

# How Private Label Content Articles Can Boost Your Online Business In More Ways Than One!



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***Paul Kleinmeulman's***  
***Private Rights Articles***

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# Introduction – It's All About Quality Content

It's a fact that with content articles you can increase your sales, boost your search engine ranking, and drive traffic to your online business, no matter what niche you are targeting. From yoga, to Christian dating, to outdoor furniture, with content articles the sky is the limit.

Content articles are the most important key to unlocking the door to Internet marketing success. 'Content' is composed of the text on your website and content articles will bring people to your website. As they look for specific information in "search engines" your content rich website will show up, top of the list, and the traffic will flood as you become number one in the internet ratings game. In fact, content articles are the number one way to increase your business yet the most over looked and ignored.

Quality content articles will do the following when applied to your business:-

- Give answers and information to customers looking for products,
- Attract spiders and robots,
- Increase your page ranks,
- Gives you the competitive edge over your competition,
- Shows your expertise in your field,
- Increases inbound links to your site without the need of reciprocal linking,
- Directly increases your income via affiliate sales, Google ad programs, and
- Indirectly increases your income via more traffic, and higher credibility.

This special report will look at the ways that you can make content articles work for you in your quest to succeed in the online business world.

## **Search Engine Optimization:- Getting Down to Basics**

Search engine optimization begins with high quality content. Good content contains keywords. Keywords are the tools that operate search engines. Search engines bring traffic to your online business.

Many people often ignore the impact and potential results that great content articles will have on their business either because of lack of knowledge or they don't take the time to invest in good content. Don't let this happen to you! There are far too many benefits from content articles to simply ignore them.

There may not be commercials on the Internet advertising your business, but there are search engines. You are probably familiar with the main search engines, such as Google, Yahoo and MSN. All search engines thrive on text. If it is text they want, then text is what you should give them. All this is accomplished through the strategic placing of high quality content articles on your website. Good content contains relevant keywords and is picked up by search engines.

Search engines prefer text to graphics. You will need to make sure that the text of your website is rich with keywords and in harmony with the content of your website. Another area of Search Engine Optimization is found by using keywords in your title, and the names of your web page. This simple trick can have incredible results when it comes to search engine placement. Also needed, is the Meta tags, description, and keyword placement in the HTML code of your website.

Space and organization is also important. The online audience must be able to find what they are looking for quickly. If the reader doesn't see the information within the first eight seconds that they are at your site, they are likely to click away. This means having

links to your content articles from the home page and making those links visible to the reader. Keep your text neat and clean, and do not overfill your web page with large graphics that are not only a distraction to your reader, but can cause slow loading times as well. A good content article is just as effective, if not more, than a large eye catching graphic. The reader needs to be able to view your page as quickly as possible.

The structure and content in your site is equally important. Search engines want to see text. They want to see lots of text and they want it at the top of the site; meaning that you have your reader's interest at heart. In this text search engines like to see headings, bullets and paragraph HTML codes so that the reader and the search engine knows what is important.

Incoming links are another of the most important aspects of SEO and content articles are a great way to attract them. Search engines do not want to see irrelevant links. They want links to credible and well-known sites that have the highest page rank possible. You can take advantage of link exchanges (more on this in a later chapter) as well as solicit your own link exchange with other sites. Sometimes, a simple email asking permission to place a link to someone's site, if they will in return link to your site, is all it takes to begin a wonderful linking relationship that is great for everyone involved.

Now, once your website is ready for the search engines- provided you have a Heading, Title, Description, Keywords, Meta Tags, and Content Rich Articles placed strategically to drive search engines to your site.

What does all of this SEO have to do with content articles? Well, content articles boost your search engine ranking, which in turn drives traffic to your site at lightning speed. The more traffic that your site sees, the more sales that you will have. More sales equate to more money, which is the ultimate goal.

