



Your content is
your business.
Is it safe?

COPYSCAPE

www.copyscape.com sales@copyscape.com
Copyscape© Indigo Stream Technologies, Ltd.

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 heart of your online business. On today's Internet, your vital content assets must be protected against two serious and growing threats:

Content Fraud – When you purchase content for your website, fraudsters may try to sell you text that they've copied from other sites. If you publish this content on your own site, you risk undermining its quality and reputation. Search engines may also penalize you for this duplicate content by lowering your site's ranking or even removing it entirely from their listings.

Content Theft – With 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. As with content fraud, search engines may penalize you for this duplicate content because they do not know that the content was originally yours.

Protect yourself from content fraud and content theft with Copyscape Premium, the web's leading solution for protecting your online content.



I need to know
if content I buy
is truly original.

Content Fraud Protection

Copyscape Premium is the global industry standard for originality checking of online content, ranked #1 by independent tests¹.

Copyscape Premium protects you from content fraud and duplicate content, preserving your site's value for your customers and avoiding search engine penalties for duplicate content.

To check a piece of content, simply paste in the text or enter the URL. Within a couple of seconds, Copyscape Premium's powerful technology can detect copies of your content, including partial copies or even copies that have been significantly modified from the original. For each suspected instance of plagiarism, Copyscape's built-in comparison tool automatically highlights similarities between your content and the pages that were found.

For businesses with large volumes of content, the Copyscape Premium API can be seamlessly integrated into your content workflow, automatically checking new content as it arrives from internal or external writers.

Starting at only 3¢ per search, it's easy and affordable to protect yourself from content fraud with Copyscape Premium. Get started today at copyscape.com.

1. <https://plagiat.htw-berlin.de/software/>

THE WALL STREET JOURNAL.

"See whether text is duplicated elsewhere on the Web."

TIME

"Productivity tool nobody can live without."

 **NBC NEWS**

"Talk about an eye opening experience..."

It takes one click
to steal your site.
Are you protected?



Content Theft Protection

On the Internet, it's easy for others to simply copy your content and place it on their own site, stealing away your customers and your revenues. Copyscape Premium provides the most powerful plagiarism detection technology, protecting your vital content assets in almost any language.

Copyscape Premium includes several advanced features for detecting content theft:

- » Batch Search checks for copies of your entire site with a single click.
- » Integrated case tracking manages your responses to multiple cases of plagiarism.

If you'd like to automatically monitor the web for new copies of your content, the Copysentry service runs daily or weekly searches, and emails you whenever new copies are found. For more information, visit copyscape.com.

The logo for BusinessWeek, featuring the word "BusinessWeek" in white, bold, sans-serif font on a red rectangular background.

“One of our favorite tools...”

The logo for BBC, consisting of three black squares, each containing a white letter: 'B', 'B', and 'C'.

“A quick way to check a whole website.”

The logo for Forbes, featuring the word "Forbes" in a large, bold, black serif font.

“Identify duplicate content issues on your site.”

Easy to use

It's easy to get started with Copyscape Premium:

PERFORMING A SEARCH

Simply enter a URL, or paste in your text.

