



MoreNiche presents guide on

Duplicate Content

Duplicate content

In a perfect world there would be only one version of every document but in real life this is not true. A great example is online versions of newspaper sites. In one form or another they all publish exactly or close to the same information about events and facts.

This also applies to many other areas, say, recipes, fitness programs, diet programs, definitions, explanations and many others.

Search engines can penalize a sites ranking if it looks as though content has been taken from another site. However, these sites do sit in index and even rank very well. How can this be? Does it mean there are no filters?

Filters exist, but they are in a primitive form

Search Engine's need lots of resources to check the entire internet. Therefore, engines use simple forms to uncover duplicate content.

How?

The most common pattern is links. In general engines check between two linked sites for duplicate pages/content. If they exist, then engines try to get rid of the duplicate - usually the one who links to the source site.

How does this work?

If website B (healthy news) republished an article from site A (health research institute) and puts a link from B to A for reference, search engines understands that site A is the original source and the site B has copied it. Site B is seen as dupe content website.

How do search engines penalize?

One or two articles like this won't harm your site much for example, if website B has lots of original content. However, if duplicate content fills a significant number of pages, websites can be penalized by being moved down in the search result pages, moved to supplemental index or even unlisted from search index.

Test Conducted

Website X has 5 pages of original content and ranked #1 for very uncommon search term. This website has 100+ links pointing to it and Google PageRank of PR4. After few weeks 30 pages of content from another site that required a link back to it were added. In results, after Google indexed the website, it went from #1 position down to about #67 - #100.

The test was continued by adding even more links – but even an extra 100 links (now site has over 200 links) didn't help to move it back of even above these #67 - #100 low positions.

After 3 months – duplicate pages were removed. After search engines updated the website - it slowly moved back to position #2.

What does it mean to you?

The idea is simple - don't link to websites that have the same content as yours – especially if it is in huge amounts compared to total number of pages.

What you should do?

You may not link to websites with duplicate content but your website may have lots of popular articles like from MoreNiche Content Connection, it is useful to follow few rules of thumb which are based on the fact that engines evaluates the whole page's code not just the article itself.

To put it simply – engines see all page as code, that probably includes site specific menu, HTML tags, layouts, title, descriptions etc. so it mix it up and articles aren't considered as duplicate since it is part of some bigger code. That's the secret.

Some useful tips for Content Connection users

To ensure even more security from search engines it is recommended to use one or more of these tips:

- 1) use articles on pages that have a solid size menu
- 2) try to have a unique intro and closing for used articles, change titles
- 3) use synonyms to replace words
- 4) insert comments in the middle of an article or links to detailed info
- 5) insert contextual short product reviews (1 picture plus one paragraph and link to full review will be just fine)
- 6) split longer articles into 2 pages or more as long there stays 150 – 200 words on each page
- 7) rewrite articles into your own words
- 8) combine two or more articles into one
- 9) if there are bullet points – mix their order if possible
- 10) think outside the box...

Last tip

Don't try to host a DMOZ directory or part of it for making more pages on your website. Google can easily ban you for that and remove your entire site as happened to a website about coffee that hosted 10000 pages from DMOZ to drive extra 500 visitors a day. Sad but a fact. Duplicate content is evil. Be aware.

Affiliate Marketing Tools and Resources

Domain Registration

[GoDaddy](#) – number one domain registration service to date

[1&1 Internet](#) – another very popular domain hosting site

Hosting

[BlueHost](#) – hosts up to 6 domains under one account; WordPress friendly, with CPanel included, and many scripts and tools

[HostGator](#) – hosting service with CPanel, WordPress friendly, scripts and statistics tools

Website Editors

[Adobe Dreamweaver CS4](#) – professional HTML editor, ideal for work with MoreNiche templates or for building a site from scratch

[XSitePro](#) – great tool for creating little review websites for marketers with no knowledge of design and HTML. However this tool can't be used with free MoreNiche templates as it has limited layouts.

Photo/Image Editing Software

[Adobe Photoshop CS4](#) – professional photo editing software, complete with features for all forms of image editing; must-have software for all computer users, internet marketers or not.

[Adobe Fireworks CS3](#) – professional alternative to Photoshop, created specifically for the web designers, especially useful for creating quick but accurate prototype sites

Keyword Research Tools

[KeywordElite](#) – a desktop tool with many keyword research features. This tool will collect you keywords from various places into numbers of thousands. It is used by most top SEO and PPC marketers

[WordTracker](#) – most popular online keyword research service, offers advanced keyword research and suggestions; contains the largest and most updated database of keywords around

[Keyword Discovery](#) – a very popular alternative often used to supplement WordTracker keyword results; also contains a massive keyword database

Search Engine Optimization Tools

[SEO Elite](#) – the number one most popular keyword research tool used by nearly all successful internet marketers, with multiple functions, from competition research down to automatic link exchange approaches and more

[SEO Toolkit](#) – tool that includes everything you need to promote your website, including a rank checker, PPC bid manager, keyword suggestion tool, keyword density tool, reciprocal link checker, link popularity checker, and many more features

Email Marketing Tools

[Aweber](#) – one of the best email marketing services – allows capturing emails, creating multiple campaigns, double opt-in function, great partnership with major internet providers to ensure your emails gets delivered and read

Article Submission Tools

[Article Marketer](#) – the most popular service article submission service, and also the most effective; subscription gets your article complete distribution to thousands of sites to improve your search engine positioning, increase your Google page rank, and get immediate links from relevant, high value websites

[Article Submitter](#) – easily and effortlessly submit your written article *automatically* to over 300 article directories. With Article Submitter, submitting one article in minutes can give your site hundreds of incoming links