Spinning strategies to achieve near 100% indexing

ADVANCED SPINNING STRATEGIES

Hey guys,

I just wanted to do a quick video about why some people will not get most of their pages indexed in Google even if they're spinning their text to 50% uniqueness.

What I will discuss here are tips and tricks to achieve near 100% indexing.

The fact of the matter is that Google is catching on to the old style of spinning. Today I will talk about how to spin your articles so they look like they were written by completely different people.

An amazing new software makes spinning fun!

- More to be discussed about this later.
- Pay attention until the end!

Near the end of this, I will be discussing a brand new piece of software that makes spinning actually fun (and is much better than ContentBoss)! Watch this presentation until the end for that...

The Old (Common) Spinning Style

◉ {The vast majority|The great majority|Most|A large proportion|A lot} *of* {people are|individuals are|folks are} {spinning|re-writing|mixing} {their|his or her} {articles|content|posts} {like this|this way|similar to this}. {They are|They're} {simply|just|merely|basically|purely} {replacing|changing} {words|terms}, {or|and} {maybe|possibly} {phrases|sentences} *with* {alternatives|choices|possibilities|alternate options}.

The vast majority of people are spinning their articles like this. They're simple simply replacing words or maybe phrases with alternatives.

Google is catching on to this style because so many people are doing it. Spinning is not just for us SEnukers. It is incredibly popular now in the SEO and Internet Marketing world because it works so well. So Google had to do something about it...

Google has some pretty smart people working for them and they seem to have come up with some kind of algorithm which checks sentence synonymity between multiple articles.

You can't simply replace words with synonyms any more and expect all the different versions to be indexed.

But for those of us who need multiple versions of their articles indexed in Google... How do we go about doing that?

Now obviously you could write a different article for each website you post to... But that would require 50 different completely unique articles for one Senuke submission and you'd go broke if you were outsourcing this (or would need finger replacement surgery if doing this yourself)

So let's say you had an article like the one shown here. What would it look like after Senuke spins the output?

That will output...

- **Sentence variation 1:**
  Most of individuals are re-writing their content like this. They are merely changing terms, or maybe phrases with possibilities.

- **Sentence variation 2:**
  A large proportion of people are re-writing his or her posts like this. They're basically replacing words, or maybe phrases with alternate options.

- **Sentence variation 3:**
  Most of individuals are mixing his or her content like this. They are simply changing words, and maybe phrases with possibilities.

Three samples of these sentences are shown here.

(Read them out.)

Google checks for similarities among suspicious articles..

- **Problem #1:** The layout of the articles.
  - Using bullets, images, other HTML entities?
  - Number of paragraphs? Number of line breaks?
- **Problem #2:** The word/sentence count.
  - Most spun articles have the exact same sentence count since it's a 1:1 word or sentence replacement.
  - The word count per article is also approximately the same.
- **Problem #3:** Synonymity between sentences?
- **Problem #4:** Do they all link to the same place? Do they link to some reputable places?
- **Problem #5:** Date articles were found?

When Google sees an article like this, it checks for a few things:

- It checks for the layout of the article.
  - Do all the articles share the same kind of layout?
  - Are they all using bullets, or the lack thereof?
  - Are they all using images, or the lack thereof?
  - How many images are they all using?
  - What about other HTML entities like bolded text, italics etc?

Google needs to see variation in all of these, because naturally, if the articles have different authors, they'll have variation in all of these points.

- What about the word/sentence count?
  - Since people are either spinning words or phrases, most spun articles have the EXACT same sentence count. In the example I showed earlier, all three of the articles had 2 sentences each. Isn't that a dead give away? No matter how unique you've made each article. If it has the exact same sentence count between 100 other articles, what's the probability of that happening naturally? Won't Google raise eyebrows to that?
  - And what about the word count? Since many people replace one word with another, the word count between these kind of articles is also pretty much the same. There might be some variation in word count between articles, but if it is more or less the same, does that look natural?

• Also, the synonymity between the sentences. I'm not sure exactly how they figure out sentences have the same meaning, but it's probably some algorithm which checks synonymity between individual words in a sentence, and if it passes a certain threshold, they decide that the entire sentence is synonymous with the other.

•And what about the places where the articles link to? Are they all linking to the same place (an easy dead giveaway that they were authored by the same person!)

