

**If you create websites and web content, read this:**  
New report cuts through the **hype, myths and deception** circulating online by half-rate ‘gurus’ and gives you the straight facts that no one else is telling you...



***“ The Story Of The Loser, The Turd  
And The 900 Pound Gorilla...  
And How This Deadly Trio Can Either  
Devastate Your Online Business in 2007  
Or Slingshot Your Search Engine  
Rankings & Traffic *Almost Instantly...* ”***

**(... and all it takes is a few small tweaks  
to what you are already doing now)**

**Take 10 minutes, read this report and find out the raw truths about *what* you need to know when using content to build your online business in 2007... how to avoid the dreaded ‘*Triple-T Death Trap*’, and the changes you need to make starting today.**



**From The Desk Of  
Jason Potash**

Tuesday 10:34 a.m.

**Re: Are you part of the problem or part of the solution?**

Honest. It wasn't intentional...

I've *uncaged* a monster!

**Let me quickly explain:** It all started back in June 2005 when I released ArticleAnnouncer, the web's first and (still) best-selling article submission software and training course. (*Note: this report isn't about ArticleAnnouncer, so keep reading...*)

As a result, thousands of online marketers (perhaps even you) started to WAKE UP!

My subscribers and customers immediately realized the power of syndicating their articles online to get massive backlinks, traffic and boost their search engine rankings like nothing else – all at NO cost. They started writing... hiring ghostwriters... and submitting thousands of their articles to the top directories online.

### ***Then the bomb dropped...***

I guess I should have saw it coming. It was inevitable. The “losers” (a.k.a. *lazy* marketers) caught wind of how effective article marketing was and they *jumped* all over it. They started *blindly* submitting articles in droves, *clogging* article directories with poorly written articles.

The administrators of these sites couldn’t keep up. Many of them simply packed it in. Directories like these were around for years and then suddenly vanished in 2006... POOF!



**Netterweb.com**  
**ClickForContent.com**  
**ExpertArticles.com**

## **The Losers Ruined It!**

The “losers” always ruin it. Look at what they did to Automated Page Generation Software or Blog-And-Ping... it all worked great for a while, until these folks went *hog wild*, pushed things too far and *killed* the gravy train for the rest of us.

Did these losers *kill* article marketing too? Well, they may have “killed” it for themselves. But luckily, NOT for you and me. You will understand why in a minute.

Sidenote: Before you roll your eyes and say “Oh brother, **not ANOTHER ‘Death Of’ ... report**”, let me say this -- article marketing is NOT dead... *if* you do things right. I will explain how in this report. Keep reading.

The good news is... in attempts to get more links, the *losers* will continue to blast out their articles to directories and other websites the EXACT same way they have done in the past (**and in 2007, they will get less effective results each passing month**). But, *you* on the other hand are about to beat the *snot* out of them once you understand the right way to succeed with content in 2007.

You see, when it comes to writing, syndicating and using content on your websites in 2007, things have changed.



***Newsflash... This isn't 2006 anymore.***

Once you arm yourself with the strategies you are about to read here – and make some tiny adjustments – you will have the *unfair* advantage. Just wait until you read about Google’s recent *phrase matching* patent later within this report and how this will effect your websites. **Some BIG changes are coming and you need to be one step ahead.**

It’s sad say... so far I’ve only told you *half* the story. In typical “loser fashion”, these people didn’t just submit articles and leave it alone. *Oh no...* they wanted more... faster... hands-free... automated... at little or no cost.

Their motto is:

## “The Faster I Create & Blast Out (Crappy) Articles The More FREE Links I Get!”

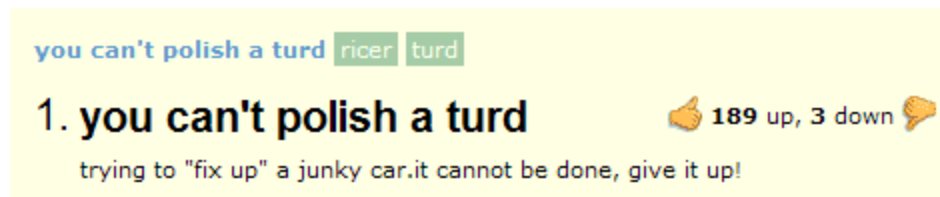
(*Sidnote: As you will read in the next few pages, links are NOT enough anymore.*)

You can guess what happened next...

Throughout 2006 we witnessed a handful of new tools, article spinners, services and scripts designed to help you save time and create more of this poor quality content with the click of a mouse. (*I’ll show you some ridiculous examples later on*).

Now anyone with two fingers and a mouse can produce *push-button* “unique” (crappy) content, on demand. As a result, the problem just got worse -- even MORE of these articles continued to *clog* niche websites and article directories just like virtual landfills stuffed with heaps of *stinky* trash.

If you are familiar with Urban Dictionary.com, there is a saying that perfectly describes the content that these automated tools produce...



In other words, if you are using automated tools to produce content (or variations) and trying to pass it off as “killer” or “expert” content... think again. No one is buying it.

A growing number of article directories are already wise to this and reject these articles in a heartbeat. And the search engines are on to this too. I’ll get into some details about *Latent Semantic Indexing (LSI)* later in this report.... VERY eye opening.

As I said before... I am partially to blame for starting all this. Everyone and their brother is now submitting articles online. Many of them bought some cheap \$97 article submitter -- with resale rights -- or a \$19 per month service yet they don’t have a freakin’ clue as to what they are doing. Automation *without* education is a dangerous thing!

