

Duplicate content and canonical tags

Is duplicate content undermining your SEO?

Duplicate content and URL's might be the most least exciting thing on the planet. It also takes ages to analyse and fix. However there are few things that have the potential to ruin your SEO faster or more substantially, than non-canonical URL's spilling out across your site. OneHydra though, can spot and fix duplicate content before it ever becomes an issue.

Dealing with duplicate and non-canonicalized URL's is one of those pains that comes with operating any large website. Disrupting PageRank, confusing spiders, and burning up their time cuts your rankings and traffic off at the knees.

What's more, even when you do fix it, constant new releases and site changes, new tracking tools, marketing campaigns, differing coding standards, means that it requires constant policing to make sure someone or something somewhere, isn't about to totally ruin your revenue line.

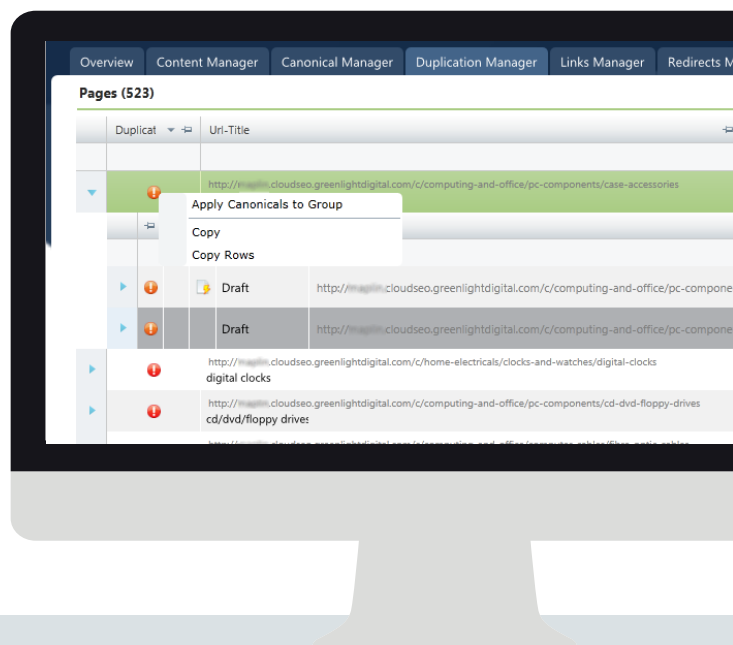


Always analysing

OneHydra solves these problems by constantly crawling and analysing your site, and proactively identifying duplicate content and URL issues.

Group & fix

It then automatically groups the duplicate instances, and prioritises the most relevant true source page within your site, and canonicalizes all other URL's to that source.



How it works

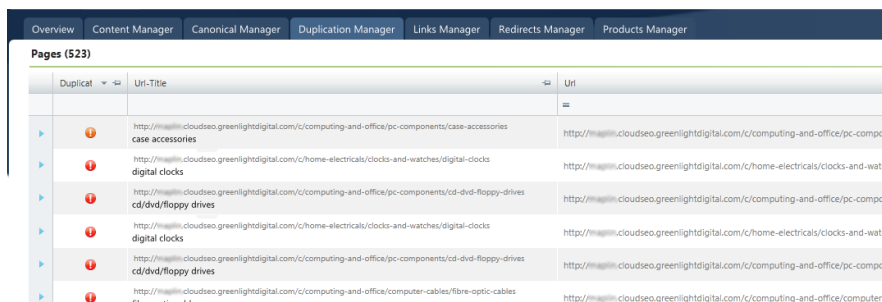
DATASHEET

OneHydra's Duplication Manager makes it super easy to stay on top of duplicate URLs in just a few simple steps.

1

SEE DUPES

All instances of duplication are listed in one place.

