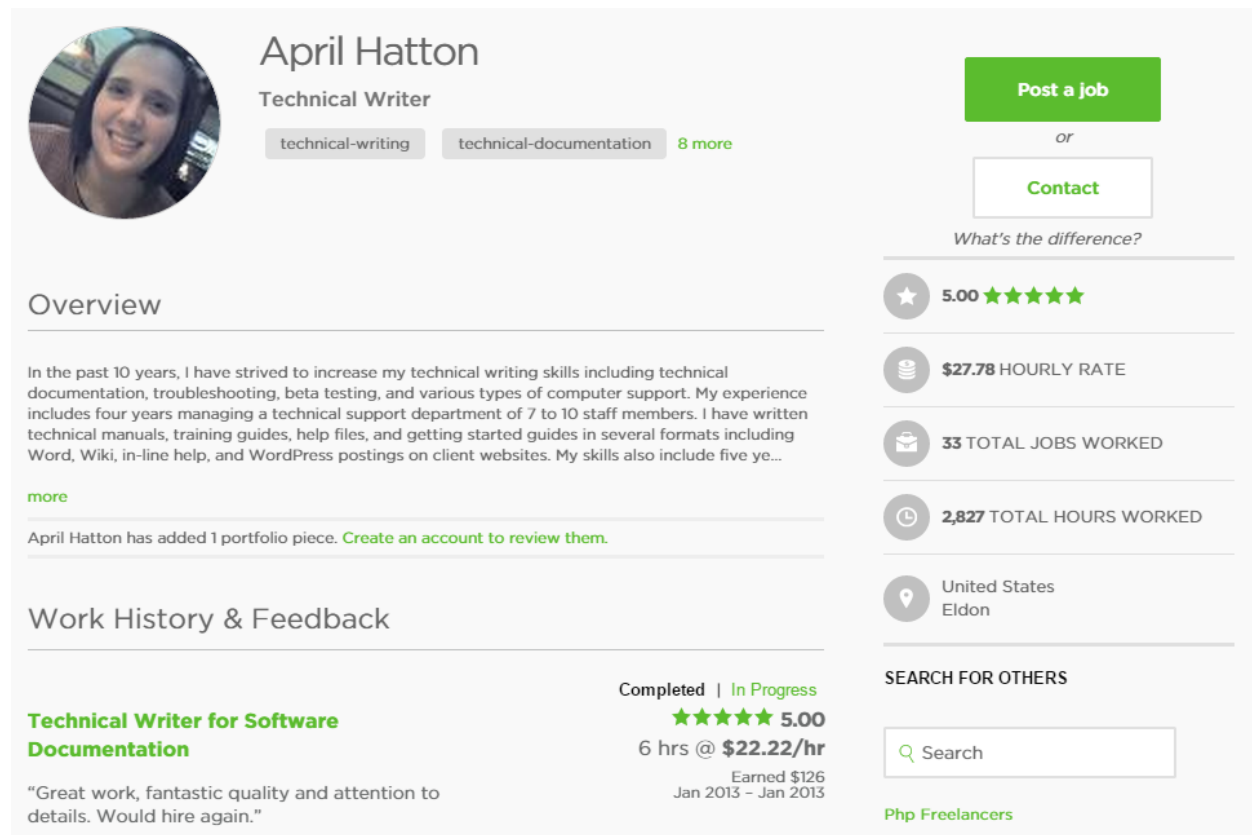


"But I'm not a writer!" Easy Ways to Get Content for Your Site

#1: Outsourcing

If you have more money than time or literary skills, you could pay someone to write your articles for you; there are a number of websites that connect publishers (like you) with freelance writers - one popular example is Upwork.com. Just post a project and writers ("Upworkers") will "bid" for the job, offering to write X number of articles for Y dollars per article. At the bottom end of the scale you can spend around \$5 per article but, typically, the more you spend the higher the quality of the writing.



The screenshot shows a profile for April Hatton, a Technical Writer. The profile includes a circular profile picture, her name, title, and several skill tags: 'technical-writing', 'technical-documentation', and '8 more'. There are two buttons: 'Post a job' and 'Contact'. Below the profile picture is an 'Overview' section with a paragraph of text and a 'more' link. To the right of the overview is a vertical list of statistics: a 5.00 star rating, an hourly rate of \$27.78, 33 total jobs worked, 2,827 total hours worked, and location (United States, Eldon). Below the statistics is a 'SEARCH FOR OTHERS' section with a search box and the text 'Php Freelancers'. At the bottom of the profile is a 'Work History & Feedback' section with a job listing for 'Technical Writer for Software Documentation' with a 5.00 star rating, 6 hours worked at \$22.22/hr, and a testimonial: "Great work, fantastic quality and attention to details. Would hire again."

