

**Lisa Angelettie's...**

# **Duplicate Content Exposed!**

“The Definitive Guide To Preventing Duplicate Content!”



**By Lisa Angelettie**

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## ABOUT THE AUTHOR

Lisa Angelettie helps authors, speakers, coaches, consultants and other small business owners create 6-Figure businesses by creating distinctive content (like articles) that attract new clients and customers, build expert status, improve link popularity, and increase sales!

She is considered one of the web's leading article marketing consultants, and is a published author who has been featured as an expert on many small business websites and seminars such as *SiteProNews*, *CoachingMastery*, *The Examiner*, *BizyMoms*.

Lisa is a firm believer in the results that producing quality content for your business can provide. She is the founder of the #1 advice and counseling website on the web (due to the 100's of content-rich pages on her site) *GirlShrink.com*, and she shows other entrepreneurs how to do the exact same thing through her award-winning article marketing training course, [Articology.com](http://Articology.com).

Lisa has helped thousands of people establish and grow their traffic, credibility, and income online since 2003, with article marketing and information marketing. It's truly her heart's passion!

### **Personal Bits...**

Lisa met her husband (Deric) at college in D.C., and they re-connected and married ten years later in NYC. After adopting their "first baby", a lab-mix puppy named Pepperz, three little girls followed soon after - Autumn, Ali & Ava. They all live together in Elkins Park, PA where Lisa works from her warm yellow-hued home office.

**Learn more about article marketing** with Lisa when you download her free multi-media article marketing toolkit at: <http://ArticleMarketingSuccessKit.com>

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## INTRODUCTION

Hello, my name is Lisa Angelettie and I have spent most of my adult life earning money by writing. I enjoy it, and yet sometimes I realize it is what it is:



work:.) That's why I completely understand that since you have decided to put in the time and the effort of writing articles for your business -- that you want each and every one to count. Me too:.)

I remember when I first started paying attention to my search engine results, I wasn't completely sure why an article was showing up on 3 websites but not the other 50 I may have submitted it to. And the reasons why varied.

Some of the article directories were just crappy and were not managed well, so they hadn't posted them yet. Others though were getting slapped with a **duplicate content penalty** (the Google filter), and this is what this guide is all about. Explaining how Google and the other search engines treat duplicate content and how you can avoid having your articles disappear from the search results.

If you are familiar with my writing at all, you know that I really don't do "fluff" and sugarcoating stuff. I just think it's a waste of time and energy. I typically get right to the point so that you can quickly apply what I'm teaching quickly into your marketing and start seeing results as soon as possible.

There is a lot of information out on the web about duplicate content, but you can be assured that this guide is based on years of research and first-hand experience in dealing with the search engines and content. I'm not going to talk about anything that I haven't experienced myself. So unless the search engines change the "rules" around duplicate content (which they haven't as long as I've been online) -- you can be sure that this is the actual deal.

I hold dozens of Top 10 rankings for many keywords in my niche, including my coveted keyword "article marketing" which at the time of this writing I hold the #7 position among over 158,000,000 results!

The screenshot shows a Google search for "article marketing". The search bar contains the text "article marketing" and the search button is labeled "Search". Below the search bar, the results are displayed. The top result is a sponsored link for "Niche Article Marketing" from www.ArticleContentEngine.com. Below this are several organic search results, including a Wikipedia entry for "Article marketing", a YouTube video titled "Article Marketing & Proof It Works", and several other articles and services. A red arrow points to the title of the last organic result: "Article Marketing Strategies by Article Marketing Expert Lisa ...". To the right of the search results, there is a column of sponsored links for various article marketing services, including "Article Submissions", "Convert Articles 2 Video", "Article Distribution", "Article Marketing?", "Article Marketing?", "Learn Article Marketing", "Article Submission Expert", and "Make £1000 Today".

Trust me when I tell you that you **cannot rank** in Google in this day and age with duplicate content floating around all over the web -- and your position in the search engines means everything when it comes to content.

So turn off the television, pour yourself your favorite glass of juice, wine, or a nice cup of tea, and take 30-60 minutes to read over this guide. It's not full of fluff or gibberish and I am not explaining any difficult concepts. Read it and most of all, make the decision to apply it to all of your future article marketing. You will thank me for it later!

## Part One - What Is Duplicate Content Anyway?

Duplicate content is considered by search engines such as Google as any content on the web that is identical to content found on another website, even if both of the pages are on the same site.

Let's break it down even further. These are the **major 3 types of duplicate content that you will find on the web today:**

### Duplicate Article Publishing

As an article marketer, this is one of our biggest fears because most of us would like to write and publish an article and be able to submit that article to hundreds of article directories as-is right? Well you can't. Search engines view copies of articles as duplicate content and usually will not list it in search results.

Also, most article directories would like us to believe that hundreds of "ezine publishers" are visiting their sites looking for content for their digital newsletters. While this may be true for some, most people are simply looking for articles that they can copy and post on their wishy-washy blogs and websites. Again, while the search engines would not necessarily see your article in an ezine -- they would see those copies of it on other people's websites and determine that it is duplicate content.

