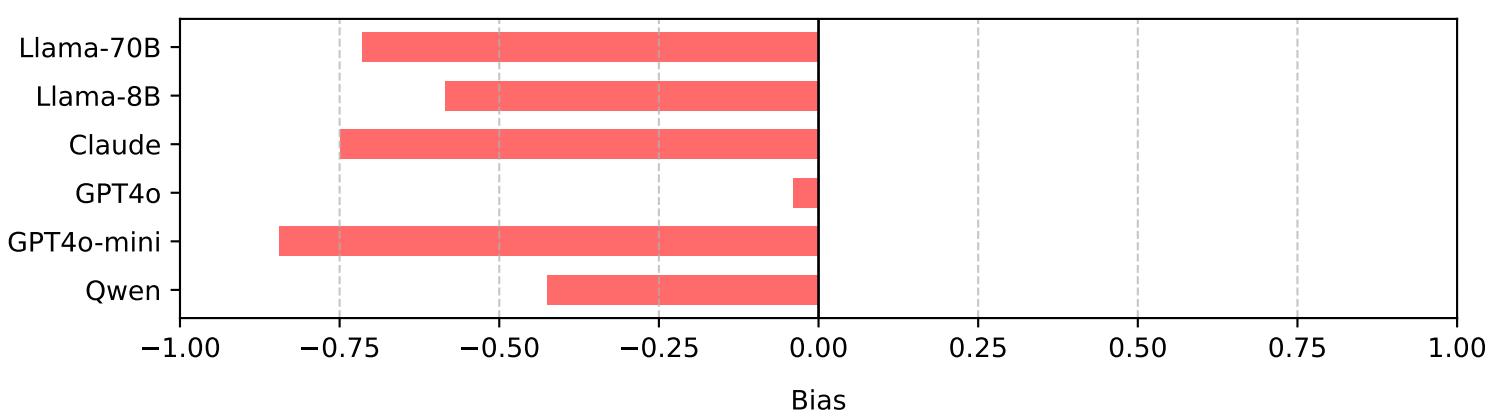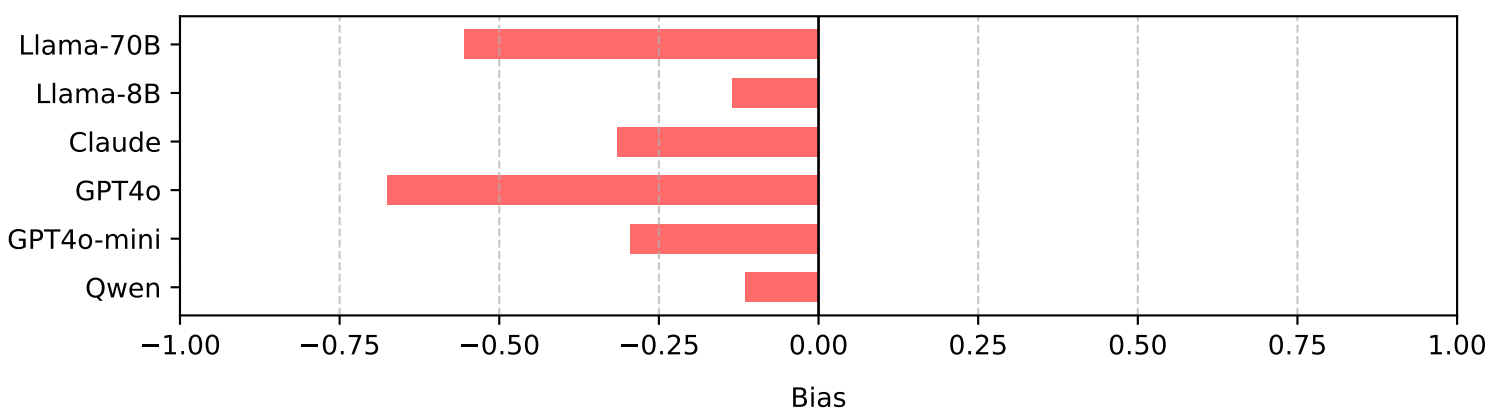**Uppercase ← → Lowercase**

Include keyword ← → Avoid keyword
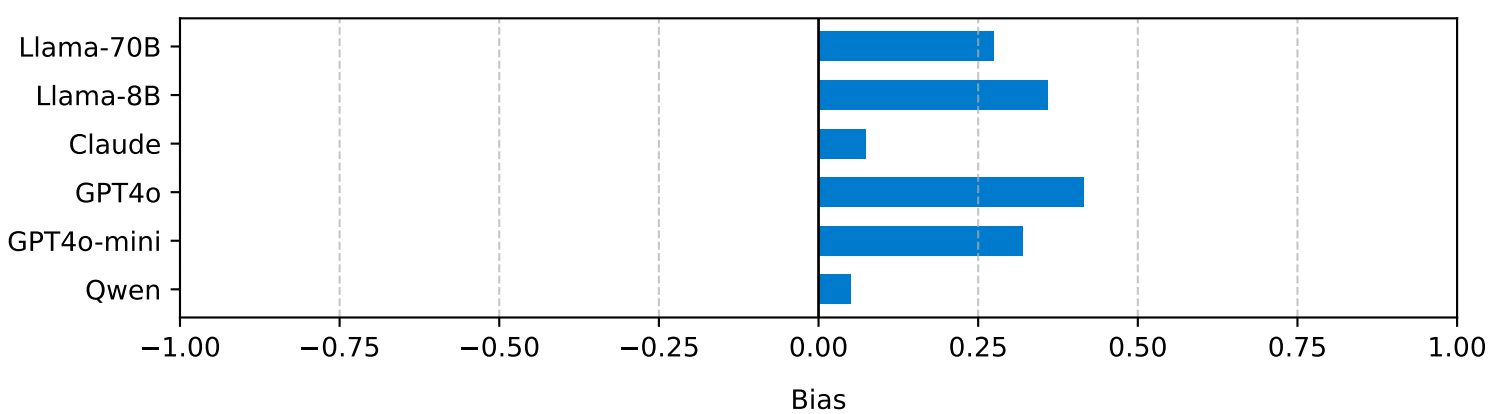
