

PLR Content v Ghost Written Content v Top 10 Google Content

How do they stack up against each other?



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This is the third in a series of Reports analysing the content of web pages that rank in the top 10 of Google and comparing them to the web pages that are buried at Google.

If you missed the first two, you can get them here:

<http://ezseocustomers.com/cfc/CaseStudy1acnetreatment.pdf>
<http://ezseocustomers.com/cfc/CaseStudy2lowfatdiet.pdf>

Both of those reports concentrated on web pages found in Google. What I would like to do in this Report is compare both PLR content, and ghost written content (that I had written for me from a ghost-writing service), and see how they compare to the top pages in Google for a specific niche.

I'll use the same techniques for analysis that I used in the previous two reports. How will PLR content stack up against quality content? How will ghost written content compare to PLR? To quality content found at Google?

Let's see..

The topic I chose was **halitosis**.

It should be noted that the ghostwriter was told to write an article on "halitosis". No further instructions were given.

Theme Words for Halitosis

Off I went to Wordtracker to collect the theme words I'd be using for my analysis of the documents. Below are the theme words I settled upon:

bacteria
bad
breath
catarrh
cause
chronic
cure
decay
dental
dentist
diet
dry
gum disease
halitosis

health
how
infection
mouth
mouthwash
mucus
protein
reflux
remed (this could be in either remedy or remedies)
sinus
symptom
teeth
treat
treatment

There are 28 words in this list. You cannot expect to find all of these in an article, but this list of words are the ones most commonly found in an article on halitosis. Let's see how the three articles did.

The PLR article

The PLR membership site that I got the article from is one I have used for a long time. In my opinion, it is one of the better PLR articles so I would expect the article to do well.

Let's see the keyword map first. This map shows where in the article the theme words are located. We are looking for an article with theme words spread throughout the article.

what is **halitosis**? "oral malodor or **breath** odor, or most commonly **bad breath** is terms used to describe noticeably unpleasant odors exhaled in **breathing**." acute **bad breath** is a very common problem **caused** by such things as oral **dryness**, stress, hunger, eating certain foods such as garlic and onions, smoking, and poor oral care. morning **breath** is a typical example of transient **bad breath** **however** **chronic bad breath** is a far more serious condition affecting one quarter of the population in different capacities, and usually has a **bad** impact on the individual's capacity to maintain good personal and business relationship, leading to catastrophe. **halitosis** is **caused** by the presence of a huge colony of oral **bacteria** and invariably requires persistent **treatment**. presently, persistent **halitosis** is not clearly understood or even identified as a curable condition by most medical experts, so a proper and effective **treatment** is almost impossible to find. most of the **treatments** available are mostly asymptomatic and are limited to controlling **bad breath** by **mouth** and **breath** fresheners. though many **breath** clinics have sprouted like mushroom, all over the world, many of them are not really successful. **however**, a very small number of clinics use established methods of microbiological examination to determine the varieties of odor-causing **bacteria**. the specific **bacteria** are then controlled by patient specific **treatments**, thus giving patients relief from the ordeal. though the reasons for **bad breath** odor are not completely understood, most unpleasant odors are known to occur due to food debris trapped in the **mouth**. it is really amazing to find as many as 400 different types of **bacteria** in an average **mouth**! trouble can occur when several dozen of these **bacteria** are allowed to flourish in large proportions or are genetically mutated to reproduce in a large number. many species of these **bacteria** are usually found on the back of the tongue, where they find protection and security from normal **mouth** activity. the rough edges of our tongue usually harbor millions of these harmful **bacteria**, which create toxins by digesting debris, dead cells, and other residues. these toxins are harmful in creating a **bad** odor in the **breath**. the anaerobic respiration of these **bacteria** will accrue residual compounds containing sulfides and ammonia. these **bad** compounds often mix with the **breath** to form an aerosol of nausea and **bad** odor. other **causes** of **chronic bad breath** may be periodontitis (**gum disease**), diabetes, kidney failure, **sinusitis**, tonsilloliths, gastroesophageal **reflux** disorder (gerd), and a wide variety of prescription drugs.

That looks reasonable. There are no obvious gaps in the content where no theme words are found.

Let's look at the details on the theme report summary.

Article Theme Summary:

Article Words: 414

Total Theme Words: 60

Different Theme Words: 13

Themed 14.5 % (1 theme word every 6.9 article words)

Percentage of Theme Words Used = 48.1

Quality Theme Score (max 100%): 43.8%

Of the 28 words I initially identified, only 13 were used. That's 48%, which isn't too bad. The article is themed at 14.5% which is a little on the high side, and indicates that the author may have tried stuffing theme words into the content. However, the Quality Theme Score of 43.8% is still not too bad.

With a little effort, a Webmaster could turn this good article into an excellent one.

The Google Top 10 Article

This is the one I would expect to show the best theming. After all, Google ranks it in the top 10 of all articles in its database for the search term "halitosis".

