



Table of Contents

Introduction	2
What is it?	2
The Beginning	3
Fast forward to 2002	4
Is Hiring a Writer - Right for Your Site?	7
Assemble a List of Keywords or Phrases	10
So what are keywords or phrases?	10
Break the keyword list apart	11
Develop a Writing Job Description	14
Just to demonstrate...	16
Pick a Style	19
Before you think about posting that bid.....	22
Finding Writers	23
A Global Example	24
Post a Bid Request	27
Bid Request Completed	28
Check out the Writer	29
What is a "Short List"?	29
The Bid Responses	29
Developing your "Short List"	35
Next Step on the Short List	37
Accepting the Bid	40
Working with the Content Writer	40
Sending the Keyword List	43
Change the Keyword Status	44
The Deliverables	45
Approving the Project	46
Processing Your New Articles	47
Naming the Article Files	47
Working with Freelance Writers Directly	49



The Price of Articles	51
Overall Conclusion and Recommendations	51
Closing	52
Resources	53
Thank You	54

**How to Create Website Content FAST!!!
is dedicated to all of those owners,
builders and writers for websites that struggle
everyday to produce new content.**

I know where you are coming from.....





Introduction

If you have a web site, then you are in the "content" business. People use the internet everyday to search for information. Information is content. The more content pages that are on your site, the more chances the website has to be found in the search engines. More content means more possible traffic... and after all, isn't that what we all want?

The problem is that **writing and building content for a website can at times be very difficult**, even if you're a seasoned website owner and writer. Let's face it, there are lots of reasons writing can be difficult and why you personally don't want to do it.

- Some have writers block on a subject.
- Others feel they can't write.
- Some need fresh ideas or approaches to a theme.
- Others want to use the time to manage their site(s) and links better.

Our goal is to show you some other "possibilities" to help produce more content for your site(s). It really is a simple concept, works remarkably well and it is nothing new.

What is it?

It is hiring a **content writer** to help produce more content for your site. Content writers or "ghostwriters" are not some kind of new idea. How many times have you heard of the latest best seller using "writers"? It's now quite common to see bestsellers that are not written 100% by the "face on the cover."

Let's be realistic. Every website needs to have its own voice, and you may be a little uneasy on having someone "take your voice" and write for you. I was not comfortable at first. If you will take the time and learn how to "follow" the plan, you will find that content will always be flowing. Your site will always be growing and updated. Plus you will be able to devote more time to managing your site(s). Another plus... you will also be able to pick and choose the topics YOU want to write on.

This eBook is going to focus on many of my own writing experiences, bottlenecks, what has worked and what has not. Let me begin by giving you some background on myself, and how I got started with hiring web content writers.





The Beginning

I started my "computer" career in the early 1980's when I purchased my first computer for my business, which at the time was an indoor plant nursery. Software was just too expensive. I remember when an accounting package went for around \$5,000 and now you can grab one for around \$150 dollars.

The only way I was going to be able to have accounting in my business was to get some books and start learning how to program. When Hurricane Andrew blew through South Florida, in August of 1992, it caused an estimated 30 billion dollars of damage and my career of growing indoor plants as a profession... vanished. Here I stood with twenty five years of indoor plant growing experience and no way to use it.

I had "heard" of this thing called the internet and the world-wide-web, but had never experienced it first hand. In early 1996, I "surfed" for the first time with a very early version of Netscape. I knew immediately "the net" was the way for me to share my knowledge on plants with others.

I started a website called www.plant-care.com and the goal was to provide indoor plant care information to consumers. The downside of the website was that there just was not any – in my opinion – practical, easy to understand, indoor plant care information available. The only way I was going "get" this information was to open up my head, get out the brainshovel and create it myself. That's where my "writing career" began.

One of the ways I developed articles for www.plant-care.com was to produce a weekly newsletter. I've written hundreds of articles on indoor plant care and have 5 eBooks out on the subject. As a little bit of traffic came by, I would simply take a topic from an email and expand on it or just write on some general observations. I never focused on a keyword... heck, I did not even really know what a keyword was. If I had only known, it would have made the writing so much easier.

I learned a long time ago from using computers, storing business information, and having a few hard drive crashes.... **DATA** is king. You can easily replace your computer... but the data can take months, weeks and even years to rebuild. On the web – **CONTENT** is king. In my humble opinion a...

Website without CONTENT, is like a crashing hard drive... DEAD!!!

People visit search engines everyday. They type in their search request which are sometimes a little strange to find information. People are always searching for information on something they have an interest in at the moment. The more information your site can provide the better. The more content your site has means more ways to be found, more possibilities for traffic, and more traffic means more opportunity to have visitors click on the links that can bring in revenue.





Looking back I have always been a "content" writer, although, I was not aware of it. Writing and editing a weekly newsletter takes a bit of time, along with all the other daily chores.

As I learned more about the web... I knew I needed to learn more.

More about...

- Attracting visitors
- Emailing to a subscriber list
- Search Engine Optimization
- Promotion
- Marketing
- Designing a web page
- Using colors
- Optimizing graphics

Just more about business and the web as a business.

To learn more I started subscribing to different ezines. I have about 10 people I read regularly. Two I read faithfully as "Must Reads."

- **Allan Gardyne** at Associate Programs. <http://www.associateprograms.com>
If you haven't subscribed, do so today.
- **Ken Evoy** at [SiteSell](#)

Both of these individuals share their souls, on the net, on marketing and others peoples success.....





Fast Forward to 2002

Allan Gardyne started testing a product by SiteSell called [Site Build It](#) or SBI for short. Allan hired an employee to give SBI the "human test" and to be confident SBI met all of the company claims before he formed his own opinion.

The employee named Rupert had no real previous experience with producing web content and/or websites and knew nothing of affiliate marketing. After 8 months of testing, Allan reported to his subscribers that SBI "worked" in his opinion. In fact, another site was started, just in case the first site was a fluke. A review was written and the results were also published. After reading of the success Rupert had with [Site Build It](#) (about 35 times), and looking back at all of the knowledge I had acquired with computers and other interest, I made the decision to give SBI **my own trial** in a completely different industry from plants.

I purchased SBI, downloaded the programs and installed the software. After exploring all the tools provided I brainstormed some site concepts. The next step was assembling keywords and laying out the structure of the site. Finally, writing content for 100 plus articles related to the keywords that SBI brainstormed for my site theme began.

Writing wasn't a problem, I find writing to come fairly easy if I have a topic, a headline, or a page concept related to a keyword or phrase. Within two weeks I had researched and written 30-35 articles. I have one of those minds that is always generating ideas for articles or themes.

After using SBI's brainstorming tools along with using some other tools on a "new" concept, I quickly purchased another SBI site and started to write content for that site. After brainstorming additional niches to target I purchased 3 more SBI sites. For me SBI is working... but it does take work.

Before I turned around, I found myself in somewhat of a dilemma. Having 5 sites to develop content and articles for, needing time to find merchants and get pay codes, I was slowly getting buried. I had plenty of keywords to write on and new ideas hitting me but not enough time to write content. Although I find writing to come easy after so much practice of 100's of articles, 1,000's of emails and 5 eBooks, it does take time.

A typical article after research, editing, adding graphics, adding the article to the site map, posting it to the site and testing links may take me anywhere from 1-3 hours.

I found myself scratching my head trying to figure out HOW I could be more productive. At the same time, the mind kicked into overdrive. On the radio one of the talk stations mentioned someone's best seller and they used the term "ghostwriter."





The wheels started spinning and off I went in search of "other" ways to produce web content so I could use my time more productively to manage:

- My sites
- My links
- My content

I had lots of questions I needed to have answered. Here are just a few...

- Could I find writers?
- Where could I find content writers?
- What would it cost?
- What would the quality be like?
- What problems would I face?
- Would I save time?
- Would there be a lot of additional editing?
- What would be the return on the investment?
- What "systems" would I need to track the progress?
- And more that I didn't know of...yet

This eBook is NOT the final chapter or the absolute definitive work on web content writing. There is still much to explore, try, learn and discover. What you're about to read is my journey, a journey that I hope will open your eyes and blow open the doors to lots of new possibilities for your website and content writing.

So far it's been an exciting, fun and productive journey so... Jump in and...

Let's get started....

The absolute first question you need to ask yourself!!!





Is Hiring a Writer - Right for Me and My Site?

Only you know what and how you want to communicate the information on your site. It is possible your site theme may not lend itself to having content written by "outside" people. Hiring a content writer may just not be appropriate for your site.

For instance, I have very real, first hand experience growing indoor plants, since I grew them for over 25 years. It would be very hard for me to give a writer a few keywords and have them write what I want to communicate.

But it is entirely possible for me to take the 100's of articles I have written and have a writer rewrite or "edit" my articles.

What benefits would that produce?

Old articles can be rewritten to include keywords, with appropriate keyword density, to improve SEO placement. Then "build" a completely new set of articles leaving the original set alone but using the keywords. That alone doubles the content on the site. Once you have content in your hands there are many ways to assemble and re-assemble it!!!

More Content, More Clicks

My website <http://www.internet-speed-guide.com> is another story. There is a tremendous amount of written information on the subject of computers, internet, cable modems, DSL, broadband and more. You'll find information on the web, manufacturer's sites, catalogs, magazines, books, newspapers, TV and radio. This information is easy to put your hands on, easy to research, and easy to have new articles written on the topic.

This is not to say that writing an article on just about any subject isn't possible. It's just how much it will cost; to get the article you want, in:

- Time
- Effort
- Money

It will cost to get the article you want.

The type of web content articles we are talking about is the kind of information available to the average high school student. The kind of paper they could write as an everyday homework assignment. The articles range in the area of 200-800 words and focus on a keyword or phrase such as "house plant."

If you think your site can use more content, which just about every site can, and are willing to step out of your comfort zone, hiring a web content writer is a great way to boost your web presence, increase your site traffic and sell more of your products.





More pages, more traffic, more clicks, more sales

One note of advice...

