

# The Duplicate Content Myth

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## The Duplicate Content Penalty Myth

Let's get right to it.

What most people think is: *"If my site has the same content as another site, it will be banned by Google."*

Once enough people start regurirating the same thing, the "masses" tend to believe it, as if it were gospel.

### How the duplicate content myth started:

The whole myth about the duplicate content penalty myth started by combining these two facts:

- 1) Sites with original content tent to do well on Google
- 2) Google talked about a duplicate content penalty ON THE SAME DOMAIN. This means that, if you have two pages that have very similar content, Google might penalise one of the pages, in relation to the other.

But what the above means is that there's a *unique content bonus* - NOT a duplicate content penalty for using content from other sources.

***“A properly organised and valuable site with borrowed content can outrank a site with unique content...”***

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### Why "duplicate content" is bull:

I respectfully submit the following for your consideration:

If the statement above was true, then all article directories would be banned. Why? Because they all share pretty much the same content. Someone writes an article and he may submit it to as many article directories as possible.

Why aren't all those sites banned? Why do article directories (like EzineArticles) rank so high if they have duplicate content (keep reading to see why).

### Imagine this scenario:

10 independent marketers are in the "dog training" niche. Each one of them writes an article about dog training and posts that article on his site.

The pages are not properly optimised - it's just the article on the page. They submit the site to Google, but they don't build any links to their site.

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Now, an 11th competitor comes in and takes EACH one of THOSE articles, and posts them on his site. Then, he optimises each page with proper title tag, keywords, proper page name etc.

He also interlinks the pages with proper anchor text. For example, he links to [11thCompetitor.com/dog-training-tips.html](http://11thCompetitor.com/dog-training-tips.html) with the anchor text "dog training tips."

Will it be any surprise if the 11th competitors site get more traffic than all the other sites combined?

A site like that provides VALUE. Why? Because it ORGANISES the content better. By the way, that's the exact concept that the Google search engine is built on. Google organises content found elsewhere.

People don't care where a piece of content first appeared online. What they care about is that the content is helpful and engaging.

If they find a site with several articles, videos etc that are RELEVANT to their interests, they will spend MORE time on that website.

***“When done right,  
a site with  
borrowed content can  
offer tremendous value  
to the web visitor”***

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Google likes it when people stay on a site more. It means that they find what they were looking for. Tools like the Google toolbar help Google understand which sites are sticky and which are not.

Anyway, I don't want to turn this into a "thesis." In the end, people will believe what they choose to. My advice is to believe what you want - but make sure that you base your conclusions on facts. :-)

- George Katsoudas