Back in 2005, I let the genie out of the bottle.

### **And now I intend to fix it!**

In just a minute, I am going to give you a download link to a **cool new piece of software for FREE** to help you produce search engine sticky content that gets BETTER results!



(Note: This is not a demo, trial or anything. There is nothing to buy -- no *One-Time-Offer* or “Professional” version to upgrade to. Just download it and use it, starting today.)

These next few pages are loaded with *meaty* information and strategies that you can apply, use and benefit from right away. **This is NOT based on *half-baked theories* or what *sounded like a good idea*.** These are field-tested techniques straight from the trenches based on dozens of my experiments and feedback from well over 2,000 of my customers.

If you build quality-content websites, use Private Label Rights (PLR) articles or hire ghostwriters to create unique content for you, you will devour every word of what I have to say here. **This report speaks DIRECTLY to YOU!**

First, I want to address something HEAD-ON.

I know that I am going to make a few enemies here, but I don't care.

The gloves are off!

Someone needs to start talking about this stuff without using overblown scare tactics or trying to *hard* sell you on their new product (or membership site) as some *instant* remedy to the problem. What am I referring to here? Two words...

*Duplicate Content*

**Here's what I mean:** If you've been involved with Internet Marketing for more than 3 months, then you have probably heard the dreaded term: *Duplicate Content Penalty*.

In fact, some of you might be paranoid, afraid and even worried sick about getting *nailed* with duplicate content and watching your website rankings drop link a rock.

I don't blame you.

The REAL solution to the duplicate content problem is NOT some new automatic article re-writer software, \$47 script, or service (even though some half-rate 'gurus' like to scare the heck out of you into buying their *magic-pill* solution to create “unique” content).

It's complete nonsense.

The REAL solution starts with YOU, using your BRAIN, increasing your understanding of duplicate content and what you choose to do about it. And if you use Private Label Rights (PLR) articles and think you are safe, think again and keep reading...

Within the next few pages, I am going to shed some light on a few things and inform you about what changes you need to make today to stay out of trouble in the search engines (and get way better results than the next guy who is still trapped in 2006).



I have been speaking about this amongst my customers for well over a year and finally many people on the "outside" are also starting to listen up and pay attention.

Before I jump right into the details, let me quickly set the stage here. If you are like most Internet Marketers today, you have a few websites that are geared towards generating AdSense and affiliate income.

With the rise in *push-button* website generators and various ebooks about *AdSense riches* and how to build a Virtual Real Estate empire, many of you have made this a core part of your online business.

However... to build your AdSense sites, many of you are using free, third-party articles found on article directories such as EzineArticles.com and ArticleFeeder.com. Thousands of people are doing it.

**But, these same people are also getting 1/4 of the results that they could by NOT taking duplicate content into consideration.** You see, by using third-party articles, you are essentially uploading "duplicate" versions of the original article to your website.

Multiply this by 500 -- if not 5,000 -- websites and you can start to see the problem.

Unless you are building a new website using articles that were submitted to an article directory only a few weeks ago, **you are using stale (duplicate) content that is already on thousands of websites. It's like making a sandwich using 3-month old Wonderbread. YUK! (definitely not tasty search engine food)**



And thousands of websites using the same content means that Google, Yahoo and MSN have already crawled and indexed these webpages. The problem is, there is a good

chance that your new webpage is very similar to webpages already listed within the search engine's index.

When this happens...

## Hello Duplicate Content!

As you know, when Google finds pages that it isn't quite sure about, they get dumped into a *reservoir* of secondary results. The original source of the content gets a preferred ranking and all other pages -- including yours -- gets *stuck* in the mud and never rise in the search engines. Your webpage gets buried in...

## Google's Supplement*Hell* Index Graveyard



The term is actually Supplemental Index, but I thought that Supplement*Hell* was a lot more fitting ;-) Let me explain how it works...

The premium webpages get listed within Google's main index (and these are the same sites you see displayed when you search using Google). However, all other pages (including some of those that contain nothing but duplicate content) get lumped into a bin of "backup" pages called *Supplemental Results*.

So, yes... you CAN get *some* traffic to your websites that contain old "stale" articles -- the same articles that appear on hundreds or thousands of other websites. Your website won't get *blacklisted* for duplicate content... BUT, you won't get top search engine rankings either.

**That's why in 2007, getting your content from PLR membership sites or hiring ghostwriters is a much better option. Plus, Google is practically DEMANDING that you do so (I'll show you proof below). But, even these options do have their problems and unique challenges. Let me explain...**

Back in 2005-2006, you could easily make any third-party article *unique* by adding your own commentary to the article. Add an introduction, add a conclusion. But the bad news is... in 2007, this is not enough to make your webpages unique to the search engines (see below: Google Drops The Hammer)

**And this is only *half* of the equation. There is another side to this problem...**

You see, Article Authors are partially to blame for this influx of duplicate content that has hit the Internet. As more and more people start to market their articles, more and more "duplicate" pages continue to *clog* Google's index. Luckily, I will give you some tips later to easily work around this.

And just when you thought the *worst* was over...

# The '900 Pound Gorilla' Drops The Hammer AGAIN!!

We've all heard about the recent *Google Slap* and the need for quality content on all your AdWords landing pages, to increase your Quality Score and prevent your ads from getting *rejected*. But, did you also hear about this... Google's recent Patent Application? I know, it seems like Google is creating patents every week. But, this latest algorithm patent is VERY different and you need to understand how it will impact your websites and online business.

