Shared "duplicate" content and SEO

Posted by azurelink - 2015/08/04 17:35

In the JMS model, one of the standard installations is to share the same content and database. Which would not be good for SEO because each slave domain would have the exact same duplicate content.

In that configuration, is it still possible to also publish Joomla or K2 content which is unique to individual slave sites? Some content would be shared, others not-shared. Is that possible? How would it be managed in the various slave Joomla admin areas? What do you see in a shared database article list? All articles across all sites? How would you assign an article to only 1 slave site?

For that matter, what do you see in terms of menus? Can we have Main Menu 1, and Main Menu 2 and assign the first to Slave 1, and the second to Slave 2?

Thanks!

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Re: Shared "duplicate" content and SEO

Posted by edwin2win - 2015/08/05 10:14

If you share the whole website content (same DB & same prefix) then the website will have exactly the same content.

The only thing that you could do is to setup the slave site to provide different default menu but google will be able to find all.

If you are using exactly the same DB & prefix then NO, you can not have different setup depending on the website.

The only possibility is to have different website (DB and/or prefix) to be able managing its contents separately.
It is possible to share the content of some extension
https://www.jms2win.com/en/list-of-extensions?view=extlist&id=269&Itemid=53
K2 is an extension that can have its content shared.
Remark: Some people reported that Google was able to find all the K2 articles event when it does not exists a specific menu entry. In other words, create a specific menu entry that would just make reference to some K2 article may potentially not work if google is able to discover all the K2 items.

The only thing that you can do when sharing the same DB & prefix is to use the free "Search/Replace" plugin that allows replacing some patterns depending on the website.
https://www.jms2win.com/en/component/docman/doc_details/13-search--replace-utility

So that, you could for example change the link of some menu to point to another article, or put some keyword in your article to create some variant depending on the website.

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Re: Shared "duplicate" content and SEO

Posted by azurelink - 2015/08/05 16:38

For this particular new JMS installation, we would probably want to just share the content, both Joomla articles and K2 Items. I thought it might be helpful to be able to publish some articles to only one of the slave sites, but it isn't too bad in this case if they appear as the same content.

I think creating a test environment might be the next step for this project to see how things would work.

Thanks!

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Re: Shared "duplicate" content and SEO

Posted by edwin2win - 2015/08/29 09:59

Sorry but there is no option to do that when you share the same DB with the same prefix.

What you describe is a request to do a "partial content" sharing that is only available for some extensions like HikaShop, HikaMarket, JomRes, EasySocial, jMarket.

Such partial sharing that would condition the display of content depending on the website require that the author of the extension (here Joomla for the article and K2) would add a column in the DB to save the site ID.
Such enhancment of Joomla and K2 does not exists.

So NO, it is not possible to restrict the display of the article & K2 items depending on the site.

To avoid duplicated content, some people use Search/Replace to modify some paragraph to make the content unique. That could be an idea to reduce the risk of duplicated content.

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