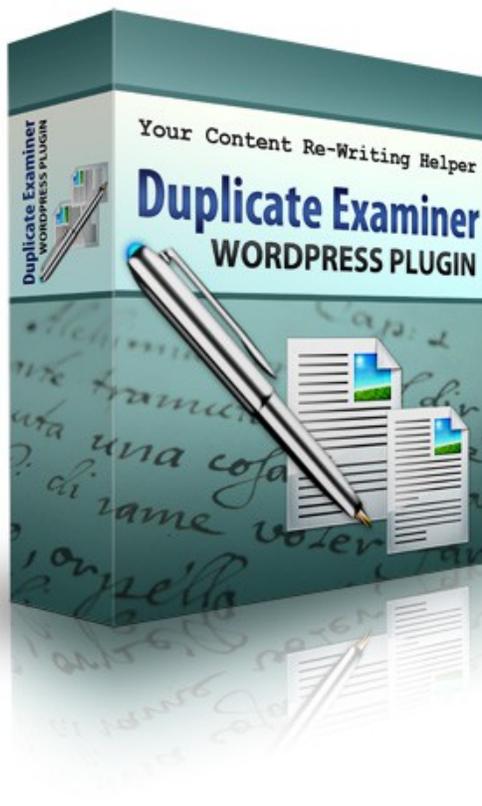


# Duplicate Examiner User Manual



**Version 2.1.2**

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# Terms and Rights

**Thank you for your purchase.**

**These are your rights to this package.**

- [ Yes ] For Personal Use Only.
- [ Yes ] May be used on as many WordPress blogs or websites as you own.
- [ No ] May not be used on client sites.
- [ No ] May not be used when blog or website flipping.
- [ No ] Resale Rights.
- [ No ] Master Resale Rights.
- [ No ] Private Label Rights.

# Introduction

## What You Get

The Duplicate Examiner plugin helps you by making it easier to see changes you make to posts on your blog or WordPress website. You Can Make Great Use of Cost-Effective Content Generation Strategies Without Falling Victim to Google's Latest Duplicate Content Slapdown!

Every website owner feels the pressure to constantly create new content. In fact, you probably spend a good part of your day writing and editing blog posts, articles, and emails. And why? Because if you want to have any hope of climbing to the top of Google's search results, you know you have to fill your site with top-quality, unique content.

But when you're running a business, finding time to write new content every day can be tough. Of course, you do have options:

- Hire a ghostwriter to create unique content – at \$25 and up per article, though, that's going to cost you.
- Go for the low-cost content providers – just remember you get what you pay for, and will frequently end up having to rewrite sub-par content.
- Repurpose your own content – that eBook you give away for free will make a great blog series, just be careful that your readers don't instantly recognize it, or they might feel cheated.
- Buy and use PLR – this is certainly cost-effective, but for it to be of real use, you'll need to make sure it's sufficiently rewritten, because...

## Google Rewards Unique Content with Top Search Results

...and it sends the rest – those reprinted articles from directories and unrevised PLR – right to the “supplemental index.” You know the one that shows up at the bottom of page 37 with a note that says, “We have omitted some entries very similar to the 368 already displayed...” That's not exactly where you want your blog post to be listed, is it?

Beyond Google, though, you also have to consider your reader. Do you want them to find the same content on your website as they find somewhere else, or do you want to ....

## **Become a Trusted Resource Your Market Turns To**

PLR and other low-cost content solutions might be a good starting point for your content marketing plan – especially if you're short on time – but if all you're doing is republishing the same content that can be found all over the Internet, you're not adding any value.

And that's what your readers want and need – and what will keep them coming back for more. Value. Good information, presented in a fresh new way that they haven't seen everywhere else. But that doesn't mean you can't get a little help.

## **Turn Repurposed Content into Unique Articles**

### **Google and Your Readers will Never Know Your Secret!**

You've heard it said again and again – you must rewrite PLR if you're going to use them. And we've seen why. Now the only question is, "How will I know when I've changed it enough?"

That's where Duplicate Examiner can help. This handy WordPress plugin allows you to...

- Instantly compare the original article to the current version – you'll know at a glance if the changes you made are significant or merely superficial.
- Get a quick snapshot of the difference – just a glance at the sidebar lets you know immediately if you've reached your target change percentage for each article.
- Keep tabs on the quality of guest-posters – if you find you're constantly having to make major edits, you might rethink your decision to allow certain authors access to your blog.
- See what your editing staff is doing – similar to Microsoft Word's Track Changes feature, Duplicate Examiner shows you exactly what was edited, deleted, and added to your post.