bad breath (halitosis) reviewed by ms lisa taylor, **dentist** what **causes bad breath?** most people suffer from **bad breath** occasionally. **however**, if it becomes permanent you should consult your **dentist**. most adults suffer from **bad breath** occasionally, although it may affect up to a quarter of adults on a regular basis. **bad breath** is usually brought on by the breakdown of **proteins** by **bacteria** somewhere in the **mouth**. **however**, there are several other possible **causes** that affect the airways, oesophagus and stomach that can also lead to **bad breath**. factors that affect the **mouth** and **cause bad breath** **dental decay**. **gum disease**. food stagnation between the **teeth** **dry mouth**. excessive **bacterial** activity on the tongue, possibly due to postnasal drip (**catarrh** coming down the back of the throat from the **sinuses** and nasal passages). throat or tonsil **infection**. **catarrh**. factors that affect the airways and **cause bad breath** **sinusitis**. polyps. **dryness**. foreign body. hindered air or **mucus** flow. bronchitis. pneumonia. bronchiectasis (dilation of the bronchi of the lungs, usually from previous **infection**). factors that affect the oesophagus and stomach and **cause bad breath** gastritis and food **reflux**. food stagnation. in rare cases, **bad breath** can be a sign of a significant general **health** problem, so it should not be ignored. **however**, the usual **cause** is oral, which can often be **treated** to resolve the problem. **how** can **bad breath** be **treated?** as **bad breath** is almost always **caused** by a problem in the **mouth**, it is helpful to visit a **dentist**. do not try to mask the odour before the visit - it needs to be as typical as possible. if there is any **dental treatment** required to eliminate **disease** or avoid food stagnation areas, this will be carried out. if no oral **cause** can be identified by the **dentist**, it may be necessary to attend a clinic that specialises in **breath** odours, or to visit other **health** professionals. some people become excessively concerned about **bad breath**, in which case a psychological professional can help put what may in reality be a minor problem into perspective. what can you do for yourself? maintain a high level of oral and **dental** hygiene. in addition to brushing, it is important to clean between the **teeth** using **dental** floss, woodsticks or an inter-**dental** brush as recommended by your **dentist** or pharmacist. use a tongue cleaner and clean right to the back of the tongue. use a **mouthwash** recommended by your **dentist** or pharmacist. the best time to use it is just before sleeping. drink plenty of fluids, avoiding too much coffee. clean your **mouth** after eating milk products, fish and meat. chew sugar-free **gum**, especially if your **mouth** feels **dry**. eat fresh, fibrous vegetables. visit your **dentist** regularly and have your **teeth** professionally cleaned as required.

At first glance, this article looks better. A quick look over the keywords that are highlighted indicate a wider range of theme words in use.

Let's see the theme report summary for this article.

Article Theme Summary:

Article Words: 463

Total Theme Words: 88

Different Theme Words: 22

Themed 19 % (1 theme word every 5.3 article words)

Percentage of Theme Words Used = 81.5

Quality Theme Score (max 100%): 73.6%

Wow. This article uses 22 of my original 28 theme words. That's 81%.

Those 22 words are used 88 times in the article, which is just 463 words long. That means there is one theme word every 5.3 article words. That is very high, and the Quality Theme score algorithm of the software is certainly penalising this article for it, but it still achieves a Quality score of 73.6%. No wonder Google likes the article.

This just leaves one article. The one I had written by a ghostwriter at a content writing service.

The Ghost written article

Let's get straight on with it, and look at the keyword map. I have applied a couple of filters to this image to protect the content. While this article was never used on my own site, it appears the ghost author may well have resold it to other webmasters since there is a copy of the article on another site online. This is one of the problems with hiring ghost authors.

simple way to prevent halitosis in case you do not know what halitosis is - it is a chronic disease of bad breath. the degrees of severity depend on each different case. sometimes you are on the verge of getting it or already have a very small case of it. if you keep good and practical dental hygiene you will most likely not suffer or develop halitosis. basically the disease will spread by the means of left over debris of food in your mouth. as we all know that if we do not brush our teeth for quite a while our breath will start to smell very badly. as well as leave a rather disagreeable after taste in it. it usually happens when you do not brush your teeth as much as recommended on a regular basis. there are different recommendations for a good dental hygiene but the most typical one, as I am sure that we all know by now is brushing your teeth 3 times a day after every meal that you consume. not only is it good dental hygiene brushing your teeth but is also pleasing and possible even using mouthwash. this will get the left over debris that cause halitosis. if you are honest you buy replace your toothbrush (let us hope that you are not), you may want to get a toothbrush that has these bundles (brands such as tooth in some brand like that have many toothbrushes with these qualities) just make sure that you brush your teeth even if it is only once a day.

There are certainly some theme words there, but the theme report will tell a better story.

Theme Report for the ghost written article.

Article Theme Summary:

Article Words: 260

Total Theme Words: 24

Different Theme Words: 8

Themed 9.2 % (1 theme word every 10.8 article words)

Percentage of Theme Words Used = 29.6

Quality Theme Score (max 100%): 21%

OK, the article was 260 words. This is a typical size for ghost written articles, since 250 is usually the minimum number of words you can ask for at the ghost-writing article services, and they are the cheapest. You use to see a lot of very poor "content" sites with articles of this size.

Out of my list of 28 theme words, this article used just 8 of them, and those 8 were used 24 times.

The Quality Theme Score of just 21% identifies this as a poor article, and in fact, the site publishing this article is not in the top 200 at Google for the word "halitosis" (I did not check any further than 200).

Some thoughts on the results

The Google top 10 content was easily the best and the Fat Content Creator software (the software I use for the analysis) awarded it the highest score of all three articles.

However, the PLR content was actually not bad, and could easily be turned into something very good with just a little effort.

PLR content from quality membership sites can be turned into useful content with very little effort (which is why I have used PLR content on my own sites for a few years now). However, a warning. I did analyze an article from another PLR membership site (not on halitosis) and found it to be very poor – quality theme score of just 19%, so the quality of content from some PLR sites really is not worth the subscription.

Advice: If you are subscribing to PLR content sites, make sure that the content they give you is very high quality.

The ghost written article was not only very poor, but the article found its way onto another website, after I paid for a unique article. That means the author may have sold this article a second time. This is one of the biggest problems with hiring ghostwriters for content, so beware.

The software used in this report to analyze the content is called the “Fat Content Creator”, and is part of the “Creating Fat Content Course”.

This report was created by Dr. Andy Williams, author of the “Creating Fat Content Course”, and the free weekly ezSEO Newsletter.