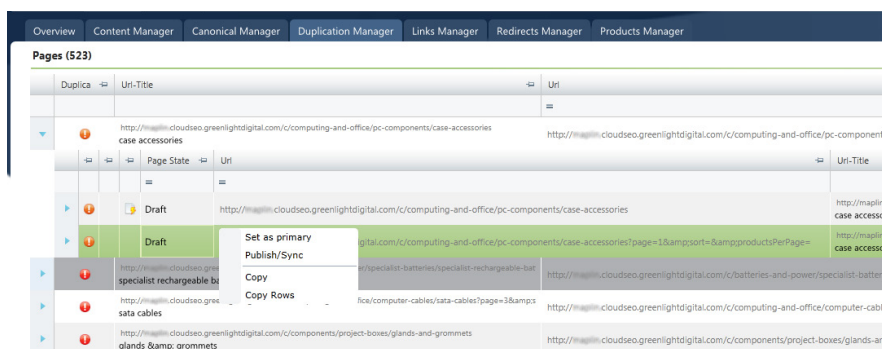


The screenshot shows the 'Duplication Manager' tab in the OneHydra interface. It displays a table with columns for 'Duplicate', 'Uri-Title', and 'Uri'. The table lists several duplicate URLs, each with a red 'i' icon in the 'Duplicate' column. The URLs are from cloudseo.greenlightdigital.com and include paths like /c/computing-and-office/pc-components/case-accessories, /c/home-electricals/clocks-and-watches/digital-clocks, and /c/computing-and-office/pc-components/cd-dvd-floppy-drives.

2

FIX DUPES

Select a URL title, set the primary URL and apply canonicals to the group. Intelligent algorithms auto-identify the primary URL for you, however OneHydra allows you to select a different page as the preferred URL, giving you total control at all times.

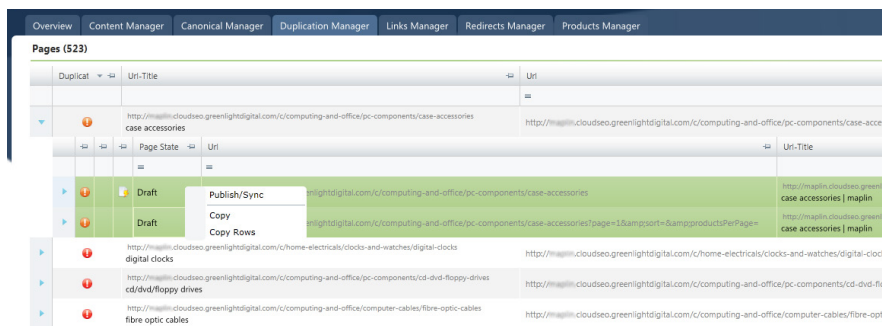


The screenshot shows the 'Duplication Manager' tab with a context menu open over a row. The menu options are 'Set as primary', 'Publish/Sync', 'Copy', and 'Copy Rows'. The row being interacted with is for the URL 'http://cloudseo.greenlightdigital.com/c/computing-and-office/pc-components/case-accessories'.

3

ERADICATE DUPES

Publish your changes to your website immediately. Once published, the duplicate status turns to green to show that the duplication has been fixed.



The screenshot shows the 'Duplication Manager' tab with a context menu open over a row. The menu options are 'Publish/Sync', 'Copy', and 'Copy Rows'. The row being interacted with is for the URL 'http://cloudseo.greenlightdigital.com/c/computing-and-office/pc-components/case-accessories'.

By automating the deduplication process, OneHydra saves you time and resource, while delivering a clean site experience. Making it easier for search engines to crawl and index your website, improving keyword performance and ultimately increasing traffic to your website.

Why you'll love using OneHydra

- ✓ Control over your SEO
- ✓ Better taxonomy
- ✓ Dramatically improve keyword ranking
- ✓ Substantially increase reach
- ✓ Significantly expand number of Top 20 ranking keywords
- ✓ Better search experience for customers
- ✓ Improve conversion rate
- ✓ Faster return on SEO

Please contact info@onehydra.com or call +44 (0)20 3326 1888 for more information.