Duplicate Examiner also has the benefit of being built for the very software you love and use every day: WordPress. That means it's...

- Super simple to install and configure – because who has time to learn complicated new software?
- Automatically ignores stop-words, so you get an accurate picture of the changes you make.
- Fully customizable for your unique subject matter.
- Works right inside your WordPress dashboard so it's always at hand when you need it.

## **Not a Content "Spinner" that Simply Spits Out Garbage**

I'm sure you're familiar with those software programs that claim to create unique content at the click of a button. What you end up with is unique, to be sure, but it's probably not readable. I don't know about you, but I don't want that on my blog.

No – the Duplicate Examiner is simply a tool you can use to determine exactly how much you (or your staff) have changed a piece of writing. It's a complement to manual re-writes, not a replacement for, because it helps you set a goal and tells you exactly when you've reached it. It helps you...

- Provide content to your readers that they actually want to read.
- Save money by using (and re-using) good content you already own.

Here's just a partial list of some of the content you can recreate using a tool like Duplicate Examiner:

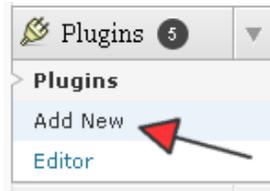
- Your own articles – make better use of those article marketing pieces by reworking them and posting to your own blogs.
- PLR content – create unique content using these low-cost articles as a starting point.
- Affiliate articles – many product owners provide email and blog post copy you can use, and allow you to rewrite it to suit your audience.
- Transcripts – Webinar transcripts make great blog posts with just a little tweaking!
- Product descriptions – it's easy to run afoul of Google when you sell physical products. Using Duplicate Examiner, you'll know for sure if all your T-shirts are sharing the same cut and paste descriptions.

## **Stop Wasting Time and Money**

### **Start Using and Re-Using Your Content the Smart Way!**

# Installing

Download the zipped Duplicate Examiner plugin to your computer. Log in to your WordPress site. Hover over the Plugins tab to expand, then click Add New.



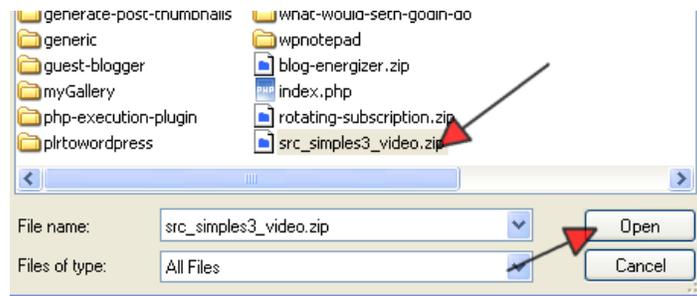
Select the Upload option



Click Browse



Locate the zipped Duplicate Examiner plugin file, select it then click Open.  
(illustration shows a different plugin but process is the same)



Your plugin will now be uploaded and installed. Your next step after installation is to click the Activate Plugin link



## Alternative Setup - FTP

If installing from WordPress does not work for your blog, you may also do it the old fashioned way by first unzipping the Duplicate Examiner plugin file to your computer. Open your FTP software and upload the entire “duplicate-examiner” folder to your WordPress plugin directory which will look like this file path inside your FTP software.

<http://www.yourblog.com/wp-content/plugins/>

Once upload has completed, log in to WordPress admin, navigate to Plugins. Locate Duplicate Examiner and click Activate.

Simply upload the plugin zip using the WP admin panel browser uploader and activate.

## Upgrading

1. First **BACK UP YOUR WORDPRESS DATABASE!** We won't take any responsibility for your data, you have to look after it yourself.
2. Deactivate the existing version of the plugin.
3. Use your FTP client to delete the existing plugin.
4. Unzip the new version and save the extracted folder somewhere you can find it.
5. Use your FTP client to upload the newly extracted folder to your /wp-content/plugins/ directory on your WordPress blog or website OR use the new plugin uploader to install the upgrade.
6. Reactivate the plugin.

