



Copywriting

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Duplicate content: the ins and outs of using the same copy more than once

You probably already know that search engines don't like duplicate content.

Why? Because search engine algorithms - the logic they use to explore, rank, classify and rate websites for searchers - are designed with human visitors in mind.

Using exactly the same content in more than one place online doesn't improve the visitor experience - quite the opposite.

When you're searching Google (or whatever) the last thing you want is to find the same old stuff repeated time and time again. You want variety - a choice of current, original and useful information.

Some site owners use 'spinning' software to create multiple versions of the same piece of copy.

Spinning software allows you to choose a handful of synonyms for key phrases and words, replacing them each time for a fresh approach. It also lets you change the order of paragraphs within your piece so it appears - to search engines - completely different.

Spun articles and posts can be distributed around the web, each with an integral back link, to boost the visibility of your site.

While there's nothing intrinsically dodgy about spinning software, it's lazy SEO. Unless you take a reasonable amount of time and care your spun articles, blog posts or whatever can easily end up meaningless nonsense... often hilarious but hardly a good advert for your business.

If you ask someone else to use spinning software on your behalf for SEO, make sure they have a good grasp of English and a deep understanding of what the synonyms they'll be using actually mean!

As a general rule it is much better to bite the bullet and get a proper copywriter to create original work for you. Search engines like quality.

Last Month

During November 2009 I helped businesses with:

- press releases
- blog posts
- newsletter writing, editing and production
- video scriptwriting
- email campaigns
- holiday destination website copy
- website copy editing
- tender document editing

Kate

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I'm Kate Naylor, an experienced freelance copywriter and editor with a strong Direct Marketing focus. And this is my monthly five minute newsheet. You can find out more about what I do on my website: www.helpinthecity.com

Kate Naylor
trading as helpinthecity
katien@helpinthecity.com
07976 737243