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Why Unique Content Is Important In An Affiliate Marketing Campaign

Affiliate marketing is a numbers game. If your primary source of driving traffic to your affiliate site is through article marketing, then you should know why unique content is important in an affiliate marketing campaign.br /

The article marketer is at the mercy of the search engines. Search engines, especially Google, have highly developed algorithms that can detect duplicate content in a flash. If you have been around article marketing for any period of time, you know that duplicate content hurts your campaign more than it helps.br /

So how does a search engine duplicate content filter work? Basically, a search engine robot will crawl a website and store the information in its database. It will then compare what it has found on the Internet to other information stored in this database. Based on several factors, the robot takes content found on one site and compares it with content found on another. Based on its findings, it filters out pages that it deems to be duplicate content and marks it as spam. Even though your pages may not be spam, but has content similar to what the robots have found on other sites, it is still determined to be spam.br /

There are several ways you can avoid the duplicate content filter. The most obvious is to write completely unique content in the first place. Another way is to use Copyscape.com, an application that crawls the Web looking for pages that have similar content as the URL that you input into its system.br /

Here is a good example of what I am talking about. Travis Sago, the father of bum marketing, has one of the best affiliate marketing products available today. Travis supplies his affiliates with a great many resources. One of these resources is a daily article delivered to his affiliates that promotes his program The Magic of Making Up. These articles are produced by Ken Leatherman, a writer based in Florida. Because I promote The Magic of Making Up as an affiliate product, I received these articles daily. The articles are well written and keyword optimized.br /

A search of any article directory will reveal that Kens articles are copy/pasted into the directories with little or no change. This is not only unfair to the directories, but spoils any chance that an affiliate marketer has of presenting unique content.br /

Although I use Kens articles, I always completely rewrite them. Because Ken is a friend of mine, I have shared these articles with him that I have rewritten. Ken assures me that there is no way I will be penalized for duplicate content.br /

Affiliate marketing can work for anyone. It does however, require a lot of work. It also means that you must follow certain rules. This is why unique content is important in an affiliate marketing campaign. If you are unwilling to put in the time and the elbow grease, you will not be successful in affiliate marketing.br /

To find more reasons why unique content is important in an affiliate marketing campaign visit our website.br /

Alden Smith is a freelance writer and a href=http://www.squidoo.com/wealthyaffiliateschool target=_blankaffiliate marketer/a that learns affiliate marketing the right way. To learn more about affiliate marketing, visit his site at a href=http://www.squidoo.com/wealthyaffiliateschool target=_blankhttp://www.squidoo.com/wealthyaffiliateschool/abr /

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