



# Copywriting

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## Find out which canonical issues you need to fix

Search engines like Google enjoy unique content.

When they encounter the same content multiple times, they tend to choose a single version and count it as the 'canonical' version. In other words, the recognised or accepted version.

This is the page they display in their results.

If your website has several pages with the same content, you could be preventing the pages' chances of ranking in search engine results pages.

Duplication also dilutes the SEO value of your anchor text, internal links and external links.

How do you know when you're facing a canonical issue? Type in the following three variations and see what comes up in your search engine results:

- <http://www.url.com>
- <http://url.com>
- <http://www.url.com/index.htm>

The solution? 301 redirect all your duplicate pages, pointing them to a single 'canonical' page. Most people choose either <http://www.url> or <http://url>

Here's a link to a clever little tool that analyses your site and identifies any canonical issues for you.

<http://www.nickgerner.com/canonicalizable/>

## Last Month

Freelance copywriting: During January 2010 I helped businesses with...

- blog posts
- newsletter writing, editing and production
- video scriptwriting
- email marketing and direct mail
- holiday destination website copy
- website copy editing
- keyword rich site pages

Kate

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