

Duplicate Content Self-Audit

Is your website saying what you do — or what everyone does?

Get clarity on your content with this 1-page audit

Discover where duplicated text lives on your site, how to fix it with focused writing, and which pages need immediate attention.

1 Where Duplicated Text Lives

- ☐ **Check your homepage against service pages**
Look for identical phrases, value propositions, or descriptions copied across multiple pages
- ☐ **Compare service page descriptions**
Identify services using the same generic language or boilerplate content
- ☐ **Review about page vs. homepage intro**
Check if your company story is repeated word-for-word in multiple locations
- ☐ **Scan product/service category pages**
Look for templated content that doesn't differentiate between offerings

2 How to Fix It with Focused Writing

- ☐ **Define unique value for each page**
Write down what makes this specific page/service different from others
- ☐ **Identify specific customer outcomes**
Replace generic benefits with concrete results customers get from this specific service
- ☐ **Use distinct language and tone**
Vary your word choice, sentence structure, and examples across pages
- ☐ **Add page-specific examples or case studies**
Include unique proof points that relate specifically to each service or page

3 Pages That Need Immediate Attention

- ☐ **Homepage hero section**
Your main value proposition should be unique and compelling, not generic industry speak
- ☐ **Primary service pages**
Your top revenue-generating services need distinct, persuasive content
- ☐ **Landing pages for ads/campaigns**
Pages receiving paid traffic should have focused, conversion-optimized copy
- ☐ **Contact page messaging**
Your contact page should reinforce why people should choose you specifically



Get Your Website Seen

Call 0116 488 8705

Helping businesses create content that converts

GetProfessionalContentAudit →