

# Why does one web page rank #1 while another one gets buried at #783?



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# Introduction

Back on 21<sup>st</sup> August 2005, I started a mini-series in my newsletter, which developed, over a period of several months, into an eBook; I called it "Creating Fat Affiliate Sites".

I began that mini-series because of a report that was allegedly leaked from Google at the time, about "thin affiliates". Without going into too many details (you can read details in my free "[Creating Fat Affiliate Sites](#)" eBook, where I analyse this "Google Report", and highlight the parts that webmasters needed to take on board), the report basically said that Google was hiring people to actively search out low quality affiliate sites, sites that did not offer unique, valuable information, and were merely portals for selling affiliate products, or AdSense ads without much else substance.

This report was to change the way Internet marketers worked.

## **Affiliate Marketing in the Past**

In the past, affiliate/adsense marketing for many, was relatively simple:

1. Decide on a niche
2. Carry out keyword research
3. Use a template for the site, optimised for AdSense
4. Use a site generator, to create a page for each main phrase
5. Upload site
6. Start next site

The only real deviations from this were steps 3 and 4.

Some Internet Marketers preferred to promote affiliate programs, as the potential rewards per action far exceeded those from AdSense. In this case, many would use products (with product descriptions) copied and pasted from Commission Junction, or even merchant datafeeds to churn out hundreds or thousands of pages.

Those who followed this plan were the lazy affiliates. You know, the ones who wanted to be rich without any work. The idea for them was to churn out as many pages as they could, in as little time as possible. Infoproduct creators made hay while the sun was shining. They created "get rich quick" eBooks and software, teaching these methods.

Many of the techniques were black hat, and as one technique stopped working, another new eBook or tool was being released, teaching the next great method for getting rich. It was a vicious circle.

However, not everyone followed that path, and some successful marketers were busy keeping their heads down, building long-term businesses that would resist the continuous Google slaps the “get rich quick” mindset were getting.

While these smart marketers were silently dominating their niches. They were largely immune to the changes happening at Google.

### **So how did Google combat the “spammers”?**

Black hat techniques caused a tidal wave of spam. As spam in the search engines rose, Google began finding ways to remove sites that didn't offer unique, quality content, with real value to a visitor.

Software algorithms were probably the starting point. These piece of code did their best to find the quality pages, but many flew under the radar, as black hatters continued to find new ways to get into Google through the back door.

The solution? Use real human evaluators.

Now, no matter how well your site flies under the “code” rader, it wont be able to fly under the “human” radar.

If you build a site that becomes successful in a niche, it probably will get reviewed. If it is found to use black hat techniques, wave bye-bye to it.

The idea that spammy sites would be penalised, and simply not rank well, or at all, meant Internet marketers began to change the way they built their sites.

No longer could you put up software-generated sites, with useless content (like those sites I am sure many will remember that often had thousands of pages, with nothing more than search engine results on every page) and expect them to make you money.

The “Google Report” suggested that these sites would be marked as “thin”, and treated accordingly.

In the months before this report was “leaked”, spammers had begun to see their spammy empires crumble. Some went from 4 or 5 figure incomes every month, down to \$100 or less.

## **Latent Semantic Indexing**

As if human reviewers were not enough, Google bought/developed technology that meant their computers could make intelligent decisions on whether a piece of content was good or not. This technology is called Latent Semantic Indexing (LSI). A lot has been written about LSI in recent months, as webmasters everywhere are beginning to realise that LSI is the way forward. If you can make your pages score highly with an LSI algorithm, you are half way to winning the battle.

So what exactly is LSI? Here is a simplified explanation, taken from my [“Creating Fat Content Course”](#):

Simply put, LSI is a technique that analyses a text document so that the document can be categorized. To do this, the LSI algorithm will look at the words that make up the document, and try to group them into related phrases. By analysing these groups, the topic of the document can be identified.

e.g. If a page contains the word “cream”, could you tell me what the page is about?

When Google AdSense was born, Google needed to supply relevant ads to pages on the Internet. If all Google had to go by was the word “cream”, what ads would it serve?

Well, it could be about the cream that comes from animals, or it might be about a cream that is applied to the body, or even the colour cream.

What you need to do (and what LSI does) is to find other words that can be grouped together with cream so that the topic of the document can be identified.

OK, what if the page also contains:

“cow”, “goat”, “milk”, “fat”

We can be fairly certain that this page is talking about the cream from animals. However, what if the page also contained these words:

“cheese”, “low-fat”, “Brie”, “Camembert”

We could then further identify this page as one that talks about cheeses.

If the page also contains these words:

“factory”, “manufacture”, “process”, “aging”, “mould”

We could probably assume that the page is about cheese making.

This is basically what LSI does. It looks for groups of related words, so it can determine the theme (incidentally, throughout this course we won't use the phrase “latent semantic indexing”, we will call it themeing).

The better the LSI algorithm, the better able it is to identify the page topic.

So why am I telling you this?

Well, search engines are now using LSI to determine page relevancy, so you need to be aware of how this works, so that your own pages can be recognised and categorised correctly by the search engines.

### **Example - Take two web pages.**

**Page #1 contains:** "French", "cheese", "high-fat", "Brie", "Camembert"

**Page #2 contains:** "cow", "cream", "fat", "cheese", "blue", "Danish", "manufacture", "aging", "mould"

If someone went to the search engines and searched for:

“how blue cheese is made”

Which page would rank better?

If someone searched for:

“French cheeses”

Which page would rank better?

Your answers above are based purely on a few keywords that appear in the document, and with these, you can make quite accurate decisions. The more words you have to base your decision on, the more accurate your decision will be.

Your thinking process is along the same lines as LSI, and this is what you must bear in mind as you build content.

So, if search engines are using LSI to determine which page ranks best for a given term, what should you do to make sure your content has the best chance of ranking well?

Easy! Create content that is themed.

## **The present and the future of affiliate marketing**

Internet Marketing has been changing. Evolving if you like, where only the fittest will survive.

The purpose of my original "Creating Fat Affiliate Sites" eBook was to show how to build websites that took the search engines own Webmaster guidelines, and the leaked "Google Report" into account, allowing you to create sites that rolled with the changes, and flourished.

To ensure that as many people had access to this information as possible, I made the eBook free.

"Creating Fat Affiliate Sites" got rave reviews from those who read it (you can read some of the comments I received [here](#)).

Roll on two years since that eBook was released, and today, the situation is still the same.

To do well in Google, a site needs to be "fat".

However, Google doesn't rank sites, it ranks pages.

Don't believe me? Well, do any search on Google, and see what results are returned. Google doesn't return the top 10 sites for your search. It returns the top 10 pages! In some cases, there may even be two pages from the same site that rank for any given search.

Since pages are analysed and ranked on an individual basis\*\*, webmasters should be looking to improve their site on a page-by-page level, and not an overall site level.