If you are new to the whole idea of web building or starting a business website, you can build a viable business on the internet... but if you try to shortcut the process... you'll only hurt yourself in the long run. It takes **work**, constant **testing** and always **learning**.

If by chance you have jumped the gun and haven't come up with a website theme or niche... STOP. You need to back up and develop the theme or niche before you even begin to look at developing content.

Here are two resources I would recommend for you to get started with:

[Site Build It](#) from SiteSell. A complete package from hosting, developing a niche and more. "Why build JUST a Web site... when you COULD build a Web BUSINESS?"

[Strike it Niche](#) - 70 High Demand, Low Competition Niche Businesses You Can Start on the Internet Right Now... and Quietly Rake in Untapped Profits, While Others Chase Rainbows!"

Throughout this eBook I'll be dropping in some little – **Web-Writing Advice Tips** so here is your first.

Web-Writing Advice Tip #1

Before ever hiring a writer to write any content for your site... You need to produce some articles yourself.

Yes, you read that right. You'll need to roll up your sleeves and get a little dirty. You'll need to get in the trenches and experience first hand writing for the web.

Why, you ask?

The **only way** for you to be able to judge:

- The type of articles you want
- If you want to "approve" an article
- A writer and their skills
- And determine exactly the size and scope of what you are expecting overall
- How much research will be needed

... is to write some articles yourself.





The only way you'll improve your writing is to **practice**. You need to write every day, even if it is only a paragraph or two. There are lots of ways to practice. You can "practice" by taking the time to post in forums and write more through emails or take a keyword and write 5 different titles for it. But **write and write regularly**.

By writing regularly, a few things come out of the process:

- You'll know what to expect from your writer.
- You'll write and communicate better.
- It can help trigger ideas for more articles.
- It provides a place for your writer to visit and see what you expect.
- Articles can serve as a sample for your writer to reference if you don't want them to see your site. (more on this later)

If one of the reasons you're reading this eBook is because you can't write or think you can't write... don't worry, it is something you can learn. If you need some help or instruction with writing, there are various places to search and visit on the web.

I find it interesting that if you go searching for information on how you can write better, what you are doing is searching the net for "content"... **content you are looking for**. There are thousands of searches per day looking for "content" on your niche.

I highly recommend: [Make Your Knowledge Sell](#) and [Make Your Words Sell](#) from SiteSell. But for starters try the FREE [Netwriting Masters Course](#) by sending a blank e-mail to receive an intensive 5-Day e-mail course that shows you how to become an effective e-persuader.

Ok you've decided... Hiring a web content writer is the path you want to take.

What is the next step? Where do you start?





Assemble a List of Keywords or Phrases

Before even starting to build content for your site, you need to develop a set of keywords to help guide your content development. Starting to build a website with a focused, laser guided list of keywords or phrases to work from, will put you ahead of 90% of most people that are building websites.

Why do I say start with a keyword list? **Experience!!!**

Here's a really stupid mistake I made a long time ago and wasted a lot of time and energy.

Learn from it and **DON'T DO IT.**

Sometimes when we have a passion on a particular "theme" we forget that we develop a certain set of words we use to talk among our peers. We use these words as "short cuts" to identify items or topics. The problem is sometimes we are just too close to our subject and use these terms inside our own small circle. These shortcuts may not be the search terms your target audience are entering into search engines to find the content or information in your niche.

"For instance, having been in the indoor plant industry for so many years, when I first started creating content, I always used the phrase or term "indoor plant." The term "indoor plant" was searched for 7747 times during September 2003 according to Overture. The term more people searched on was different. The term they used was "house plant" and it was searched on 38120 times in that same time period.

What if in just 50% of the places where I used the term - **indoor plant** - the term - **house plant** - was used? Would the site or pages have been found more? Maybe... but can you see the difference? I don't want to think how many times I used the term "indoor plant." I could kick myself in the head.

Having a list of keywords is an absolute **MUST** to succeed in producing and building focused content. People are searching the web everyday for specific content in your niche... **why not be the traffic cop and direct them to you?**

So what are keywords or phrases?

Essentially, these are the EXACT WORDS or PHRASES that people are typing into the search engines on a daily basis to search the web. If you want your content to be found, it helps to use the words or word combinations that people are searching on in the articles you post to the web.

What tools are available to put these keyword lists together? There are hundreds, if not thousands, of products and online scripts to do the job. Here is what works for me:





*** **My Top Recommended Tool** is [Site Build It](#) from SiteSell ***

A perfect starting place for the beginner.

- [Site Build It](#) from SiteSell is a comprehensive suite of tools that will take you through researching, brainstorming ideas, developing highly targeted keyword lists with a profitability index, all the way to full hosting with unlimited bandwidth, SEO analyzer, and choreographed SE submission and tracking. I would love SBI just for the keyword research and profitability index, but as a full suite of tools that take you from startup to profits, it can't be beat. Visit [SiteSell](#) for current pricing.
- [GoodKeyWords](#) – A free download that will allow you to look up keywords fast. I use it whenever I want to do some really quick keyword popularity test.
- [Ad Word Analyzer](#) – helps maximize the results of pay-per-click advertising and also to improve search engine rankings. I use it to help find more keywords for my lists.
- [WordTracker](#) - helps you choose and target the right internet marketing keywords which will help your search engine placement and ranking.

You need to take the time to learn how to use any tool. They are not difficult to learn. Spending the time learning and understanding how to use them will pay big dividends and allow you to focus on your web building efforts.

You've done your work and have a theme for your site. You've spent a couple of hours researching keywords for your niche. You have assembled a list of 100 or more keywords or phrases... where do you go from here?

Break the keyword list apart...

Breaking your list into groups of 10 – 30 keywords or phrases and pasting them into a simple text file, makes managing them much easier. I copy mine into an editor like Notepad and place one line per phrase. I know you may be tempted to use your word processor or spreadsheet, but a simple text file works great. The file is small, easy to copy, easy to email, and above all - readable on any platform... PC, MAC or LINUX.

The simple TEXT file looks basically like this...

```
Domain - Plant-Care.com
Set #1
-----
house plant
care for house plant
house plant tree
house plant picture
tropical house plant
poisonous house plant
indoor house plant
....|
```



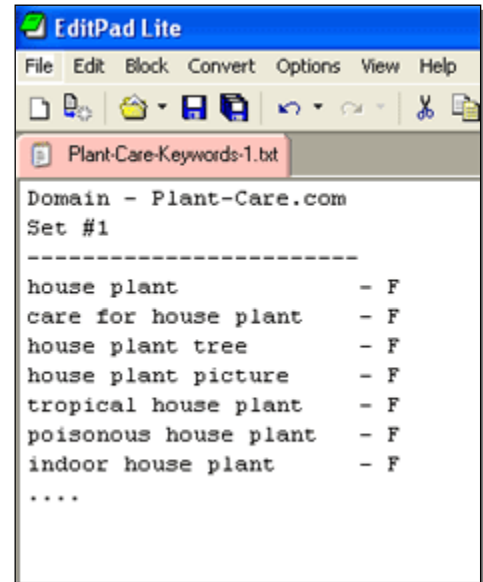


When I first build my list each Keyword gets labeled or coded as:

- **F** – Future
- **IP** – In Progress
- **C** – Completed

Quick definitions for these terms...

- **F – Future** – I plan on using this keyword for an article but may include or use the text in other articles as support or as a secondary keyword in the page title or page description.
- **IP – In Progress** – The keyword has been sent as part of a group or set to a writer. They may write on it or not. However, until the job is completed the keyword will not be included with another set.
- **C – Completed** (in my case "C" means posted to the website) The article has been received and approved, edited if needed or tweaked, web page formatting added. Finally, <TITLE>, <KEYWORDS>, and <DESCRIPTION> tags are added to the <HEAD> section and the webpage is uploaded.



Technically, you could have another step in between... receiving the article and processing it... but I handle that in a different way which I'll explain later. I find the extra step as creating more work. You, of course, can develop your own method, but this has worked well for me.

Web-Writing Advice Tip #2

Create a folder on your computer called – Keywords. Inside of the Keywords folder create a folder for each domain and save the keyword sets for that domain in each domain folder. This allows you to manage multiple domains and keywords sets very fast and easily.





For tracking the keyword and work status, I use a few different methods. All of my SBI site tracking is done with my [SBI Manager](#). For non-SBI sites, a simple spreadsheet will work.

#	KEYWORD (#0 in the list)	D	DEMAND	SUPPLY	PROFIT-ABILITY	SUPPLY SITE INFO	POSSIBLE PARTNERS	IDEAS FOR CONTENT
1	house plant	S	38,120	15,625	397.91P			
2	care for house plant	S	3,843	25,973,139	0.98P			
3	house plant tree	S	2,413	622	627.01P			
4	house plant picture	S	1,041	213,546	3.81P			
5	tropical house plant	S	1,491	29,218	11.01P			
6	poisonous house plant	S	915	13,305	13.71P			
7	indoor house plant	S	691	20,656,397	0.01P			

You may be wondering why you need to track the status of your keywords. Well, it can be very easy to become confused... as experience has taught me. I set a goal of 150 keywords per site as a minimum. With 5 SBI sites and more concepts being explored, that's 750 keywords, 750 potential articles and multiple writers working on keywords. I need to know the status of the keywords that content is being written for.

The columns on the spreadsheet are labeled left to right with the following column headings:

Keyword | Status | Writer | Date Out | Date In

	A	B	C	D	E	F
2	Keyword	Status	Writer	Date out	Date in	
3						
4	house plant	F				
5	care for house plant	F				
6	house plant tree	F				
7	house plant picture	F				
8	tropical house plant	F				
9	poisonous house plant	F				
10	indoor house plant	F				
11	...					
12						
13						

You could use a different spreadsheet for each domain or build multiple keyword sets on one sheet.

Let's review where we are and what has been completed before we move on to the next step.





You have:

- Completed keyword research
- Developed your list of keywords
- Split the keywords into smaller groups in text files
- Set up individual folders for each domain
- Set up a tracking system

What's the next step?