This can be a hit and miss way to get content for your site; a lot of writers out there (particularly the very cheap ones) don't have English as a first language, or seem to specialize in writing vague, confusing passages that really contribute very little to your site except for bulk. Good writers do exist on these sites, but you may need to try a few before you hit on a winner (and you might need to pay a little more!)

Another option for outsourcing your writing is to hire a student from your local college to write for you - this way you have the benefit of being able to interview your candidates beforehand and discuss the topic with them in person, and (if you're in an English-speaking country) you can generally be sure that their English skills will be reasonable!

#2: Use private label rights resources

Private label rights (PLR) articles are articles that essentially become "yours" once you purchase them: you can edit them, alter them, put your name on them, post them on your website, bind them together into a book and sell it... The choice is yours; when you buy PLR articles, the author relinquishes almost all rights to the content.

There are a number of ways to get PLR content; usually you will need to either:

- Purchase a PLR membership from a PLR site (do a little research and look around before buying)
- Purchase individual packs of PLR articles from non-membership sites (more expensive cost per article, but better topic selection)
- Or scrounge around on forums for people re-selling packs for cheap (can be very cheap per article, but quality can be very worrying!)

Some PLR sites will also include market research information with their articles, and have chosen the topic based on keyword search volumes or other salient measures.

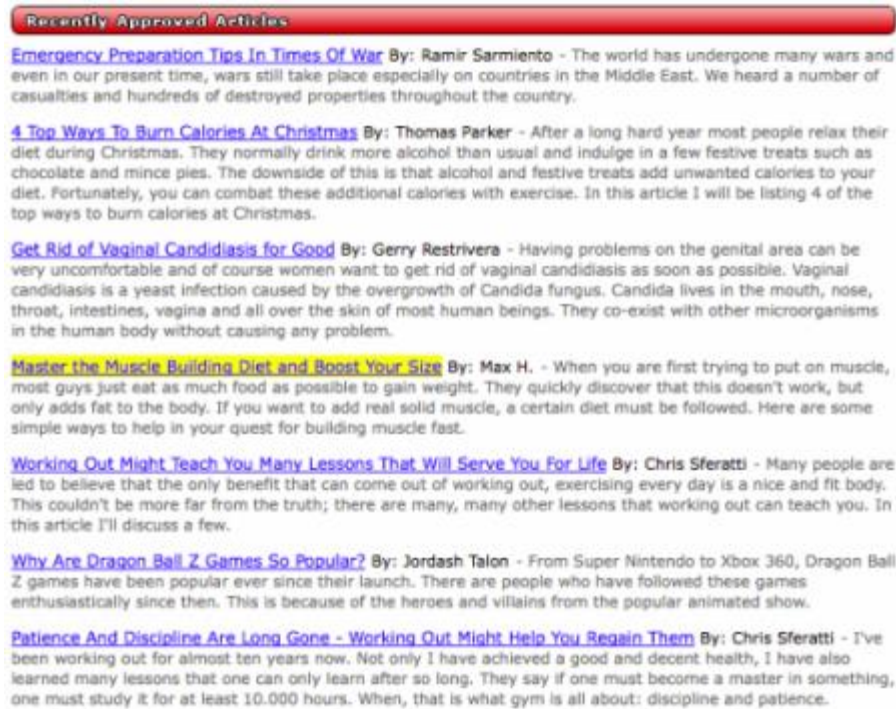
The good thing with PLR articles is that the quality tends to be considerably higher than articles you get for bottom-dollar on Upwork. In fact, you'll see PLR membership sites emphasizing the fact that their writers are native English speakers! This seems like a ridiculous point to advertise, but you will come to appreciate it once you experience the alternative.

The biggest issue with PLR articles is that they get around! Others will be using them too. To avoid duplicate content issues, you'll need to heavily edit the content. In saying that, it's often much easier to re-write something than to write it from scratch, and you'll often get good ideas from PLR content.

So basically, it's best to see PLR content as topic generation and research, rather than content to use as-is. Keep in mind that it's only worthwhile if you can get them for a low cost, because you will need to spend time rewriting them yourself, or money hiring someone else to rewrite them for you.

#3: Using content from article directories

You can also source a wide range of articles, reviews and other content from free article directories such as ezinearticles.com. With content from article directories you're free to post it on your site, as long as you don't edit the content at all; this includes keeping the author's "bio box" and any links in the content intact.