E.g. concentrate on making every page the best you can, not on adding more and more mediocre content to the site. It is more important to grow the quality of your individual pages, than it is to grow the quantity of pages on your site.

\*\*

Inbound links to a page are extremely important in ranking, and by saying that pages are ranked on an individual basis does not contradict this. For any given page on a site, inbound link count, and link quality, are both properties of that page, and not the pages that are doing the linking. It is the page properties that you need to work on if you want it to rank well. That includes on-page content, as well as the off-page factors.

This report was written to explore some of the issues relating to content, and to show you how well written, unique, and valuable content is the way forward, and how clever marketers are dominating their niches today, and will continue to dominate those niches tomorrow.

This report, attempts to show you how some marketers are immune to the Google slaps.

# 1. Quality Is #1

Let's look at an example.

If I type in the phrase **quit smoking tips** at Google, I get a bunch of pages returned. The #1 article in Google at the time of writing this report was this homepage:

<http://www.stop-smoking-tips.com/>

If you look at this site, you'll find that it offers valuable information on all aspects of stopping smoking. I copied the text of this page, and pasted it into my article editor. I got the software to create a map of smoking related words, and here is the result:

home thinking about quitting? effects of **smoking** preparing to **quit** **stop smoking** tips **stop smoking** aids stay **quitting** **stop smoking** products health risks of **smoking** **stop smoking** articles resources first name: email: your privacy is safe with us! featured advertisers: the purpose of **stop-smoking-tips.com** is to assist you to become **tobacco**-free forever, without the urge to start-up again. within short span, after starting to **quit smoking**, you can be free from **smoking** forever. information on this website is based on evidence from research on treatments and counseling that help **people quit smoking**. to **stop smoking** is really a tough job to be done. most of **smokers** want to **quit smoking**, but finds it difficult to **stop smoking**. we will teach you the most easy, effective and step by step ways to **quit smoking**. there are two factors that will determine your success. they are; you must have the desire to give up your habit. you must have the confidence to know that you can do it. in six simple and easy steps you will **stop smoking** and have a healthy life same as that of a non **smoker**. step 1: think about **quitting** in this section you will know about the history of **cigarette smoking**, facts about **smoking**, **smoking** cessation, benefits of **quitting smoking** and about dangerous diseases like lung cancer, heart strokes, etc caused due to **smoking cigarette**. this section also deals with, **why** is it really **hard** to **quit smoking**, hurdles in **quitting** and other possible withdrawal symptoms. step 2: effects of **smoking** in this section you will learn about the dangerous effects and health risks of **smoking**. you can learn about **smoking** addiction, the effects of **smoking** on a pregnant woman, on passive **smokers**, on your facial charm, on your teeth, on your stress. this section also deals with effects on secondhand **smoke**, effects on vitamin a & c, differences between cigar and pipe **smoking**. step 3: preparing to **quit smoking** in this section you will know about the steps to be followed when you are planning to **quit smoking**. you can find out that **why** it is really **hard** to **quit smoking**, **reasons** to start **quitting**, what you need to do **stop smoking**. this section also deals with the psychological recovery stages to **stop smoking** and motivation tips to **quit smoking**. step 4: **stop smoking** tips in section you will learn about some simple and easy tips to **quit smoking** effectively. you can find how to **stop smoking** using methods like **hypnosis** and some other herbal products. this section also deals with **stop smoking** tips that will help your loved one to **quit**, tips on how to overcome withdrawal symptoms using **stop smoking** plan and **smoking** cessation programs. step 5: **stop smoking** aids in section you will learn about different **stop smoking** methods like water therapy, psychological therapy and **nicotine** replacement therapy. this section also deals with some other useful **stop smoking** aids such as **nicotine** nasal sprays, **nicotine** inhalers, **nicotine** patches, **nicotine** gum and **stop smoking** pills. step 6: stay **quitting** after sometime, some **quitters** get back to **smoking** habit again due to their temptation towards the **nicotine** craving. in this section you will learn some effective methods to avoid these **nicotine** cravings, how to control urges with breathing exercises and managing other withdrawal symptoms. this section also deals with steps to manage weight gain, faq on common frustrations and other possible solutions for ex-**smokers**. health risks of **smoking** in section you will discover how **smoking** affects the various parts of the body such as eyes, nose, throat, lungs, heart, skin, blood, etc. here are some possible health effects of **smoking**: lung cancer heart diseases high blood pressure **bad** breath gum disease depression snoring this section also deals with the tips for reducing the health risks like, heart attacks, blood pressure and risks involved in breastfeeding while **smoking**. **stop smoking** products in this section you will know about **quit smoking** products, reviews and ranking of the top 5 **quit smoking** products and frequently asked questions about **quit smoking** products.

You'll see smoking related words throughout the entire page. On top of that, the quality of the content is very high. The author hasn't tried to write a page of content around the phrase "quit smoking tips". What they have done is to describe the main sections of the website.

Headings on this page, refers to one of the main sections on the site. This is a great technique to use for a homepage of a site, as it helps the reader find the information they want (thereby helping the reader), but also allows the webmaster to get in key words throughout the page.

After all, a quality page on stopping smoking would cover a wide range of words relating to this topic.

To back up this page, the pages it links to on-site, have relevant, quality content that really is written to help the visitor.

Let's look a little deeper into this page.

If I run the “theme report” of my article editor on this article (this checks the article against the words I have identified as relevant to the subject), here is the screenshot of the results:

## Theme Report

anti-smoking: 0  
bad: 1  
cigarette: 2  
cigarettes: 1  
cigars: 0  
hard: 2  
hypnosis: 1  
important: 0  
nicotine: 7  
people: 1  
quit: 22  
reasons: 1  
should: 0  
smoke: 5  
smoker: 4  
smokers: 3  
smokes: 0  
stop: 19  
stopped: 0  
stopping: 0  
stops: 0  
tobacco: 1  
why: 2  
smoking: 51

**Theme words not found:**

anti-smoking  
cigars  
important  
should  
smokes  
stopped  
stopping  
stops

**Article Theme Summary:**

Article Words: 674  
Total Theme Words: 123  
Themed 18.2 % (1 theme word every 5.5 article words)

So, what does this tell us?

Well, some of the words I would have expected to find in an article about stopping smoking are not there. The way I find out which words

to expect to see is by looking at the words Google thinks are relevant to the search phrase, and also by looking at the top searched phrases on this topic, and seeing what people type into the search engines. The process of finding this information takes about 5 minutes per article, and is invaluable when I come to write my own content.

In total, this article contains 15 out of 24 words I identified as relevant. That's not bad. If you look at the stats at the end of the article, the 674 words on the page contain 123 "theme words". That means there is a relevant "theme" word for every 5.5 words on the page.