•And if they link to different places, are any of these places actually linked to by other people? Does that page (not domain!) already have some kind of respect in Google's eyes?

•Lastly, were all these spun articles found around the same date? There will be variation in the time Googlebot discovers your article, but is that variation small? Were they all found within a day or two of each other?

Ok so let's say most of our articles have the problems mentioned above...

So when Google detects these kinds of things, it chooses only a few of the articles that are sufficiently unique from each other and throws the rest away. Hence, they're not indexed.

So how do we solve this problem?

We need to figure out a way to produce versions of our articles that look as though they were written by different people.

How do different authors write on the same topic?

- We need to convince Google that the article is written by different authors.
- Sample articles written by different people about the same topic:
  - http://www.trustedreviews.com/laptops/review/2009/08/06/Asus-U80V---14in-Laptop-Hands-On/p1
  - http://www.cnet.com.au/asus-u80v-339297553.htm
  - http://www.pcpro.co.uk/reviews/laptops/257191/asus-u80v
  - Notice the difference in paragraph structure, length of sentences/paragraphs, images, videos, tables, headings, boldings etc

So the question we need to ask ourselves is this: what do articles written by different authors look like, and how can we simulate this?

Easy. Just go search the net for any topic that a few people would have written about and compare the results. I did a sample search for ASUS U80V laptop review. Here's three sample pages.

http://www.trustedreviews.com/laptops/review/2009/08/06/Asus-U80V---14in-Laptop-Hands-On/p1

http://www.cnet.com.au/asus-u80v-339297553.htm

http://www.pcpro.co.uk/reviews/laptops/257191/asus-u80v

(go to each page and compare the differences between the 3)

So how do we simulate this in our spinner articles?

Solving Problem #1: Identical layout between articles.

- Need some basic knowledge of HTML.
- Start spinning the line breaks. (you can also use the <br> tag instead of entering a new line)
  - This is sentence one. {|
    }This is sentence two. {|
    } This is sentence three.
  - ANYTHING between the { } will get spun! Even if it's line breaks, spaces, HTML code, anything!
- Start spinning the text formatting.
  - This is a {bolded piece|non-bolded piece}. This is an {<i>italics portion</i>|non-italics portion}

So how do we simulate this in our spinner articles? How do we make them look like they were written by different people?

The first problem we need to solve is identical layout between all our spun articles. We can solve this by spinning the HTML code. To do this though you need some basic knowledge of html code. Nothing hard-core, though. You can just search "basic html tutorial" in Google for simple tutorials on the most commonly used tags. I will also provide a link later.

The first thing you should start with is spinning the line breaks. Notice how the three different laptop review articles we saw all had varying paragraph length. Some had paragraphs with just a few sentences in them. Some were longer. We can simulate that too. And on average, the smaller your paragraphs are, the more people will be likely to read them anyways. So you can spin your line breaks just like anything else: simply add a line break after the curly bracket. So in this example, sometimes the line break will be there, sometimes it won't. You can also add a space character as a third option.

Once you've done that, start spinning the html code used to build the page. Since we're hosting the article on different platforms, the navigation bar and other stuff that is used on the website will already vary as it is.. So that's good for us. But even inside our article we want the html code to vary, because that's how other people would do it, right?

You can spin pretty much anything inside your article. We've provided examples of how to spin things like bolding your text, italicizing it.

...Solving problem 1 cont'd.

- ◉ Start adding headings.
  - {<H1>Heading 1</H1>|<H2>Heading 2</H2>|<H3>Heading 3</H3>|Heading without any formatting}
- ◉ Change text alignment: center, left, right etc:
  - {<center>Centered text</center>|<left>Lefted text</left>}
- ◉ Use bullets, or lack thereof:
  - { first item   second item |first item, second item without bullets}
- ◉ Use images, or lack thereof:
  - {<img src=http://www.mywebsite.com/image.gif>|}
- ◉ Basic HTML reference:
  - http://www.davesite.com/webstation/html/
- ◉ Be creative! Mix it up! (You can even use tables if you're an HTML pro)
- ◉ You can even nest tags one inside the other.

Or adding headings (of different sizes) between paragraphs (makes your article easier to read too)

Changing the text alignment of different sentences is also a good idea, but don't over do it because one sentence left justified and another one right justified looks a little wonky.