If nothing more, you need to gain two BIG takeaways from this report you are now reading and Google's new patent...

- ✍ **1. LSI (Latent Semantic Indexing)**
- ✍ **2. Phrase matching**

You've probably heard a bit of *buzz* about LSI recently. It's something that many SEO experts talk about as the future of Search Engine Marketing (SEM). And with Google's latest patent, LSI has been taken to a whole new level.

Since Google's patent is over 35 pages long and written in *geek-speak* by propeller heads, let me give you the short version here in words that you can easily understand.

If you are a propeller head (no offense), or have a lot of free time on your hands, you can [click here to read the complete patent application.](#)

**Here's what Google's patent means to you:** Google's new algorithm will scan phrases on a webpage, and then analyze these phrases to predict what other (latent-related) phrases should be on the page.

Some phrases will be flagged as "preferred" phrases (which will help give you more "points"), other phrases will be flagged as "poor" phrases (which will decrease your "points").

It is estimated that **Google will be using about 600,000 phrases as the reference source** (using existing keywords to form all possible phrase combinations which will create a *monstrous* database that exceeds all known storage capabilities).

Sidenote: In case you haven't read between the lines yet, let me spell it out for you. With Google using a database of 600,000 phrases to compare against YOUR webpages...

## **This is duplicate content detection on STEROIDS!**

Too many phrases on a webpage and Google will label you as spam. As an example, the phrase "President of the United States" on a page would be synonymous with the phrase "White House" and this phrase would probably be found only a couple of times on a page. If this phrase appeared multiple times, even in different contexts, then it would be most likely considered spam.

## Here is an excerpt from Google's Patent Application 0060018551...

"The system is further adapted to **identify phrases that are related to each other**, based on a phrase's ability to predict the presence of other phrases in a document. More specifically, a prediction measure is used that relates the actual co-occurrence rate of two phrases to an expected co-occurrence rate of the two phrases. Information gain, as the ratio of actual co-occurrence rate to expected co-occurrence rate, is one such prediction measure. Two phrases are related where the prediction measure exceeds a predetermined threshold. In that case, the second phrase has significant information gain with respect to the first phrase. **Semantically, related phrases will be those that are commonly used to discuss or describe a given topic or concept, such as "President of the United States" and "White House."** For a given phrase, the related phrases can be ordered according to their relevance or significance based on their respective prediction measures. "

So, as you can see, the way you create and use content is changing... and it's changing *fast!* Simply adding keywords or snippets at random to your articles and webpages will NOT get you top rankings. After reading the above excerpt, it's plan to see that **in 2007, over-optimization and duplicate content within your webpages is the kiss of death!**

## How Will LSI Change The Way You Create Web Content In 2007?

In 2005 and 2006, keyword density played a major factor in how an article was written. Some search engine experts recommended that articles (and web content) stick between 2%-7% keyword density. *That was 2006...*

### **In 2007, Think Theme Density NOT Keyword Density!**

Don't take my word for it, take Google's! Their patent clearly indicates the massive role that LSI will play in how they evaluate the relevancy of a webpage (and rank it accordingly) by closely looking at semantically related phrases and co-occurrence rates.

In other words, simply adding your primary keyword 8 times to an article and expecting top rankings just doesn't cut it anymore. There are too many other variables at play. The gap is closing. Google has finally caught up!

*Synonyms, expert verbiage, industry terms, buzz words, slang, acronyms...* these all help establish the theme and context of your website (and pages). They all play a critical role to how your web pages are ranked in 2007. **Theme related keywords (and how you weave them into your content) are more important than ever before.**



**In 2006 – Unique Content Is King!**

**In 2007 – Context Is Queen!**

As the major search engines continue to apply LSI to analyze your websites, determine their relevancy and rank them accordingly, the *context* of your webpages is becoming increasingly important. It's not only the words you use on a webpage, but how these words are semantically related that counts.

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[American Heritage Dictionary](#) – [Cite This Source](#)

**con·text**   (kŏn'tĕkst') [Pronunciation Key](#)

n.

1. The part of a text or statement that surrounds a particular word or passage and determines its meaning.

I am just guessing here... but, I'll bet that a few of you are skeptical about all of this. Nobody talked about *on-page* optimization in 2005 or 2006. Everyone was buzzing about the importance of *off-page* optimization. But today...

## “**Links, Links and More Links Is Not Enough**”

Don't get me wrong, links are still extremely important in 2007 and beyond. But, once again... the way you use links has slightly changed.

In 2006, many people made a habit of submitting an article and linking back to their homepage. Getting a few hundreds back links was often enough to influence the search engines to grant you top rankings. In the past, you could even *trick* Google to boost your ranking by getting a ton of links to your site (commonly referred to as “Google bombing”).

Not anymore.

It was bad enough that Google issued the *Google Slap* for AdWords advertisers (and demanded, relevant, on-target, quality content on your landing pages). And now this, for organic search too! In case you haven't heard yet...

## Google ‘Bombs’ Diffused



By Thomas Claburn

InformationWeek  
January 29, 2007 issue

Concerned about perceptions of bias, Google engineers write an algorithm that minimizes manipulation by pranksters.

