

## **Why You Should Avoid Free PLR**

So many people have the conception that online businesses are a fast, easy, cheap way to generate income. But, in actual fact, they still possess similarities to brick-and-mortar businesses. The main one being that it requires investment if you want to reach the top and build a genuine business anyway.

That doesn't mean you have to splash the cash, though. You can still adhere to a strict budget and keep costs low, but you need to keep quality in mind and have a long-term vision. With PLR, you can purchase high-standard content in decent quantities for affordable prices. Trying to utilize free PLR could damage your business, not benefit it. Here's why.

### **Outdated content**

This applies to both free PLR, and those crazy bulk offerings where you get 10,000 articles for about \$2. You might think you're getting a bargain and saving money which can pour into other areas of your business, but the content has probably been available for years. The information won't be trending anymore, and subsequently won't appeal to your current audience.

If the content is outdated, you won't attract much traffic, you won't build a following, and it won't do your reputation any favors. Plus, there'll be factual mistakes and broken links, which would take far too long to edit. Lengthy edits defeat the purpose of purchasing PLR.

### **Poorly written**

Free PLR tends to be written by non-English native speakers. Now, that isn't stereotyping non-English native speakers as bad writers, but free PLR is free for a reason. It tends to be very low quality and full of

grammatical errors, wrong punctuation, and content that generally doesn't make any sense.

If you choose to publish content that is of such low quality, your audience either won't read it, or they'll click off it within seconds. The whole point of content is to increase engagement, build a loyal following, rank highly in the search engines and make some sales. All of which won't typically be possible with free PLR.

**Free isn't always a bad thing, though...**

If you find free PLR being offered on official, legitimate PLR sites, then you can assume they're of acceptable quality. In that case, you should definitely check it out, even if you don't end up using it. That's because you can judge the quality, assess the style and understand what you're going to be paying for. If it's unacceptable, then you can simply search for another provider. But, at least you'll then have a benchmark.