

Google Slap Happy SEO Practices Made Easy – A Cheat Sheet For Being Protected From Google

Module 3 – Article Spinning

If you've been a lazy article marketer and spinning a lot of your content what used to work for you isn't going to work as well as it may have previous to the update.

"Thin or duplicate content" sites have been attacked. But if you still want to spin then do so with these tips in mind.

1. Spend much more time spinning your articles. Don't do a mass spin and create 800 articles and distribute them across the web. Now they won't do much for you at all -- if they ever did.
2. Make sure you spin your articles to at least 75 percent uniqueness. With the time you spend doing that you may wonder if you're better off paying someone to rewrite them. The higher the uniqueness the better.
3. Spun articles usually have no changes in formatting so to make your content look more unique spin full paragraphs rather than just single words. It can take time and you may want to consider outsourcing this but if all these articles have the same number of words, sentences, paragraphs, it will be noticeable.
4. Spinning by hand is always the better option.
5. Previous seo software applications may not give as effective results as they did in the past.