A Google search for "miserable failure" no longer returns the official biography of George W. Bush. Until yesterday, pranksters and activists were able to manipulate the Google search algorithm to associate a specific site with a chosen query by creating a sufficient number of Web links pointed at the target site, a practice known as "Google bombing."

**Google has improved its analysis of the link structure of the Web to defuse such bombs. Using Google-bombed keywords now generally returns links pointing to news sites discussing the Google bomb**

rather than the target site.

In the past, the company dismissed Google bombing, but it changed its position to prevent the perception that its search results exhibit bias.

As you can see, *bombing* Google with a ton of back links to your website is not enough anymore. Google is already on to this trick.

Moving forward, to really succeed in the search engines, you need think about link: **quantity, quality and diversity**.

For example, don't just get back links to your homepage (or index) page, get *deep* links to all your other secondary pages as well. If your website is 50 pages, get links to as many of these pages as possible.

Not just any links... anchor text links that relate to the *theme* of the page you are linking to. If you have a website about baby furniture and one of those pages is about baby cribs, don't link to that page only using the keyword phrase [baby cribs](#)

Use many variations of the phrase *baby cribs*. The more variety the better, such as:

[baby bedding](#)

[baby convertible cribs](#)

[nursery room cribs](#)

Do you get the picture?

I hope you are starting to realize just how important *on-page* optimization is in 2007. Just focusing on *off-page* factors (such as getting a bunch of back links to your website) is not the guaranteed *silver bullet* that it once was. In 2007,

## **On-Page Optimization Is More Important Than Ever!**

In 2007, it's not only the words that you use within your web content that count, it's *how* you use them.

To truly play within the top 10 Google rankings in 2007, you should already be thinking about unique content. Not content filled with the exact same phrases found on thousands of other websites (re-read my comments above on *phrase matching* if this still doesn't make sense to you).

Does this mean that you need to create 100% unique content for every single webpage you own? Or create a 100% unique article for every site that you submit your article to?

Not exactly. Let me explain...

The solution is really quite simple. It requires a little extra work, but everyone wins in the end!

## In 2006: *Think* ‘Article Spinning’ In 2007: *Think* ‘Content Evolution’

Article spinning was all the rave last year. And once again, some “Losers” took it to the extreme (see example below). Throughout 2006, you probably noticed many new software and scripts that promised: “Unique content is only one-click away”.

Too many people have been *seduced* into thinking that article spinning is an easy 10-second solution to solve the duplicate content problem. Sure, it seems pretty cool to click a mouse and churn 1 article into 50 “unique” versions of the original article. But, these 50 *Frankenstein* articles are not like the original. More than often than not, THEY SUCK!



### Does your content suck? Careful... Google is watching ;-)

If your game plan is to *flood* the search engines with more ‘10-second’ *crappy* content using some cheap article spinner, you might as well bail out right here. The rest of this report (and my *Content Evolution* strategy) won’t be of interest to you. I wish you the best of luck in your battle against the search engines. Maybe someday, you will actually win.

## Introducing... Content Evolution!

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*American Heritage Dictionary - Cite This Source*

ev·o·lu·tion   (ĕv'ə-lōō'shən, ē'və-) [Pronunciation Key](#)

n.

1. A gradual process in which something changes into a different and usually more complex or better form. See Synonyms at [development](#).

I call my style of article spinning “Content Evolution”. **The goal here is to create unique variations of your original article that STILL maintain the same high quality and optimization as the original source. Often, these unique variations are better than the original source...**

Rather than submit or syndicate one copy of your article to dozens of other websites online -- and add to the growing landfill of duplicate content -- why not make unique versions of the same article *before* you submit it?

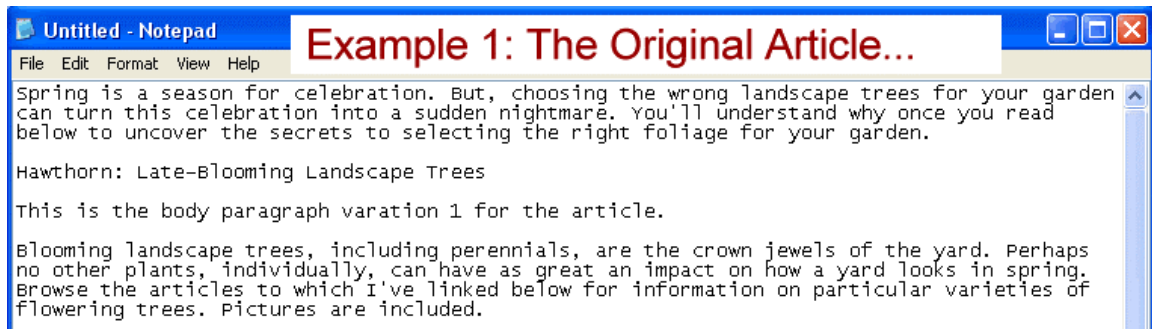
Here’s how it works... You take one article that you just wrote. You re-write the intro paragraph twice, you pick a body paragraph and re-write it twice, and then you re-write the concluding paragraph twice. Or, hire a ghostwriter to do the re-writing for you.

Then, you create various combinations using the re-writes that you just created. The next step is to *evolve* this content and make some minor tweaks to it. If you do this correctly, you will be able to easily come up with two dozen or more *high-quality* variations of your original article (this applies to PLR articles too).

