

## What about Website Content?

As with any commercial venture, the nature of the game is to make money. Websites are no different and there are many ways to generate income from your online presence. Unless you are a well known and well established retail merchant, you will need to find a way to have users come to your website and (hopefully) purchase something through your advertisements. Whether you have your own product, utilize affiliate marketing or furnish pay per click advertisements, you need some bait to draw your potential customers to your site.

The adage "Content is King" is very true on the world wide web. Without articles and information to present to people searching the web for things that interest them, they would simply move on to the next site. There are several ways in which you can fill your website with information to hold your user's attention.

The first option many newcomers take is to write their own content or hire someone to ghostwrite the information for them. This will work well if you are articulate and can present your information in an easily understood form. If you are hiring someone to write the information for you, the cost of putting together a decent sized website can stretch a new webmaster's budget.

Another way to fill your pages with information is by using article directories. These websites are designed as repositories of articles on a multitude of subjects that you can pick and choose as you will to put on your own website. The advantages to using article directories is that you can quickly add content to your site that will be of interest to your viewers. The downside to using article directories is that for one, you cannot change the articles at all. These articles are provided as a service and either the author or the directory site retains the copyright.

Directory articles are provided free, but have hyperlinks to the author's own websites imbedded in the byline information at the bottom of the article. This provides the person who furnished the article an extra back link to their site which aids them in increasing their rating with the search engines.

A third option lies somewhere in between these two choices. A growing number of web companies offer article packs grouped into specific niche interests. These collections of articles are sold with "Private Label Rights". This means you can do whatever you want with them. You may put them on your site and attach your own byline. You can resell them to others and most importantly, you are permitted to edit and modify them to include your own unique details and information. This is the preferred method of utilizing these private label articles.

Most of the major search engines will discover and assign a lower ranking to webpages that have duplicate copy on them. In order to work your website toward the first pages of a search engine result you will need among other things, to keep your content as unique as possible. A packet of private label articles will generally cost less than if you had to hire someone to produce your content for you. The simple task of modifying the articles for your website can give you the satisfaction of being a part of your site's development. With just a little effort you can take the basic articles you bought this way and turn them truly into your own creation.

## About the Author

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