Develop a Writing Job Description

When putting together a writing description for a content writing assignment, try to be as descriptive as possible... but don't give every detail. Remember you are having content articles written to attract search engine visitors... you want to attract "qualified" writers that can do the job. Holding back some details helps you "interview" your prospects later on in the process, which helps in your selection of a writer.

Here is the ad I use when looking for content writers. Changing just a few words will work for just about any small web content writing project.

Articles for Cell Phone Website

Description:

I am looking for someone to compile / write articles related to a list of different keywords relating to cell phone products.

I will provide the keyword sets and key word density ranges.

These articles are for creating content-rich pages to place on a cell phone related website for the purpose of improving search engine rankings for the entire site.

I am interested in creating 100 - 200 one page articles, ranging between 200 - 800 words per article, containing the various keyword sets and densities identified by me (some flexibility here)

The content can be found / borrowed / and compiled from other web sources and does not have to be grammatically or structurally perfect - just have keywords in the headlines and throughout the articles. Again - more for search engines than visitors.





Project price is dependent on quantity of articles, or the size of the collection.

I am willing to pay \$5 / article, with a 10 article minimum (\$50 / 10 articles)

Applicable copyright laws must be adhered to as articles must be publishable as original content.

Thank you.

The Deliverables

- 1) Articles are to be submitted as individual TEXT files without formatting. Just line breaks between paragraphs. One zipped file containing all the files is also acceptable.
 - 2) Review and approve all documents to make sure they meet the project specs.
 - 3) Complete ownership of all the documents with complete copyrights to use and publish all work purchased.
 - 4) Applicable copyright laws must be adhered to as articles must be publishable as original content.
-

Begin by giving a brief overview of the project and try to give enough details to weed out the writers that think a job is too small or isn't really a topic they feel comfortable writing about.

Copy the above AD and keep it handy in a file for quick cut and paste for jobs. Modify it to meet your needs.

Most of the articles are in the area of 200-800 words, they are simple, informative, content articles. The function of these articles is score in the search engines, provide enough content to satisfy the searchers request and serve as a traffic cop to help move the visitor on to your most wanted response.

That response may be a merchant product, a newsletter, an autoresponder or whatever. I choose not to spend time trying to "sell" the visitor, but allow the article to do some pre-selling. These types of articles are not masterpieces or novels, but could be characterized as a basic, researched paper for a high school student.





Web-Writing Advice Tip #3

Writers do not need to be an expert on the subject; they need to be able to follow your guidelines and communicate the keyword phrase they are writing on.

Just to demonstrate...

Here is a real world example of someone that knew nothing about a topic and produced a content article.

Below is an exchange between myself (Gary) and Larry Chamberlain of <http://www.best-cat-art.com> on the Associate Programs forum. Larry and I have never met. I'm in the US and he is in the UK. The discussion came around to writing content. I posted that I had hired writers for content and said it was easy to write IF you had a keyword to write on.

On a side note... visit the forum: <http://associateprograms.com/discus/>

A friendly challenge was put up to write an article... here is the exchange and the articles.

Gary

Here would be an interesting test for this group. Let's get a couple of people on this thread to submit a keyword phrase on a topic we know nothing about and write a 200-500 keyword rich article. I'd be happy to swap a phrase with you.

Writing isn't really hard if you have parameters. This is basically 9th grade research writing assignments for most of your keywords....

Are you game? Let's try it?

Lots for people use ghostwriters in the book world...

By having someone else write an article it gives me a perspective that maybe I didn't think of... in turn that helps me produce another article or two.

Larry

Okay mate, I'm up for it!





Write a 250 word article on "The cat in modern art"

No need for keyword optimization. Now what's my assignment?

Gary - I wrote a quick article on his Keyword request - The cat in modern art

The Cat in Modern Art

People have lots of different taste in art and many people can't even describe what art is... but they know it when they see it. With all the many categories of art my favorite is cat art. One of the more unusual niches and a favorite of mine is simply the cat in modern art.

Remember when you were a child and read the book of the soon to be movie "The Cat in the Hat?" I would consider the drawings of that to be one version of the cat in modern art. <link to poster> Maybe you're looking for something that is not quite so commercial and want cat prints or a cat poster that has more of an island look or primitive feel <link>

Since we are on the topic of the cat in modern art would you consider the lovable Garfield as modern cat art. Garfield the cat is a very identifiable figure that the advertising community used in quite a few ad campaigns. This cuddly, smart, soft, mischievous cat captured the attention of adults and children alike.

Possibly you're not looking at what others view of the cat in modern art and are interested in creating your own. With digital cameras and the graphics programs available today the only thing that can stop you from entering and creating your own world of modern cat art is your imagination.

Don't forget... People have lots of different ideas as to what the cat in modern art is... so give them your impression of modern cat art... and if they like it... they'll know it when they see it.

Larry

I never would have thought of the angle that you used, that's brilliant. There is not a chance that my article will be in anyway good enough for you to use in return.





Gary

Your Keyword – lexar flash cards

Larry

First I will have to educate myself as to what they are...

Quick Comment

I knew Larry would come through even if he knew nothing on the subject. A little research and... Here is his article back to me.

"Lexar flash cards" George had said, and I knew that he was going into one of his little lectures.

"Lexar flash cards will solve your problem, you see if I'm right" George went on in his not to be argued with tone. "You see, using that memory card that came with your camera, you're not letting the equipment work to its best"

I can't help liking George, a true friend if ever there was one. Nobody is perfect however, and the thing about George that does often annoy me is that once he starts on something technical, he forgets to stop.

"...helps your camera take pictures faster... Lexar flash cards allow you to spend more time actually taking pictures, and less time waiting for your camera to catch up... Lexar flash cards are individually speed rated..."

I smiled a small bemused smile. George did not notice, he just kept on informing me that Lexar flash cards are 100% guaranteed compatible with any CompactFlash digital camera, and Lexar's patented 12X speed transfer rate makes their flash card perfect for fast paced operation such as sports photography.

A few weeks before I'd mentioned to George that I thought it time I retired my old camera, and got myself a digital one. Needless to say George told me firmly the exact make and model that would suit my needs best, furthermore he told me to buy it online, and the precise online dealer to buy it from.





Of course, as always he was spot on. The camera was everything I needed it to be, and seeing George again I'd thanked him for his helpful advice. Then I just mentioned in passing that I couldn't seem to take pictures quite as fast as I thought I'd be able to. That's when Lexar flash cards came into it.

What would be the point of ignoring George's helpful advice? If flash cards were the answer, then Lexar flash cards it was going to be. I reckoned I knew how to stop George after only 10 mins. of lecture. "Tell me George, where do you recommend that I get these Lexar flash cards?"

Don't you just know it, old George was right yet again? Lexar flash cards do take a much shorter time from shot to shot, and take no time at all to erase an unwanted shot.

If you'd like to read a little more about Lexar flash cards, and find the best deals, then you can do no better than go here [Lexar flash cards](#). George says so.

Did you notice in that whole exchange only the keyword phrase was given? No instructions, headlines or style... just letting the writer run with it. Larry wrote on a subject he knew nothing about after a little online research and throwing in some imagination, he crafted a very useable article.

Pick a style...

To expand to the description part you need to determine what writing style you're looking for. Some of that "style" depends on your site theme and of course your audience. Consumers may need a different style from a business site.

Do you want technical, conversational, formal, or just let them write. Personally, I like to give the writer the keyword phrase and let them go at it. There aren't any rules - use what works for you, what works for your site and what works for your visitor.

I've had articles where the author went to the manufacture's site and got all the information and just repackaged it. In fact, the manufacturer is a great place to find information for article content.

For example one writer started with:





LG VX3100 -- \$149.99

1.9 GHz PCS, 800 MHz CDMA (Dual Band CDMA) With such exceptional good looks and solid mobile essentials, the VX3100 provides a refreshing alternative in such a complex wireless world.

Standard Features

2-Way Text Messaging -- Yes

Battery Type -- Li Ion

Talk Time -- Up To 240 Minutes

StandBy Time -- Up To 132 Hours

Memory Locations -- 199 contacts (each stores 5 numbers and 1 email address)

1 Touch Emergency -- Yes

Speed Dialing -- Yes

Timer Types -- Individual, Cumulative, Re-Settable & Audible

Alert Ringer Options -- 27 Ringtones

Vibrating Option -- Yes

Weight -- 3.14 Ounces

SMS Messaging -- 2-Way With T9 Predictive Text Input

And turned it into....


The ABC wireless cell phone model LG VX3100 is a great phone for the mobile, on the go person. It's a sharp looking, sexy mobile essential; it simplifies the complex world of wireless connection.

It has all your standard wireless cell phone features like 2-Way Text Messaging, a Li Ion Battery for long charges and better calls. In fact, the battery allows you to talk for up to 240 Minutes... that's 6 hours between charges.

If your wireless cell phone usage is low like my wife's, you can have up to 132 Hours of stand by time. I don't know how many people you are in contact with but the model LG VX3100 can store up to 199 contacts with 5 numbers each and 1 email address, all in the palm of your hand.

One push of a button and your wireless cell phone emergency number that has been programmed in will dial away. Speaking of dialing the model LG VX3100 also provides you with Speed Dialing for all your important contacts.

Throw away your watch... the model LG VX3100 also has Individual, Cumulative, Re-Settable & Audible timers. Also, Alert Ringer Options complete with 27 Ringtones and of course the silent mode Vibrating Option.





It weighs a little more than a candy bar at just 3.14 ounces and comes loaded with features. If you're looking at replacing your current bulky cell phone model give the LG VX3100 a close look. For the best pricing and great wireless cell phone plans for your model LG VX3100 click here.

The information was changed from a straight point by point feature set to an informative, engaging, content article.

Can you figure out what the keyword phrase the article was written for?

If you guessed - **wireless cell phone** – you are correct. Do you think the search engine is going to give a better look at the manufacturer's article or the writer's article?

