The Duplicate Content Debate

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Article Marketer Dispels Myths Surrounding Duplicate Content.

PR9.NET June 24, 2008 - Hayward, California - Article Marketer has recently released an e-book to address the hot debate surrounding the use of duplicate content as a viable means of internet marketing. Supporters tout its virtues while opponents shout it down as a sure way to get a web site blacklisted by the search engines.

Somewhere in the middle lies the truth and The Duplicate Content Debate e-book puts many of the myths plaguing this argument to bed. The proper use of online content is of serious concern to the internet marketing community and the cause of this long-standing chasm between factions.

No one argues against the success duplicate content creates in improving search engine ranking or driving targeted traffic to websites. On the other hand, no one argues against the swift and severe punishment doled out by search engines when used improperly. There in the murky middle lies the conundrum: what are the clear-cut definitions of duplicate content and what rules govern its proper use?

This detailed e-book provides authors with the information needed to understand duplicate content and what constitutes both good and bad usage. It removes much of the mystery authors have about how duplicate content is viewed by search engines.

The e-book focuses on the ensuing debate in forums, blogs and elsewhere, as well as frequently asked questions from Article Marketer authors. Authors simply want to know how to properly use duplicate content without being penalized by the search engines.

The Duplicate Content Debate e-book has quickly become one of the go-to sources available on the subject.

Chris Ellington, Article Marketer CEO, explains, "Authors are fearful of being blacklisted by search engines when they distribute their own articles or use content from other authors. Article Marketer helps alleviate those fears with our well-researched e-book. We want to remove the myths surrounding duplicate content."

"Duplicate content isn't something to be avoided. When used correctly, it's a powerful tool to build site exposure. We're here to help authors achieve the best possible results, and our e-book is another step in providing this service."

The response to this e-book has been very positive, with many authors consulting it for sage advice. Roger Munns, of Tribune Properties, says, "The information provided by The Duplicate Content Debate e-book has enabled me to successfully integrate other author's content into my own articles. I have seen my page rank skyrocket since I realized the value of well-used duplicate content."

The Duplicate Content Debate e-book is yet another way Article Marketer leads the industry into the 21st Century. As Ellington says, "In order to lead the industry, we have to focus on our clients' needs. Providing a document that explains duplicate content is just one way that we're trying to help authors find their audience."

To download a copy of The Duplicate Content Debate e-book, visit Article Marketer
http://www.articlemarketer.com/duplicate_content.php

To learn more about Article Marketer or to arrange an interview with Chris Ellington, please call (510) 402-4448 or e-mail press@articlemarketer.com.

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