

Title:

Why Search Engines Are Adverse To Identical Content

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Summary:

Reasons for Replicating Data

According to a study done by Krishna Bharat and Andrei Brodner there are several reasons why d

In load balancing, replication of data is done to decrease the servers' loads. Instead of just

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Article Body:

Reasons for Replicating Data

According to a study done by Krishna Bharat and Andrei Brodner there are several reasons why d

In load balancing, replication of data is done to decrease the servers' loads. Instead of just

Data are also replicated to make them more highly available. An example of this is when data a

Multi-lingual replication of data is also very common. Data translated into different language

Data is also replicated for franchises or local versions of data. This happens when data or co

Sometimes data is replicated unintentionally. This happens when two independent websites share

Virtual hosting also sometimes result in mirroring. This happens to services with different we

The last reason, unlike the first six reasons, is often not a valid reason for site mirroring.

Google's Webmaster Guideline about Duplicate Content

Search engines are blatantly against replicated data so much so that Google even has a warning

In the specific guidelines for quality of the website part, it was stated clearly that website

Annoyed Surfers and Speedy Crawlers

Search engines exist to point surfers to websites containing the information relevant to their

Satisfied surfers are not the only result of the new technique crawlers use. Search engines be

Valid Mirrored Sites

However, for valid mirror sites like those mentioned above (multi-lingual, franchise, etc.) th

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