



MoreNiche presents guide on

How To Rewrite Articles

In collaboration with Ahmed Bilal from PLRPro.com

PLRPro is a membership site that provides 440 niche articles each month (40 articles per niche, a new set of niches every month) to its members – that's 11 different sites or in other terms, enough to put you on the high road to Internet success in a matter of a few months. The articles are restricted to groups of 200 members – that is, 440 new articles per month per 200 members. You can see what PLRPro is all about [here](#).

Before You Start Rewriting

Since you are sharing MoreNiche articles with other affiliates, you want to make sure that you don't do anything obvious to trip off the dupe content filters in the search engines.

The Duplicate Content guide that can be found in MoreNiche guide section provides good explanation regarding duplicate content penalties. Rewriting articles is a must in nowadays search engine environment as they are getting smarter with every day.

For search engine optimization (SEO) purposes one way to think about rewriting is that you are adding value to the articles. However it is not necessary to rewrite articles completely.

Related Content

Before we start, let's look at a very important idea – **related content**.

Related content is all material that is related to the topic of your website. If you have a content site, then '*related content*' for you could be images, definitions on the subject, interesting facts / news (to be used as side-notes or as 'notes' within articles), etc.

For example, suppose that an article has the topic "learn guitar". If you were asked to find 3 different things you can add to your site apart from articles on this niche, what would you add?

Here are a few ideas:

- Videos – people showing how to 'handle' a guitar, how to perform guitar maintenance, etc.
- Music sheets
- Images – not of you and your dog, but of guitars and famous guitar players.
- Facts – first guitar, first guitar band, etc
- Guitar sites from around the web or feeder sites
- Tips section
- Glossary of terms
- A guitar learning / playing FAQ
- Authors opinions or authors favorite players, etc
- Related links - be it your other sites or something that contradict article or your opinions, some generic information, etc
- Comparison charts or graphics? What about surveys formatted in your own site's style? Plug in a poll!
- Insert short related product review straight in to the article – it can be featured as recommended product, sponsor's section, product of the month, etc
- Opt-In form for free newsletter or PDF guide
- **Think outside the box!**

This way, not only you will be creating something that is link worthy in your niche, but you will also be helping yourself create internal sources of content that you can add and link to from your articles.

Where to get this content?

You don't have to create it yourself. If you do have a background in the niche or can rely on someone else to do this for you cheaply, that's excellent. If not, you will have to search the Internet for it and get it from somewhere else.

Should you copy other people's material? Absolutely not. You should respect copyright laws, and in this case that means understanding what is fair use and what requires permission.

For example, **fair use** is basically a principle under which you can, within reasonable limits, use snippets of content from other websites provided that you cite your sources. You have to denote that the selected content is from another site (one way of doing it is to put it inside double-quotes) and you absolutely must mention your sources.

When we say reasonable limits it means that you should not copy an article sentence by sentence. If you are using a small portion of an article (say, a few lines), that's fine. Use it, and cite it, and you'll be fine. This applies to definitions, FAQs (short answers), and small tips. In effect, as long as you are mentioning your sources properly (and denoting the cited content), you can pretty much build your sites without much trouble.

However, if you wish to use someone else's content extensively or use images from other sites, you have to be aware of **copyright law**. A good solution is royalty free pictures and imagery provided by MoreNiche (product pictures, before-after pictures, screenshots, etc).

Related content is a must if you want your website to be more than just a cookie-cutter site. You have to make sure that your website becomes a magnet for your target market – it cannot be all things to all people, but it must be remarkable in a way that attracts attention immediately – and the best way to do that is to provide your visitors with amazing value.

Note that this approach will help in three ways:

- Get you more links (and make it easier to get links)
- Get you more sales (more people coming to your site = more sales)
- Get you more visitors from the search engines (We've already talked about using different language versions of the same article as alternate content – what about alternate mediums such as pictures and other stuff? SEs are going down the road of providing alternatives to their users, you might as well cash in now)

Now that we're a bit clearer on related content (and how you can use it in your sites), let's look at two methods of rewriting.

Quick Rewrites

A quick rewrite should not take you more than a couple of minutes. Here's what you could do:

- Rewrite the headline.
- Add related content to your article – whether it's an image, some extra information or links to useful, related sites.
- Rewrite the first paragraph.
- Rewrite the last paragraph.

Doing this should take you no more than a couple of minutes, especially if you have already done your 'related content' research and put together all the content that you want to add. I recommend 'collecting' all related content before you start working on your articles.

However this method is less reliable for long term projects so rewrite wisely, insert also a line or two in paragraphs you haven't rewritten.

10 Step Article Rewrite Walkthrough

Ideally, you should be rewriting the whole article. The rewriting process takes about 10 minutes if all related materials are prepared. It is important to rewrite whole article as it literally guarantees that you will have the one and only copy of this material (technically) and probably by meaning which will ensure great benefits from visitors and search engines as well.

Step 1: Read the Article

Go through the article once so you have an idea of what it is about – this will help in rewriting it later.

