

OUR WEBSITE.....

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DUPLICATE CONTENT

Duplicate content on Search Engine



BASIC POINTS

- Each URL is different page for the Search Engine.
- Though below links get redirected to the same post, both are different in Search Engine context.

<https://loveumarketing.com/earn-money-online/10-ways-get-quality-backlinks-blogs/>

<https://loveumarketing.com/10-ways-get-quality-backlinks-blogs/>

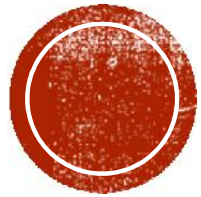
- Every time when you published a post on a website or blog, it automatically create a multiple URLs for the same.
- You can control this kind of duplicate content by Indexing or Non-Indexing of page.



TABLE OF CONTENT

- WHAT IS DUPLICATE CONTENT?
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- DIFFERENCE BETWEEN SPAM AND DUPLICATE CONTENT
- HOW TO REMOVE DUPLICATE CONTENT
- TAKE AWAY TIPS





DUPLICATE CONTENT & ITS IMPACT...

WHAT IS DUPLICATE CONTENT

- Duplicate content means when same kind of content is shown on the multiple URLs
- These URL can be on the same Domain or different Domain also
- In both case, search engine will consider the similar content as 'Duplicate'
- Remember, content will be said to be duplicate if there is substantive amount of similar content.
- Matching of one or two similar line can't be say as Duplicate Content



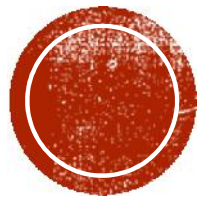
IMPACT OF DUPLICATE CONTENT

- **Plagiarism of your Content:** By allowing duplicate post you unknowingly promoting online plagiarism
- **Omit from Search Engine Result:** Your website will get omitted from the search engine result
- **Dropping in Website Ranking:** Not directly but of course there will be drop in ranking of your website.

Discussed in detail in latter in this presentation.

*In order to show you the most relevant results, we have omitted some entries very similar to the 166 already displayed.
If you like, you can repeat the search with the omitted results included.*





MYTHS OF DUPLICATE CONTENT...



MYTHS ON DUPLICATE CONTENT

Non-Original Content on Your Site Will Hurt Your Rankings across Your Domain

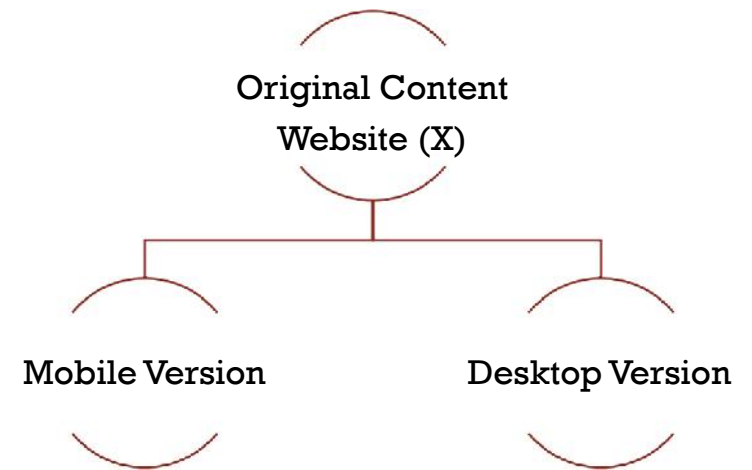
'Duplicate Content' will impact your website but will not hurt your ranking across your domain. This is just a myth. There is no side effect of showing duplicate content except 'omit of website from search result'. Google will not penalized you for the duplicate content and this is proved in the next slides logically.



MYTH 1

- This is truly a myth. If you believe that this kind of duplicate content will impact your ranking then you must check out the 'Embroideryshristi' website.
- Embroideryshristi is running an online embroidery store successfully since 2009
- Being in embroidery business one will always wish to rank first in the keywords like 'Free Machine Embroidery Design', 'Neckline Embroidery Design' etc.
- And, Embroideryshristi is ranking in all these keywords with out doing anything. It is allowing both kind of URLs. Even it is also creating duplicate posting in its forum on its sub domain.
- **Then, why goggle did not penalized this website?**


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"If we are not wrong then this is the case of duplicate content and it will impact your original website 'X' in Search Engine"



Adsense earning and Pa



AUTO FORUM POSTING.JPG



Free Machine Embroidery



- If Google penalized the website for its duplicate content then government or social media website may not be able to exist in the market.
- On Social media, most of the content is simply copy and paste.
- Further, whenever any government press release the document, within second it gets viral all over the internet.
- Then, if Google penalized this website with duplicate content then why this kind of website is not getting impacted by search engine.
- Even on article submission directory, most of the content is duplicate and copy and paste from another website then why this kind of website is getting high page rank?