To me, this page is very relevant to the search phrase, **quit smoking tips**, and what's more, it is unique content. Searching Google for complete sentences on this web page, do not result in any matches.

It's no surprise to me that Google thinks this page is relevant!

OK, let's look at another search result for this term.

Here is the keyword map of an article I found in Google:

want to know the secret of really living? click here. subscribe to free newsletter - "a to z health tips." learn how to live a more energetic lifestyle! tips on how to **stop smoking** by: marilyn pokorney once you have decided that you really want to **stop smoking** it can be a real challenge. here are some tips to help you break the habit quicker. before you begin, decide what you are going to do when you have a craving. keep a diary for a week or so and learn what times and situations tempt you to want to have a **cigarette**. decide what you are going to do instead of reaching for a **cigarette**. ask your doctor for advice if you have other health problems or are worried about gaining weight. the day you begin immediately get rid of ashtrays, lighters and all **cigarettes**. consider finding yourself a friend, relative or co-worker who wants to **quit** too and support each other. if stress is a factor then find an exercise program. joining a nearby health club will be less expensive than the **cigarettes**. your home will smell fresh and clean. you'll spend less time, energy and money cleaning your house. you will reduce the risk of fire. as a result your homeowner's insurance rates may be reduced. your food will taste better. remind yourself of everything nice that you could be buying for yourself or your home with the money that you are spending on **cigarettes**. as a last resort remind yourself of the health benefits. you'll reduce your chances of lung, throat and mouth cancer. reduce the chances of cardiovascular disease. **stop smoking** and the body will begin to repair the damage done almost immediately. for more information and tips: [www.apluswriting.net/smoking/stopsmoking.htm](http://www.apluswriting.net/smoking/stopsmoking.htm) requirements for reprint: you have permission to publish this article free of charge in your e-zine, newsletter, ebook, print publication or on your website only if it remains unchanged and you include the copyright and author information (resource box) at the end. you may not use this article in any unsolicited commercial email (spam). you may retrieve this article by: autoresponder: [stopsmoking99@getresponse.com](mailto:stopsmoking99@getresponse.com) website: [www.apluswriting.net/articles/stopsmoking.txt](http://www.apluswriting.net/articles/stopsmoking.txt) copyright: 2005 marilyn pokorney please leave the resource box intact with an active link, and send a courtesy copy of the publication in which the article appears to: [marilyp@nctc.net](mailto:marilyp@nctc.net) about the author marilyn pokorney freelance writer of science, nature, animals and the environment. also loves crafts, gardening, and reading. website: [www.apluswriting.net](http://www.apluswriting.net) while seeking to be more healthy, don't forget the gift of ultimate wellness. click here to learn about this priceless gift! this article has been presented here to help you learn more about health choices for your wellbeing. how to remove the psychological addiction to **smoking** - and start to enjoy giving how to remove the psychological addiction to **smoking** - and start to enjoy giving up **smoking** reduce **smoking** risks green tea can help **smoking** during pregnancy the benefits of green teareduce **smoking** risks green tea can help tips on how to **stop smoking** site resources share this information with others. just paste this link to us code on your site. your privacy is a priority with us. please check out our terms of use information. visit other wellness resources. this site is for information purposes only. never use it to diagnose illnesses or as a substitute for medical care. go to your doctor or other medical professional for health concerns.

Notice that there are far fewer relevant words found in this article.  
Let's look at the theme report:

## Theme Report

anti-smoking: 0  
bad: 0  
cigarette: 5  
cigarettes: 3  
cigars: 0  
hard: 0  
hypnosis: 0  
important: 0  
nicotine: 0  
people: 0  
quit: 1  
reasons: 0  
should: 0  
smoke: 0  
smoker: 0  
smokers: 0  
smokes: 0  
stop: 7  
stopped: 0  
stopping: 0  
stops: 3  
tobacco: 0  
why: 0  
smoking: 14

### Theme words not found:

anti-smoking  
bad  
cigars  
hard  
hypnosis  
important  
nicotine  
people  
reasons  
should  
smoke  
smoker  
smokers  
smokes  
stopped  
stopping  
tobacco  
why

### Article Theme Summary:

Article Words: 570  
Total Theme Words: 33  
Themed 5.8 % (1 theme word every 17.3 article words)

Looking at the theme stats, there are only 33 “theme” words per 570 words on the page. That equates to just one theme words per 17.3 words on the page.

What is more worrying is that the page only uses 6 of the 24 words I would have expected to see on a well-themed page.

That means the 5.8% themed statistic in the theme report is based on only a few related phrases. This content has obviously been written around a primary phrase, with the sole intent of ranking well for that one phrase. Here are the “theme” words the article has used:

Cigarette  
Cigarettes  
Quit  
Stop  
Stops  
Smoking

These stats quickly show that this article is not great. In fact, it is ranked #783 in Google for the term **quit smoking tips**.

Doing another quick check on this page shows that 10 other pages in Google’s index contain this exact paragraph:

“Before you begin, decide what you are going to do when you have a craving. Keep a diary for a week or so and learn what times and situations tempt you to want to have a cigarette. Decide what you are going to do instead of reaching for a cigarette”.

4 pages in Google also contain this sentence:

” If stress is a factor then find an exercise program. Joining a nearby health club will be less expensive than the cigarettes.”

8 pages in Google contain this exact paragraph:

“Once you have decided that you really want to stop smoking it can be a real challenge. Here are some tips to help you break the habit quicker.”

This page is low quality, and not unique in any way.

It is no surprise to me that this page ranks so badly, and will probably never get traffic, unless someone is deliberately looking for bad pages.

This page brings up an interesting point of debate – duplicate content.

Is the duplicate content causing this page to rank badly?

This is the subject of the next section in this report.

## 2. Is Duplicate Content A Problem?

To many webmasters, the idea of duplicate content is where two or more sites publish the exact same article.

You'll find that this definition of duplicate content is a popular one, yet I don't agree.

To me, duplicate content is not that simple, and there are degrees of duplication.

Duplicate content can be:

1. The same article posted on two different pages of the same site.
2. The same article posted on two different websites.
3. One or more sentences from one web page being reprinted on another web page of the same site.
4. One or more sentences from one web page being reprinted on another web site.
5. The same article being "spun" into several articles, simply by swapping out keywords, and then posting the different versions to either the same website, or different websites.

All of these represent degrees of duplication to me.

Let's look at an example.

I took the following paragraph out of a PLR eBook, and searched Google for it. I wanted to see how many people had published content by ripping this book apart, and publishing as web pages. I would expect a few, but how many of them changed the information into their own words?

Here is the paragraph:

"No doubt the Boxer breed makes for great utility dog but the greatest advantage to owning one is that a Boxer can be your most outstanding companion on four legs and a great source of personal fulfillment."