### Scraped Content

I have talked about having your article scraped before on my site. The reason why is that this was done to me years ago with my GirlShrink site. Back then there wasn't any blogging which mean people had to write and publish html



pages - and it just wasn't as easy as blogging is. So people scraped other folks' content. Like mine!

This still goes on today, yet a little differently. Nowadays you will find content from one site repackaged to look differently on another site, when it really is just a collection of already published information from other sites. This is what a lot of multi-blog owners are doing.

### **Duplicate Web Pages**

These are pages that are identical to other pages on the web. Examples of this can be ecommerce sites which use identical product descriptions as the manufacturer, or when you join someone's affiliate program and they have identical pages for each affiliate, or perhaps when a company creates several landing or squeeze pages that are identical.

As far as the third example, which I think is more applicable to the solopreneur on the web, I try to use different landing and squeeze page styles OR at least I change the copy on each page.



## Some Minor Types Of Duplicate Content

The search engine gods (as I jokingly call them) are a little picky when it comes to duplicate content. There are a lots of little variations of duplicate content that one can make without even knowing it -- but for the purposes of this guide I am only going to talk about the kinds that may affect you.

### Images & Videos



If you notice, when you do an image search, you will find the same image on a lot of different sites. For example, when I did a Google search for “money tree”, this image came up on the first 10 pages of the image search results. It was on a different site for each page.

This tells me that this image was probably for sale on some clipart site at one point and everyone bought it OR someone had it on their site and tons of other websites simply swiped the image and placed it on their site. You know - kind of what I just did for this guide:)

My point here is that the images are showing up, probably not on all of the sites that have it but on many, and the reason why is that it is more difficult for the search engines to detect duplicate media files. The reason is that when people use this picture, they change the size of it and the name of it. So it ends up looking different to the search engines.

As web technology advances though, the search engines ability to detect duplicate media files will improve and search results will change. If you own a site where images or videos (such as a celebrity gossip website) are vital to

your traffic etc., then you may want to pay close attention to avoiding this type of duplicate content in the future.

### **Structure of Site Is Identical While Content Is Similar**

Have you ever seen those websites offering you a turnkey site or blog that will make you gobs of money and they do all the work? Well, what they do is create a template which has the same type of appearance and linking structure and use similar or sometimes even identical content. Usually with these types of sites, you can change a few colors and add a link or two -- but all of these sites are virtually the same site. Sold to whoever will buy. They are everywhere.

## PART TWO - Who Are Duplicate Content Offenders?

I think it's worth it to take a look at who a typical duplicate content offender is. In an effort to protect your own work as well as to recognize if you may be one of the guilty.

### The Lazy Ones

1. People who use duplicate content to try and fool the search engines into giving their pages a **better position** in the search results. *Example: I go to a site who is ranking high for my keyword, scrape some of their content, publish it to my site, and hope for better ranking based on that content.*

2. People who think that they can get **multiple listings** in the search engine results by having an increased number of keywords linking back to them in their duplicate content. *Example: I create a page with content and I link to my site using one of my keywords as the anchor text. I duplicate that page 50 times and then publish them all to the web in the hopes of having 50 anchor text backlinks to my site.*



### The Clueless Ones

3. People who commit duplicate content offenses because of mistakes on their sites (duplicate pages), content management, or affiliate programs.

4. People who do not realize that duplicate content isn't just words or text but things such as clipart, photos, videos and PDF files.

## PART THREE - Why The Search Engines Care About Duplicate Content - And Why You Should Too!



### The Search Engines

Last week I searched the web for answers about growing and caring for begonias. I found a variety of sites with information on them in a relatively short amount of time and was able to continue with my gardening in practically 10 minutes.

If I had conducted that search and found the same exact information on the first 5 sites, that would have been a waste of time, annoying, and more importantly would have made me think twice about searching for answers on the web.

In fact, that's one of the major reasons why search engines HATE duplicate content. **In order to stay relevant, search engines like my fav' Google, Yahoo, and Bing must provide credible and unique search results.**

Search engines have staked their claim on the web as being "the source" of huge amounts of information. Information that would take you hours, weeks or months to research via textbooks or periodicals. So they want to protect that position, and zealously do so by preventing duplicate from showing in search results.

