I need to know if my content is original.

I need to know who is stealing my content.

I need to protect my reputation.

Your original content is the foundation of your business. In today’s online world, it is essential that you protect these vital content assets against two serious and growing threats:

**Content Fraud** – When you purchase content for your site, writers may try to sell you old articles or text copied from other sites. If you publish this content, you risk undermining the quality and reputation of your site, and may be penalized by search engines for duplicate content. Protect yourself from fraud by verifying all your new content with Copyscape Premium, the web’s leading solution for originality checking.

**Content Theft** – At the click of a button, anyone in the world can instantly copy your online content and publish it on their own site, stealing away your visitors and your revenue. Search engines may also penalize you for this duplicate content by lowering your site’s ranking or even removing it entirely from their listings. Protect yourself against content theft with Copyscape Premium, the world’s most powerful tool for finding plagiarized copies of your content across the entire web.
I need to know if content I buy is truly original.

Content Fraud Protection

Copyscape Premium is the worldwide industry standard for originality checking of online content, ranked #1 by independent tests¹. Copyscape Premium protects you from content fraud and duplicate content, making your site more valuable to your customers and more visible to search engines.

Check new content by simply pasting in the text or entering the URL. Copyscape Premium’s powerful and flexible technology can detect full copies, partial copies and copies that have been significantly modified from the original. The built-in comparison tool highlights similarities between your content and the found pages. You may also filter out results from sites that you own or already know about.

If you are managing a team of editors, Account Linking enables you to centralize billing and track your team members’ Copyscape Premium searches.

If you deal with a high volume of content, the Premium API allows your developers to seamlessly integrate Copyscape Premium into your Content Management System to automatically check new content as it arrives from your writers.

At only 5¢ per article, it’s easy and affordable to protect yourself from content fraud with Copyscape Premium. Get started today at copyscape.com.

¹. http://plagiat.htw-berlin.de/software/2008/

BusinessWeek
“One of our favorite tools.”

THE WALL STREET JOURNAL
“See whether text is duplicated.”

msnbc
“Talk about an eye opening experience...”

Web: http://www.copyscape.com/
Email: sales@copyscape.com
Copyscape © Indigo Stream Technologies, Ltd.
It takes one click to steal your site. Are you protected?

Content Theft Protection

On the Internet, it's extremely easy for others to copy your content and place it on their own sites, stealing away your customers and your revenues. When your content is duplicated by other sites on the web, search engines may penalize you, lowering your site's ranking or even removing it entirely from their listings.

Copyscape Premium provides the most powerful plagiarism detection technology, to protect your vital content assets in any language. It allows you to track down full or partial copies of your content, even if they have been significantly modified.

For detecting content theft, Copyscape Premium includes several advanced features:

- **Integrated case tracking** manages your responses to multiple cases of plagiarism.
- **Batch Search** checks for copies of your entire site with a single click.
- **The API** lets your developers automate plagiarism detection for your entire site.

At only 5¢ per page searched, Copyscape Premium provides great value for protecting your site against content theft. Get started today at copyscape.com.

For automated monitoring for copies of up to 100 web pages, the separate Copysentry service runs daily or weekly searches, and emails you any new copies that are found. For more information, visit our website.

The Philadelphia Inquirer

“Clever and effective. The best tool out there.”

“The Independent

“Put your mind at rest.”
Performing a search

Simply enter a URL…

…or paste in your text.

Viewing your results

Copyscape returns a list of pages that are similar to your content, including exact copies, partial copies and copies that have been modified from their original form.

Comparing the content

Clicking on a result shows you a word-by-word comparison of your content against the page that was found, with matching regions highlighted.
Harness the Power

Below are some of the advanced features of Copyscape Premium.

**Case Tracking**

Track multiple cases of plagiarism of your online content for future reference and followup.

**Batch Search**

It’s easy to check for copies of your entire site (up to 10,000 pages) in a single operation.

**Premium API**

The API allows your developers to seamlessly integrate Copyscape Premium into your own Content Management System, enabling you to automatically check new content submitted by your writers.

**URL Search Request**

To check for copies of a web page via the Copyscape API, send an HTTP GET request to this URL:

http://www.copyscape.com/api/

Parameters are specified on the URL (using ? and &) as follows:

<table>
<thead>
<tr>
<th>Parameter name</th>
<th>Explanation</th>
<th>Value</th>
<th>Required?</th>
</tr>
</thead>
<tbody>
<tr>
<td>u</td>
<td>Your username</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>k</td>
<td>Your API key</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>o</td>
<td>Name of operation</td>
<td>search</td>
<td>Yes</td>
</tr>
<tr>
<td>f</td>
<td>Format of output</td>
<td>xml or html</td>
<td>No - xml by default</td>
</tr>
<tr>
<td>c</td>
<td>Full comparison?</td>
<td>1 or 0 or 2 or 3</td>
<td>No - 1 by default</td>
</tr>
<tr>
<td>q</td>
<td>Source URL for query</td>
<td>utf-8encoded URL</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Copyscape Resources

The Copyscape website provides numerous helpful resources to guide you in all aspects of online content protection. Some free tips are included below.

Avoiding Content Fraud

The most important step you can take is to work with reputable writers and freelancers. Seek recommendations from your network, or look for a writer with good ratings in one of the many outsourcing marketplaces. Don't hire solely based on price – cheap writers are often cheap for a reason.

Make sure you are clear with your requirements and that you set a realistic time frame so your writer is not tempted to cut corners by stealing content.

Be open up front that you will be checking the final product with Copyscape Premium, making it clear to the writer that plagiarism will be detected.

Dealing with Content Theft

It is best to prevent content theft before it happens. One of the most effective steps you can take is to place a plagiarism warning banner on your pages to warn potential plagiarists against stealing your content. Copyscape provides these banners free of charge in a range of sizes and colors.

If you discover that someone has stolen your content, it is best to respond quickly. Copyscape’s Guide to Responding to Plagiarism explains how to locate the offending party’s contact details, what kind of letter to send, and how to serve Digital Millenium Copyright Act (DMCA) infringement notices to search engines in order to have offending sites removed from their listings.

Since copyright laws vary from place to place, it is always best to seek professional legal advice from a qualified lawyer before proceeding.

Get Started Today

Copyscape makes it easy and affordable for you to start protecting your content. Simply go to copyscape.com and sign up for Copyscape Premium.

Contact Us

If you have any questions about Copyscape’s products, including corporate licensing, please contact us at sales@copyscape.com.