There were 5 pages in Google that had this paragraph. I saved the text of these pages as five text documents called boxer dog 1, boxer dog 2, boxer dog 3, boxer dog 4 and boxer dog 5, and ran them through my duplication checker tool, which reports which sentences are found in two or more articles. Here is the entire report I got back (apologies for the length, but it does make my point very well).

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "boxer dog 1" v "boxer dog 2"

Home | Caring for dogs | Feeding dogs |

Tankless water heaters for your home

Boxers are a great all around breed.

They are a distinguished canine and the coolest, most lovable dog out there! It is a medium-built and strong breed that is so the hind legs to begin a fight and boxing with By nature, Boxers are working dogs.

Throughout history it has been trained as: Courier dog on the battlefields during World War I and World War II

Fighting dog in the once popular sport of dog And the largest breed registered in the working dog category is the Boxer.

No doubt the Boxer breed makes for great utility dog but the greatest advantage to owning one is that a Boxer can be your most outstanding companion on four legs and a By the way, the AKC registered over 150 different breeds totaling nearly one million dogs in 2003. To put that in perspective, the animal shelters in America rescue up to 12 million homeless dogs and cats every year and 25% of these are purebreds.

This little book is meant as a quick guide for Boxer owners like you to better understand your wisely chosen pet, how to take care and love it, make him happy, keep him healthy, so that he will better understand you and listen to you, love you and make YOU a better person during your incredible life Devoted and glad owners of Boxers have come up with a long list of attributes and traits of their favorite pet that includes:

And you can add to the list

The Boxer's history could be traced back to feudal Germany, where it was a small hunting dog that could tenaciously hold onto was also a utility dog for peasants and shop owners, and even a performing dog in

The Boxer as we know it today is a bigger breed a mixture of the German Boxer with a this modern Boxer began in the 1880s and became really popular in the United States in Handsome dog: Within the canine world, Boxer is a medium-sized dog standing at 21 to 25 inches at the shoulder for a full-grown female, and weighs some 50 to 65 pounds.

The male can be taller and 15 pounds It has a striking good look with chiseled head, square jaw and muscled body that make for The ears are cropped and erect that enhance its hearing the Boxers most developed sense. It is always alert and The shortened muzzle makes hot and humid The coat is short, hard and smooth, and possesses a natural sheen that can be enhanced with rubdowns with a chamois The short coat cannot protect him well from extreme elements of the weather and thus It is a housedog, sensitive to temperature extremes, does not enjoy the draft, summer Boxers come in attractive basic colors of fawn and brindle. The fawn varies from a tawny tan to an especially beautiful stag red. The brindle (clearly defined black stripes on a fawn background) can be sparse, in A beauty standard for Boxers is that their white markings or flash should add to their look and may not cover more than one-third white puppies (known as check) may be

In the US, however, the American Boxer Club members are pledged not to register, sell or use these whites for breeding so as Personality-wise, Boxer is a cool dog that will not bark without cause. Its expressive face the furrowed forehead and dark, the Boxer apart from other breeds. It can mimic the moods of its master and adopting one could bring you 9 to 11 years

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "boxer dog 1" v "boxer dog 3"

And the largest breed registered in the working dog category is the Boxer. No doubt the Boxer breed makes for great utility dog but the greatest advantage to owning one is that a Boxer can be your most outstanding companion on four legs and a By the way, the AKC registered over 150 different breeds totaling nearly one million dogs in 2003. To put that in perspective, the animal shelters in America rescue up to 12 million homeless dogs and cats every year and 25% of these are purebreds. This little book is meant as a quick guide for Boxer owners like you to better understand your wisely chosen pet, how to take care and love it, make him happy, keep him healthy, so that he will better understand you and listen to you, love you and make YOU a better person during your incredible life Devoted and glad owners of Boxers have come up with a long list of attributes and

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "boxer dog 1" v "boxer dog 4"

Boxers are a great all around breed. Boxers are a great all around breed. They are a distinguished canine and the They are a distinguished canine and the coolest, most lovable dog out there! It is a coolest, most lovable dog out there! It is a medium-built and strong breed that is so named because of its habit of standing on the hind legs to begin a fight and boxing with the hind legs to begin a fight and boxing with By nature, Boxers are working dogs. Throughout history it has been trained as: War I and World War II Fighting dog in the once popular sport of dog And the largest breed registered in the working dog category is the Boxer. No doubt the Boxer breed makes for great utility dog but the greatest advantage to owning one is that a Boxer can be your most outstanding companion on four legs and a By the way, the AKC registered over 150 different breeds totaling nearly one million dogs in 2003. To put that in perspective, the animal shelters in America rescue up to 12 million homeless dogs and cats every year and 25% of these are purebreds. This little book is meant as a quick guide for Boxer owners like you to better understand your wisely chosen pet, how to take care and love it, make him happy, keep him healthy, so that he will better understand you and listen to you, love you and make YOU a better person during your incredible life Devoted and glad owners of Boxers have come up with a long list of attributes and The Boxer's history could be traced back to feudal Germany, where it was a small hunting dog that could tenaciously hold onto was also a utility dog for peasants and shop owners, and even a performing dog in The Boxer as we know it today is a bigger this modern Boxer began in the 1880s and

became really popular in the United States in  
Handsome dog: Within the canine world,  
Boxer is a medium-sized dog standing at 21  
to 25 inches at the shoulder for a full-grown  
female, and weighs some 50 to 65 pounds.  
The male can be taller and 15 pounds  
It has a striking good look with chiseled head,  
square jaw and muscled body that make for  
The ears are cropped and erect that  
developed sense. It is always alert and  
The shortened muzzle makes hot and humid  
The coat is short, hard and smooth, and  
possesses a natural sheen that can be  
enhanced with rubdowns with a chamois  
The short coat cannot protect him well from  
extreme elements of the weather and thus  
It is a housedog, sensitive to temperature  
extremes, does not enjoy the draft, summer  
Boxers come in attractive basic colors of  
fawn and brindle. The fawn varies from a  
tawny tan to an especially beautiful stag red.  
The brindle (clearly defined black stripes on  
a fawn background) can be sparse, in  
A beauty standard for Boxers is that their  
white markings or flash should add to their  
look and may not cover more than one-third  
white puppies (known as check) may be  
In the US, however, the American Boxer  
Club members are pledged not to register,  
sell or use these whites for breeding so as  
Personality-wise, Boxer is a cool dog that  
will not bark without cause. Its expressive  
soulful eyes - is a charming quality that sets  
the Boxer apart from other breeds.  
It can mimic the moods of its master and  
adopting one could bring you 9 to 11 years

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "boxer dog 1" v "boxer dog 5"

