Paper Writing Service

Volume. Do you need longreads?
Another standard requirement for informational texts on a commercial site is "no more than 2000 characters." "No one will read long canvases on the Internet," texts on search engine optimization tell us, but they are not quite right. Services for the generation of TK usually give the required volume much more than a couple of thousand characters. In addition, Google respects long articles. On the English-speaking Internet, the average volume of texts on many topics exceeds 6-8 thousand characters. There is one "but": such texts should be perfectly structured and begin with a table of contents from anchors (as in our blog).

table of contents
The general rule here, as elsewhere: if a copywriter is good and knows what he is writing about, he can sculpt longreads, but nobody needs seo texts from solid water.

Key phrases and filter danger
We will not write anything new about this. Indeed, using the main key more often than 2-3 times per 2,000 characters is not recommended. If you really want to, use synonyms, but do not abuse.

Do not write key phrases in the subheadings (H2-H5), this is considered search spam. Moreover, do not forget that the subtitles of a large article will be duplicated in the table of contents. The author of the texts will have to look for synonyms and invent metaphors, and we will not envy him in advance.

Once we were at this place - we were looking for synonyms for the term Yandex Market. But when in one of the articles of our blog we removed the spam for this phrase, stable traffic from Yandex appeared on it.

Inadvertent re-optimization
Make sure that the texts and pages of product categories are not accidentally re-optimized. For example, if you sell fairy-tale characters, you should not name quick links from the landing page on unicorns "Pink unicorns", "Purple unicorns", "Rainbow unicorns", "Magic unicorns".

So the page is re-optimized by the request of "unicorns" and loses the most frequent request. Better name quick links (and Pink, Violet, Rainbow product cards, and so on. Search engines and people will understand that if the page is called site.com/edinirogi, contains the H1 head "Unicorns", then all these links also probably associated with unicorns.
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Particular attention is paid to the automatic placement of alt tags. Article titles can fall into alt image tags, and this also counts as a key entry. The keywords meta tag is relatively useless for optimization today, but an excess of keys in it can damage the page. Also, the uniqueness of keywords within the site is still important.

The free Miratext service will help you determine how many key phrases are actually on your page. It will be useful in this service to compare your landing page and pages in the top 3 of different search engines for one key request.

How to check texts

Paste the text into the service to generate TK and click "check". It is better to use more LSI phrases that the service finds. If it seems to you that several unused phrases indicate a possible addition to the article, look at the output of one of them along with the main key. In the case where the result of the issue relates to your topic, it is better to finalize the text.

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It is worth remembering that in a large article there can be no less than 55% water according to Advego. Therefore, if the service requires that the indicators be less, or separate words important for the text are absent altogether, such requirements can be neglected. In the end, machine algorithms are always imperfect.