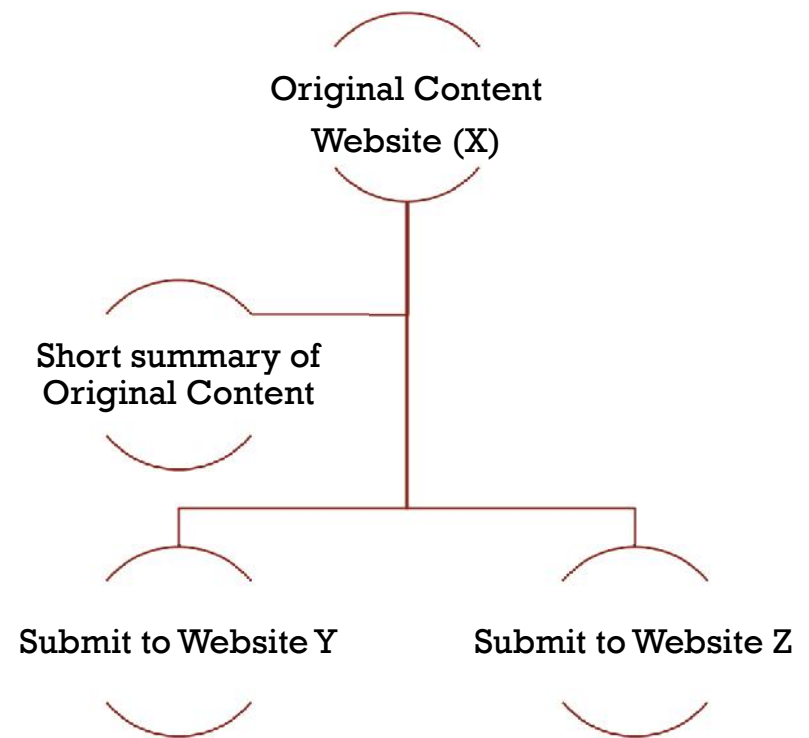
MYTH 2

Submit the Same Article to Multiple Directories

Yes, you can submit the same article to Multiple directories. This will not impact your site instead it will help you to create good quality backlinks. It is explained in details in next slide



- First you will create a short summary of the original content (*if we share the original content on the article submission directory then there is a no need of visiting your website. User will read the article at their website without visiting your website*)
- Now, submit this short summary on as many as article submission directory you want.
- If Google penalize the website for duplicate content then website 'Y' and 'Z' will get impacted instead your website 'X'
- So you can submit the same article on as many as article submission directory you want.
- This will not create a duplicate content and you will not impact your website.



Just chill pill and stop bothering about duplicate content.....





THEN, WHY THERE SO BUZZ ONLINE...

If you did not get penalized for the duplicate content then why there is so buzz online? Why lots of article are written on the duplicate content and it is advise to avoid this kind of copied content? Why Google has created online guideline page on 'Duplicate Content'? This is explained on next slide...

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SPAM AND DUPLICATE CONTENT

- Google will not penalized you for duplicate content but it will penalized you for the Spam Content.
- When you published similar content on one or two website it is know as Duplicate Content but when you create hundreds of page with same content with in a hour it is know a spam.
- In both case, similar content is shared over the internet. But the only difference is the quantum of similar content and time for creating these pages.
- So, goggle will penalize you for the Spam not duplicate content

**Besides this, refer the Slide Number 6 'Impact of Duplicate Content' for more details.
To avoid these problem there is lot of buzz online.**





BEST OPTIONS...

If you did not get penalized for the duplicate content then what is the best options?

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- Though you did not get penalized for the duplicate content, we suggest not to index such pages and avoid such kind of duplicate content. This will help you in
 - a) Keeping your site Neat and Clean
 - b) Google will be clear, which link should be shown in the search result.
 - c) No result will be omitted from search result
 - d) Visitors will get redirected to unique content every time
 - e) No copy righted and Plagiarism case

So, try your best to avoid duplicate content but bother too much.....





HOW TO RESOLVE THIS?

If you do not get penalized for duplicate content then

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HOW TO RESOLVE DUPLICATE CONTENT?

- **Use of Non Index:** Do not index the Category and Tag URL on your website. This will resolve your problem in great extent.
- **Use of canonical URL:** Canonical URL means Preferred URL. Once you decide the preferred URL, you can use 301 redirect to send traffic from the other URLs to your preferred URL. Make sure you had set the same preferred domain name in your search console.
- **Use of Article Spinner and Online Plagiarism:** You can use these tools to avoid posting any duplicate content on the website.



THANK YOU