Using bullets sometimes and not others is also a good idea.

Varying images is also a really good idea. Google doesn't just want articles with plain text. They need to be fun to read. So add some images and spin them so that they show up sometimes and not other times.

As i mentioned earlier, you need some basic knowledge of html code to do all this. The link specified here is a good resource.

http://www.davesite.com/webstation/html/

Just check out the mini-chapter 2,3,4,5,7 and the short html code tag reference.

The examples I've given above are just some of the ways to vary your html code. But be creative! Html code is powerful. Use it. Mix it up. If you know html code well, you know how to create tables using html code. Most of the social network nuke sites will support tables. So use them! Just remember, you have one goal in mind: to convince Google that one person didn't write all the possible articles that this spinner article can produce.

The #1#…#/1# new tag

- #1# Option 1a #/1# #2# Option 2a #/2# #3# Option 3a #/3#
  #1# Option 1b #/1# #2# Option 2b #/2# #3# Option 3b #/3#
- Will output:
  - Option 1a
    Option 1b
    -or-
  - Option 2a
    Option 2b
    -or-
  - Option 3a
    Option 3b

We've recently introduced a tag which can help you to increase your uniqueness percentage by an insane amount, if you are willing to put in the work. What this new tag does is basically allow you to write multiple articles inside one article.

When you enter the above as the spinner article in Senuke, it will produce one of the shown outputs.

Notice how the Option 1a and Option 1b always show together because they're both wrapped inside #1#, and Option 2a and Option 2b show together because of the same reason.

It will NEVER be Option 1a and Option 2b together, or Option 2a and Option 3b together like what you would have with the regular curly brackets for spinning. It's not random choice, it's consistent choice.

The number between the two hash symbols defines an index for the option. You can have numbers from 1 to 100 there. Everytime SEnuke spins the article, it picks one of the numbers randomly, let's call it x and only shows the text between #x#….#/x#. The text between all other numbers is discarded. This is highly useful for adding variation to your spun articles. For example if you had two stories in your article about your friend Joe and Bob and you wanted SEnuke to show only one of these stories… and later in the article you wanted to mention something about Joe or Bob depending on which one SEnuke chose first, you can only do that with the consistent choice brackets.

What this allows you to do is write multiple articles inside the same spinner article.

Let me show an example.

... The #1#...#/1# tag example

This is a story about
#1#Bob#/1##2#Kathy#/2##3#Jim#/3#

#1#Bob is an electrical engineer. Let me tell you about how Bob came across this product#/1##2#Kathy is a psychiatrist. Her patient told her about this product.#/2##3#Jim is a computer programmer. His co-worker mentioned this product.#/3#

#1#Bob#/1##2#Kathy#/2##3#Jim#/3# really found this produce useful. It helped them a lot.

In this example, Senuke will choose to tell a story about either Bob, Kathy or Jim.

If it starts telling the story about Bob, the rest of the article will be about Bob as well because the text inside #1#...#/1# is associated with Bob, not about Kathy or Jim like you would get with the curly brackets random choice spinner syntax.

This is REALLY useful for adding lots of variation to your article.

The reason we added this is because it's much easier to increase uniqueness by adding lots of multiple sub-stories instead of just adding alternatives for sentences/words. Since you can have up to 100 different sub-stories, the sky is the limit to how unique your spinner articles can be!

Now if you spin each sentence inside each story as well, imagine how much variation you can have! First Senuke will pick one of the three stories to show, then it will randomly pick different sentences inside each story. Effectively multiplying your uniqueness percentage by 3!

Note that using this tag is optional. It can greatly increase your uniqueness and get lots of copies of your articles indexed, but it can take a long time to do, so don't worry if you never get around to it. If you're outsourcing this though, pay the extra few dollars to get these sub-stories added. They will make a big difference!

Solving Problem #2: same word/sentence count between articles

- Most spun articles have the exact same sentence count since it's a 1:1 word or sentence replacement, and the word count per article is also approximately the same.
- Solution: Add optional sentences/phrases.
  - Bob is an electrical engineer. {|He {really|} loves his job.|
    } One day while at work, he came across this product.

