

## Blog Content - Whats the Importance Of Fresh and Updated Content

The most important part of owning a successful blog that Search Engines will love and that will have your readers coming back to your blog again is to constantly add fresh, quality content. For people who love to write, adding quality content to their blog on a regular basis is not a problem. If you're not very fond of writing, creating great content for your blog on a regular basis can be a bit of a hassle.

The trick is knowing how to create quality content that doesn't involve you sitting on your computer researching and editing for hours just to produce a few paragraphs of content. Some enterprising blog owners who don't have the time or skill to create their own content, add content to their blogs by posting informative articles from article directories. Using articles from article directories is okay for your human readers but not so good for the Search Engines.

Here's why:

1. Search Engines view the articles as duplicate content and your blog is penalized with lower Search Engine rankings
2. The articles can not be rewritten by anyone other than the original author and the resource box must be posted with the article itself (the resource box is the reason the articles are freely available in the first place).

Fortunately there are alternative ways of adding quality content to your blog that satisfies the demands of both the Search Engines and your human readers and at the same time does not necessitate you writing the content yourself.

Here's how:

Purchase Private Label Rights (PLR) articles related to your topic. Like articles found at article directories, PLR articles are available on just about any topic you can imagine. Unlike the articles found at article directories, however, PLR articles give you full ownership rights and you can do just about anything you like with them. In order to purchase PLR articles for use as blog content you will generally either need to join a PLR membership site (requires a monthly fee) or browse the special offers section of forums. PLR articles sold through forums are typically inexpensive, but their quality is not always the best. Once you have purchased the articles you like you will then need to rewrite them a little bit before adding them to your blog. You don't need to rewrite the entire article, only about 20-25% of it.

### About the Author

Do you play [world of warcraft](#)? Have you heard about the [burning crusade](#)? Are you sick and tired of running around being poor while other players get epic mounts and the most expensive gear? Sign up to my free e-course and discover the insider secrets.

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