## **Keywords and Phrases: Crucial for Content**

When a person is looking for something online, they have a goal in mind. They know what they are looking for and many times it can be frustrating to try and sort through the many pages of useless content to find what they need. Giving a person what they are looking for is a way of building a virtual relationship with the reader. Content that is strategically placed and gives the reader what they are looking for is a way to ensure that they return to your site in the future.

You have the content. You have what they are looking for. However, if your page doesn't rank on the search engine, the reader will not be able to find it. This is where keyword optimized content comes into play. The number of times that a specific keyword is mentioned on any given page is one of the most important factors in determining where that page ranks on popular search engines. Some articles can be optimized to as high as 15%. Which means that the keyword or phrase that you have chosen will be mentioned within that article 15% of the time. For example: In a typical 500-word article, the keyword would be mentioned 75 times! Of course you do not want to sacrifice quality and readability as this will cause readers to click away even more quickly. Content that is optimized to 3-5% is usually the most effective.

Content articles that contain keywords in titles and throughout the first paragraph are very effective for increasing page rank. Spiders and Bots will scan the titles and headings of the content on your site to see what is relevant. Therefore, it is important to use the keywords in the title and also in the first paragraphs of the article. Keywords should be included in the Meta tags on your page as well.

## **Content Based Link Exchanges - The Power of Partnership**

There is much to be said about the strength of numbers. One way to improve your search engine placement is to link your website with other like minded websites that are already popular. Since so much emphasis is placed on link exchanges by the most popular search engines, you should be aware that without good, strong links, your marketing strategy is incomplete. Content is a great way to add relevant and useful links to your site.

Convincing a very high-ranking site to link to your site can be a daunting task if your site is little known. They want to link with sites that are not only relevant to them, but also ones who can raise their ranking. Allowing a link exchange is a bit like giving a job reference. The site, which displays your link, is a direct reflection of you. If you are just getting started or looking to link to very well known sites, it is a good idea to have content that will benefit their readers as well.

Having quality, keyword rich content on your site is one way to lure in new link exchanges. Strong content that is useful to readers is like gold online-especially exclusive content that cannot be found elsewhere. When considering a link exchange for your website, make sure that your grammar and spelling are impeccable. Also, don't request a link exchange until your website is complete and your content is ready for showcasing.

### **Power Technique!**

**Instead of asking for a link the old fashioned way, why not give them a relevant content article to use on their website which includes a link back to your website in the resource box. They will actually thank you for it! More about this later...**

# **Increase Your Affiliate Sales Through Targeted Content**

Combining your content articles and affiliate programs will increase your sales and it's a hot little method that is under utilized.

For instance, say you are in the toy store business. Your company makes and sells children's toys. Your website is complete, and you have found some fellow businesses to link to. Your link exchanges not only include other toy store retailers, but children's educational websites that will point their customers to your site, in return for the additional traffic that you will send.

You have content, keyword rich articles containing the latest information and research on the educational and developmental purpose of certain toys. Your article discusses what toys are most appropriate for each age range. You have references and links to verify your statements. Now you can apply to an affiliate program (that is closely related to your targeted content). When you are accepted because you have great content, you can send customers via your articles to your affiliate pages. If they make a purchase you make a sale!

As an example, you could use an affiliate program such as baby magazines, early learning resources, books from Barnes and Noble or activities that coincide with your theme from Walmart or Kmart.

Once your content articles are in place, affiliate programs will be glad to work with you and as your traffic increases, not only will your original targeted sales increase (toy store) but also your additional affiliate programs will bring added revenue.



Keep great content articles on your site and join more affiliate programs. Your site doesn't have to be loaded down with graphics either. Great content articles can include hyperlinked text to affiliate programs. This is an excellent way to combine the power of content articles and affiliate programs while still keeping your site user friendly, readable, and scannable.

Now, you can see how important your content articles are for choosing and ultimately being accepted by your selected affiliate program. Without the keyword rich content articles, you will not be approved for an affiliate program. The affiliate program will want to make sure that your site is performing well and attracting traffic. The content articles are the key to opening the traffic to your site, and unlocking the rich benefits of affiliate revenue.