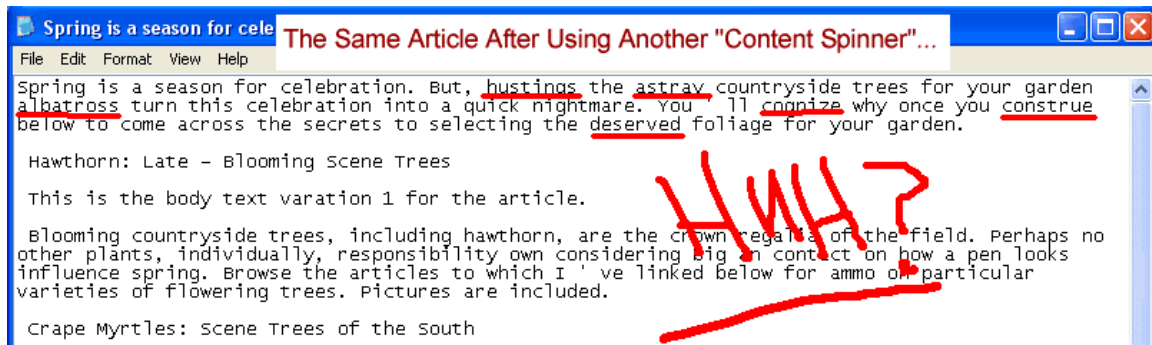
**As a general rule, your article variations should be about 30% different from the original article. The more variation between each article, the better.**

Determining whether or not your article variations are 30% different from the original article is no easy task. Lucky for you, **I am going to give you the download link to a handy FREE piece of software that will help you out.** Using this software, it's a 2-second process to check/compare your articles.

Note: There are scripts/software that claim to create article variations *automatically* by using some “magic” auto-synonym or auto-thesaurus engine. **Don't be fooled.** The content that these tools produce is actually quite comical. Here is a quick example of a *before* and *after* article ran through a typical article spinner.



Here is the same article after it was auto-modified by an article spinner...



I'm sure you'll agree, the above results are pretty funny. ☹ No article directory or webmaster in their right mind would ever accept content like this.

Please promise me that you WON'T use tools like this that spew out pages and pages of complete *garbage*.



“Stay clear of typical '10-second' article spinner tools that produce content that looks like it was written by a 5th Grader. I will use *Content Evolution* to 'spin' high-quality, well-optimized content that is not designed to *trick* or *game* the search engines.”

Ok, so getting back on topic here. Once you have created a few article variations by NOT using *auto-spin* software like I mentioned above, it's time to promote them.

The next step is to rotate your articles when submitting them to article directories, blogs, webmasters, ezines, etc. So, rather than submit one article to 120 sites, you submit a different version of your article to every 12 websites.

Do you get the idea?

**Old way (2006)...** 1 article submitted to 120 websites = 120 total websites

**Better way (2007)...** 10 article variations (1 article submitted to 12 websites) = 120 total websites

So, rather than *clog* Google, Yahoo and MSN's index with more duplicate versions of your article, **you are actually helping webmasters by giving them more unique content.**

It works like a charm. When you do this, the results are SPECTACULAR.

What you are doing is helping other sites perform better in the search engines; their webpages will avoid being cast into supplemental hell... **and you will get A LOT more article referral traffic (and links) from them as a result ;-)**

Don't take me word for it. Here's what respected search engine expert Esoos Bobnar had to say about this...

"Syndicating your content to other sites in exchange for a link back to your site can be a great way to build incoming links. **The downside is that it's potentially another way to incur a duplicate content penalty** – especially if the site you syndicate your content to is larger and more established than your own.

The same problem can occur if your competitors are copying your site's content and posting it on their own pages. Keep an eye out for other sites which are carrying content identical to yours. Chances are pretty good that either their page or yours will eventually be relegated to the bottom of the results.

**Whenever syndicating articles with your permission, try rephrasing parts of the article and/or give it a different title – something to make it differ somewhat from the article on your site.**

- Esoos Bobnar  
Planet Ocean Search Engine News

Of course, this extra little bit of effort to modify your content -- and make it 30%+ unique -- can spell HUGE gains in free traffic (it has for me and my customers). So, you see... everyone wins! Can you make a small commitment to give this a try? I'm not asking

you to do this today or tomorrow, but put it on your To-Do list for the two weeks or so.



**“Always create variations of my articles (and make each 30%+ unique from the original) BEFORE sending them to other article directories and webmasters. This will provide more unique content to my partners and avoid any potential duplicate content penalties”**

As you can probably figure out, it takes a great deal of time to write out paragraph variations within your article and then *mix and match* them to create 10-20 unique variations of the original article. You can do this using Microsoft Word. You can hire a ghostwriter to do this for about \$2-\$4 per article or use *semi-automated* software like I do.

Then, you can use my FREE software (Content Checkup) to compare your original article against the re-write(s).

## **Do You Use PLR Articles? Read This...**

I know. Some of you might have skimmed the last few paragraphs because you only use Private Label Rights (PLR) articles to build your websites.

**Well, you better re-read the past few paragraphs because they directly speak to you too!**

As you know, with AdSense and Affiliate webmasters increasing appetite for quality web content, we have witnessed a HUGE rise in the number of membership sites offering Private Label Rights (PLR) articles. As Internet Marketers, we have become content collectors with hundreds (if not thousands) of articles sitting *dormant* on our hard drives.

The value proposition that these PLR membership sites offer is quite good. \$97 per month usually gets you about 200-400 original and unique articles.