How many times was it used in the manufacturer's article? This also demonstrates another valuable part of the content writing process. If the article doesn't quite fit, you still have a lot of flexibility. You can quickly substitute the phrase:

From:

- **wireless cell phone**

To:

- wireless cellular phone
- wireless phone
- cellular phone

...all with a few quick search and replace clicks.

By the way... This is exactly what I'm referring to in the "job description" where it says...

The content can be found / borrowed / and compiled from other web sources.

Web-Writing Advice Tip #4

A good writer will be able to take the keyword phrase, some basic specifications, blend the two together for the perfect keyword article, that is engaging, informative and provides search engine content.





Before you think about posting that bid.....

You need to determine the "RULES" for your articles before you bid.

- What is the keyword density you are looking for?
Every paragraph, top and bottom of the article, 5 times minimum.
- How will you handle edits?
I like to do minor edits myself to speed the process, but don't hesitate to send major edits back to the writer.
- How many edits?
If you get an article excessively short, too long or wordy, or that doesn't come near meeting your keyword density requirements, the writer should be able to correct these problems easily with one edit, two at the most.

If the article is totally off topic, by all means send it back. You might even want to just reject that article entirely and have the writer start over from scratch. Too many articles from the same writer that have this problem, may have you considering terminating the writer's contract for noncompliance. Why waste your time?"

- Do you want everything "perfect" so all you need to do is copy and paste a completed article?
If you want everything perfect, a quick cut and paste job for you, you may find you send a lot of articles back to be edited. This can cost you a lot of time. I recommend you save time; get the bulk of the article and "fine tune" it yourself."
- Will you supply them with the HTML template?
This opens up a lot of other areas you will need to manage, <TITLE> tags, <HEAD> tags, headlines. I recommend that you don't give them a template. You are hiring a writer not a designer. A big difference. The writer if they are not "skilled" in HTML may edit some of the template code.
- Is there a word minimum?
My motto... Enough words to say what needs to be communicated
- Do they need to supply you the sources of where the "data" came from?
Depending on your niche this data may be useful... Will it cost more or take more time. How will this data be reported to you?
- How many paragraphs?
Again back to the word minimum motto.
- Will you include their name as the author?
Again your choice. You may be able to negotiate a better rate in return for the PR



- What format do you want the articles in? Text, Word, etc.
Text files work best... KISS - Keep It Simple Stupid
- Should they be named in a special way?
Name them in a way that works best in your tracking system
- What do you consider a completed article?
Only you can decide if the Keyword has been covered the way you want
- Do you want them in small batches?
Always best for testing purposes, formatting, etc.

All the points above are to help you determine how you want to approach the writing content for your site. The "rules" are there are no rules. I try and keep it simple. All I do is supply the keywords and let the writer do what I am paying them to do.... Write. Not research, format or come up with fancy titles... just write.

Finding Writers

Finding a writer isn't as difficult as you may think... it depends on your topic and how resourceful you are. Once you start looking for writers you'll be surprised how many places you will find them. It is kind of like when you are looking for a new car.... You never notice them until you start looking.

Here's a quick list of a few places you can start to find content writers:

- Place classified ad's in the local newspaper
- Talk to people of a club or association that are knowledgeable on your niche
- Post ad's at the local college
- Contact the local high school creative writing English teacher (great little writing project)
- Check with people in your church

If your website has a local focus or flavor using local writers may be a better "fit" for your content needs. The writers should know more about the area and offer "local" information that distant research would not provide.

I've tried some of the "local" writers and have had some success but prefer going global. It's not that the local people aren't capable, it's more of the way I approach the web content writing business and the pool of writers available.

The "work" we do is **online**. The content is found **online**. I've found it much easier to use a system that is already set up with a large pool of people looking for work... and it is found **online**. Not to mention the ease of transferring the text files, and keeping in touch if your schedules clash.

Online Outsourcing Firms

- <http://www.rentacoder.com>





- <http://www.eLance.com>
- <http://www.smarterwork.com>
- <http://www.guru.com>

My experience has shown me that the "local" writers are not quite so focused on the job as the "plugged in" online services community. This may be because they have "other" things going on in their life. The writers I have found online have been very responsive and ready to work.

Leaving the "local" area also opens up your sphere of possible writers. It allows your contributors to be from a global scale with a much broader range of writers with many different life experiences and views. They can provide a perspective on the keywords you may not have thought of. Let's face it; the web makes your readership global.

For instance, I'm from Florida and I've been to Disney World many times. Someone from another part of the United States or another country could look at the keywords that focus on that topic and write from a perspective much different than someone who has been there 15 times.

These writers bring that perspective because of the climate they are in, language they speak, the TV commercials they have been exposed to, stories they have been told, newspapers they read or other factors.

A Global Example

Let's say I had a site on sports equipment and wanted a set of articles on soccer. After completing a keyword search I developed a set of keywords like the ones below. The numbers are the quantity of searches made during a month on Overture (they are actual using www.goodkeywords.com)

26697 - soccer ball
22058 - equipment for soccer
21936 - soccer rule
19591 - womens world cup soccer
18765 - world cup soccer
17879 - soccer drill

Sorry to say, I know enough about soccer to fill 50 books of nothing. I've never been to a pro soccer game, and just don't "feel it" the same way someone from Europe or South America would, simply because they've been exposed to it and I haven't. Could I write a series of articles on the above keywords?

In a word... **Yes.**

But hiring someone from Europe would probably be a better choice. They'll be able to put some passion into the keywords that I can't. When the articles are finished... then I can apply "the" touch.

What is that touch?





Checking for the keywords, maybe adding a few or adding some secondary keywords, possibly change the headline, add some graphics and links to possible vendors.

So where can you find these "other" writers?

Post to online forums on your sites topic and find someone that is knowledgeable

Ask writers if they know of other potential writers

Use one of the outsourcing companies you can find on the web. They have the online bidding, hiring, and payment systems all in place.

Outsourcing Firms - rentacoder.com | eLance.com | smarterwork.com | guru.com

I've found several writers in online forums. Start a thread on web content and see who pops up. Fire a couple questions back and forth. Send them a private message and ask if they would be interested in writing an article on a subject. You're going to find some absolute duds and some real gems.

I always seem to be working on 2 - 4 new site concepts. Some are good and will move forward, some will not, some will be refined more before moving ahead. But, I always keep a keyword list around of those topics that look like they have some potential.

When a new potential content writer is available or shows an interest, being able to grab a quick keyword phrase to send to them from one of these lists is a real timesaver. If the writer comes back with some great content, pay them for the article. If it proves that they can't write or won't fit your needs... dump the article. A good article or perspective in the writing may help trigger the niche to be developed more or in a different way.

Web-Writing Advice Tip #5

If someone sends you a sample article and it doesn't meet your needs. Delete it. Don't take advantage of someone. Pay for it or delete it.

When I first started hiring writers I went to rentacoder.com and I still use them to locate writers. Having a "middleman" is a great way to span the gulf of hiring "contract labor" in different parts of the world. When you first visit a "contract labor company" such as Rentacoder or eLance they may appear to be a little too "techie" but remember people have other subjects they are passionate and knowledgeable about. Do not ever lose sight of the fact you are hiring someone to compile information and write on it, not be an expert in that field.

Having a middleman makes the process very simple, but, you'll also find a terrific opportunity to get top quality work at rock bottom prices. Of course you need to first sign up, as a buyer and once you are signed up and all your "important" information is put together you can then begin to post a bid.





Web-Writing Advice Tip #6

Take some time to poke around some of the outsourcing companies, see what others jobs are being posted, the different types of jobs. You may find some other "needs" you could hire to have done... such as a graphic. It's really quite interesting.

Each of the outsourcing companies has their own system and process. Take the time to read over the guidelines of each company and make sure you understand it completely.

The whole bidding process basically works like this.

1. The buyer posts a job.
2. The job is reviewed
3. The job is posted for bidding to begin
4. Notified by email as bids come in
5. Review the bids
6. Check out writer
7. Preparing a Short List
8. Evaluating bid responses
9. Accept a bid or multiple bids
10. Job closes after bid is accepted
11. Deliver keywords
12. Communicate with your coder
13. Receive complete product(s)
14. Move to the payment process
15. Writer is paid

Let's go through the whole bidding process.





Post a Bid Request – A Job

Before any bids can be received a job must be posted.

Once you've "signed up" and received a name and password you can login and be able to place bids. Each company has a place for you to submit your bids. Familiarize yourself with their interface and system.

If you've been following along you already have your job information at your fingertips. Look for the **Post New Job** or bid link and set up a new job.

You will first be faced with giving some type of job title. In our example we used :

Articles for Cell Phone Website

Just as it is good to code any advertisement to track its success, do the same with the job title. Such as: **Articles for Cell Phone Website – CPW1**

Web-Writing Advice Tip #7

Code your Keyword List. I've found with 150 keywords per site that need to have content written on, coding the keyword list helps. It doesn't need to be anything fancy. If you have 150 keywords broken down into 5 groups of 30, label each group with a unique number like 1 through 5.

The code in the job title could be anything you want such as the first letter of each main word of the domain like cell-phone-website.com could be written as CPW. The number would then correspond to the keyword set.

CPW1 = Cell-Phone-Website + Keyword set #1

Now enter in the job description. Hopefully, all you will need to do is copy and paste the description you developed earlier. Read and re-read, and then double check for any spelling errors.

You will also need to decide how long you want the bid posted for. Keep this in mind. This is NOT how long it will take to complete the project but how long until the bidding is closed.

I have found that a 14 day window works well. Normally, I have decided on a coder within 3 days, but since it is also possible to select multiple bids, there are times I've accepted a bid but left the bidding process open, or even extending it, to attract more bidders.





If you are looking at taking multiple bids, have 3 or 4 different sets of your keyword lists ready to go. Once your content writing job is posted, why not try to get as much out of it as possible?

How long the job will take to complete is another story altogether. Naturally, some of that depends on the quantity of articles you want written. You have the ability to make the job cycle longer or shorter.

