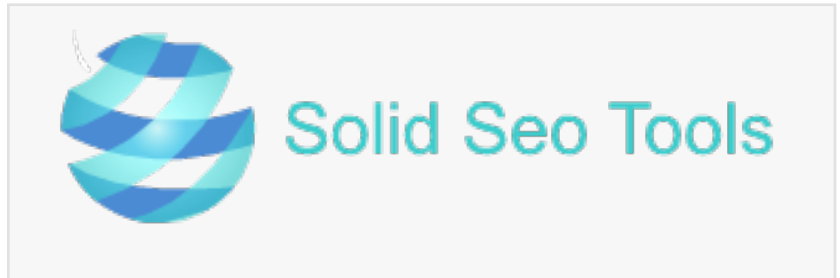# Why Plagiarism Checker Is Used In Seo?

Content writing is an important part of SEO but the content must be relevant with the website and it should be free from plagiarism.

KESWICK, ONTARIO, CANADA ,
December 16, 2016 /EINPresswire.com/
-- Content is king in SEO but it must be unique, informative and descriptive. For optimizing websites, you need back-links and for collecting back-links, you need writing articles, blogs and press releases. Here the force is on writing and not using the work of some other writer.

"Writing is an art that few possess and in SEO, content is needed in bulk. Most SEO companies employ or hire writers to write SEO friendly content. They get articles, blogs and press releases from experienced writers and the content is then published on various sites and directories. If you buy content then you should make sure that it is unique. Use plagiarism checker to determine quality of the content," said a SEO tool provider.

When you optimize websites, you have to focus on on-page and off-page optimization. You need content in bulk for posting in various web directories. You can hire experienced writers to write high-octane marketing content for your website. You can rely on the writers but be careful as they can start borrowing ideas from others and use the ideas in their content.

Copy pasted content will not only affect reliability of your website but also it will get you penalized by search engines. Google has become very strict towards the sites that use copied content. If you aren't aware about quality of content on your website then you are going to pay for using inferior quality content. If your website doesn't get high rank and traffic, you will suffer badly. But you can keep a tab over content with the help fo a plagiarism checker tool.

"This tool is available for free and also it is quite easy-to-use. You only need copying the content that you want to check from word file and pasting the content on the tool. It will check it for copied ideas and words and soon you will get a detailed report on the content quality. The copied words and phrases will be highlighted in the report," the SEO tool provider said.

Another reason for using plagiarism checker is that you are paying for every word and if you aren't getting unique content then you're wasting your money on the content. It is good for nothing and there is no need to pay for the content that isn't unique. Check the content before you submit for publishing as it will get rejected, if it isn't unique. The tool will save you time and money.

For More Information Visit Here:- http://solidseotools.com/plagiarism-checker

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