Recently Approved Articles

[Emergency Preparation Tips In Times Of War](#) By: Ramir Sarmiento - The world has undergone many wars and even in our present time, wars still take place especially on countries in the Middle East. We heard a number of casualties and hundreds of destroyed properties throughout the country.

[4 Top Ways To Burn Calories At Christmas](#) By: Thomas Parker - After a long hard year most people relax their diet during Christmas. They normally drink more alcohol than usual and indulge in a few festive treats such as chocolate and mince pies. The downside of this is that alcohol and festive treats add unwanted calories to your diet. Fortunately, you can combat these additional calories with exercise. In this article I will be listing 4 of the top ways to burn calories at Christmas.

[Get Rid of Vaginal Candidiasis for Good](#) By: Gerry Restriviera - Having problems on the genital area can be very uncomfortable and of course women want to get rid of vaginal candidiasis as soon as possible. Vaginal candidiasis is a yeast infection caused by the overgrowth of Candida fungus. Candida lives in the mouth, nose, throat, intestines, vagina and all over the skin of most human beings. They co-exist with other microorganisms in the human body without causing any problem.

[Master the Muscle Building Diet and Boost Your Size](#) By: Max H. - When you are first trying to put on muscle, most guys just eat as much food as possible to gain weight. They quickly discover that this doesn't work, but only adds fat to the body. If you want to add real solid muscle, a certain diet must be followed. Here are some simple ways to help in your quest for building muscle fast.

[Working Out Might Teach You Many Lessons That Will Serve You For Life](#) By: Chris Sferatti - Many people are led to believe that the only benefit that can come out of working out, exercising every day is a nice and fit body. This couldn't be more far from the truth; there are many, many other lessons that working out can teach you. In this article I'll discuss a few.

[Why Are Dragon Ball Z Games So Popular?](#) By: Jordash Talon - From Super Nintendo to Xbox 360, Dragon Ball Z games have been popular ever since their launch. There are people who have followed these games enthusiastically since then. This is because of the heroes and villains from the popular animated show.

[Patience And Discipline Are Long Gone - Working Out Might Help You Regain Them](#) By: Chris Sferatti - I've been working out for almost ten years now. Not only I have achieved a good and decent health, I have also learned many lessons that one can only learn after so long. They say if one must become a master in something, one must study it for at least 10.000 hours. When, that is what gym is all about: discipline and patience.

There are some obvious and major downsides with this kind of content: Firstly, since you're not allowed to edit this content it will suffer from serious duplicate content penalties from the search engines. Only one site with particular content will receive the credit for that article in the form of a search engine listing, while all other sites with this content will be relegated to the "supplementary results", and often the site that makes it into the search engines is the article directory itself!

Secondly, you're forced to link to whatever sites the author wants to link to in their bio box or within the article itself. Thirdly, you're not able to insert your own affiliate links into the content. Fourth and finally, the quality of these articles is often not all that great. All that hassle for lackluster content. Is it really worth it?

In general, if you're planning to build a site for search engine optimization, or if you're looking for content for your newsletter series, you should steer well clear of article directories. If you're simply looking for something to beef up the back end of your PPC site, this might be an acceptable solution for the meantime. (No guarantees for the future though - the search engines are getting pickier all the time!)

#4: Don't write - talk!

If you're not much of a writer one easy way to create a lot of content for your site, fast, is to get a Dictaphone and record conversations between you and a partner on a particular topic. Often it's much easier to talk about a topic than to write about it, and one hour of conversation can yield around 40 pages of content! You could even find an expert in your field and interview them.

Once you've recorded your conversation you can hire an Upworker (or a student) to transcribe it for you; an hour of talking will typically cost around US\$25 for an Upworker to transcribe.

If you're really keen, you could also add the audio to your site with an audio play button. It's a bit of a gimmick, but a lot of people prefer to listen rather than read. It can also add some "real person" credibility to your site. Just be aware that you can't rely solely on audio for all your content, since the search engines can't spider it!

#5: Blogging

If you're able to write an email to your friends or family updating them on what you've been up to, then you're able to blog. Blogging is a lot less formal than article writing, and a lot of affiliates find it much easier. It's also a lot more engaging for your readers since you're able to let your own personality shine through.

The other benefit to blogging is that, by allowing comments on your blog, you can get visitors to your site to help build your content for you! Don't think it gets you out of targeting your keywords though — you should try to work your keywords into your blog posts, particularly in the titles.

Summary

In this tip you've learned a number of approaches to finding content for your website that don't involve pulling articles out of your own head.

- Outsourcing to friends, students or through sites like Upwork.com
- Pulling articles from article directories like ezinearticles.com
- Recording conversations or interviews and then transcribing them
- Blogging