

Content Marketing (Naughty) Trick



By Welly Mulia

Content Marketing Naughty Trick

Okay, so you've heard so many times that one of the easiest ways to get content for your site/blog is to go to an article directory (Ezine Articles for example), search for a relevant article within your market, and then simply copy the article and paste it into your site.

No doubt that's EASY!

But As With Anything, Easy Always Comes With A Price.

The price is:

- There is the infamous "duplicate content" penalty that search engines are going to impose on your site
- You don't really provide any kind of added value to your readers since you're just copying and pasting the content. The other thing is that we know content from article directories are not high quality at all – most, if not all, are just generic articles filled with redundant words and phrases to bloat up the number of words. Rarely is an article of good quality. All of these show that you don't really care much about your audience.

How To Bloat Up The Number Of Words

By the way, would you be interested in knowing how to bloat up the number of words when writing an article? That's easy pizzy...

It's only a 3 step process:

1. You tell the readers what you are going to tell them
2. Tell them
3. Tell them what you've just told them

Simple eh?

By now, you should have understood that it's NOT a good strategy to just merely copying and pasting a whole article to your site (unless, of course, your site is a junk site). This is content marketing training 101. I know it's very tempting to do that because it's so easy, but like I've said above easy always come with a price.

Content Marketing Naughty Trick

Copy & Paste Yet Still Maintains Uniqueness?

If I told you there's a way where you can create content easily (still copy and paste from article directories) yet your article is NOT 100% duplicate content but has some elements of uniqueness, would you again be interested to learn more about this?

The way to do that is to create an introduction (in your own words) right before the article you've just copied and pasted, and add a conclusion (in your own words) right after the article.

Yes duplicate content still exists, but it's much better than just copying the whole article without adding your own thoughts and twist.

Let me give you an example. Suppose the article below is taken from an article directory:

=====

Internet Marketing Essentials

So you want to do internet marketing? Well the first thing you need to do is to understand how to operate a computer and connect to the internet.

This might sound like dumb – but it isn't. I have come across people who say they want to do internet marketing but they don't know how to operate a computer.

Article goes on bla bla bla...

Welly Mulia has been running an internet business since 2006 and he has helped hundreds of people replaced their job with an internet business bla bla bla

=====

Now what you can do to make the article above unique is to add your own introduction and conclusion. For example right before the article, you can add this introduction:

[Introduction starts]

Today I came across this article that I think you are going to benefit from. It contains some real gems on how to do XYZ. Some of the things mentioned in the article are even things that I've not thought of before.

Here it goes:

[Introduction ends]

Content Marketing Naughty Trick

[Copied article goes here]

[Conclusion starts]

So what did you think of the article? I personally liked ABC because I think it's a smart strategy. By the way, if you are beginner and would like to learn how to replace your job online, you can [check out this free cheat sheet here](#). <= you insert your affiliate link for a related freebie/product here

[Conclusion ends]

NAUGHTY Trick

See what I just did above? Even though you can't edit anything in the author bio of the article, you can certainly insert an affiliate link for a RELATED freebie/product in the conclusion section. How's that for some (naughty) content marketing training?

The key here for HIGH CONVERSIONS (meaning a high percentage of people signed up for your affiliate freebie or product) is to make sure the offer is **VERY RELATED** to the article. It wouldn't convert well if the article talks about list building, yet your conclusion includes a link to an offer that teaches people "how to make money from AdSense".

This strategy of adding your own intro and conclusion to a directly copied article is good if you are building a lot of niche sites in different markets and promoting affiliate offers.

This strategy is NOT recommended for building authority sites where you are trying to make a name/brand for yourself. If you are into the authority model (like me), then you should create your own content using your own unique voice to stand out from the crowd.

Products By Welly Mulia

Protected, multi-level membership site (can drip-feed content), product launch pages, OTO pages, squeeze pages, sales pages – all created in *mere minutes*

[Click Here...](#)

How To Replace Your Job On The Internet (Free)

[Click Here...](#)

Content Marketing Naughty Trick

The HIGHEST Paying Affiliate Program?

[Click Here...](#)

How To Create & Set Up Your High Converting & Professional Squeeze Page In 2 Minutes Flat

[Click Here...](#)