But, the same problems exist that I just explained above – on a smaller scale mind you. In the end, **you still have a few hundred webmasters *scrambling to crank out websites using the exact same PLR articles as you. That’s right, MORE duplicate content!***

Lucky for you, you are now armed with the information to tweak your PLR content and webpages, to make them more unique, and *steal* top rankings from your competitors!

Please don’t be lazy. You need to start doing this. From this day forward, promise me that you will modify your PLR content -- make your webpages different from hundreds of others who are using the EXACT same content as you...



“**Always** make a few changes to re-write and modify my PLR articles to make them more unique. This will ensure that my articles and websites perform better in the search engines, get higher rankings and send me more free traffic.”

Making your PLR content unique is easy. I use seven different techniques (which I call my **7 R's formula**) to make my PLR content unique to me and my websites.

Up until this point, we have covered two popular choices for finding articles and web content. There is a third option that we should briefly discuss as well...

## **Forget third-party articles or PLR... 100% original content is BEST, isn't it?**

This is a topic that has been debated within Internet Marketing forums and blogs for the past two years. Is 100% original content best?

Of course it is! **If** you can afford it.

It doesn't take a rocket scientist to figure out why Private Label Rights membership sites have *flourished* over the past year and a half... webmasters *need* and *crave* new content to build more websites. But they don't want to dish out \$10-\$12 per article to get it.

To create a typical 30-page website, you need to hand over \$300 to your ghostwriter before your site even gets any traffic (or generates any revenue).

### ***Ouch!***

Multiply this by 10 websites and you immediately see the problem. If you have never outsourced your article/content writing to a ghostwriter, then here is something that you might be completely unaware of...

Many of my customers complain that they can't find decent writers for less than \$10-\$12 per article. Plus, over the past year a TON of writers from overseas have entered the talent pool of ghostwriters.

The problem is, many of these ESL (English as a Second Language) writers don't produce the same quality content as an English schooled writer within the US, Canada, UK, Australia, etc.

## **Introducing The \$4 Article *Sweatshop!***



"Look on the bright side.  
Nobody will ever mug you for your paycheck."

Sure, these same writers are willing to write you articles for \$4-\$5 each, but the quality is extremely poor. If you have ever outsourced article writing to one of these \$4-\$5 writers, then you know EXACTLY what I mean.

Would you believe that I employ a team of American-schooled writers (many of them degreed and highly educated) for only \$7-\$8 per article? I know, it sounds unbelievable.

*What's my secret?*

It really is quite simple. I don't find my writers using eLance or Rentacoder like most of you do. I have other *little known* sources that give me a massive unfair advantage over you. For me, finding great writers is almost like shooting fish in a barrel.



Never use Elance for ghostwriters.  
Never use Elance for ghostwriters.  
Never use Elance for ghostwriters.

(...unlike everyone else out there)

Most people (just like you) hear some "guru" preach on a teleseminar about how wonderful Elance is, and then you immediately follow their advice and post a project.

### **BIG mistake.**

You see, the absolute best, most talented, most affordable writers don't hang out at these sites. They hang out in forums where other writers hang out. Trust me on this one ;-)  
Here's a little tip: If you haven't already, post a job for writers on [craigslist.org](http://craigslist.org).

But, I'll be honest... ghostwriting is not all it's cracked up to be. Like anything in life, there are challenges. Two words... *plagiarism* and *over-optimization*

I have struggled with this myself. There is nothing worse than paying a ghostwriter for a new batch of articles and then realizing shortly thereafter that your articles are filled with snippets from other people's articles. You just got duped!

*Quite frankly, it sucks!*

Yet, this is becoming a BIG problem as more low quality, cut rate article ghostwriters flood the freelance websites like Elance.com offering to write articles for peanuts, while promising unique, "publish-ready", optimized articles that require ZERO editing. (*Yeah...right*)

Sidenote: And don't even get me started about the inability of these article writers to even use -- or adhere to -- the most basic (yet proven) Search Engine Optimization (SEO) principles when writing. 95% of them don't have a clue. As a result, the articles you receive are *2005-style* stuffed with keywords and OVER-optimized. As we discussed a few pages ago with Google's new Patent... **OVER-optimized content = Kiss Of Death!**

### **Bottom Line. To Get Great Content, You MUST Invest The Time To Train Your Writers On The Fundamentals Of SEO-Driven Content!**

I hope you are beginning to realize that it's not about some new *whiz bang* article spinner tool, some new technique or tactic. Getting all your ducks in a row (as outlined above) is critical to your success with content in 2007. The game has changed. The *easy-peasy, push-button* generation is over. It's time to start thinking about strategy, building a REAL online business (that is actually an *asset* and worth something), and how to crush your competitors by being smarter, more nimble and ahead of the curve with the direction the search engines are headed.

And, I know I can help you...

Unless you've been skimming this report, you probably figured out by now that I have an arsenal of *super-software*, proven systems and strategies that I have been using to recruit and train awesome ghostwriters, create well-optimized, high-quality content, and get way more mileage out of my PLR articles than you do (in less time)...

... Also, I can quickly *evolve* one article in 27 unique versions, avoid potential duplicate content penalties, **and as a result, get better search engine rankings and more traffic with my content...** PLUS, these same strategies help me combat the issues that have been discussed throughout this report.

And yes, this collection of intelligence, software, blueprints and 7 years of my experience is available. At least it will be shortly...