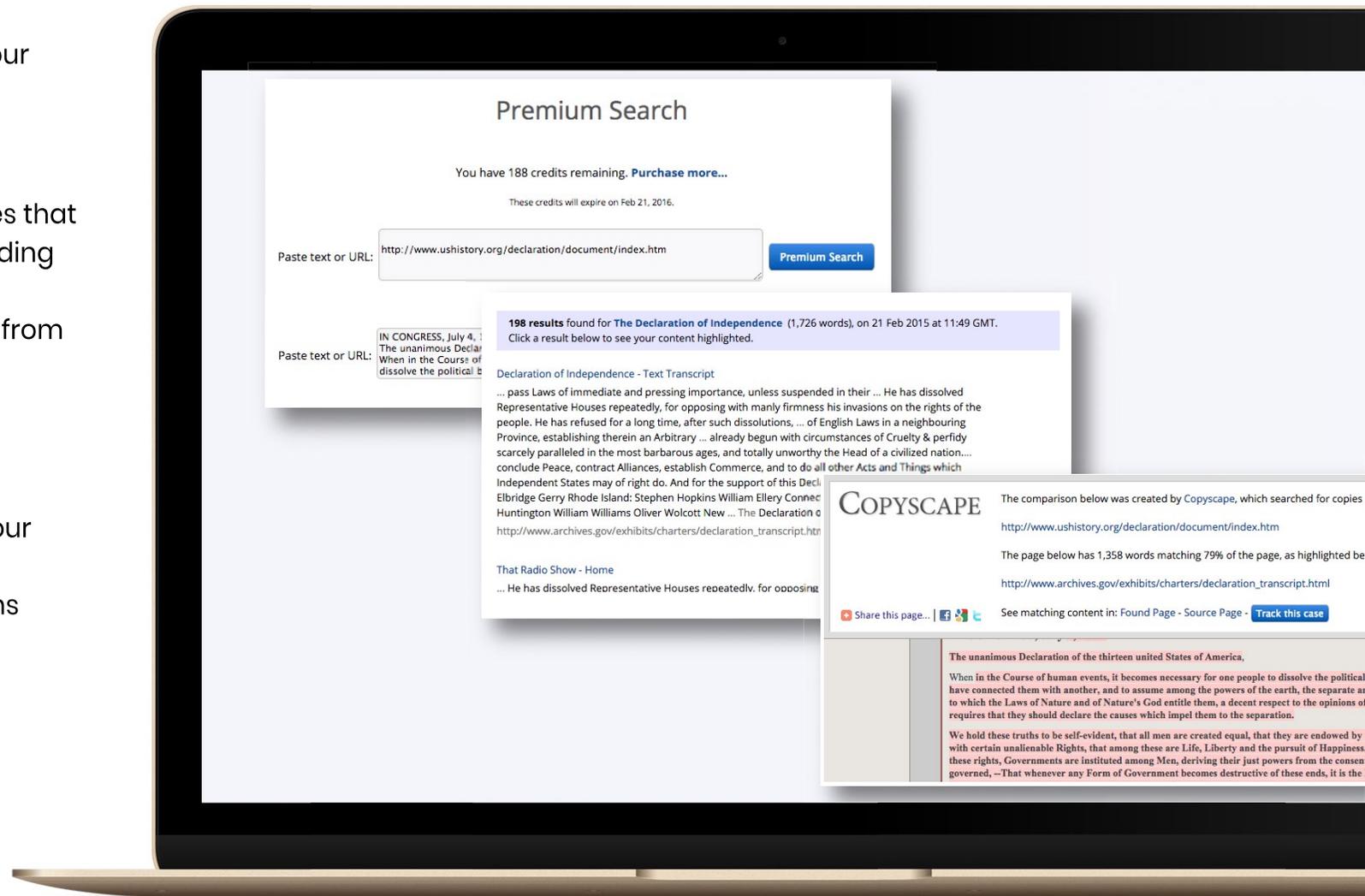
VIEWING YOUR RESULTS

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.

Try them out for yourself at copyscape.com.



Harness the Power

Copyscape Premium also includes more advanced features:

CASE TRACKING

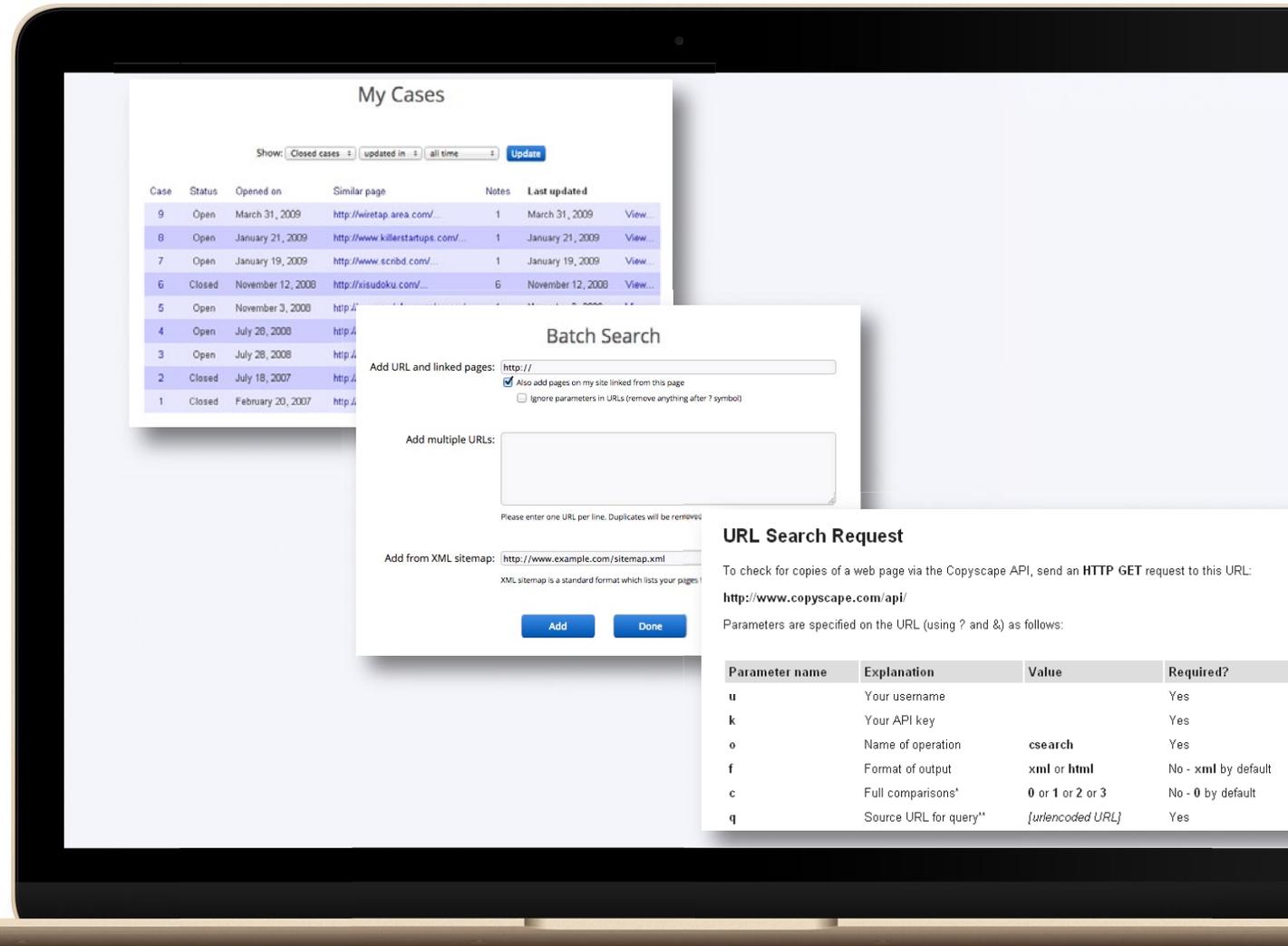
Track multiple cases of plagiarism of your online content for future reference and followup

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.



Copyscape Resources

The Copyscape website provides numerous helpful resources to guide you in all aspects of online content protection. Some important tips for avoiding content fraud:

- » It's important to work only with reputable writers and freelancers. Seek recommendations from your network, or look for a writer with good ratings in outsourcing marketplaces.
- » Don't hire solely based on price – cheap writers are often cheap for a reason.
- » Make sure you are clear about your requirements and set a realistic time frame so that 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.



“Keep tabs on who's ripping off your content.”



**“Top 101 Websites.
Protect what's yours.”**

Copyscape Resources

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 Millennium 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.

THE 
INDEPENDENT

“Put your mind at rest.”

The
Guardian

“Vigorously protecting
their copyright.”

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