

How To Rewrite Articles (beta)

(Feedback at ahmedbilal23@gmail.com)

Before we start talking about the actual rewriting process I want to emphasize one point – preparation.

See, if you plan out what you need to do and collect the tools and materials you need for the rewrite in advance, you'll be able to save a lot of time doing this.

So what do we need to start off with?

- Article Pack
- Keyword research
- A list of 'related' keywords (that I'll tell you how to create just now)
- Alternate Content (I'll explain this as well)
- A few hours to spare

You already have the article pack and the keyword research that comes with it – plus you've chalked off the time you think it will take to get this done (I'd estimate around 30 minutes for the prep, and then 5-10 minutes per article).

Related Keywords

The first thing you want to do is create a list of related keywords for your keyword list (taken from the keyword research file). Some prefer to call them synonyms, but this list is more than that (although you can use software to generate a bunch of synonyms for each keyword and dump that in a text file to get you started).

Put in synonyms, keyword tangents, product names, and key terms from the niche. When you are brainstorming related words branch sideways to related niches and upwards to the general niche. For example, if I'm rewriting an article on antioxidants I'll make sure that I use vitamins (related) and health (general) as 'related' keywords.

You can then use these when you are in a rush to rewrite sections of the articles. Makes life a lot easier.

Alternate Content

Ok, I admit that I just came up with this name. But the idea is older than I am, so there's no denying its effectiveness.

Basically, what you want to do is introduce content into your articles *apart* from the traditional article text. To explain this better, let me define the term “alternate content”.

Alternate content – information in a different medium. If your site is content site, branch out into images, downloadable reports, audio (podcasts, music), video, search...

Makes sense? If not, ask and I’ll elaborate.

Before you start rewriting the articles, come up with at least 3 different ways of producing alternate content to support your new VRE site.

Example:

One of the article packs has the parent keyword “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 (is that the correct term?)
- Images – not of you and your dog, but of guitars and famous guitar players.
- Guitar sites from around the web
- An online store – sure, you are probably signed up as an affiliate, but why not ‘sell’ the product on your own site (where you have control over the sales process) and send them over to the affiliate only for payment processing and beyond?
- Tips section
- Glossary of terms
- A guitar learning / playing FAQ

This way, not only will you 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. Link back where necessary, give credit every single time. If there is content that you cannot copy off someone’s site without running into problems (someone doesn’t want you copying their FAQ and tips), just link to them from your site.

You can easily get quality, topical non-royalty images for free (I'll be adding a resources section soon where I'll place all the links). If you're pressed for time, just copy the image from someone's website and make sure you link back to them and clearly give them credit for the image (in my limited view, attribution without commercial use comes under 'fair use' – but I'll check up more on this, and you guys should correct me if I'm wrong – but only facts please).

In short, make sure that your VRE 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 affiliate sales (more people coming to your site = more people clicking on affiliate links)
- Get you more visitors from the search engines (Marc's 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)

It's up to you to decide how much time you want to spend collecting 'alternate content'. I would typically spend more than 20 minutes, but only because I have the tendency to focus too much on one site alone.

Don't make that mistake. If you narrow your focus in VRE, you'll spend too much time tweaking sites and not enough time building new ones. Set yourself a limit to research and find alternate content, and then get on with it.

It may seem daunting, but here's a thought – you know your topic, right? Why not search for the following in Google:

- "keyword" + FAQ
- "keyword" + Glossary or "keyword" + Definitions
- "keyword" + images (search on Google's image search for this one)

And so on.

That makes it a lot simpler to pick off content from other sites, and then link to it (or in cases such as definitions and FAQs, use snippets of them).

Remember – Time’s money and you should put more effort in promoting the site than in building it.

10 Step Article Rewrite Walkthrough

We want the reader to click on our ads, yes, but we also want to make affiliate sales. The challenge to making both of them coexist is to have incredibly focused content and structure it so that each article contributes towards selling the reader on the idea of buying what you are promoting and at the same time, refine your AdSense so that you can make money off the one-time search engine visitors.

Step 0: Read the Article

Ok, this is a non-step - go through the article once so you have an idea of what it is about – this will help in rewriting it later.

Step 1: 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 2: 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 3: Rewrite the introduction paragraph

Most readers skim through the headline, the subhead, the intro paragraph and then race down to the end to see if anything catches their interest. Depending on where your ads are placed, you want them to at least read the first couple of paragraphs – and the only way they are going to do that is if they can understand it quickly without thinking too much about it.

If your intro paragraph is a bit obtuse (long-worded, difficult grammar, etc), rewrite it in simple, plain conversational English. Not only will it change things around from an SE’s perspective, but it will also help from a reader’s point of view.

With PLRPro's articles you have a slightly difficult problem as their writing is pretty good. In such a case, 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, do it, then move on.

Step 4: Insert Alternative Content (AC)

Until I find a better name for it, I'm going to keep calling it AC. If you've followed my earlier advice, you would already have a set of images for your website. It doesn't matter if you have 10 pictures and 40 articles – you can reuse them or leave some of the least important (least important in terms of searches and bid prices both) articles bare.

Another idea would be to include a link box in place of the picture – and then those links could lead anywhere – to your affiliate's site, to a 'related' page inside your site, to a related article on another website, etc.

If you are using WordPress, there is a 'related posts' plugin that does this quite nicely. You can also experiment with selling text links off your website or using the link ads AdSense provides.

Still, its best if you provide some original, related AC in the article.

Ok, so whatever you've chosen (link to a video, links to internal pages, a picture, music sheet), place it near the top of your article. Simple HTML / CSS will allow you to align it so that the text wraps around the image / content section. Your AC should be near the top and should be clearly visible.

Step 5: Rewrite the second paragraph

Less effort than before, but the principle is the same – read what is written, process it and then rewrite it as you understand it. This is where college and all those hours of paraphrasing academic papers come in handy :).

Step 6: 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.

Step 7: 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 8: 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 9: Create a call to action at the end of the article

If the reader has made it this far (or as skipped down to the end), make sure that they don't just close the browser window – instead, get them to do something. This call to action can be an AdSense block, or short note on an affiliate product (my favorite strategy), or just a bunch of related links.

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, things like that. Make sure you haven't missed out on anything and that you've formatted things properly (links, images, lists, etc).

Why we did what we just did

You may be thinking that this takes too much time. Let's see...if you have the 'related keywords' list as well as a stash of AC, none of these steps should take much time. 10 minutes? Definitely possible. It's all about getting into the habit of doing rewrites quickly (helps if you are a decent writer)

If you're NOT a decent writer, don't worry – instead of thinking about writing well, write as you would speak. Trite advice, but that's because it works. The written word is part of conversation, so use it that way to your advantage.

To be specific – the only 'odd' step you'll see is including AC – and that's not that hard once you have a 'stash' of it ready. In fact, using AC can simplify your work quite a bit – you can use definitions, tips, Q&As from topic FAQs, etc. Not to mention that you can use images and related content to give more substance to the article, which will definitely help you in the search engines.

You are welcome to skip some of the steps – don't create headings, don't create lists if you don't want to. But if you really, really want to kick butt with your content, do all of the above as a minimum.

Feedback

Feedback, questions, comments, suggestions and donations all welcome at:

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Please remember that I wrote this in just a couple of hours, and that I plan to develop this into a full-featured guide with extra topics (such as tips on article submissions and how to use PLR articles – stuff not covered in the bonus guide) so let me have all the ‘requests’ as well.

Cheers, and hope this helped you in some way.