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Boxers are a great all around breed.  
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And the largest breed registered in the  
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No doubt the Boxer breed makes for great  
utility dog but the greatest advantage to  
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and love it, make him happy, keep him  
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Devoted and glad owners of Boxers have  
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And you can add to the list  
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The Boxer as we know it today is a bigger breed a mixture of the German Boxer with a this modern Boxer began in the 1880s and became really popular in the United States in Handsome dog: Within the canine world, Boxer is a medium-sized dog standing at 21 to 25 inches at the shoulder for a full-grown female, and weighs some 50 to 65 pounds. The male can be taller and 15 pounds  
It has a striking good look with chiseled head, square jaw and muscled body that make for The ears are cropped and erect that enhance its hearing the Boxers most developed sense. It is always alert and The shortened muzzle makes hot and humid The coat is short, hard and smooth, and possesses a natural sheen that can be enhanced with rubdowns with a chamois The short coat cannot protect him well from extreme elements of the weather and thus It is a housedog, sensitive to temperature extremes, does not enjoy the draft, summer Boxers come in attractive basic colors of fawn and brindle. The fawn varies from a tawny tan to an especially beautiful stag red. The brindle (clearly defined black stripes on a fawn background) can be sparse, in A beauty standard for Boxers is that their white markings or flash should add to their look and may not cover more than one-third white puppies (known as check) may be In the US, however, the American Boxer Club members are pledged not to register, sell or use these whites for breeding so as Personality-wise, Boxer is a cool dog that will not bark without cause. Its expressive face the furrowed forehead and dark, the Boxer apart from other breeds. It can mimic the moods of its master and adopting one could bring you 9 to 11 years

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "boxer dog 2" v "boxer dog 3"

No doubt the Boxer breed makes for great utility dog but the greatest advantage to owning one is that a Boxer can be your most outstanding companion on four legs and a

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "boxer dog 2" v "boxer dog 4"

Boxers are a great all around breed.  
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\*\*\* DUPLICATE TEXT FOUND \*\*\* in "boxer dog 3" v "boxer dog 4"

And the largest breed registered in the working dog category is the Boxer.  
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By nature, Boxers are working dogs.  
Throughout history it has been trained as:  
War I and World War II  
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feudal Germany, where it was a small  
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owners, and even a performing dog in  
The Boxer as we know it today is a bigger  
a taller, more elegant English import. The era  
of this modern Boxer began in the 1880s and  
became really popular in the United States in  
Handsome dog: Within the canine world,  
Boxer is a medium-sized dog standing at 21  
to 25 inches at the shoulder for a full-grown  
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The male can be taller and 15 pounds  
It has a striking good look with chiseled head,  
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The ears are cropped and erect that  
developed sense. It is always alert and  
The shortened muzzle makes hot and humid  
The coat is short, hard and smooth, and  
possesses a natural sheen that can be  
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because of its habit of standing on the hind  
legs to begin a fight and boxing with the front

Basically, despite each of the five web pages looking different, and having some extra text on them, my simple duplicate checking software (incorporated in my Content Publisher software tool), found large chunks of text on all of the five pages, duplicated. There does not even appear to be any effort to change some of the words in the article.

If my simple software can find this level of duplication, so can Google.

OK, so what about more subtle duplication?

Well, let's take another example.

## 2.1. Word changes in articles is not enough

One of the popular ways of spinning articles is to make changes to specific words as you go through the article. To mimic this technique, I took an article on boxer dogs, and saved it as **spun article 1**.

I then used search & replace to change the following words in the article.

**Canine** to **dog** (3 changes)

**Boxers** to **boxer dogs** (5 changes)

**Police** to **military** (1 change)

**And** to **&** (39 changes)

That's a total of 48 changes to a 777-word article. I then ran these two through my duplicated content checker. Remember, these two articles are now, not duplicate in the eyes of many webmasters. Here is the duplicate checker report:

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "Spun Article 1" v "Spun article 2"

Home | Caring for dogs | Feeding dogs |  
Tankless water heaters for your home  
Boxers are a great all around breed.  
They are a distinguished canine and the coolest, most lovable dog out there! It is a medium-built and strong breed that is so the hind legs to begin a fight and boxing with  
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the Boxer apart from other breeds.  
It can mimic the moods of its master and adopting one could bring you 9 to 11 years

That's a lot of duplicated content for two articles that are not identical.

I could have replaced a lot more words, but my simple duplicate checker would still have found duplicate content. It's not as easy to avoid detection, as some would have you believe, is it?

## 2.2. Does a sophisticated article spinning software help?

As a final check, I used some popular article spinning software (that costs a few hundred dollars to buy) to recreate 5 unique articles from a single article (named **spun1** through **spun5**). This software is about as sophisticated as spinning software gets, so surely it should do a better job. I used the example files that came with the software.

To keep this tool anonymous, I have modified the duplicate report, to show you how many "parts of sentences" were duplicated between the 5 articles. Here is the report:

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "spun1" v "spun2"  
81 duplicate text segments found.

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "spun2" v "spun3"  
28 duplicate text segments found.

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "spun2" v "spun4"  
26 duplicate text segments found.

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "spun2" v "spun5"  
34 duplicate text segments found.

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "spun3" v "spun1"  
25 duplicate text segments found.

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "spun3" v "spun4"  
28 duplicate text segments found.

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "spun3" v "spun5"  
29 duplicate text segments found.

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "spun4" v "spun1"  
29 duplicate text segments found.

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "spun4" v "spun5"  
28 duplicate text segments found.

\*\*\* DUPLICATE TEXT FOUND \*\*\* in "spun5" v "spun1"  
30 duplicate text segments found.

As you see, all 5 articles that were spun were caught for varying degrees of duplication. Again, if my simple checker can find this in a few seconds, so can the search engines.

Would you publish these five articles on your site?

What if you had five sites on this topic? Would you publish one on each, believing that to be below Google's radar and impossible to catch?

Well, the bad news is Google are pretty good at finding out who owns a site, and they could quickly determine if this duplicate content belonged

to the same Webmaster. If you don't believe me, [read this blog post](#) by Google engineer, Matt Cutts.

The result? Well I can't say what will happen to your site if you are caught doing this, but I certainly wouldn't tell Google if I was using that strategy, would you?

## 3.1. There are Disadvantages to Creating Quality Content

This section is quite short. I simply want to point out the advantages and disadvantages I see with creating quality content.

### **Advantages of creating quality content:**

- ◆ Search engines love the content.
- ◆ Visitors love the content.
- ◆ Visitors are likely to come back.
- ◆ The content sticks around in the search engines for a very long time.
- ◆ It's likely to be linked to from other sites.
- ◆ You start to brand yourself and your site as an authority, and someone to trust.
- ◆ As trust develops, you are more likely to get people to sign up for your newsletter, or take your call to action (whatever that might be).
- ◆ Ads like AdSense are more targeted.
- ◆ More likely to get accepted into affiliate programs that look at your site before approving.