### **Essential Hint!**

**If you are doing any linking to affiliate programs via a hyperlink you MUST use a redirect script that goes through your website domain!**

**Never use the affiliate program provider's raw links within articles. For example never use <http://www.TheirAffiliateProgram.com?YourAffiliateID>**

**Why? Because once this article is published in any other place than your website you will no longer have any control. PLUS Article directories delete articles with obvious affiliate links; this is one technique for making your affiliate links look legitimate.**

**Instead use <http://www.YourWebsite.com/TheirAffiliateProductRedirect.html> and use a simple redirect script, because it's a fact that websites disappear and you don't want any 'dead links' (and lost commissions) in your articles.**

## **Share Your Expertise Through E-Books & Content Articles**

One way to increase your Internet presence is to show the world that you are an expert in your field. Although this is done by content written for your website, it is also successfully accomplished by publishing content on the web, on other websites, on Blogs, and by writing E-Books.

By putting your content on the web and at other websites, you are spreading the word that you are an expert. This is a common marketing strategy used in television media as well as promoting new actors, actresses, models, singers, etc. When a “promoter” or “agent” wants their new “star” to be recognized, they spread the word. A new song that is deemed to be a hit will get the most airplay. The key is to become a “household” word. Well, consider the Internet the world and websites are the homes. You want as many websites as possible to link to you, to write about you, to talk about you on message boards, to let the world know that you are an expert in your field.

This can be achieved by submitting your original articles to article directories. By creating these articles, web masters will request the use to reprint the article on their website. This is fantastic because every article will contain a resource box. This box will include your personal information, name and any plugs you feel like writing, as well as your web page address. This will drive traffic to your website and ultimately create more sales. You must clarify that the article may only be reprinted on their website if your URL is included as this is vital to your search engine placement and success. This will improve your rating in the search engines by improving what is known as your “linkability”.

You can also post messages proving your expertise on various message boards and discussion groups. Many of these group boards will allow you to place a URL to your

website in your signature line. These group board messages are also frequently picked up by search engines and count as links to your main website.

Another option that you have available to use, is to take advantage of free websites. You have your main website full of affiliate programs and keyword rich content articles. There are many websites that will let you have free hosting, usually for allowing a pop up or banner ad. You can make dual sites, and put various content articles on these pages as well. When you link back to your main site, you are increasing your rating in the search engines. Just make sure that you don't make "clones" of your main site, otherwise the search engines may see you as spamming and ban you. However, with a little ingenuity and creativity, you will find the benefits of these free sites, are invaluable and will help increase your web presence and traffic.

Remember, the more people that see you as an expert are likely to continue to visit your site. Keep your articles fresh and current and you will see your visitors continue to visit your site.

Writing E-books may seem an involved process, but with Adobe Acrobat it is a breeze. Everyone loves to download free E-Books and these can be distributed the same as with free content articles. Just remember that their resource box must include the URL of your main site, or else they cannot place your articles or E-books on their site.

Some sites, to help get you started with your free articles and help you distribute them include <http://www.goarticles.com> and <http://www.ezinearticles.com>.

### **Quick Tip!**

**Did you know you can create e-books extremely fast by using private label articles? Simply find a theme and use the content in the articles with some appropriate text in-between. Please don't use articles out of directories without acknowledging the author and their resource box. That is ethically wrong and illegal!**

## Google's Adsense Program Means More Income

Combining content articles and the power of Google is an option that has proved very lucrative. As you continually update your content and add more content articles, your Google Adsense ads will scan your content and adjust the ads to match your keywords. This alone, is priceless! You will not have to concern yourself with updating your Google Adsense ads; the program does it for you. Google will handle the entire affiliate-programming end of Adsense. All you need to focus on is improving your ranking and bringing visitors to your site. Once they are there, they will be targeted to the Google Adsense ads automatically.

