

4.6.4 Copied MC with No Added Value

Another way to create an abundance of content with little effort or originality is to copy content from another source. The word “copied” refers to the practice of “scraping” content, or copying content from other non-affiliated websites without adding any original content or value to users (see [here](#) for more information on copied or scraped content).

Any type of content may be copied: text, images, video, etc. Images may be slightly cropped or edited to avoid detection. People may alter videos as well, or even make a video of a screen playing video! Copied content with no value added is **Lowest** quality.

Sometimes content is “embedded” or included on the page from another source. There is nothing wrong with embedding content, but the **Lowest** rating applies if there is no significant original content or value added on the page.

Likewise, social media posts may be reposted by an unrelated account. There is nothing wrong with reposting content, but the **Lowest** rating applies if there is no value added in the form of additional content, context, or discussion.

Pages created solely with copied, embedded, or reposted content with little to no editing or manual curation are lacking in effort and originality. As with auto-generated content, these techniques can be used to create many pages or even a whole website. For this reason, it is often easiest to recognize pages created solely with copied, embedded, or reposted content by exploring many pages on the site.

The **Lowest** rating is appropriate if all or almost all of the MC on the page (including text, images or videos) is copied, embedded, or reposted with little or no effort, originality, talent, skill, manual curation, or added value for users. Such pages should be rated **Lowest**, even if the page assigns credit for the content to another source.

All of the following are considered copied content:

- **Content copied, reposted, or embedded exactly from an identifiable source.** Sometimes an entire page is copied, and sometimes just parts of the page are copied. Sometimes multiple pages are copied and then pasted together into a single page. Content that has been copied, reposted, or embedded exactly is usually the easiest type of copied content to identify.
- **Content that is copied, but changed slightly from the original.** This type of copying makes it difficult to find the exact matching original source. Sometimes just a few words are changed, or whole sentences are changed, or a “find and replace” modification is made, where one word is replaced with another throughout the text. Images may be cropped or videos may be segmented into shorter clips. These types of changes are deliberately done to make it difficult to find the original source of the content. We call this kind of content “copied with minimal alteration.”
- **Content copied from a changing source, such as a search results page or news feed.** You often won't be able to find an exact matching original source if it is a copy of “dynamic” content (content that changes frequently). However, we will still consider this to be copied content.

Important: Licensed or syndicated content should not be considered as “copied” (see [here](#) for more on web syndication). Examples of syndicated content in the U.S. include news articles by AP or Reuters.

4.6.5 How to Determine if Content is Copied

How do you determine whether all or most of the MC is copied? How do you identify the original source of the content? These things can be difficult to determine, but the following steps may help.

1. Copy a sentence or phrase in the text. It may be necessary to try a few sentences or phrases from the page just to be sure. When deciding what sentence or phrase to copy, try to find a sentence or series of several words without punctuation, unusual characters, or suspicious words that may have replaced the original text.
2. Search on Google by pasting the sentence or phrase (surrounded by quotation marks to search for an exact match) inside the Google search box. You may also try without quotation marks to search for more general matches.