How to Personalize Your PLR Articles

Personalizing your PLR basically means taking done-for-you content and adding your ‘voice’ to it. That’s really all there is to it.

* Personalizing VS Rebranding VS SEO

Before we start, it’s important to know the difference between the terms so often used when we talk about PLR.

\*Personalization - When you’re personalizing your content, you do not necessarily need to rewrite the content (unless you want to). It’s more about making your content look better aesthetically, and making it more engaging for the reader.

\*Rebranding is a slightly different concept from personalization. When you rebrand a PLR eBook, you give it a new title, a new cover and add your name as author and so on. You’re adding your ‘brand’ to the PLR.

\*Search engine optimization (SEO) is a whole nother kettle of fish.

Since PLR content is usually bought by several people, trying to get your content ranked will mean rewriting at least 52% of the content. Let’s not forget keyword density, LSI keywords, internal links, and all the other SEO factors you’ll need to get right.

This topic needs an eBook to explain it all, and is beyond the scope of this article.

Thankfully, personalizing your PLR is a lot easier than rebranding and/or optimizing your content for the search engines.

There are just a few simple steps to follow… and we’ll look at those below.

* Why you should personalize your PLR

For starters, the reputable PLR vendors can easily sell 500 to even a thousand copies of their PLR bundle. That means you’ll have the same content as every other person who bought it.

Furthermore, many PLR buyers will just copy and paste the content exactly as is on their blogs. It’s the path of least resistance, which means the masses will take this route.

To build a following, you’ll need to stand out from the crowd. The only way you can do that is by personalizing your content.

People come online for information and entertainment. Preferably both. Since most PLR content is created for the masses, while the content may be factual and well-written, it will usually lack a ‘voice’.

In other words, the PLR content lacks personality and entertainment value.

These key ingredients MUST be in your content if you want it to hold your readers’ attention… and only you can inject your ‘voice’ into the content.

Now let’s see how you do that - we’ll assume you’re using the PLR article on your site as a blog post.

* Use quotes

People love quotes. There’s a reason quote books sell so well.

Whatever your article may be, try to find a related quote for it. It doesn’t have to be specific.

For example, if you have a PLR article on vegetable gardening, a quote like this will be great:

“*Gardening is cheaper than therapy and you get tomatoes.”* – Unknown

Or if you have a PLR article on saving money (personal finance niche), this would make a cool quote:

*“Don’t go broke trying to look rich.”*

You can easily find quotes by doing a Google search for them or looking on sites like Pinterest.

Once you have a quote, all you need to do is visit sites like [Quozio](https://quozio.com/), [QuoteFancy](https://quotefancy.com/) or [Canva](https://www.canva.com/) to create quote posters for free.

Once your quote poster is done, you can use it as an image at the top of your blog post (PLR article) or anywhere within the article to break up the text.

A picture is worth a thousand words and these posters are ideal for getting attention from your readers.

* Memes and Gifs

Some bloggers swear by memes and gifs, and to others, these images are anathema to them. Not to be confused with enemas.

Whichever way you go, just understand that memes and gifs are part of the internet culture these days. They add a touch of humor, and if you’re witty, your memes can get some very salient facts across while entertaining your readers immensely.

To create memes, you can use a meme generator: <https://imgflip.com/memegenerator>

To find gif images, you can search on Giphy: <https://giphy.com/>

If you can’t find a gif to your liking, you can always make one using EZGIF: <https://ezgif.com/maker>

All the tools mentioned above are free to use.

So, use them to create images which can be strategically scattered across your PLR content to make it look interesting and attention grabbing.

* Videos

There are two ways you can use videos to ‘spice’ up your PLR content. You can either record the videos yourself (recommended) and post them in your content… or you can embed someone else’s video in the post.

With thousands of videos on YouTube at your disposal, finding one to use on your blog post is a breeze.

Having video content within your PLR article will give it a entirely different look.

When visitors watch the video on your blog, they’ll stay on your site longer. This will increase your visitor retention score and the search engines will look upon your site more favorably when it comes to the rankings.

There’s an important point to note here: Embedding YouTube videos on your blog may slow down the page load speed.

So, you’ll want to use this free tool to embed on your sites without slowing them down: <https://tube.rvere.com/>

* Formatting & photos

When it comes to personalizing your content, 50% of the task is about giving the content an ‘attractive’ appearance.

You’ll want to use a legible font that’s easy to read. Add headings and subheadings to keep your text in bite-sized chunks. This will help readers to digest your content quickly… and even skim readers will grasp the main points of the article.

Try to use attractive photos in your content.

While you can leverage free photo sites like [Pexels](https://www.pexels.com/) and [Pixabay](https://pixabay.com/), occasionally, you may find that these sites just don’t have the images you’re looking for.

At times like these, you may want to check out the outstanding selection of photos in [Depositphotos](https://depositphotos.com/home.html).

Yes, you’ll have to pay to use these photos, but they’re infinitely better and the selection of photos inside is unmatched by the free sites.

On a separate note, the images from free sites are overused by bloggers and seen everywhere. They don’t really stand out.

Sometimes, you have to pay a few dollars just to be different. The unique and attractive photos in Depositphotos will do your content justice and that makes it an excellent investment.

* Adding your inimitable voice (MOST IMPORTANT POINT)

We saved the most important point for last – your ‘voice’.

People are social creaturs and enjoy reading what other people have to say. That’s why social media is so popular and the comments are always sparking off debates and arguments.

Similarly, when you use a PLR article, you’ll want to weave in your own opinions and experiences within the content. Your readers will want to hear what you have to say.

For example, if it’s a gardening article, you may mention how you found it much easier to grow potatoes while your tomato plants kept dying and aggravating you.

If it’s a survival article, you can say why you chose to use tactical pants for bugging out in the wilderness rather than your usual pants - which split in the middle during your camping trip once and scarred your kids psychologically for life.

Whatever you say should be related to the content and be of value.

Your voice must shine through so that the reader knows that they’re ‘hearing’ experiences from a real person. This is where the rubber meets the road.

Your ability to take the PLR content and add your personality to it is the secret to making your content stand out. Personality + PLR content = personalization.

Once you can do this, then the quotes, videos, memes, formatting, photos and all the other ‘beautifying’ tools you use will serve as the icing on your PLR content cake.

Your readers will love your posts, stay on your blog longer, join your list, buy your products and remember you.

Use PLR as a content creation shortcut, and then transform it into a content masterpiece.

**(1,351 words)**