You need great content articles to work hand in hand with Google Adsense revenue. Google can bring amazing results and income in the thousands per day. Keeping great content is crucial to Google's Ad programs.

### **Important Hint!**

Using private label article content on your websites (especially your Adsense ones) has a fantastic benefit compared to using articles taken directly from an article directory. Simply because articles in directories have outbound links within them. If you put them on your websites you increase the chance of a person 'clicking off' your site, never to return. With private label articles you have full control over the links. This will be discussed later in this report...

**Choose Private Label Content Articles FIRST!**

Check out ['Private Rights Articles'](#) Now!

## **Advertising with Bylines & Resource Boxes**

You've written your keyword rich content articles. We have already discussed the benefits of sharing your content articles as well as the power of linking partnerships. Well, when you create your content articles, and are sharing them freely, I must reiterate the importance of including your link in your bylines. Better than just having a link, is to have a keyword targeted URL for your link. If you include one of your top keywords in your URL, you are not only providing for a link back to your website, but you will increase your search engine ratings because of the keyword rich URL driving traffic to your site.

Imagine that you have just given your keyword rich URL to over 200 people. They are now all linking back to your website. Not only are your rankings increasing because of your link popularity, but now your keyword has also been linked (via your URL) to over 200 websites. This is a phenomenal way to increase your ranking and drive countless traffic to your website. It is one of the best-kept secrets in Internet Marketing today.

The content articles are given away freely, but you will be quick to reap in rich rewards as the traffic overflows into your website. Remember, that you must stress the importance of the condition that anyone using your articles or E-books may only do so as long as they keep your content rich URL HTML code in tact.

A solution for this is to create a "download" page where you offer your articles and E-books yourself. You can put the HTML code on your site and allow them to copy and paste it into their websites themselves. Not only are you gaining the reputation of "expert" in your field, but you are also ensuring that your byline will remain in one piece as it transfers to the other websites.

There is great Internet Marketing Power waiting to be tapped into in the bylines of your content articles. Remember that you must also keep your content up to date, current, and fresh. Plan on updating your articles regularly at least every two months. This will ensure that your content is relevant and also gives you the chance to review your current keywords, content articles, and E-books and allows you to change them if you choose.

Bylines are the most important part of your content articles after the keywords. By including your byline with a hyperlinked URL you are basically advertising your site 24 hours a day, 7 days a week, on all of the websites that continue to download your articles.

Your byline should also state your expertise in your particular field. The more people see you as an expert, the more they will flock to your site, and return. It is very important that your content is jam packed with information and causes your visitors to continue to return to your site.

You are the expert; they are hungry for your knowledge and wisdom. It is your job to place relevant content not only on your site but also on other site's by providing free articles and E-Books that will essential feed those who need your expertise.

## **Defining The Term 'Expert'**

**Dictionary.com defines the term 'Expert' as "A person with a high degree of skill in or knowledge of a certain subject." In other words if you know more than somebody else about a topic, then you are an expert. PLUS I always love the phrase 'fake it till you make it'. Anybody can be an expert on any topic all it takes is a little time, effort and research.**

**Don't Be Afraid Of Calling Yourself An 'Expert'!**

## **Update Content- Keep them Coming**

Your site is completed, your links are great and traffic has steadily increased. Your ranking in the top five with major search engines and life is perfect. So you ask yourself, why should I change anything? Maybe you are even wondering if you might hurt your search engine ranking if you change your content articles on your site. The truth is that you must change your content. You must keep it fresh and relevant. Remember the search engines are your tools for Internet marketing success, but the search engines are not your readers, audience, or targeted customers.

You must continually update your content articles so that your customers will continue to find pertinent information on your site. There are some programs, simple java scripts, available that will allow your readers to receive email notifications when your site is updated. This is a wonderful way to be invited into your customer's private email boxes and remind them that you are the expert in your field.