### **Disadvantages of Creating Quality Content:**

- ◆ It takes more time.

Obviously the one disadvantage to creating quality content is that it takes longer to do so. While I am spending an hour or 2 getting a couple of articles written for one of my sites, I am sure a content spinner is producing hundreds, or even thousands of articles from a single seed article.

Does this worry me?

Not in the slightest. You see, I am fairly confident that my article will rank well, and be found on a regular basis for a variety of keyword phrases. I am also confident that my article will continue to be found for months and years.

What about the spinners articles? Well, I would bet that even if they did initially get traffic (and that was a big IF), that wouldn't last long. I would expect to see that traffic die off within weeks, the spun content would then be getting near zero traffic.

In the long run, I would have all the benefits of a quality article. My one or two hours invested will ultimately work out a better investment than one or two hours spinning articles.

This scenario can only get worse as search engines improve their duplicate content filters and Latent Semantic Indexing technology.

## 4. Optimising around a primary phrase no longer works

While it is possible for a page to get found for a term that is not on the page itself, it does require a number of links to achieve this. In general, for a page to be found for a phrase, that phrase, or at least the words that make up the page, must be on the web page.

Let's continue with the examples we have seen so far relating to quitting smoking. Here are some of the top phrases that people actually search for, relating to this topic:

stop smoking  
quit smoking  
how to quit smoking  
stop smoking pill  
stop smoking aids  
ways to quit smoking  
stop smoking hypnosis  
stop smoking shot  
how to stop smoking  
hypnotherapy stop smoking  
stop smoking treatment  
help quit smoking  
quit smoking aids

No, going back to the first example of the site that came first for **quit smoking tips**, how many of those phrases could it possibly rank for?

Well, of the words that make up those phrases, the first article contains

aids: 3  
help: 21  
how: 5  
hypnosis: 1  
pill: 4  
quit: 41  
smoking: 92  
stop: 33  
to: 107  
treatment: 3  
ways: 1

The only two words that this article does not contain are:

hypnotherapy  
shot

In other words, out of these phrases:

stop smoking  
quit smoking  
how to quit smoking  
stop smoking pill  
stop smoking aids  
ways to quit smoking  
stop smoking hypnosis  
stop smoking shot  
how to stop smoking  
hypnotherapy stop smoking  
stop smoking treatment  
help quit smoking  
quit smoking aids

The article could potentially rank for 11 out of 13 phrases. The only ones it couldn't, or would struggle to rank for are:

hypnotherapy stop smoking  
stop smoking shot

Also, the fact that Google will link the words hypnosis and hypnotherapy means this article could possibly rank for the first of those two phrases.

Not bad for a single article.

What about the article that was buried in Google?

Well, here are the words from that list that are found in the article:

help: 1  
how: 2  
quit: 1  
smoking: 3  
stop: 3  
to: 19

These are the top theme words that were not on that page:

aids  
hypnosis  
hypnotherapy  
pill  
shot  
treatment  
ways

That means, from our list of 13 most popular phrases, these 5 are the only ones that it could potentially rank for:

stop smoking  
quit smoking  
how to quit smoking  
how to stop smoking  
help quit smoking

.. and these 8 are the ones that it would struggle to rank for, as it doesn't contain the words that make up the phrases:

stop smoking aids  
quit smoking aids  
stop smoking hypnosis  
hypnotherapy stop smoking  
stop smoking pill  
stop smoking shot  
stop smoking treatment  
ways to quit smoking

When you see an article that cannot even potentially rank for most of the top phrases in the niche, then you know you have a dud.













## 5. Real figures from real sites

I have a couple of sites that I like to compare. One is an article site I have built up to over 3000 articles. All 3000 of these pages are likely to be posted on several other article sites, so this site represents one with no unique content.

The other site I like to use for a comparison, is a 13 page site, with articles I have hand-written, to ensure quality.

The large article site is a PR 3, and was first uploaded in September 2005.

Here are the log stats from a few weeks ago:

Daily Stats		
06-Aug-2007	Hits	 5 Till 12:18:31
	Unique	 5 Till 12:18:31
05-Aug-2007	Hits	 13
	Unique	 11
04-Aug-2007	Hits	 6
	Unique	 6
03-Aug-2007	Hits	 10
	Unique	 10
02-Aug-2007	Hits	 13
	Unique	 12
01-Aug-2007	Hits	 12
	Unique	 11

Not exactly what would expect from a 3000 page PR 3 site.

So, what about the small 13-page quality site?

Well, that is a PR 2, and was first created in May 2006. Traffic for the month of August 2007 was between 70 – 120 visitors per day.








This site is out-performing the large article site in every way, despite being nearly 300 times smaller.

I will grow this site (and all of my other smaller quality sites) over time. I add more relevant quality content, and fully expect these sites to still be around in 5 years, continuing to make me money. As I add more content, I get more traffic, for a diverse range of search phrases.

This snapshot of statistics is only the tip of the iceberg. Because of the way I build my pages, and theme my content, my pages get found for a huge number of keyword phrases.

Forget the 14 phrases I showed you above with the smoking example.

In the last few weeks, my 13-page site has been found for 1429 different phrases typed in at the search engines. Here is a screenshot of my stats program for this site.

1424.	low systolic blood pressure causes	1		0.02 %
1425.	nervous at doctors office high blood pressure w...	1		0.02 %
1426.	90/60 blood pressure	1		0.02 %
1427.	high blood pressure around doctors white coat s...	1		0.02 %
1428.	reactions to blood pressure pills	1		0.02 %
1429.	white coat syndrome real?	1		0.02 %
	Total	5316		100 %

Where is this traffic coming from?

Well, here is a screenshot of the top referrers to the site:

1.	Search Engine Google	Keywords	3867		52.13 %
2.	Unknown		1255		16.92 %
3.	Search Engine MSN	Keywords	904		12.19 %
4.	Search Engine Yahoo	Keywords	206		2.78 %
5.	Search Engine AOLSearch	Keywords	188		2.53 %
6.	Search Engine AskJeeves	Keywords	104		1.40 %
7.	blockedReferrer		47		0.63 %
8.	Search Engine CNET Search	Keywords	25		0.34 %

This is a small site that will continue to grow. At the moment, the traffic is modest, with between 70 – 120 unique visitors a day. In a couple of years, I would expect the number of pages to be 50 or more, and the traffic multiplied several times. You see, the beauty of these quality sites, is that as they grow with more quality content, they become more capable of ranking for more and more competitive terms. It is quite possible to suddenly find yourself ranking in the top 3 for terms that get hundreds of searches a day. When that happens, you'll know that all of the hard work was worth it.

## 6. Latent Semantic indexing (LSI) is nothing to be afraid of.

Back in the introduction of this report, I talked a bit about Latent Semantic Indexing (LSI). This component of Google's ranking algorithm has changed the way content is ranked, and so forces marketers to change their habits.

