membership? Then grab a spot on the notification list.

Niche Laboratories exclusive membership will be ready soon, but since it will be free, we're likely going to have to put a cap on the number of members we allow when we first open our doors.

So grab your spot on our notification list and find out more by [clicking here](#).

Before I go, I promised I'd tell you what I discovered from years of looking for the fast content and site creator. All the money, all the time I'd spend to finally discover a free tool for getting it done.

Honestly, the answer is right there in front of you. It's you. Your brain, your knowledge, in one word ... you.

The search engines want "you" to build your sites, not a \$297 tool, and not with the exact same recycled articles that everyone else is using.

Some of you may be disappointed with my answer, but you shouldn't be. "*You*" *don't exactly come with a price tag*. If you have more money than time, than by all means, outsource your content and site creation. But don't waste your time looking for the tool that will build your sites for you and get you high rankings.

I'm 100% confident you're far better off on your own.

**Build your sites ... keep folks coming back with Niche Laboratories.**

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