

## **How & Why You Must Tweak PLR Content**

If you're familiar with Private Label Rights, you'll know how useful it can be when building an online business. Not only does done-for-you content reduce the pressure on your schedule, resources, and money, but it also helps with your marketing campaigns. But when you purchase from a PLR provider, it's generic content; it isn't tailored to your brand and doesn't differ from anything else on the web.

Since unique content is crucial, we're going to discuss how and why you should tweak your PLR content.

### **Why add your own spin on PLR content?**

The main reason you need to alter content before publishing it is for Search Engine Optimization (SEO) purposes. SEO is the art of tapping into the search engine's algorithm to increase rankings and boost traffic. Everyone is aiming for page one of the search engine, and you should too. For instance, adding specific keywords that people tend to search for into your content will add value to your site. Value is rewarded by the search engines.

But, something that can really damage your SEO strategy is utilizing duplicated content. If the search engine recognizes that you've used an article that has already been published elsewhere, you'll be punished in terms of rankings, exposure, and traffic.

Another reason to tweak PLR content is for your own credibility. If you've got content on your site that is posted everywhere else on the web, your audience will have probably already seen it before. If that's the case, they won't consider you as a unique outlet for information and could stop visiting.

### **How to put your take on PLR content**

There are three distinct ways in which you can make your PLR content completely unique and avoid any severe penalties from the search engines.

1) Rewrite the entire thing

The best way - if you have the time available - is to rewrite the PLR content in your own words with your voice. That way, you can add your expertise and vision without having to write an article from a blank canvas.

2) Use it as inspiration

If you already have an external writer that you outsource your content to, you can use the PLR content for inspiration for new ideas. You can then provide your outsourced writer with the ideas, then they can work their magic.

3) Find a spinning software

If you're really strapped for time and don't have the budget to outsource, you can source a spinning software to generate a unique article out of the PLR in minutes.