While many people have seen their sites nose-dive, and disappear, successful marketers have thrived. They have listened to the search engines, and evolved the way they create their content.

Back in Chapter one of this report, I showed you two sites. One ranked very well. In fact it was #1 on Google for a competitive phrase.

By analysing the keywords on the page, I was able to show that the page contained most of the words I would have expected to be on a page about that topic.

Now, I don't for one minute think that the author of this site sat down, created a list of words (like I did), and created a page around the keyword list. They might have done of course, but my guess is, the person who created the content on that site, knew the niche very well. The articles were probably created based on actual knowledge that the author had. By writing the content **naturally**, many of the words and phrases that I (and Google's LSI algorithm) think should be there, are.

This is the beauty of LSI. It looks for the words that would appear **naturally**, if someone who knows the subject well wrote the page.

I have done a few experiments on this with my own sites. I have written articles around topics I know well, and then gone back, created a keyword list, and checked for those words in my article. In most cases, 80% of the words I would expect to appear, do.

What this means is, if you know a topic well, you have an advantage. You have a better change of hitting the right words in your content, and being rewarded with higher rankings.

This is the way it should be.

After all, if I were looking for information to cure athletes foot, I would prefer to read an article written by someone who knows what they are talking about.

Google would also like to serve me articles that gave me the most relevant & accurate information on my search, so everyone is happy.

This is what LSI does.

The big problem with all of this from an Internet Marketers point of view is that we often write on topics that we know very little about.

An example of this is the second page I showed you in chapter 1. Remember the one that ranked at #783 in Google?

The search term was **quit smoking tips**.

The only “theme” words on that page were:

Cigarette  
Cigarettes  
Quit  
Stop  
Stops  
Smoking

Compared to the list of 15 theme words contained in the #1 ranking page, this is pretty poor. You might think 6 is a good number of words to include, but look at the words. There are really only four words there, with different versions:

Cigarette, quit, stop, smoking.

These are the obvious words that anyone would think of. My guess is that this page was created by someone with little knowledge of how to quit smoking, and was trying to write an article around the keyword phrase “stop smoking”.

Just by looking at the words on the page, we can quickly see that the top-ranking page is much better than the one at #783. As well as the more obvious words, it contains words like hypnosis, nicotine and tobacco. That can only be done with a good knowledge of the subject, OR, great keyword research and knowledge of LSI and theming.

As I began developing my own portfolio of sites, I came up against topics that I knew nothing about. I needed a way to consistently create excellent content that would work with the LSI algorithms, to give me

better rankings. It took several months of hard work and experiments, but what I came up with was definitely worth it.

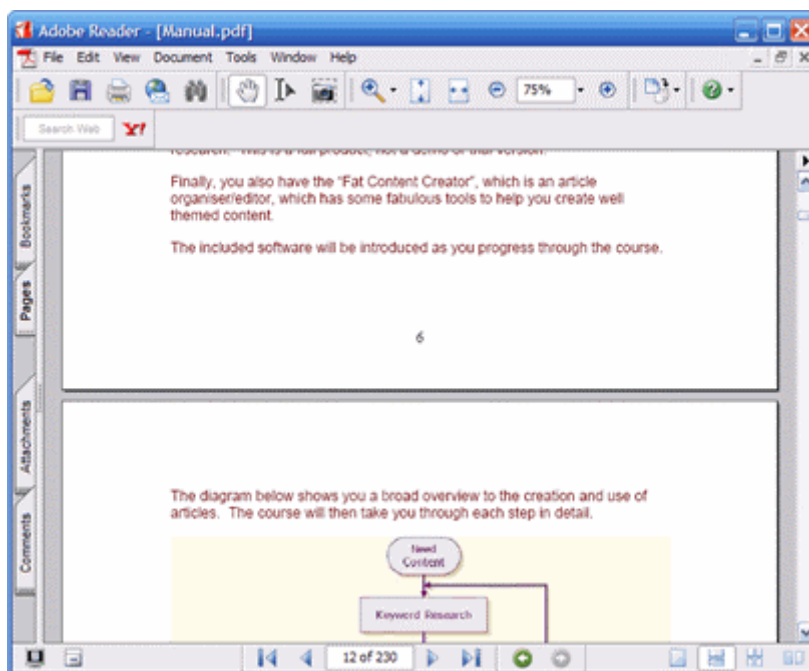
I have decided to share these methods with you!

## 7. Do you want to learn how to create well-themed, quality content on any topic?

The "Creating Fat Content Course" will teach you how to write high quality content. The kind of unique, valuable content that search engines prize, and people like to share with their friends.

Here is what the course contains:

### 1. 225 Page Training manual.



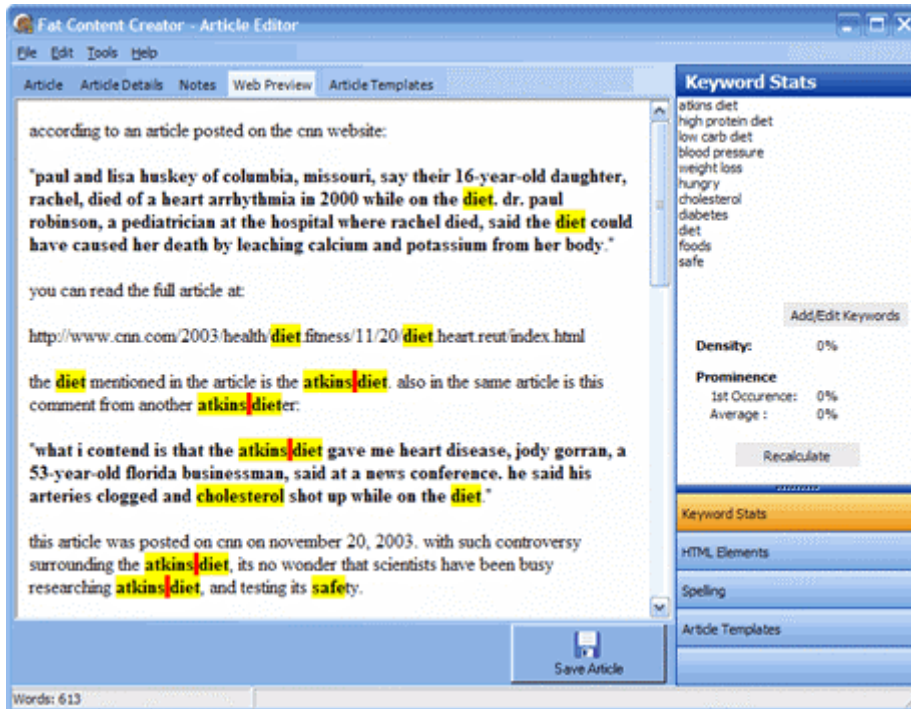
The training manual is packed with screenshots, diagrams, and easy to follow instructions.