A word of caution:

Posting that the job needs to be completed in 7 days may appear that you are in a "rush." This rush may be perceived as a way for some writers to "raise" the bid price... since you are so desperate.

The project doesn't "officially" begin until the bid has been accepted. Experience has taught me 20 articles in 14 days works fairly well for both myself and the writer.

Bid Request Completed

When you have completed the bid request, the job is sometimes sent for human review, where any questionable request or illegal content is removed. Once the job is approved, you should receive an email notifying you that the job has been posted and the bidding process can begin. This happens within 24-48 hours. I know it is exciting but...be patient.

Remember, you are dealing with possible "writers" that are located around the world. Things need to be right from the beginning, for your benefit and the writer. This whole process may seem very complicated but it is not, in reality the process is easy and fairly quick.

All your work up to now is about to take on a whole new face. Most people that develop content for their website slave away at the keyboard for hours crafting the "perfect" content. **You are going global....**

Now... sit back as your web content job is broadcast to thousands of possible writing prospects world-wide as well as promoted on the "outsourcing" web site.

Once a bid is posted you will be surprised at how quick bids will begin rolling in. Within 24 hours of the job going "live", I've always had 10-20 potential bid requests start showing up in my inbox. From my experience a content writing job of the scope we have been discussing usually attracts anywhere from 25 – 60 bids. What a way to be productive!!!

Depending on the scope of the job, once the bids reach around 20-25 you have a pretty good cross section of potential writers. Wait for more bids if you want... But this is where things can get fun....

Although you can review each email, going online is much more productive. There you can see all the bid requests on your job(s), review comments sent by the





bidders, send private messages to them, “check out’ the coder, examine the bids and accept the bid.

Check out the Writer

Another great feature that the “outsourcing” companies is that they provide the ability for you to “check out” the writer. This can be done in a couple of ways. In your bid panel as each bidder post their bid you will be able to retrieve more information on them.

You’ll be able to:

- Read some reviews on past jobs they’ve done and see what previous “buyers” of their work had to say about them
- Review jobs they have worked on and the type of job... was it similar to your niche?
- See how they are rated
- Review their history and resume
- See how well they performed
- See if they met deadlines
- Find out if there were any difficulties between the parties

Reading reviews on the bidders can be very helpful. However, some haven’t performed many jobs yet or any at all. Probably the best way to get a better “feel” for the bidder and their capabilities is to correspond back and forth with them.

That is why as the bids come in and you have an opportunity to review each of them you will need to develop a “short list.”

What is a “Short List”?

A “Short List” is a list of writers you want to get more information from and see if they might be the right person for your job.

As your bids start coming in you’ll quickly be able to “throw” some right in the trash. As you start reviewing your bids you will find a wide range of approaches and styles.

The Bid Responses

Posted below is a series of 17 bids for a job that I posted. Some of the information has been removed such as the name and contact info of the bidder but the “reply” to the ad is there for you to see.

This should give you a much better idea of what to expect from those bidding on your job. These bids are in the exact order they were received. No grammar or spelling errors have been corrected. Take your time as you read through them.





Here's a Little Assignment

As you start reading through the bids, make some notes as to who you would put on your "Short List." Which ones would you throw out and which ones would you explore further?
Each reply has been numbered to make your job a little easier.

The project was?

Computer Articles for Website

Description:

I am looking for someone to compile / write articles related to a list of different keywords relating to computer products.

I will provide the keyword sets and key word density ranges.

These articles are for creating content-rich pages to place on a computer related website for the purpose of improving search engine rankings for the entire site.

ETC.....

Here we go.....

[1] -----

My name is XXXX and I am writing as a request to be considered for your project writing (compiling) articles relating to given key words.

I have been working as an IT Manager now for over 5 years and I feel I have the knowledge and professionalism you require in order to make these articles.

Please have a look at my ratings as I hope these show that I am an talented, professional that will offer a dedicated service.

Please contact me if I can be of any help to you.

[2]-----

If you can give me some of those keywords as examples, I can provide you with some samples.I'm a fairly good writer.

[3]-----





I have written for computer manufacturing companies before and can do this assignment quickly and efficiently. I am bidding on 50 pages for you site and can finish the work within a week. Thank you for your consideration,

[4]-----

My name is XXXX and I am from the United States. I am very interested in writing articles for your website. I have research experience as well as excellent grammar skills. I can guarantee quality content to be delivered in a timely manner.

I am online several hours each day and available to communicate through instant messaging or e-mail if necessary. I would be able to complete several quality articles per day. My bid is for the first 20 articles at \$5 per article as you specified. I would be willing to do up to 100 if needed. Thank you for your consideration and I look forward to your reply.

[5]-----

I am bidding 100 for 20 articles, but would probably be willing to do more. I enjoy, and have a good deal of experience with technical writing in both employment and through several graduate level technical writing courses as elective coursework while completing my masters degree. I look forward to working with you.

[6]-----

I can do each article for \$4 each. I'll do 25 articles to start with, about 10 articles per week. I can do them faster if you require that.

I am a very skilled writer, so I can assure you that all my articles will require no editing or proofreading at all. Also, I know how to optimize pages for search engines.

[7]-----

I'm very willing to work at your suggested 5 dollar an article price for a project similar to this. I am interested in writing both the technical and creative fields.

Dependant on the type of keywords required (for example, I would work faster on an article on perl than I would on an article about biomedical engineering) I can finish one or two articles per day, up to four if you needed them quickly.

For a general 'feeling' of my writing style, I will include a sample piece of perl which will be appended below.





This bid will be for 20 (5 dollars per article for 20 articles) articles, which will be done in a maximum of 14 days after the entire list of keywords are provided. The style of work will also be generated dependant on your needs. If you wish to attract technical individuals, the writing style will be more geared for the technical readers. If you wish it to be to the standard person, the writing style will be customized to fit that. All of my work is 100% original, therefore you will have no issues with plagiarism or copyrights.

The speed of the articles being written can be increased if need be.

If you are satisfied with the finished product, I will be more than happy to do further articles for you.

Below is a sample of a potential article on perl, geared for the non-technical individual: In this scenario, keywords would be perl, programming language, linux and windows. It is 84 words (as it is simply a sample) but it is seeded so that search engines will pick it up without rejecting it as false source.

To the technical illiterate, perl is a programming language that is intimidating for the standard windows user. The programming language Perl is found in many places, and can be used on many computers that run linux, windows, and many other operating systems. Perl as a programming language is easy to learn and can be used on linux or windows with only a simple installation of an interpreting program. You can learn more about perl as a programming language for windows and linux at perl.org.

[8]-----

The 50\$ for 10 articles that you have mentioned is acceptable, and would like to bid for 2 sets of 10 articles each.

I look forward to your set of keywords.

[9]-----

Hi, my name is XXXXX , and currently I'm taking Computer Science Major at my university.

Please don't look at the price at my bid, because it's necessary that the bid price is above or equal than 100. So', I'm willing to get paid as your mentioned rate.

You can just give me the topic that you wanted me to write, and I will do my best to finish it as good as I can.





I'm experting on Programming, especially C/C++, but I can also the others like VB, or Delphi, etc. And also web programming stuff.

But, I can also write other than that.

And of course, I take Academic Writing too as in course. So, you don't have to worried about my writing skills.

Don&t hesitate to ask me about anything. I will do anything in my possession, to make things clear. So, the project that I&m working on, is absolutely what you want. I want you to be satisfied with what you get, because you paid for it.

[10]-----

My bid is for 20, 200-800 word articles. As an ex-computer instructor I feel I have the knowledge to help you with these articles.

[11]-----

...for 20 articles. Sounds easy enough, I doa lot of technical writing as it is, programming specs, documentation, and everyone tells me that my emails tend to be a bit long-winded and have too many details, so my natural tendency to ramble on a bit could benefit your project. ;-)

[12]-----

My name is XXXXXX and I am a Computer Programmer Analyst as well as a published author (poetry, short stories and plays). I understand what you are looking for and I will be able to get this done for you. I also have excellent research skills so everything should go pretty quickly. And I would be able to complete \$100 worth no problem.

[13]-----

Ok try me, send me a word, and let's see if you like what i can give you.

[13]-----

Let me introduce myself. I'm a programmer and a system analyst from Russia. I have work experience in many technologies and has two my articles published in ----- 'Programmer' magazine.

I think it will be nice to work with you. So if you are interested please provide a list of keywords and then I'll prepare a list of articles that can be written by me.





For beginning I'm considering to write 20 articles, but I think I can write a lot more if you will be satisfied with them.

[14]-----

I would be prepared to initially compile 25 articles for \$100. This is purely due to time restraints but I can guarantee the work would be done. If you would like any more compiled over a slightly longer length of time I'd be glad to help.

Payment would be acceptable on completion and delivery of articles. Hope this is OK.

[15]-----

Would like to charge \$ 4.00 Per article.

Good experience in this field...
would be able to compile more number of articles.

[16]-----

I would be interested in writing articles for your website so that you can have more content rich pages added. I currently do freelance writing and I add my own content to websites that I manage. I know how important it is to feature specific keywords.

Please let me know if you'd like for me to start on this project.

[17]-----

I have read your requirements and want to tell you that i am just the persons you are looking for. I am currently in bussiness of report writing. If you check my rating the you may see that the project that i have done is similer one. It was of article writing as well. so trust me and tell when to get started. I am fine with \$5 per article, this means 50\$ for 10 articles

Web-Writing Advice Tip #8

You are conducting a job interview, online. Take your time.





Developing your "Short List"

One of the reasons to hire out content writing is to save time. Spending the time needed to find a good writer will save you lots of time down the road. Remember, the job we are discussing is only for 20 articles. Look to the future. When you find the right writer for your content you can shortcut the time involved in the bidding process and offer a "private" job direct to your own "personal" writer. Take time... to save time

Back to our example...

Did any bidder stand out to you?

Now that you have taken some time to review those bids, it is time to ask a few questions.