*(Next page please...)*

## Is This The Missing Link To Your Online Success???

When I ask people if they have a “Content Strategy”, most look at me in a state of confusion.

*Here's the reason why...* You see, the MAJORITY of Internet Marketers (yes, that includes you) focus purely on Tactics, Tools and Techniques to build their online business. **It's the 'Triple-T Death Trap'!** They don't have a clue about strategy. A long-term, well-planned, well-executed strategy is what builds long-term, insanely successful, online empires. Tools and Techniques are a commodity -- anyone with a Visa card and *half* a brain can acquire them.

**Let me ask you this:** Do you have a Content Strategy for 2007? What are the goals and objectives of your websites and the content that fills these same websites? Note: Getting as much traffic as possible to your webpages is NOT a strategy. What type (and quality) of traffic do you want? What type of content do you need to attract this traffic? You probably haven't given all this much thought until now...

New factors such as LSI and *theme* based relevancy were not even discussed a couple of years ago. Today, every webmaster who wants to own the top rankings within Google needs to understand this stuff and make it a core part of their business (Google's new patent has only increased this level of need). What is your Content Strategy for incorporating LSI to improve your results in the search engines?

And the same applies to driving Pay-Per-Click (PPC) traffic to your websites. The game has changed. Google's Quality Score is *weeding* out the garbage content pages faster than ever! Google will dish out more 'Slaps' this year, you'll see. Those who have mature, authoritative sites filled with well-optimized, on-target, quality content will win. Everyone else will continue to chase their tail in an endless game of catch up, and watch their Google Ads get *delisted* faster than they can create them. It's already happening. So, what's your plan?

**That's why I want to give YOU the unfair advantage...**

I admit. For the past two years, I have *beat* my head against the wall trying to get all my ducks in a row. Yes, I HAD a clear Content Strategy, but what I was missing was the process and the technology to implement it, execute it and bring everything together.

*That was then...*

Back in the Fall of 2005, I decided to pull my team of *hotshot* developers off a new project and commissioned them to create a custom “Content Solution” for me. I had plenty of “content” scripts and software collecting dust on my hard drive. Having spent the past 7 years writing, syndicating and building content-rich sites, I knew EXACTLY what I wanted (and what I *didn't* want).

*(next page please...)*

I started using my *secret* software back in March of 2006. Nobody knew about it. I kept it real quiet and *hoarded* it to myself... all the while, constantly improving it, adding more features and *battle testing* it with my own team of content writers, virtual staff, and my websites and PLR content.

This 'secret' software worked so incredibly well for me, that in July 2006, I decided to let some of my existing customers take advantage of it too. 472 of them *grabbed* a copy within a few short days. Almost immediately the testimonials started pouring in! Of course, I wasn't the least bit surprised. After all, this was *my* baby. I had already been using it for five month with great success. Even still, as my customers and I continued to use the software, MORE improvements and *killer* features were added.

And now, in March 2007... I would like to give you access to this same *street-tested* software. The exciting part is, this is not Version 1.0 (barely out beta) software like most people offer you when they launch a new product these days. I'm talking about giving you a VERY *beefed up*, better-than-ever, Version 3.2!

But, software is just the beginning of what I have put together for you...

### **Introducing *Content Composer*...**

I am this close < ---> to officially releasing to the general public, version 3.2 of my "secret" software called ***Content Composer*** – an *ingenious* piece of software plus a collection of hard-hitting, info-crammed audio recordings, a dozen or so video tutorials, and three workbooks that outline my complete ***Content Blueprint*** and strategies.

Earlier within this report, I already hinted about a few of the topics covered in the ***Content Blueprint*** training when we discussed modifying PLR content, recruiting, training and retaining top (very affordable) ghostwriters and the critical role of LSI when creating content. And I am just quickly scratching the surface here. Of course, these workbooks go into much greater detail about the specific process and strategies that I use and why they work so well.

Before I go any further, let me make a BIG bold claim... **this software and training course is unlike anything you have ever seen or tried before.** I know, big words. You've heard that before, right?

**And over the next couple of weeks, I am going to prove this to you.** I have some videos planned that take you under the hood and show you exactly what Content Composer (and my training) is all about.

Believe me when I say... this is NOT some new *ho-hum* (OVER-glorified) article spinner that you are used to seeing hit the market every other month.

If you read through this report, you already saw an example of some articles that I put through one of these typical article spinners. The results are a joke! Illegible garbage that you'd be embarrassed to upload to your website.

**This is NOT what Content Composer does.**

*(next page please...)*

In fact, spinning (or, as I call it... *evolving*) your articles to create unique variations, is merely 10% of what Content Composer can do for you and your business.

Content Composer is a complete SEO content writing/editing, management and publishing system. Within the Content Blueprint training course, there are also plenty of other resources and reference guides (and a *juicy* bonus or two) that I won't get into here.

Needless to say, **I have included everything you'd ever want to turbo charge your web content, save yourself hours of wasted time and effort, streamline the way you create, manage and leverage/multiply your content, while giving you the edge you need to dominate the search engines in your chosen market(s) using the same (100% white hat, no tricks) strategies that work remarkably well in 2007 and beyond.**

If you are serious about getting better results with your websites and web content, then **I urge you to get yourself on the Priority Announcement List right now, so you'll get first crack to check out the product when it is released on Thursday, March 29th.**

**[Click Here To Get Yourself On The Priority Announcement List](#)**

**But wait... before you click that link above, claim your:**

**>> FREE SOFTWARE <<**

**My “thanks for reading” gift, from me to you!**



I almost forgot... Here is that free software download that I promised you earlier.