It takes you through real examples of researching and writing content, and explores how you can make your content unique, valuable, and add value to

the Internet.

Throughout, you will be shown how to use the included software to research, write, and check the theme your content, the same way I write all of the content for my own web sites.

## 2. Fat Content Creator Software.



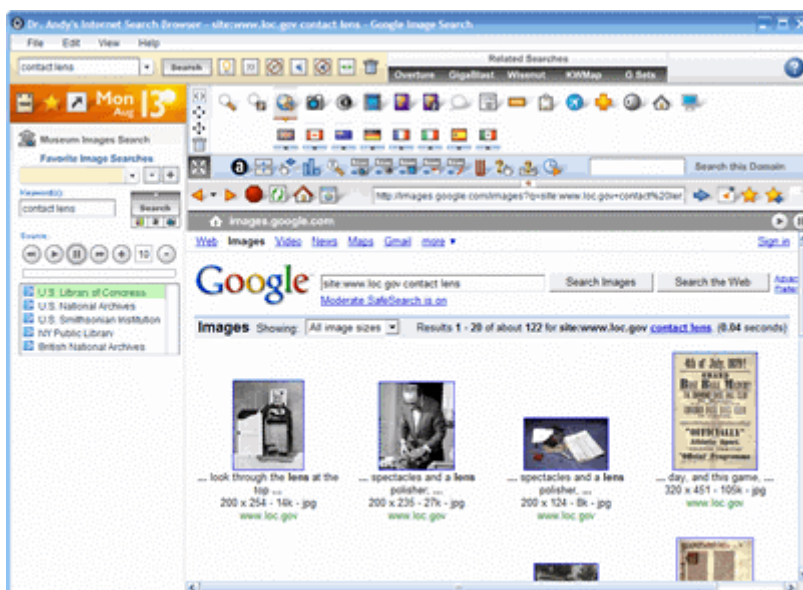
This software is the article editor.

The editor has various tools built in to help you check the quality of your content. You can see the "Keyword Map" feature in

the screenshot.

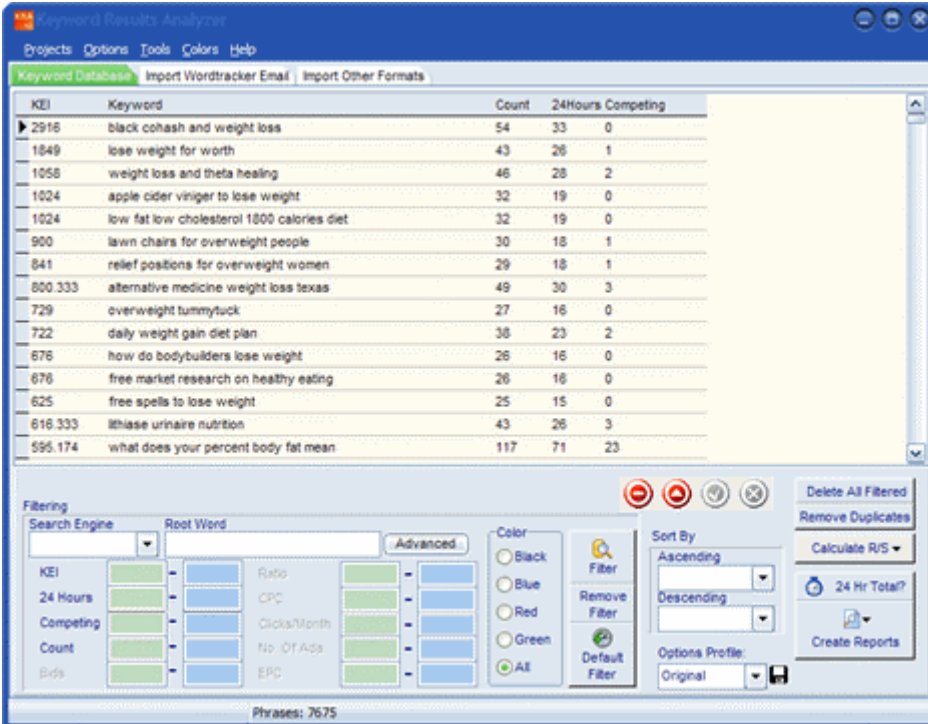
You'll also have access the theme report, which checks your article to make sure it is well themed, and contains the keywords that the search engines will expect to find.

## 3. Dr. Andy's Internet Search Browser.



This research tool is very powerful, allowing you to quickly and easily find facts, figures, videos, images, etc., for your content.

#### 4. Special version of KRA, including the Keyword Research for one entire niche (the one we use in this course).



The screenshot shows the Keyword Research Analyzer software interface. The main window displays a table with columns for KEI, Keyword, Count, and 24Hours Competing. Below the table is a filtering and sorting panel with various options like Search Engine, Root Word, Color, and Sort By. The status bar at the bottom indicates 'Phrases: 7675'.

KEI	Keyword	Count	24Hours	Competing
2916	black cohosh and weight loss	54	33	0
1849	lose weight for worth	43	26	1
1058	weight loss and theta healing	46	28	2
1024	apple cider vinegar to lose weight	32	19	0
1024	low fat low cholesterol 1000 calories diet	32	19	0
900	lawn chairs for overweight people	30	18	1
841	relief positions for overweight women	29	18	1
800 333	alternative medicine weight loss texas	49	30	3
729	overweight tummytuck	27	16	0
722	daily weight gain diet plan	38	23	2
676	how do bodybuilders lose weight	26	16	0
676	free market research on healthy eating	26	16	0
625	free spells to lose weight	25	15	0
616 333	lithase urinaire nutrition	43	26	3
555.174	what does your percent body fat mean	117	71	23

The course manual describes how to use this tool, to get at the right keywords for each piece of content you create.

#### 5. Additional Files.

Contains several files mentioned during the course. Also includes a Server Side Include (SSI) primer, for those who want to learn this powerful tool.

#### 6. Special Bonus - Content Publisher

Content Publisher is not the typical type of bonus you usually get when buy something. Content Publisher is the full version of the tool that currently sells for \$97. This tool is an article-publishing tool with a difference. Not only does it help rapidly publish content to your own sites, but it'll also check batches of articles for duplicate content. One feature (not found in any other tool) creates a distribution pack of your articles, which you can pass on to other webmasters. With it, they'll be able to publish your content on their sites in minutes. This is my #1 way of getting quality one-way inbound links to my sites.

You can see the sales page, and read more about what this tool does on the [Content Publisher](#) website.

This course will teach you the techniques you need to create quality, unique content, that will be found in the search engines, and bring you quality, targeted traffic. It also provides most of the tools you'll need.

[Click this link for more details](#)

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[Ezseonews.com](http://Ezseonews.com)