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How To Research Information To Develop Your Unique Content

By Joe Yokmax

We live in a sea of information. And information overload is an increasingly common complaint. Part of the complaint arises because we get hit with different headlines that point to the same content. So we waste time on things that have no added value. Bummer.

When you email your list or put up content on your site, and assuming you want to generate loyalty, it's necessary that you have content others haven't seen a dozen times elsewhere.

If this makes sense to you, here are some ideas you can use to EASILY generate fresh content with a minimal amount of time and effort.

First of all, think about a subject in which you are interested. Let's say it's horticulture. Now if you're not aware of it, let me put you in the picture. Most people do web searches from Google's home page and stop there. Not at all creative. Not at all digging for information from which to develop original content.

So let's go exploring...

1 – Google has lots of tools besides just web searches. They let you check the news. (

<http://news.google.com>

) As of this writing, there are 1,680 news items listed by Google on the word

horticulture. Bet you could easily do a summary of some of these articles and create your own content. But let's not stop there.

2 – Google also has "groups." (

<http://groups.google.com/>

) These are folks who like to discuss *your*

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subject. So now you can go even farther. Look up horticulture in their groups. Now this information is potentially gold. Why? Because you can see what it is about horticulture that lots of folks are interested in.

Think you might be able to do a little research and come up with a free or even a for-profit report that gives them what they want?

Check out Google's other tools, too. You can even get research info from universities through Google. Start here:

<http://www.google.com/intl/en/options/>

3 – Next method: Do this search (keeping in the punctuation as written):

+horticulture +free +filetype:pdf

As of this writing, Google shows 196,000 hits for this query. What you get here are free downloads in pdf format about your subject.

Now you can't simply copy and use it as your own information. You have to create your writing in your own words. But there's no law that says you can't summarize what you find in other people's works. To make the point, you could even call your work something like: "Survey Report: Latest from the Horticulture Front!"

4 – Go to Alexa.com. Do a search on your subject, in this example, horticulture. It provides the exact same results as Google because it's powered by Google. So why bother, right? Wrong. Because Alexa *does* provide value added information.

When you do the search, you don't want to click the link that takes you to the listed site. Instead you want to follow the link that says "Site info." When you do this, you'll find a section called: "People who visit this page also visit." This can be very valuable because it potentially shows *what the marketplace is interested in.* This can enable you to tailor your information product to what people want.

These are just some of the easy ways to branch out your explorations and find gold to weave into golden braids.

Golden searching... :)

David A. Bailey, Jr shares easy four-step method for building your English skills quickly and easily. Join the English Club to practice your English and make friends with other ESL students just like yourself.

<http://www.clube-de-ingles.com>

The Power of Unique Content to Drive Search Engine Placements

By David S

As the owner of Article Authors, located at

<http://www.articleauthors.net>

, I have been privy to all sort of

article requests from webmasters all over the world. Whether it has been a website article on dog leashes, or a website article on motorcycle handlebars - I've seen it all (almost). For the most part, all of our requests for unique website content are for website articles to help the webmaster fill up his pages with useful, unique writing. We don't believe in scraping material together nor stealing others works. Instead, I have many different writers from all over the world who use their extensive backgrounds and different writing styles to either write a first person piece, or do research on a particular subject which they might have an interest in already.

So how does any of this help you, the webmaster, who is trying to drive better search engine placements?

Easy. If you've never thought of using brand new, unique content for your fledgling or established website, think again. By using fresh new content on your site you enable the search engines to crawl over new data on your site, indexing hundreds of new words. And if this new, fresh unique content is in the form of optimized keyword articles, you're now adding fuel to that search engine to place you higher and higher within its search engine result pages.

Here's another thought – just because you can get free articles, doesn't mean you always should. Everyone else is drawing from the same free article pool as yourself. If you don't use our service (and I do hope you do), I implore you to find a service that will -

- Meet your turnaround time for creating new articles
- Create website articles that are professionally written
- Create website articles that contain keyword optimized text
- Understand your needs and what you are trying to accomplish
- Understand that not all webmasters have the same budget to spend money on unique content

There's no secret to any of this. To develop a site that draws traffic, you need to build, build and build some more. And what you build must be relevant to what people are searching for. If you sell dog crates– make sure you have 10–20 articles about dog crates and everything about them!

If you are wondering what the real world power of unique, keyword optimized website articles can do for you to drive traffic, just shoot me an email at

contact@articleauthors.net

and ask me how well this

article did for me.

David is the owner and administrator of Article Authors, a full service web content firm specializing in creating website articles, ebooks, press releases, forum postings, blog postings and creating web content everyday. Please visit

<http://www.articleauthors.net>

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