If you recall, towards the middle of this report, I told you how difficult it was to compare your article variations (re-writes) against your original article.

I had a handy piece of software custom developed -- called *Content Checkup* -- that will let you instantly compare your articles *side-by-side*. You'll know within a split-second if your articles are unique enough or if you need to modify them some more.

(Note: The software even displays helpful suggestions for improvement based on how unique or *non-unique* your content is.)

Similar software sells for \$25 online (I am NOT making this number up). If you really have extra time on your hands, you can do some Google searches. You'll find it.

Remember, SEO experts agree that your content should be at least 30% unique to avoid any duplicate content penalties. When re-writing your PLR articles to make them unique (or hiring a ghostwriter to do it for you), this software will let you check the *uniqueness* against the original article.

Anyway, I think you will use this software often. I wouldn't be surprised if it soon has a prominent place on your Windows desktop for easy access.

**If you'd like a copy of this new software (at no cost to you) and to be on my Content Composer Priority Announcement List (so that you will be among the first to hear about and preview Content Composer once it is released), just sign-up below:**

**YES Jason! Please Send Me The FREE Content Checkup Software, Put Me On The Priority Announcement List And Keep Me Posted About Your Upcoming Release of Content Composer...**



>>> [Click Here To Reserve Your Copy Now](#) <<<

**Check this out...** A few weeks ago, I put the call out to all my existing Content Composer customers and asked for their feedback and their success stories. I really wanted to find out how Content Composer was working out for them and the results they achieved.

I had no idea that I would received hundreds (yes, I said HUNDREDS) of testimonials within a few days. Once you join my Priority Announcement List, I will be sharing more of these results and testimonials with you shortly. Here is one of my personal favorites about the quality of the training materials that I put together:

Thank you Jason. You've really helped me get my mind around what 'LSI' is all about. It's so refreshing in this day and age of the self-proclaimed 'super-guru' peddling over-priced crap to unsuspecting individuals that **people like you are still prepared to put out top quality information without turning it into an over-hyped product.** Thanks again and long may it continue

*Adrian Bold  
Hampshire, United Kingdom*

And what about the Content Composer software? Check out these amazing results that one of my customers sent me a couple of weeks ago. (Note: I have plenty of more success stories like this that I will be sharing with you soon...)

Before I started using Content Composer, my web site [www.writeandpublishyourbook.com](http://www.writeandpublishyourbook.com) was barely on the radar with Google.

**The site is now getting between 700-750 unique visitors today, ALL from the search engines or from articles and blog entries posted elsewhere with content from Content Composer.**

66.7% of hits from search engines come from Google, and 25.5% from Yahoo. 25% of the searches are "how to write a book", and 12% are "how to publish a book."

I honestly didn't think I'd get these kind of results. The change happened quickly - much more quickly than I expected.

I was surprised - and somewhat speechless - when I did look at the stats, especially the Google SERP rankings. I never expected to see my site listed in the top five for such a highly competitive search phrase.

**The bottom line is that this process works, and Content Composer makes it so easy to create unique content quickly.**

*Sid Smith  
Portland, Oregon*

After listening to my customer's requests and then delivering the goods, it looks like I was right on track.

And I'm not done yet. The search engines are constantly changing. Once you decide to join me, I plan to release more information and resources to give you the edge with your content within the search engines. Plus, a more powerful version of Content Composer is already in development. Within the next 3 weeks, you will receive a FREE upgrade to version 4.0 as a Content Composer customer!

Well, you've read this far. Thank you.

Whether you skimmed this report or read every word, I sincerely hope that this report gave you a clear (no nonsense) perspective about the changes taking place as it relates to how you write, optimize, submit and use *unique* content on your websites in 2007. Also, I hope that you will apply all the things that you have learned today.

After all, you did make me a few promises earlier in this report... remember? ;-)



**Follow through 100% on the promises that I made you...**

I hope that from this day forward you will be smart about Duplicate Content and make the necessary changes to get better results with your web content. Like most things in life, by playing it safe and using your head, you will usually stay out of trouble. The same life lessons apply to winning in the search engines.

Ok, I've said enough.

The next move is up to you... you can either *step up* and make it happen. Use the software and information discussed in this report to your advantage -- to get more mileage and better results with your web content. Or... you can close this report... go back to checking email... and pretend that you are totally *immune* to everything that you've read about in the past 10 minutes.

To your online success,

Jason Potash

*White Hat Search Engine Info Geek (And Proud of It)*

**Did you like what you read here? Or, do you have a question? Please post your comments to our blog here: [www.contentcomposer.com/blog](http://www.contentcomposer.com/blog) or send them to me here: [ask@contentcomposer.com](mailto:ask@contentcomposer.com)**

**P.S.** – In case you briefly skimmed this report and decided to head straight to the end to find the “good stuff”, you’ll want to get your hands on my Content Checkup software. The best part is, it’s a FREE gift from me to you. Even if you are only a tad interested in boosting your traffic and search engine rankings, and getting better results with your web content, this software will save you a *whack* of time while making it easy for you to produce *unique* content. Also, you will be added to the Priority Announcement List for the upcoming release of my new software and training course called Content Composer.

**[Just click here now to claim your free Content Checkup software:](#)**