- How did your "potential" writer respond?
- Did their reply have any typing mistakes?
- Would you feel confident with any of these bidders?
- Did they give you any feedback to make you "think" they could do the job?
- Did you notice that some coders were willing to go lower than the stated \$5 per article?
- What bidder(s) did you pick to follow up on?
- Who got the follow up in our case?

Bidder #1, # 4, and #7 all received a follow up email to gather more information on them.

Each writing project is different. My reasons may not be your reasons so I won't go into why I followed up on them. Except for one noticeable exception... that being bidder # 7

Take a moment and read it again

[7]-----

I'm very willing to work at your suggested 5 dollar an article price for a project similar to this. I am interested in writing both the technical and creative fields.





Dependant on the type of keywords required (for example, I would work faster on an article on perl than I would on an article about biomedical engineering) I can finish one or two articles per day, up to four if you needed them quickly.

For a general 'feeling' of my writing style, I will include a sample piece of perl which will be appended below.

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The speed of the articles being written can be increased if need be.

If you are satisfied with the finished product, I will be more than happy to do further articles for you.

Below is a sample of a potential article on perl, geared for the non-technical individual: In this scenario, keywords would be perl, programming language, linux and windows. It is 84 words (as it is simply a sample) but it is seeded so that search engines will pick it up without rejecting it as false source.

To the technical illiterate, perl is a programming language that is intimidating for the standard windows user. The programming language Perl is found in many places, and can be used on many computers that run linux, windows, and many other operating systems. Perl as a programming language is easy to learn and can be used on linux or windows with only a simple installation of an interpreting program. You can learn more about perl as a programming language for windows and linux at perl.org.

Let's go back and look at what bidder #7 did.

They...

- Restated the job
- Showed a willingness to adapt to whatever writing style was needed
- Understood that there were "different" web audiences
- Realized that some research may need to be done to complete the job
- Knew that if some of the research was needed it could take longer to produce the "finished" product
- Were willing and ready to adapt their schedule to finish the job faster if needed



Finally... they put the "icing on the cake as we say" they added the little extra that made them stand out. What did they do?

- Included a short paragraph to show their writing style

They covered all the bases, demonstrated a real confidence in the project and made the buyer (me) feel very comfortable if I decided to hire them.

Next Step on the Short List

Now that you have a "Short List" take some time and start to communicate with your "potential writer." Take some time and email back and forth. You'll pick up more info about your writer and get a better feel for their abilities.

Right from the beginning it is usually best to restate the job and the specifications. A follow up on any qualifications and background is good also. Find out if they know anything about your niche. This will slowly help make that "short list"... **tiny.**

Before a "winning" bid is accepted giving the writer a little more scope of the project really helps. The first description when the bid request is posted provides the content writer with enough idea of what the project is and if they should place a bid. Providing more scope of the project helps clarify what you expect.

Also restate...

ALL material MUST be ORIGINAL.

Make sure that you let the writer know up front – **No Copy and Paste.**

You're hiring a "writer" not a "copier." Let the writer know up front that you won't accept copy and paste of articles or pages... **even if they were originally written by them.**

What do I mean... **"even if they were originally written by them."**

Since I learned this the hard way let me share an example.

Imagine for a moment that your site sells golf clubs and you have provided the writer some keywords of three golf club manufacturers. We will use the make believe terms of:

- green golf club
- blue golf club
- red golf club

Your writer sets off and creates an original article.

Such as...





... As you approach your next shot your mind flashes back to last week when you reached into the golf bag and retrieved the number 7 **green golf club**. You can feel the shot again as you look at your ball lying on the edge of the rough. You know the number 8 **green golf club** is a better choice from 135 yards out....

Your writer simply copies the "original" article that they wrote and replaced the keywords with the red and blue manufacturers instead. Now the article looks like:

... As you approach your next shot your mind flashes back to last week when you reached into the golf bag and retrieved the number 7 **red golf club**. You can feel the shot again as you look at your ball lying on the edge of the rough. You know the number 8 **red golf club** is a better choice from 135 yards out....

... As you approach your next shot your mind flashes back to last week when you reached into the golf bag and retrieved the number 7 blue golf club. You can feel the shot again as you look at your ball lying on the edge of the rough. You know the number 8 **blue golf club** is a better choice from 135 yards out....

Always stress that EACH article is MUST be ORIGINAL for every keyword or phrase. Articles duplicated with keywords changed out, will not be accepted, even if the article was original content, written by the writer.

Web-Writing Advice Tip #9

**Email some examples of what you're looking for...
another reason you need to write articles yourself.
Give examples of what you will and will not accept.**

Keep some dialogue going with the writer. This is done more to see how they respond and get a better feel for "what" they can add to the content.... If that is what you are looking for the writer to add.

I've found the **best writers ask for a keyword or list of keywords**. The ones with experience will even take a phrase that is related to the theme and send that along with their bid. But did you notice that I said the best writers "ASKED" for a list. What does this tell you about them?

- They are active and ready to work
- They are confident of their abilities
- Not afraid of the subject matter
- Focused and want to get the job going and completed

Here is another recommendation...

Give the writer 3-5 keyword phrases. If you are looking at multiple writers do not give them all the same keywords. Spread the keywords around. Then have each one do a quick assignment. Ask them to write you a quick paragraph on one of the





keywords, 3-5 sentences. Any writer worthy of doing the work should be willing to give you a "sample", some will even write a complete article.

When you get the paragraphs back look each one over

- Did the writer have "command" of your language?
- How quick did the writer respond?
- Will there be a lot of editing on your part?
- Were they creative?
- Above all, did they follow your instructions?

There is also a bonus for you... **Ideas**

A quick paragraph can give you new ways to approach that keyword set or even help you discover a whole new set of keywords which helps build your niche.

Finally, you've taken your large list of bidders and narrowed it down to a "short list" and that group has been trimmed down to – **The One – The Winning Bidder.**

Before we move on to working with the "winning bidder" Let's give you the details on what happened with our "Short List" and WHO got the job.

You probably guessed it ... The other two bidders # 1 and # 4 were contacted but bidder # 7 got the job.

How well did bidder #7 do?

Not only did they get the writing job, but they completed the job... in 3 days... 11 days ahead of schedule. They were contracted to write content for 4 additional jobs of 20 articles each – a grand total of 100 articles.

More jobs are already in the planning stages...

This is why spending the time to find a good content writer is important and that is future articles.





Accepting the Bid

Once you've accepted the writer's bid a few different things may happen on your end. When you post your bid request with one of the "outsourcing" companies, you may need to put up some "good faith" money with your credit card or some other form of payment. It may be a partial payment or you may need to pay for the "complete" job up front. This depends on the company you are using and also the amount of the job.

This is one way that your "hired hand" writer can be confident they will be paid for the work they do. For your protection the funds are NOT paid directly to the writer but are sometimes held in an escrow account until you accept all or a percentage of the work. Once the money has been received by the outsourcing company the writer will be notified that the funds are waiting for them to "do the job."

The "outsourcing" companies also have set up an arbitration system, in case problems do arise. If there are problems at any time, you can contact a facilitator to work out difficulties. If arbitration does become necessary the money is applied towards a full or partial refund should you not receive 100% of what you asked for.

Working with Your Content Writer

Once you have selected your content writer it is time to move on to the writing phase. This includes getting the keywords or phrases as well as the job specifics to the writer, reviewing the work flow timetable and working out any possible concerns.

You have done all the preparation work and everything should be ready to have your articles written. It is time to send the content writer your keywords or phrases, so they will know exactly what words you want to have articles written on. This is where all your keyword sets will come in handy.

Remember our 10-30 keywords we put in a text file. Grab one of them and copy and paste the contents into your reply to your writer. Take the time to restate the project and give some further guidance.

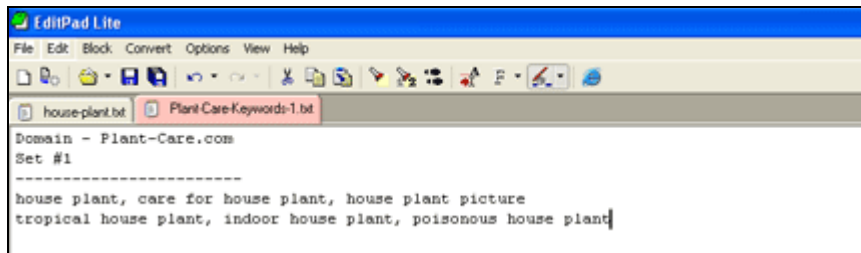
This is when you can provide the keyword densities and any extra structure to the writer.

For instance, you may tell the writer you want them to select 2 additional phrases from your set that are similar and use those as "supporting" terms in the article or you may not want them to have that freedom. You may want to take the time to put the keywords in a list for them.

