Text 1

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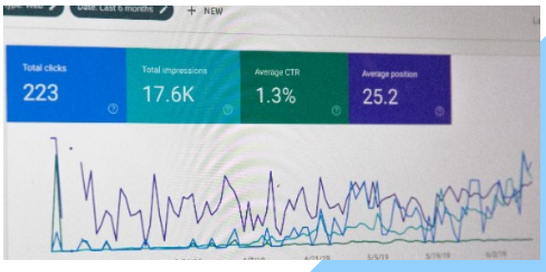
Content writing aims to inform and engage the audience with valuable information

Copywriting focuses on persuading and motivating the reader to take a specific action

Keyword research helps in understanding user intent and crafting content around relevant terms.



Optimization of elements on a web page to improve search engine rankings.

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