Step 2: Change the Headline

Keywords always come first, but can you change the headline to add something more creative at the end? A headline must also be short to work well, so you'll have to balance that too. Your best bet is to add a related keyword to the headline – for example, if the article is on antioxidant supplements add the words healthy or health into the headline. And make sure that it makes sense and isn't gibberish.

Step 3: Add a subheading

The subhead, despite its notoriety in sales letters is actually quite useful in providing focused, relevant information about the article to the reader. If you can write a 1-2 line keyword-rich summary of the article, put it here.

Step 4: Rewrite the introduction paragraph

Just reword the intro paragraph and don't worry about changing too much or too little. Think of a different way of putting across the same point.

Step 5: Create headings in your articles

Slice and Dice – break up your article into 2-3 sections, give them headings and rewrite the first few lines that go after each heading. Subheadings can be also useful when compelling one article out of 2 or more other articles.

Step 6: Create a list(s) in the middle

Slice and dice again – break up a paragraph or two and turn it into a list – whether it is of features, of symptoms, a checklist, etc.

Step 7: Rewrite the last paragraph

You're almost done – go through the last paragraph (or the last two paragraphs if they are short) and rephrase them again. Follow the tips given in the previous section for what type of words to use, but basically as long as you stay on topic, use related keywords and paraphrase, that's all there is to it.

Step 8: Create a call to action at the end of the article

For articles that are submitted to article directories, your intention is two-fold – you want to drive readers to your site, and you want the links from your submitted articles to help your site rank higher in the search engines. As such, it makes sense that the end of the article should contain some information about the author and his site as well as a direct link back to it.

For example:

*John Adams is recognized expert from Nottingham.
To read more about healthy products visit www.moreniche.com*

Step 9: Add links

Use keywords in your article to link to sections of your website – specific articles, categories, etc. Do this so that when the article is picked up by the search engines (in the article directory), they will count these links as backlinks to your internal pages and your search engine rankings will improve as a result.

Step 10: Review

Take a couple of seconds to go through your rewrite – is the headline ok, does the subhead make sense, does the new article have a conversational flow to it. Make sure you haven't missed out anything and that you've formatted things properly (links, images, lists, etc).

Affiliate Marketing Tools and Resources

Domain Registration

[GoDaddy](#) – number one domain registration service to date

[1&1 Internet](#) – another very popular domain hosting site

Hosting

[BlueHost](#) – hosts up to 6 domains under one account; WordPress friendly, with CPanel included, and many scripts and tools

[HostGator](#) – hosting service with CPanel, WordPress friendly, scripts and statistics tools

Website Editors

[Adobe Dreamweaver CS4](#) – professional HTML editor, ideal for work with MoreNiche templates or for building a site from scratch

[XSitePro](#) – great tool for creating little review websites for marketers with no knowledge of design and HTML. However this tool can't be used with free MoreNiche templates as it has limited layouts.

Photo/Image Editing Software

[Adobe Photoshop CS4](#) – professional photo editing software, complete with features for all forms of image editing; must-have software for all computer users, internet marketers or not.

[Adobe Fireworks CS3](#) – professional alternative to Photoshop, created specifically for the web designers, especially useful for creating quick but accurate prototype sites

Keyword Research Tools

[KeywordElite](#) – a desktop tool with many keyword research features. This tool will collect you keywords from various places into numbers of thousands. It is used by most top SEO and PPC marketers

[WordTracker](#) – most popular online keyword research service, offers advanced keyword research and suggestions; contains the largest and most updated database of keywords around

[Keyword Discovery](#) – a very popular alternative often used to supplement WordTracker keyword results; also contains a massive keyword database

Search Engine Optimization Tools

[SEO Elite](#) – the number one most popular keyword research tool used by nearly all successful internet marketers, with multiple functions, from competition research down to automatic link exchange approaches and more

[SEO Toolkit](#) – tool that includes everything you need to promote your website, including a rank checker, PPC bid manager, keyword suggestion tool, keyword density tool, reciprocal link checker, link popularity checker, and many more features

Email Marketing Tools

[Aweber](#) – one of the best email marketing services – allows capturing emails, creating multiple campaigns, double opt-in function, great partnership with major internet providers to ensure your emails gets delivered and read

Article Submission Tools

[Article Marketer](#) – the most popular service article submission service, and also the most effective; subscription gets your article complete distribution to thousands of sites to improve your search engine positioning, increase your Google page rank, and get immediate links from relevant, high value websites

[Article Submitter](#) – easily and effortlessly submit your written article *automatically* to over 300 article directories. With Article Submitter, submitting one article in minutes can give your site hundreds of incoming links

About the co-author

Ahmed Bilal (ahmedbilal23@gmail.com) is internet marketer who has been earning a living completely off the Internet for the last two years. He is member of www.PLRPro.com – an article service that provides 440 laser targeted SEO'd freshly written articles each month.

To [visit PLRPro](http://www.PLRPro.com) [click here](#)