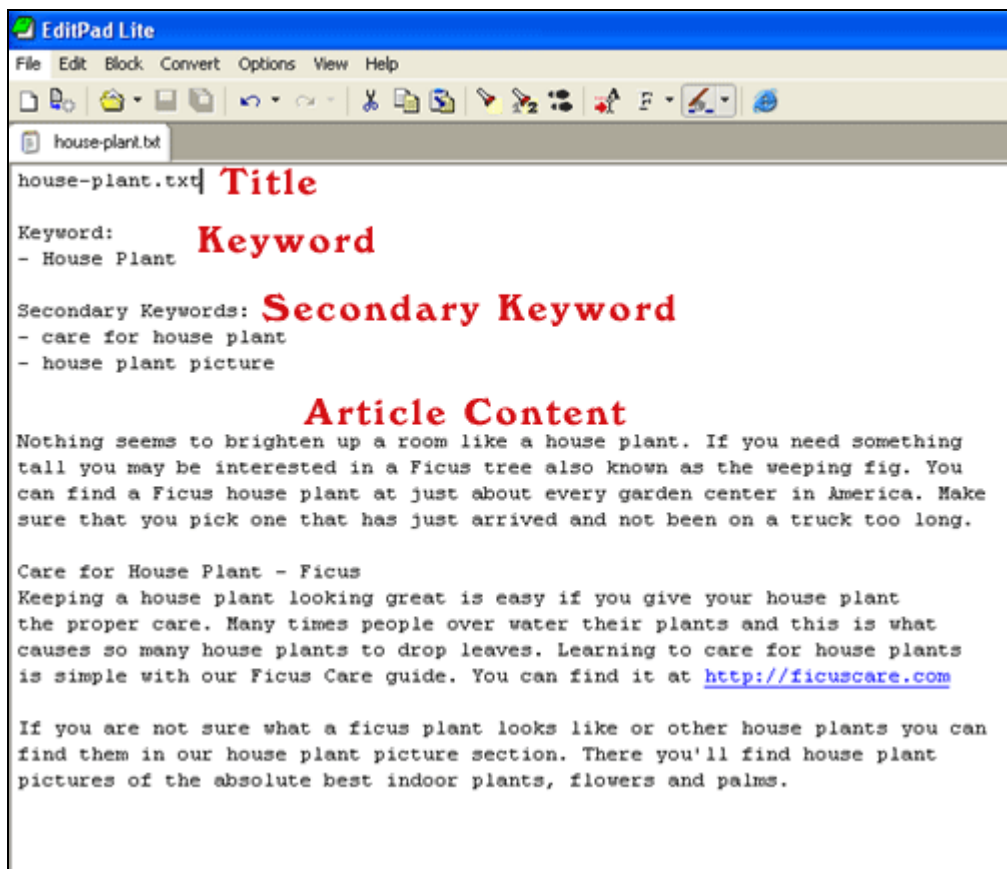




Each line of your list may look like:



If they do use extra phrases have them document the use. Placing the keywords and title at the top makes it easy on your end.





When giving the content writer the job specifications it is helpful to give some additional guidance. Again this may depend on your niche.

- Should they mention products?
Unless that is the specific keyword I avoid it
- Should they mention model numbers or be general?
I recommend General and have links to the specific models. It all goes back to the keyword
- What about product pricing?
Depends on the product. Is it a long term product or does it change a lot like computer equipment?
- Should they mention current pricing or price range? If the pricing can change as well as the model numbers you may want to leave them out. If your site is specific like with a minisite, model and pricing may be important. Ranges are also helpful. Such as: You can buy a laptop from \$600 - \$2,500.
- What "language" should the content be written in?
American English, British English or another language altogether?
Your site theme, and target market, will play a major role in determining language and translation.
- How you want the articles named?
My preference is the keyword phrase separated by a hyphen. If the keyword is "house plants" I specify the file name to be "house-plants.txt." This makes tracking easier.
- The bid may say 200-800 words but how many long and how many short articles are you looking for?
I usually tell them whatever it takes to say what needs to be said.

Don't forget headlines or article titles

As you're looking over the keywords you may want to consider providing titles to help guide the writer. Let's say the keyword phrase was – House Plant Review – The writer may compile a list of popular house plants with brief information on each one. If that doesn't quite fit your site or the way you wanted to use the phrase (you may have an affiliate program you want to target) you may want to give some guidance before they start.

Give them the headline.

- House Plant Review -
10 steps to remember before buying an indoor plant

This will help them understand what they need to cover or the theme of the article.





Web-Writing Advice Tip #10

Use a private email address that is different from your site

If you don't have an email address that is separate from your website I would recommend you get one just for these type of projects. I have a private email that I use. You could also use the contacting interface at the outsourcing company. Of course you're asking those great questions again... WHY?

Having a private email allows you to sort the articles and messages as they come in, and save the files in the folders you want, it helps me stay organized. Plus I've had an occurrence where the writer's machine crashed and they needed to have all the articles they had completed emailed for their reference.

Of course you are thinking "That is no different than the email address I'm using now." You would be correct.

However, the biggest reason is... I don't want my writer to know – what – website they are writing for. I don't want them to look the email address of info@domain.com and go visit domain.com for information on the subject. I don't want the writer to have any of my websites influence their writing.

If they find the sites by doing research that is fine. Visiting the site they are writing for may give them some sort of a "cheat sheet." They may look at how other articles are written, length of articles, content themes, any questions that they may have with the keywords or phrases... I would rather answer any question they may have by email. The choice is yours as to what fits best for you and your situation.

Sending the Keyword List

Once you've selected your writer(s), email them your keyword list. The projects that I "commission" are normally written in batches of 20 at a time. I usually give the writer 30 keywords to pick from. Writing on one subject for too long can be difficult. If you have multiple site themes or sections, break the keywords into groups of 4 or 5 per theme. Keep a constant dialogue with the writer.

One way to help guide the project is to request that as the content writer completes 5 articles, have them email the articles for review. This will allow you to quickly make some changes to the direction the writer may be going. They may be using the keyword a little heavy for your needs or possibly the articles need to have sort of a closure like answering the question the headline may be asking.

Finally, it may be just to get back with them and say Great Job!!! A little encouragement goes a long way. Get the articles in small batches of 5, review them quickly and give your writer some feedback. This will make less work for you later.





Web-Writing Advice Tip #11

Give guidance, feedback and encouragement to get the best out of your writer.

Change the Keyword Status

As soon as the keyword list is emailed the "status" of the keywords now changes.

Remember the keyword coding that was discussed earlier?

- **F** - Future
- **IP** - In Progress
- **C** - Complete

When keyword sets are emailed to your writer take the time to update the status of each keyword from **F - Future** to **IP - In Progress**. This way you will be able to see what keywords need to be moved to a new list or moved from the list to the "completed" status.

Why would you create a new list from your old list? The job specification was for content articles on 20 keywords and the writer was provided a list of 30 keywords. This allowed the writer to select the words from the list they wanted to create content. The "unused" words will need to be combined with other "unused" words from other list and create a "new" keyword set for another writing project.

While you are updating the status it is also helpful to add some other information to the keyword file.

That information is:

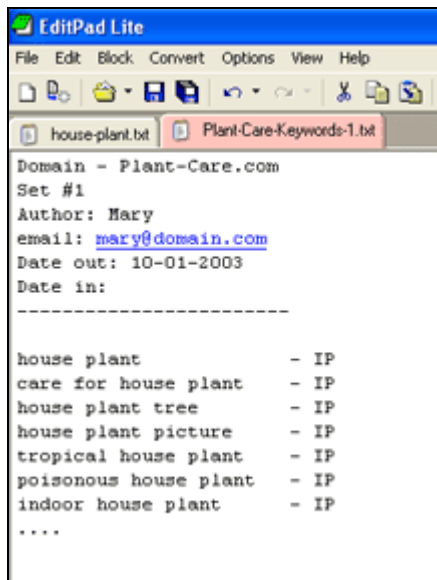
- Author:
- email:
- Date out:
- Date in:

We can quickly look at our keyword file and know:

- What domain the keywords are for
- Who is the author
- How to contact them
- Date the keywords went out
- Current status of each keyword

Now the text file looks like:





When all the articles have been written and approved have the content writer send you all the files again, just for your records. Store them in their own master folder for that domain. Now that you have received the final product...

Let's talk a little about...

The Deliverables

Here is what is posted or the way the files are to be delivered for the project to be considered complete.

-
- 1) Articles are to be submitted as individual TEXT files without formatting. Just line breaks between paragraphs. One zipped file containing all the files is also acceptable.
 - 2) Review and approve all documents to make sure they meet the project specs.
 - 3) Complete ownership of all the documents with complete copyrights to use and publish all work purchased.
 - 4) Applicable copyright laws must be adhered to as articles must be publishable as original content.
-

You can receive files in any format you want... just specify the format up front in your bid. Experience has taught me that plain TEXT files work best. Another reason to receive small batches of files as the project is going along is to examine the TEXT files. One writer that used Linux sent some TEXT files that were one long string.





After receiving the first few files it was evident that reviewing the articles would be too difficult and time consuming. A quick email and the writer solved the problem.

How about files in HTML?

1) File Formats, Formatting and HTML.

Receiving files in HTML format creates work on my end. Writers at times want to be “helpful” and put in some extra formatting. The formatting all needs to be stripped out since my sites use cascading style sheets on all of the pages. Again, the choice is yours but I like to make sure no extra formatting has been added.

2) Immediately Review, Edit and Approve

As the files come review and handle them right away. This saves lots of time down the road instead of having to go through all the files and make edits to the files or send them back to be edited by the writer.

3) Complete ownership

Make sure you have all the documents with complete copyrights to use and publish all work purchased.

4) Original Content

Applicable copyright laws must be adhered to as articles must be publishable as original content.

I’m not an attorney and will not even begin to address the area of copyrights. If you are uncomfortable with the process, or if you need to develop a contract, contact an attorney.

Overall follow all applicable copyright laws, and require the same of your writers.

Most of the articles contracted are small and often the contents are moved around enough to make them different. You can also include the author’s name on each article if that is agreed upon. Remember these articles are high school writing assignments that are simple, informative, content articles.

Approving the Project

Once the content writer’s job has been completed, all the files have been received and been approved, it’s time for the writer to be paid. This whole process is a snap when using one of the outsourcing companies. It is as simple as logging in to their site, moving to your writing job and approving the job. Some of the companies may already be “holding” money for the job and others will need to charge your credit card. Since all the information has already been received the change is handled quickly and paying the writer is out of your hands.

If the writing assignment was not completed, or completed to your satisfaction you’ll need use their arbitration system to resolve the problems, and work out a settlement.