The second problem we have to deal with is the fact that Google detects that multiple spun versions of the article ALL have the exact same word/sentence count. This is because most people spin by simply replacing 1 word or 1 sentence with another. But how natural is it for multiple articles to have the exact same sentence count? Even if the word count varies a bit, do you think that looks natural at all?

The solution to this problem is easy: just add optional sentences/phrases.

Notice in the example above, the first option inside the curly bracket is an empty phrase. The second option is "He {really|} loves his job". The third option is a new line character.

When you do something like this, the sentence/word count will vary depending on whether Senuke chooses to show that sentence or not, and whether it chooses to show the word "really" inside that sentence.

The "increase uniqueness by randomly shortening article" feature inside Senuke does something similar by randomly removing sentences, but we suggest doing this manually because that option can sometimes create articles that are not really legible, because you have no control over which sentences are snipped out and which ones aren't.

Solving Problem #3: Synonymity between sentences.

- Most spinner articles have sentence alternatives that are pretty much synonymous.
- Example: {Have you heard of the easiest way to lose weight?|Do you know of the fastest method for losing pounds?}
- In the example above, it's possible to algorithmically figure out whether the sentences are synonymous!
- Solution: Convey the same message using completely different words.
  - {Have you heard of the easiest way to lose weight?|A completely new method for shedding those pounds fast has just been discovered, do you know about it?}
  - In this example, it's impossible (or very very difficult) for a computer (Googlebot) to decide whether the two sentences mean the same thing.

When people spin their articles by spinning sentences instead of words, they re-write the sentences by simply replacing the words with synonyms. An example is this: {Have you heard of the easiest way to lose weight?|Do you know of the fastest method for losing pounds?}

In this example, it's possible to algorithmically figure out whether the sentences are synonymous! What the algorithm has to do is simply check for synonymity between corresponding words in a sentence and based on the conclusion of this check, you can decide whether the entire sentence is synonymous or not. Google is employing something like this.

Solving Problem #4: Links pointing to the same/unrespected locations

- Easiest way for Google to detect the same author: do all the "similar" articles link to the same place? Do they all link to unrespected places?
- Solution: Vary your link targets! Use #randurls# tag!
- Link to a few popular places in your article like a popular Digg story, popular CNET page, popular Youtube video etc.
  - Don't link to the same Digg story from all your articles! Defeats the purpose!

•The easiest way for Google to find out whether a hundred articles were written by the same author is by checking the links in the article. Do they all point to the same location? You need to vary your links! The randurls tag is a good way of doing that. But I realize that the whole point of doing submissions is to build backlinks to one place, so if you can't vary the link targets too much, that's fine, I guess you have no choice. But if you're trying to build domain authority, point your links to many different internal pages instead of just the domain and you should have much better results.

•Keep in mind that if you've followed everything I've mentioned so far and made your article appear as though it was written by different people, it's ok to link to the same place in all the articles because Google thinks its different people linking to it. But you have to do a good job of making it look like it was written by different people.

•Also, a good way to gain Googlebot's respect is by linking to a page which a lot of other people have also linked to. For example a popular Digg story or a popular Youtube video. If all your links are going to "unpopular pages", that looks really fishy. Try to have many of these "camouflage links" in your article. Spin the link targets. All 100 articles linking to the same Digg story kind of defeats the purpose. I realize you might lose some PR juice because of this, but its a trade-off between losing PR or not having the article indexed at all.

Solving Problem #5: All articles found around the same date.

- Did you submit to all the Web 2.0 sites that SEnuke supports in one day? Isn't that easy for Google to detect?
- Solution: Spread out your submissions over time!
- The scheduler in SEnuke X will make this really easy!

The last problem faced when trying to convince Google that all the articles were written by different authors is the fact that most people just blast out their spun article to all the Web 2.0 sites that Senuke supports all in one day!

Isn't that unnatural? Not only does Google suspect the content of the articles to be the same, they were all found around the same date!

The solution to this is easy: spread out your submissions over time. And make it uneven. Don't do exactly 10 submissions each day for a few days. Do 3 one day, 10 the next, 7 the next etc. Isn't that how natural growth would occur?

It's so easy to do submissions with Senuke, all you have to start it up for a few minutes each day, and press the Start button!

SEnuke X will make this task a lot easier! It'll completely automate this scheduling system. You can set it up for a whole month and walk away! It'll submit a random number of posts spread out over your chosen interval.