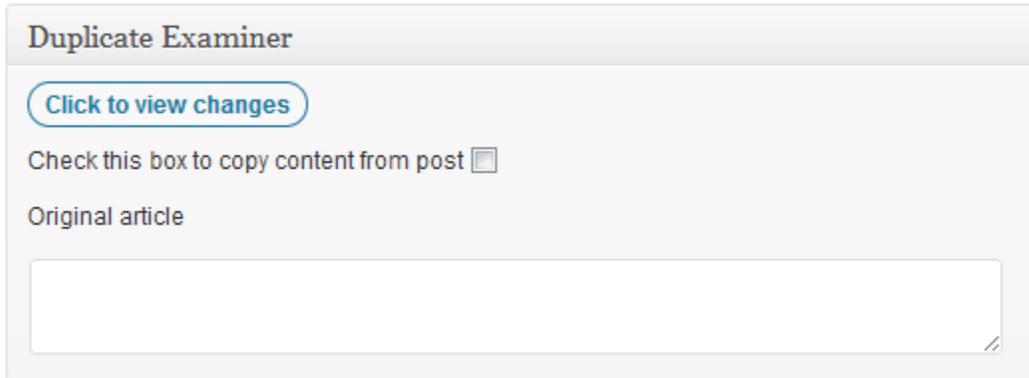
## Trouble Shooting

If your blog or website displays with an error message when you activate the plugin or otherwise adversely affects your blog or website, then the first thing you should do is delete the plugin with your FTP client or using the delete function on the plugins page, and your blog or website will be restored to normal.

# Usage

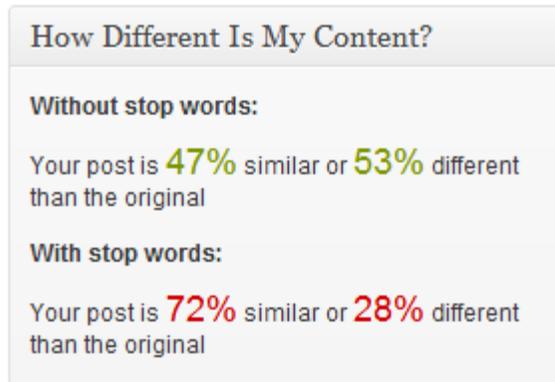
Upon activation, each time you create a new post or edit an old post, you will see the following on your screen.

A) The original content & change highlighter box at the bottom of the editor.



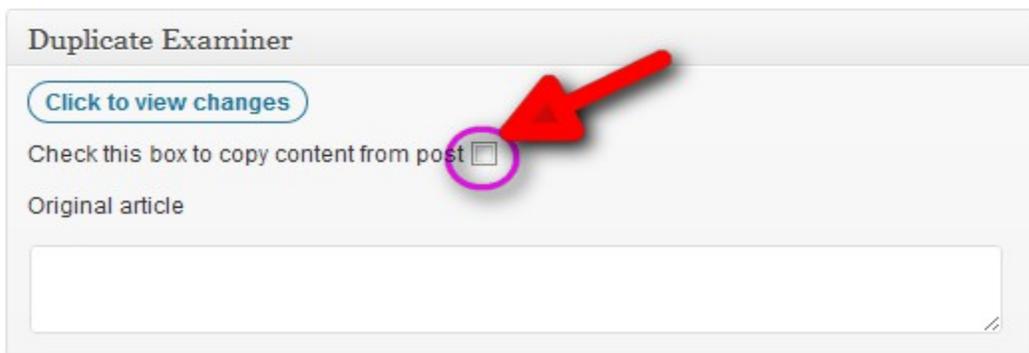
The screenshot shows a box titled "Duplicate Examiner". At the top is a button labeled "Click to view changes". Below it is a checkbox with the text "Check this box to copy content from post". Underneath is the label "Original article" followed by a large, empty text input field.

B) The changed percentage box to the right.



The screenshot shows a box titled "How Different Is My Content?". It contains two sections: "Without stop words:" and "With stop words:". The first section states "Your post is 47% similar or 53% different than the original". The second section states "Your post is 72% similar or 28% different than the original".

To start, paste original content in plain text into the original content box. If the content is already in the editor, you may also click the check box to automatically add the content to the original box. Note: You must first save the post before the copy feature will work.



This screenshot is identical to the one above, but a red arrow points to the checkbox next to the text "Check this box to copy content from post". The checkbox is also circled in purple.

Save your post once again, then begin to edit your post in the editor as you would normally.

## Best Results

For best results, do not apply formatting or images to your post. Duplicate Examiner will attempt to only compare content without formatting. Be aware, it cannot recognize certain things like WordPress shortcodes. It will assume it is a word or part of a word. If you add images with captions or shortcodes and other formatting, it might skew your changed content percentage.

With each Save you make, Duplicate Examiner will report the percentage of change in the changed percentage box, both including stop words and excluding them. Stop words are words commonly found in a post or article and generally skipped over by search engine bots.

To view the changes you made, scroll down to the original content box. Click the Click to view changes button.

You will get a display of content changed, edited and removed. Edited text appears in red, added or current text appears in green.