Processing Your New Articles

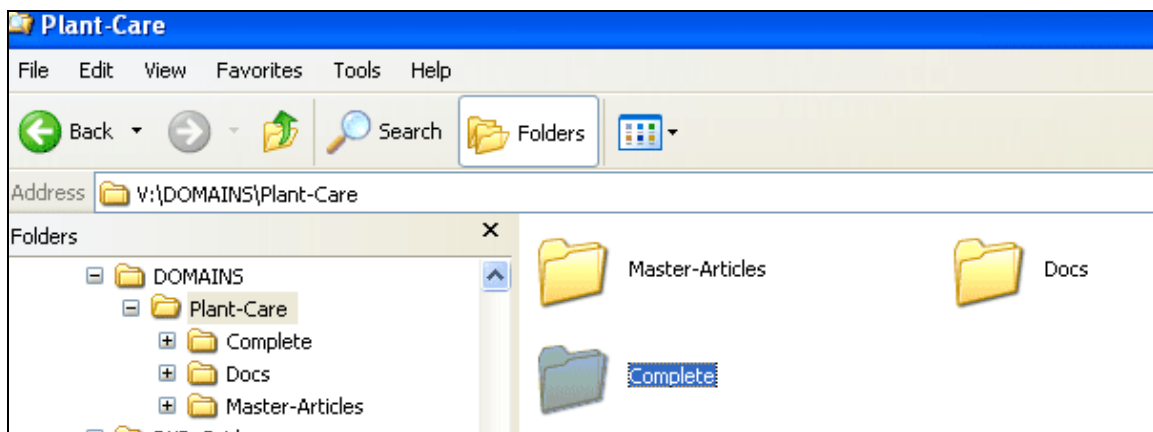
Even though the writing part of the job has been completed ... there is still work to do.

The files have already been delivered – “emailed” - to you and are in your possession. They have been reviewed prior to the job being completed. Now all these articles need to be “processed.”

Here is the way I handle the files.

When the articles come in and are reviewed, if approved they are then saved in a master folder for that domain called MASTER-ARTICLES. These files are kept for backup purposes.

Also inside of that folder two additional folders are created. The two folders are named DOCS and COMPLETE. A copy of all the files that go into the MASTER-ARTICLES folder are also copied into the DOCS folder.



Naming the article files

When instructing the content writer on how to name the files I’ve found using the whole keyword phrase plus the keyword set number to work best such as:
house-plants-1.txt

No shortcuts here. The name quickly identifies the file and what keyword the content is written on and it identifies which keyword set the word came from. All the new files besides going into a backup site folder are also copied into the DOCS folder.





Getting the Articles Online

Before opening any of the article files to get them ready for posting to the website the following programs or files are opened:

- Website editor
- Webpage template
- Site map file
- SBI Manager or spreadsheet

Finally, the article file is opened and the below process in no relative order as shown order is followed all the way through before it is moved to the **Completed Status**.

- Keywords or secondary keywords may be added or removed from the article itself
- Headlines reworded and formatted
- Graphics added if needed
- Affiliate links added
- Text links added if needed
- Any special text formatting such as bolding added
- Keywords added in the <HEAD> tag
- Description added in the <HEAD> tag
- Title placed in the <TITLE> tag
- File saved
- File uploaded to website
- File tested for look and links are checked
- If anything needs to be edited it is re-edited, file is reloaded and rechecked
- If everything is OK
- Sitemap file is updated
- Text is added and link to the new page is made
- Descriptive text added about the page including keywords
- Sitemap saved
- File status is updated on SBI Manager or spreadsheet – C – COMPLETE
- When all the files have been completed the sitemap is uploaded

Total time from start to finish is about 15 minutes per article.

Once an article has been “completed” it is then moved from the DOCS folder to the COMPLETE folder.

	A	B	C	D	E
1					
2	Keyword	Status	Writer	Date out	Date in
3					
4	house plant	C	Mary	10/1/2003	10/6/2003
5	care for house plant	C	Mary	10/1/2003	10/6/2003
6	house plant tree	C	Mary	10/1/2003	10/6/2003
7	house plant picture	C	Mary	10/1/2003	10/6/2003
8	tropical house plant	C	Mary	10/1/2003	10/6/2003
9	poisonous house plant	IP	Mary	10/1/2003	
10	indoor house plant	C	Mary	10/1/2003	10/6/2003
11	...				
12					



Working with Freelance Writers Directly

Cutting out the middleman

If you are freelancing and hiring people outside of the outsourcing company system be prepared to deal with obstacles. They can be overcome but there are still factors that need to be considered. These obstacles show up more when you are dealing with hiring writers overseas.

One of the first things you'll need to develop is trust. The warning is there since I have been burned. The fortunate side is it was only a small fire!!! The important thing is to learn a lesson.

What is the lesson? When starting to work with a new writer from the "outside" work in small batches and start small. Before you can go forward with a new writer you'll need to work out the method of payment. This is again a small obstacle. Normally having just a PayPal account will work fine. Simply go to your account in PayPal click on "send money" enter in their email account and off it goes.

Not everyone has PayPal. Writers in some countries are not that fortunate. When working with overseas writers you may need to come up with some other payment methods. I've used Western Union to send money to writers outside the United States. Any extra charges are paid in – extra articles. That's another reason the writer has a few extra words on the list. Again, work out all those details prior to starting any work.

If you are going to go the "freelance" route, or you've found a writer you enjoy working with that is overseas, here is a way to handle it that I've used and has been successful. This method has also worked for me using local writers.

Researching the keywords, building a list, coding the keywords, communicating with the writer is all the same basic process. The only thing that you'll handle differently is the payment process.

Now... you'll work in smaller batches and pay as you go.

Just because you're working in batches of five doesn't mean you have to constantly be going back and forth with email. The writer still receives the full 10-30 articles; it is just the payment and files that move in small batches.

As an example a content writer is contracted for 20 articles at \$5 US per article. They would be emailed their 30 keyword set along with any additional instructions that also outlines the payment methods or steps. A starting payment of \$12.50 would then be sent to them via PayPal. After receipt of the first set of five articles, and they have been approved an additional \$25 payment would be sent via PayPal to pay the balance of the first set of 5 and pre-pay 50% for the next set of 5. This continues until the complete set of articles has been finalized.





As each batch of articles is “delivered” they are paid. That way no one gets too far ahead. One more note on payments - working with overseas writers can cause problems in transferring money. Discuss payment methods before you move forward.

Using outsourcing companies is not only an easy method, but they also take a lot of the potential hassle away, and make the entire process more productive for you.

They...

- Make managing the project(s) easy
- Eliminate the payment problems working with overseas writers
- Provide a system to handle disputes
- Offer a communication interface
- Post your job globally to thousands of possible potential bidders.





The Price of Articles

One area we haven't covered is the pricing of articles. You'll notice in the bids that the price is \$5 US per article. I found that to be very fair and an acceptable price.

Since we're talking about payments and writers overseas we need to talk briefly about article pricing. I've talked to some people that were just amazed that it was possible to receive article content for the sum of FIVE dollars US. When they see the quality of the articles, at times I've gotten the look of a thief.

You've got to remember that \$5 dollars is a starting price. A price that might be very reasonable... in the US. When that \$5 dollars is exchanged in the writer's country, things change.

Recently, I paid a writer in Canada for 40 articles at the rate of \$5 per article which was \$200. When that \$200 was converted to Canadian money the writer was looking at about \$255 dollars. The rate of \$5 dollars per article when converted to other countries money could be the equivalent of one day's wages. Make sure you evaluate your writers carefully, you may be surprised. You may be able to negotiate a better rate which works well for you and the writer.

Overall Conclusion and Recommendations

Building a website can be at times a daunting task. Adding to the whole web building process is the whole content development process. The writing process can consume hours upon hours of valuable time that could be better used to market and manage your site(s) to increase profits dramatically.

I would not recommend that you move completely to a purchase article content system. It is a great way to add content to your site on a regular basis. I do believe that you should retain your "voice" and "say it" as you want through the content you personally write.

Using content writers has allowed me to add content to all of my sites and have lots of articles that I am slowly "moving into the pipeline." The time needed to edit an article, build the web page and post it to the site is now in the area of 15 minutes per page.

Now I'm able to review each article and edit them... plus add my own editorial flare if needed to make them my own.

If you are fortunate enough to have local writers that you can tap into that is great and worth exploring. I urge you to take the first step and try it. However, leveraging the "minds" and writing abilities of others from around the world blows the lid off building content for your website IF the two worlds fit.

In the past I was very reluctant to use companies to outsource for project needs and viewed them as a waste of money... quite frankly I just thought they were just too expensive. Was I wrong?





In my opinion using the outsourcing companies is the only way to go if you are working with overseas writers. They have all the systems in place to make “crossing borders” extremely easy and painless for you and the content writer. The payment issue causes too much waste of time and creates far more headaches on your end for the amount of money you will save. It’s much easier to just negotiate a better deal.

Closing

Well, there you have it. That is the process of hiring web content writers. Following this roadmap will add content to your site regularly. Some people look at how much advertising will cost them. Purchasing content is another very interesting area you need to review. Having more content on your website gives you more search engine food, more places to be found, more links to click on and a much larger web presence.

Think about peeling off \$50 per month from the advertising budget and invest in some new content for your website. If money is tight maybe skip just one dinner out and try the concept, and, if it the money is really tight, consider doing some content writing yourself. You’ll make a few dollars and be able to practice your writing skills.





Resources

Marketing Resources

- AssociatePrograms.com
- SiteSell

Websites to Post and Locate Writers

- rentacoder.com
- eLance.com
- smarterwork.com
- guru.com

Finding Keywords to Build Content

- [Site Build It](#)
- [GoodKeyWords](#)
- [Ad Word Analyzer](#)
- [WordTracker](#)

Search Engine Positioning Help and Software

- [Ranking Revealed](#)
- [Planet Ocean](#)
- [Web Position](#)

Locating a Niche Market

- [Strike it Niche](#)
- [SiteSell](#)





Thank You...

I want to say **Thank You** for all the people that helped and inspired me over the year's. Especially, Allan Gardyne at Associate Programs. <http://www.associateprograms.com> Ken Evoy at [SiteSell](#) for always sharing. My wife Terri and Deb for helping provide input and dealing with my weird work hours while getting this done and Larry for accepting a challenge.

I also want to thank all those that participate in the Associate Programs forums that helped give spark to the concept for this eBook. See you in the forums...

Gary Antosh





I'm very interested in your feed back.
Please send your comments to comments@web-writing.com

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GHA
12505 sw 216 street
Miami, Florida 33170