

What is PLR?

What is PLR, no not “prime lending rate”, though it can stand for that, the PLR we are talking about here relates to the Internet and website content such as articles. PLR is a popular concept online but there are still quite a few of us out there who do not understand what PLR is exactly. PLR stands for private label rights and once you purchase the rights to this content, such as an article you are given the right to use this content as you see fit, even publishing it verbatim as your own. ”. Though, this really is not the intention or main use for PLR therefore you are urged to make changes. Usually PLR articles are sold to a limited number of people thus the reason why it is labeled “private”.

PLR articles are written to be used by other people, most often, they are written by professional writers, then sold to website or business owners for use as they see fit. PLR articles are written on general topics and usually it is just the facts. So, most times, the business owner will edit the content and make it more personal before using it on their website, in their e-zine or newsletter, or somewhere else in their own business literature. Sometimes, the business owner might even create an e-course, special report or e-book from several PLR articles. PLR articles are a great use for website owners to create search engine food, as the search engines are always hunting for the latest content and using PLR helps a website owner to keep their website up to date.

In this way PLR articles save a business owner a ton of research and writing time allowing them to produce their informational products or website content in record time. One can see easily why this would be an enticing thing to purchase so that you too can speed up the process of your business using PLR.

The main thing to remember when using PLR is that you want to be as creative as possible when making changes to it so that it truly shows your personality, targets your business and makes you shine, rather than looking just like everyone else’s bought PLR. You do not buy PLR to be like everyone else, you buy PLR to be ahead making sure that the way you tweak it allows you to accomplish just that.

PLR can be a very useful tool for business owners when it is used correctly. Learn more about PLR and do your research before jumping in, you definitely want to be prepared. One thing is clear, you can only benefit from using PLR the right way.