

How a Search Engine Determines Duplicate Content

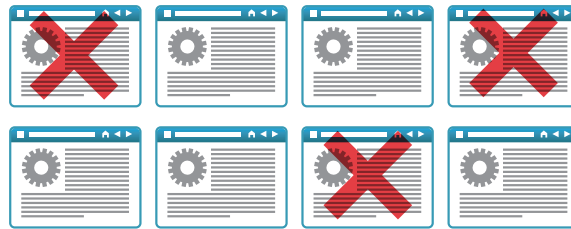
1 Discovers

When content is discovered by a search engine bot, it is compared to everything else that was previously found to determine if it is duplicate content.



2 Discards

First, it discards any page that comes from link farms, MFA sites or blacklisted IPs.



3 Dissects

Next, it dissects each page looking at inbound links, link juice and the quality of the sites from which each link originates.



4 Determines

Lastly, by reviewing the time of discovery and topical links, it determines which page it considers to be the originator of the content.