I don't know **whether** **if** you have ever seen a map of a person's mind. Doctors sometimes draw maps of other parts of you, and your own map can become **intensely** **richly** interesting, but catch them trying to draw a map of a child's mind, which is not only confused, but keeps going round all the time. There are zigzag lines on it, just like your temperature on a card, and these are probably roads in the island, for the Neverland is always more or less an island, with **astonishing** **frightening** splashes of **colour** **color** here and there, and coral reefs and rakish-looking craft in the offing, and savages and lonely lairs, and gnomes who are mostly tailors, and caves through which a **river runs,** **river.**

**And now I'll insert a hugely paragraph in here to skew things** and **princes with six elder brothers,** and a hut fast going **make it really different or at least hope to** decay, and one very

Duplicate Examiner

[Click to view changes](#)

Check this box to copy content from post

Original article

## Stop Words

The plugin comes with a set of common stop words. This can be edited, added to or changed completely by you. To edit stop words, while logged in as WordPress admin, go to Settings > Duplicate Examiner



Modify, change or add to the words in the box. Please make sure each word is separated by a comma and space.

## Duplicate Examiner Options

Enter a list of common words separated with a comma

two, tz, u, ua, ug, uk, um, under, unless, unlike, unlikely, until, up, upon, us, use, used, using, uy, uz, v, va, vc, ve, very, vg, vi, via, vn, vu, w, was, wasn, wasn't, we, we'd, we'll, we're, we've, web, webpage, website, welcome, well, were, weren, weren't, wf, what, what'll, what's, whatever, when, whence, whenever, where, whereafter, whereas, whereby, wherein, whereupon, wherever, whether, which, while, whither, who, who'd, who'll, who's, whoever, NULL, whole, whom, whomever, whose, why, will, with, within, without, won, won't, would, wouldn, wouldn't, ws, www, x, y, ye, yes, yet, you, you'd, you'll, you're, you've, your, yours, yourself, yourselves, yt, yu, z, za, zm, zr, 10, z, org, inc, width, length

Save Changes

Click the Save Changes button when you're done.



# Conclusion

How many products have you purchased and left sitting on your hard drive, unsure of how to rework them – or even if you can? Now you can know without a doubt if your changes are sufficient to keep the Google-bots happy.

Simply using this amazing new WordPress plugin, and in less than 5 minutes you'll be able to automatically compare article versions without ever having to leave your WordPress dashboard. Even better, you'll be able to track edits made by staff writers and tell at a glance whether they've improved a post – or not.

To your success,

*Chris Jenkins*

# Resources

## **Namecheap.com**

Cheap domain registration with an excellent control panel for managing all of your domains.

## **Hostgator.com**

Best hosting company in the business.

## **Aweber.com**

Hands-down one of the best services online for managing your email newsletter.

## **FileZilla**

Free FTP software (I use this on a weekly basis to upload new files and pages to my website.)

## **Zamzar.com**

A Free online conversion tool that allows you to convert nearly unlimited types of media file formats, including documents, images, audio, videos, etc... Convert your files to different formats quickly and easily.

## **Ninjawarriorvideotips.com**

Want to know how to create videos like the pros. When you become an expert video marketer you'll be able to transform your entire online business and increase your profits astoundingly.

## **WP Checklist Maximizer**

This is a scalable task management system that plugs directly into your WordPress blog or website. You really have to see it to appreciate.

## **Instant Action Profits**

WP Affiliate Program so easy that a 5 year old could set it up, no more excuses now, so get your affiliate program up and running today!

## **Profits Theme**

Leverage your time and make profitable WordPress Sites in minutes.

## **OptimizePress**

A WordPress Theme, and yet so much more to Build High Converting Squeeze Pages, **fast**. Create Powerful Product Launches. Use it to Build Awesome Membership Sites.

Build Your blog or website. Build Sales Letters, Bonus Pages, One-Time Offer Pages & More. Simple Autoresponder Integration. Add Video To Your Pages In Seconds. Secure Your Membership Areas.

Gateway Launch System. Create Perpetual Launches. Easy to Follow Training & Tutorials. Facebook Comments & Sharing. Social Sharing Built-in. Add Your Headlines, Text and Bullets in Seconds. Integrated SEO Features. Cross Browser Compatible.

Award-Winning Support.

## **Payspree (Merchant Account)**

Instant commission affiliate network.

## **Wordtracker (Keyword Tool)**

Keyword research made easy.

**Author: Chris Jenkins**

***Visit me at my website: <http://onlinesuccesswithchris.com>***