## **Website Owners**

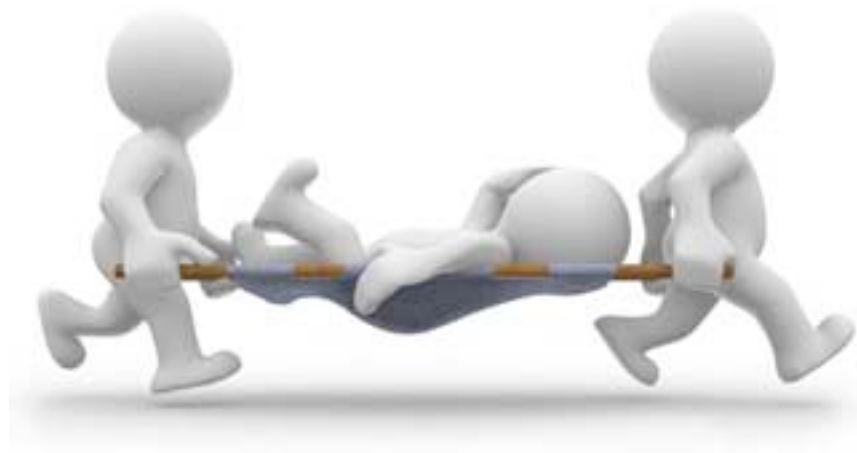
### **Consider The Karma**

Folks like us need to consider what I call **duplicate content karma**. When you search for something that you want online, you would not want 10 pages of duplicate results to appear. What if that's not the result you're looking for? That would be frustrating.

So having said that, I don't think you should do that to others. Especially if you plan to be the leader in our niche. Imagine seeing the same article in the first 10 spots of the search engine results for one of your keywords? I think folks would be sick of you -- and hey, you might even get sick of yourself:)

It just seems kind of spammy, and does not provide potential prospects with a positive user experience when looking for information on your topic.

## PART FOUR - How To Avoid Duplicate Content Accidents



### 1. Better Article Marketing

If you choose to syndicate articles on your website/blog or ezine, you can get articles from article directories or PLR packs, but it would be better to add your own personal commentary after certain paragraphs or rewrite the article so that you will not run into any duplicate content issues.

### 2. Write Unique Content

Informative and useful content is the best way to ensure that you will not run into any duplicate content pitfalls. Write original articles in your voice, publish them, and have peace of mind that it is 100% your content.

### 3. Web Store / Ebay Descriptions

If you own an online store that features several or many items, or you resell products on Ebay, then you need to make sure that you just don't swipe the product description from the original seller. You must rewrite the product

descriptions. I experienced this first hand on Ebay, when I was selling some designer handbags. I remember swiping the product description straight from the original store site and Ebay suspended the sale until I rewrote the description.

#### **4. Ban Blog Archives**

If you own a blog, then you should avoid having your date and category archive pages indexed. The reason why is that it basically creates two exact copies of each article on your site. The archives don't do much for your ranking or traffic, so it's better to not index it. You can block these pages by using your robots.txt.file. If you use the Wordpress [Thesis Template](#), then it's even easier to do in the admin.

#### **5. Printable Articles**

Do you have that feature on your site where people can grab a printable version of your articles and blog posts? Well that feature creates another version of that article, which again looks like duplicate content to the search engines. You don't have to turn this feature off, you just have to manipulate the robots.txt.file to show the engines which version of your article you want indexed by them.

#### **6. Redirection 301**

A few years ago, I redesigned and moved one of my sites to another format (HTML to Wordpress). So at one point there were two sites with the same exact articles. That's duplicate content. You have to make sure when you are moving sites or redesigning sites that you use the 301 redirect. It is a permanent redirection which helps search engine spiders and users find the new permanent location of the page.



## 7. Good Syndication

One of the more confusing issues around duplicate content is article syndication. If you write an article and want to syndicate that content, how do you avoid the duplicate content issue?

For example, I syndicate my Relationship Advice Column - [AskGirlShrink.com](http://AskGirlShrink.com). Many people will run my column on their sites, yet to make sure that I do not suffer any duplicate content issues, it's important that I publish the column on my site first. That way it gets crawled by search engines on my site FIRST before they find it on other sites.

This ensures that my column doesn't get removed if reprinted versions appear on multiple sites in the future. The search for my column or for individual column entries that I rank for will show up on my site first in the search engine results, then it filters down to the rest, with some sites unfortunately suffering the duplicate content filter. They won't rank for my column, but they can just use it as additional content for visitors to their sites that find them through other means.

### Conclusion

Shielding yourself from duplicate content mistakes, errors, and blunders is really simple if you stick to my online writing golden rule -- write original content. Article marketing, writing, and syndication shortcuts can end up costing you time which is money. Do it right from the beginning and you won't fall short in the search engines.

## What Next?

I want to thank you for taking the time to read and understand what duplicate content is and how it can affect your success in ranking in Google (and the other search engines). It's an overly misunderstood topic which is really essential to understand in regards to your organic search results success. Once you understand it, it's pretty easy to avoid.



Now keep in the mind that avoiding duplicate content is **only one** of the secrets that the pros use to getting streams of traffic from writing and publish articles on the web. You should really learn all the secret strategies to writing and submitting articles so that you don't spend your valuable time and effort without seeing results. You should know things like:

- 1. Article Keyword Selection Secrets**
- 2. Article Title Writing Strategies**
- 3. Better Article Description Techniques**
- 4. Crafting The Ultimate Article Body**
- 5. Article Resource or Bio Box Strategies**

(and more!)

If you're ready to learn about these article submission secrets (and more:), get more information at: <http://EasyArticleSubmissionSecrets.com>