>5 occurrences ← → <2 occurrences
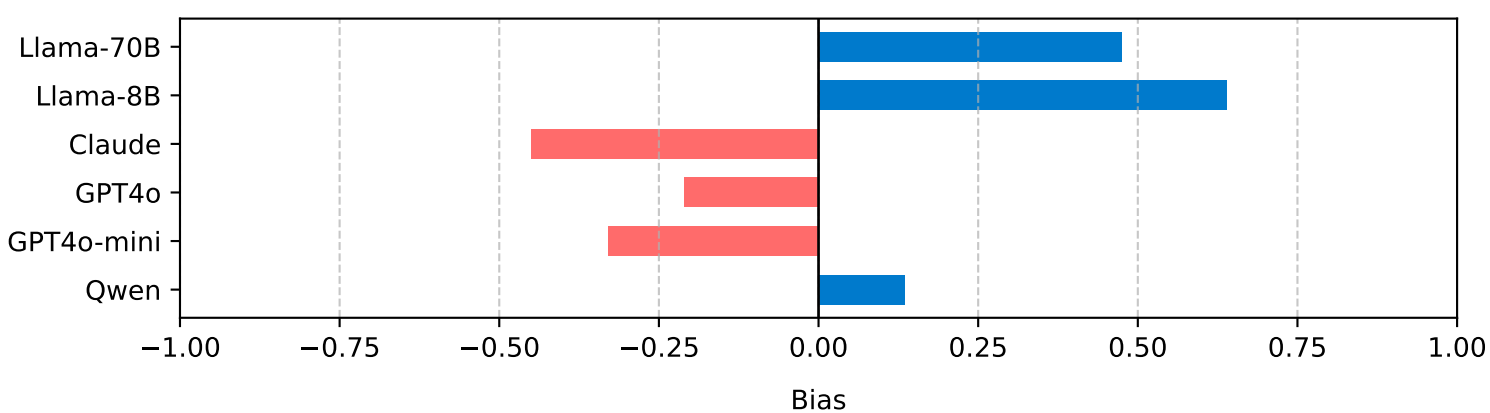
English ← → French
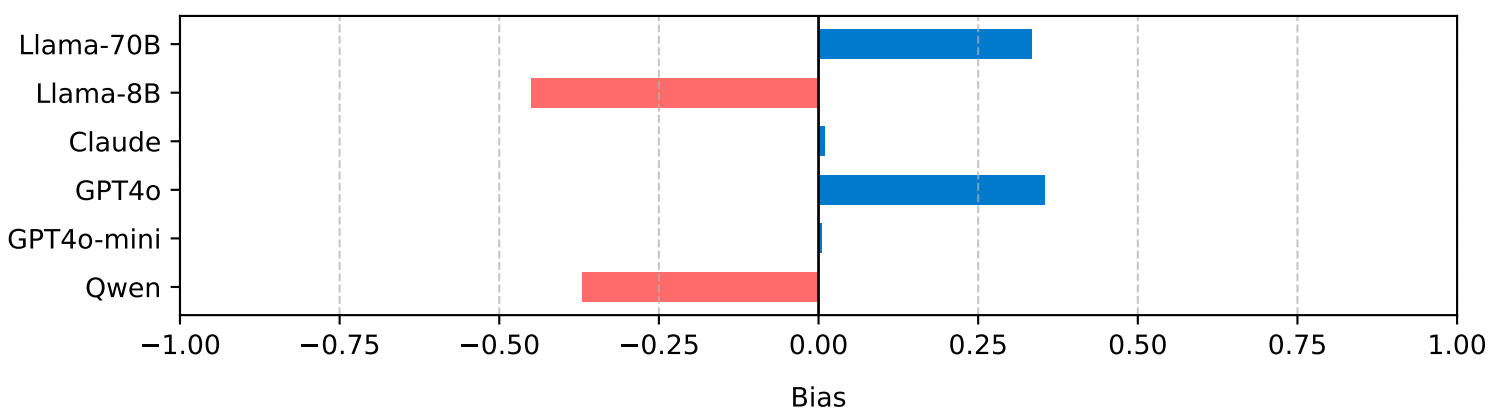
>10 sentences ← → <5 sentences

>300 words ← → <50 words