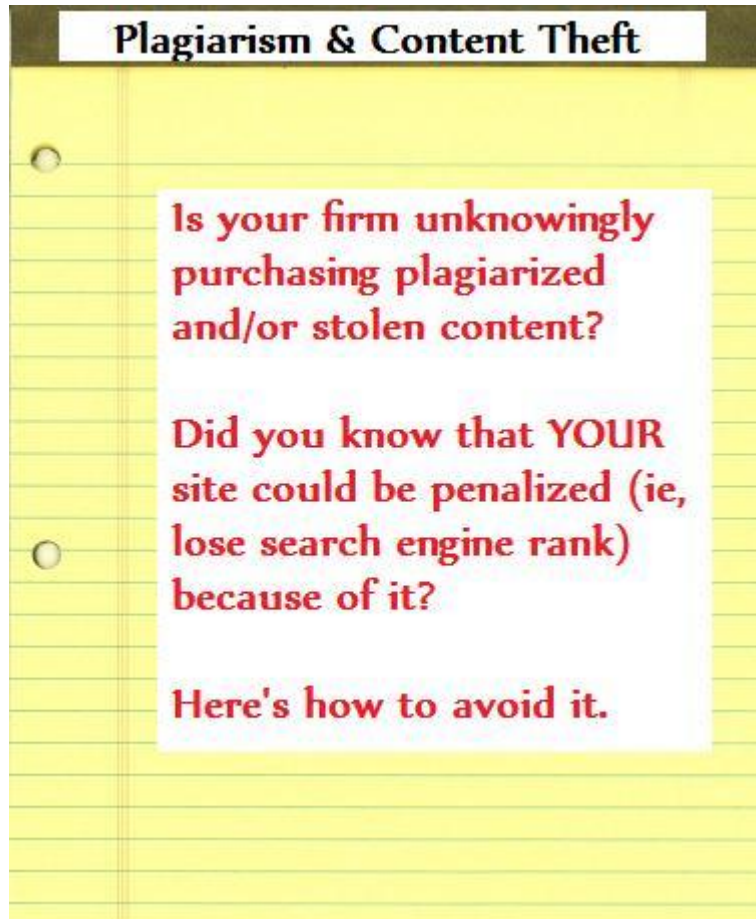


How to Avoid Unknowingly Using Stolen/Plagiarized Content



by
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Do you trust that your SEO content provider is supplying you with unique content?

Are You Being Sold Stolen/Plagiarized Content by Your SEO Content Provider?

If so, your site could be penalized by Google & other search engines, costing you thousands of dollars in lost leads and sales.

The Recent Google Algorithm Update and the Value of Unique Content

As an online retailer, I'm sure you realize the value of informative, well-written content. And with recent web happenings like Google's recent Panda update (<http://bit.ly/i3OOUx>), in order to rank well in your niche, there is even more emphasis on unique, quality copy.

How to Prevent Your Site from Being Penalized for Using Stolen/Plagiarized Content

As a content producer, this is a courtesy notice to remind you to make it standard practice to check any copy submitted as original to ensure that it is. Free web tools like <http://Copyscape.com> and <http://Plagium.com> make it quick and easy to do so.

Of course, if you use a trusted content provider, you'll probably never have to worry about this. But, we point this out because even your trusted SEO writer may outsource their writing – and, stolen/plagiarized content could have been submitted to them.

If they don't check it for originality, it could be passed on to you unwittingly.

2 Questions to Ask Any SEO Writing Firm You're Thinking of Using

Following are two basic questions to ask any SEO content provider you're thinking about using to ensure that you get original content:

1. Do you use outsourcers (freelancers)? Many SEO writing firms do. This is not the problem. What is a problem is if they don't have quality checks in place to check the originality of copy, which brings us to the next question;

2. How do you ensure originality of content? Again, there are any number of ways for an SEO writing company to check this – and most of them are free.

This is a question that should be readily answered. If the firm you're thinking about using stumbles when you ask this question, look for another one.

Your online reputation is just too important to risk unknowingly using content that is not unique.

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And remember, YOUR site is the one that will suffer, not them – even though you've done nothing wrong.

Even if you do eventually get it straightened out, it could cost you untold hours in manpower; manpower that could be put to better use someplace else in your business we're sure.

So just beware.

Has Your Site Lost Rank: Google Wants You to Tell Them About It

If your site has recently lost rank, it could be because of the Google Panda Update. They're asking for feedback on how to make things better at <http://bit.ly/eatwoy>. So, sound off. You never know, it could just get your site climbing the rankings again.

Good luck, and if you need affordable SEO content, please feel free to contact us.

Need Affordable, 100% Unique SEO Content? Contact Us.

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