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Why Do We Need This SEO-copywriting?

Many people ask why we need this SEO-copywriting. The answer is very simple. The matter is that SEO-copywriting is very essential in promoting the sites. The search engines not only keep track of links that lead to your site in order to determine the position of your website, but they also look at your text content. Perhaps you wonder how search engine evaluate the quality of your content.

In fact it's not difficult to understand the main principle of it. So search engines have a special algorithm including a number of functions responsible for indexing your site. Moreover due to these functions it's possible to check the text. What do search engines try to find in your text?

Search engines simply copy the entire text and then divide it into two parts. They are a bare text and tags, which are set on the page.

As you can see everything is simple, but there is a question. Why do they do this? Search engines scan the whole text and check what visitors read. They view the spelling of tags and finally combine all together and look for highlighted words. Some of them can be links to other pages. The matter is that the selected words can be the key to your site. Search engines also take into consideration links leading to your site as I have mentioned above. It goes without saying that they also take into account those links leading to another page.

By the way to have no problems with search engines your text should meet certain requirements. Any way you should meet these requirements if you want to acquire a high search ranking. First of all the number of key words and phrases in the text should not exceed 3-5% of the total text. Secondly the text should correspond to the topics of your site and provide readers with the required detailed information about your product. As for the third requirement I can say that the keywords should be chosen appropriately in order promote your site.

For example you have a site selling pencils. But this does not mean that the word "pencil" is the key word promoting your site. To my great regret the word "pencil" means nothing in promotion of your website. But if we use such word combinations as such as "buy a pencil, the price of pencils, selling pencils" then we can find potential customers. In such a way these desirable key words come to this world of electronic commerce. I hope you've understood the main principle of making key words. These should be selling combinations. One word can do nothing as that one "pencil". As you can see SEO-copywriters should be creative to produce such promising word combinations. Perhaps with some practice you'll be able to do this too.

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