You may opt to update parts of your website daily, weekly, or monthly, however, the rule of thumb is that you maintain a regular schedule and adhere to it. Also, you should include some regular sections to your site that are easily maintainable. For instance, you should include a Frequently Asked Questions section. If you choose to update the FAQ sections monthly you will find that not only are you placing important information that will answer and meet your customer's needs, but you are keeping your site fresh.

Simply add a few new content articles to your website every month (update your sitemap etc) and it's that easy to bring the search engines back and to get you racked higher than ever.

You can also create a business newsletter. Newsletters are another great way to become more personal with your customers and remind them that you are the expert in your field. The point is simple. Websites with old information become boring, stale, and do not inspire visitors to return. You have to make sure that your content is working for you as well as your customers. They are looking to your site because you already have a common interest. Your customers are there because they want your product. Consider that your website is the new coffee shop in town. Your first customers have come in. They look around, taste some of the coffee samples, and choose their favorite brand. They order a nice hot cup of java, are finished, and politely say good-bye. Is that it? Are you satisfied, or do you want and hope that they will come back again.

With internet marketing strategies you have many more options available to you, to attract those customers again. First, the coffee shop owner cannot knock on his patron's doors and remind them that he serves the best coffee in town and ask them to come back. However, with the internet and your website, your visitors can sign up for newsletters, receive notifications that your website has changed, email questions to your site, and a host of other marketing ideas to keep your customers reminded that you are the best in town, have what they are looking for, and simply remind them to come and stop in for a while. Your content is powerful for not only bringing customers to your site, but also it is influential in causing them to return.

### **Hot Tip For Getting Newsletter Content**

**If you want to get newsletter content (or even an auto responder series), I can't recommend private label articles enough. It takes a few seconds to copy and paste a whole article into your newsletter, add some joining text. The best part... yep you guessed it. No outbound links!**



## Article Directories vs. Exclusive Content

We know that content is the key to unlocking Internet marketing success. We have discussed the use of article directories and the importance of placing relevant keyword rich content on your site. Is there an advantage to using exclusive content rather than article directories?

We have seen the impact that sharing your articles freely can have by driving visitors to your site, through the resource box, and hyperlinked bylines, but what about using other people's articles freely on your site? Is there an advantage to creating your own exclusive content and placing it only on your site?

Basically, the choice is yours. It may also depend upon the level of writing you believe that you have achieved. If you are an accomplished writer and feel comfortable placing your own exclusive content on your site, yes, this will definitely enhance the fact that you are an expert on your preferred subject. If you don't feel accomplished as a writer, you may opt to purchase content articles for your website that you hold all copyrights to. Then you will have exclusive content articles that although not written by you, will only appear on your website. This may be a great method of showing your wisdom, proving your expertise, and providing content articles, however you will have to purchase the content from the writer. Therefore your decision may also be based upon your budget. If you are a large company and have the budget, you may very well prefer to purchase exclusive content articles that pertain only to your company, yet have a keyword density that will also improve your Search Engine Optimization and page ranking.

For a small company that doesn't have a large budget, or writing capabilities, they may find that article directories are the perfect solution for their internet marketing needs. Although, if they haven't written the articles, they won't benefit from bylines, and must

include the bylines of the original author, they will benefit from the fact that they have legitimate, good content on their site that was well within their budgets. Either way, the important aspect is to find great relevant content, and keep it on your site.

But there is always another alternative and in my humble opinion it is the best, the easiest and the cheapest option available. I suggest that you use private label articles. With these articles you get the rights to be able to modify the articles in any way you think is best. You can even put yourself as the author and include your own resource box. That's the power of private label articles.

Whether you prefer exclusive content, tap into article directories or private label content, your site must have keyword rich content articles to bring traffic. With the application of these Internet Marketing Strategies, you will be amazed as you watch your new business prosper and succeed. Remember, the key to unlocking the wealth of resources available for your business is found in the proper use and utilization of content articles.

**Get 200 Private Label Articles Each And Every Month  
For a Ridiculous 15 Cents Each.  
Check out ['Private Rights Articles'](#) Now!**