Summary

- Do all this and you'll get near 100% indexing! All your submissions will get indexed!
- Don't need to do everything mentioned here! Just do as many as you can!
- The more you do, the better results you'll get!
- Spinning sentences and then spinning the words inside is the BEST way to get a highly unique article.
- Too lazy for all this? Use the other modules, or outsource!
- You can use one article for many submissions if it's spun properly!

That's about it. Do everything I've just mentioned and you'll get near 100% indexing. Pretty much all your submissions will get indexed by Google and will probably show up on the first page of results without much effort.

Now having mentioned all this, I just want to end by letting you know that you DON'T need to do ALL of the things that I've mentioned in this presentation.

The more you do, the better results you'll get. They're not really not difficult to do. And all the tricks I've mentioned other than adding the sub-stories can be done pretty quickly.

Some people want to know what's the best way to spin? Spinning sentences or individual words? The absolute BEST way is to spin the sentences and THEN spin the words inside. Remember you can have nested spin tags. If you have to choose between spinning the sentences or spinning just the words in one sentence, go for the latter. Because having word variations will produce a lot more unique sentences than just having 2 alternatives to each sentence. If you go this route, make sure to add optional phrases inside each sentence to reduce the "synonymity" between sentences, and to also have optional sentences between sentences. This makes it difficult for a computer to identify which sentence is supposed to be synonymous with which. And add lots of line breaks and HTML code spinning! Keep your sentences short! The search engines like this and so do human visitors.

If you're too lazy to do all this, you can simply use the other modules in Senuke and you won't be faced with this duplicate content problem. But keep in mind that you'll be missing out on an awesome source of backlinks/rankings and direct traffic because these Web 2.0 sites are extremely powerful if used correctly! And they're the ONLY way to get multiple first page listings in Google. The pages created by the rest of the modules won't rank on the first page of Google, they'll only provide link juice.

And remember, if you spin your articles well, you can submit them many times using Senuke without Google picking them up as duplicate content! So you put the work in once and reap the rewards for a long time! All you have to do is change the keywords used in the article and the link targets.

How to outsource all this

- Use oDesk.com
- Send them this presentation!
- Hire people from the Philippines!
- Shouldn't need to pay more than $3-$4 per hour.

Or you can outsource all this. Just hire someone from http://www.odesk.com and give them the link to this presentation. This material is simple enough that almost anyone can figure it out. Or just copy and paste the relevant parts of this if you'd like and paste them in a word document and send it to them.

oDesk is cool because they have hundreds of thousands of workers from all over the world (Philippine workers are awesome!) who will work for something like $2-$3 per hour. And you can monitor their work as though they were working in your own office because oDesk has a special "screenshot every few minutes" software which sends you a screenshot of their screen to make sure they're doing their work!

About The Best Spinner Software

- http://www.senuke.com/bestspinner.php
- Really cool software that streamlines the spinning process.
- Makes use of a massive SHARED database of word replacements: ever growing!
- One click spinning similar to ContentBoss but better!
  - No limit to the number of articles you can spin!
- The best part: software is HIGHLY inexpensive (free until Feb 1st!)
- Copy and paste the spinner article right into SEnuke!

I mentioned in the beginning of this presentation that I'd give you a link to a super-powerful software that actually makes spinning fun!

Here's the link:

http://www.senuke.com/bestspinner.php

This software makes use of a massive shared database of word replacements. So basically all of the thousands of users using this software add to the thesaurus used by this software. Since these are real people adding word alternatives that actually make sense, you can spin your articles REALLY FAST!

With SEnuke you have to spin using the Yahoo thesaurus which requires a lot of manual labor pruning through the appropriate words. Not so with this software! It intelligently shows you just the words that would make sense in that position.

Make sure to watch the demo video to the end! The best feature is shown near the end of the demo video!

The software also has a feature which automatically adds spinner variations to words kind of like the way ContentBoss does with one click! But the text is more legible than what ContentBoss produces and there's absolutely NO LIMIT to the number of articles you can spin!

This is an absolute MUST-HAVE for every nuker! It's very inexpensive, and once you start using it, it actually becomes kind of addictive!

It is our number 1 recommendation now instead of ContentBoss!