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WEBWRITING
Tutorial

Dnipro
2024

UDC 659.1.007:658.8:811.111

B – 26

Recommended by the Academic Council of
Alfred Nobel University
(minutes No.10 of 19th December 2023)

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У навчальному посібнику розглядаються питання створення ефективних комерційних текстів у диджитальному середовищі, специфіка роботи вебрайтера, особливості іміджевого та LSI копірайтингу і сторителінгу. Особливу увагу приділено використанню штучного інтелекту у вебрайтингу та існуючим на сьогодні сервісам ШІ.

Для викладачів, здобувачів вищої освіти денної, заочної, дистанційної форм навчання, слухачів курсів вебрайтингу та усіх, хто прагне поглибити свої знання й отримати навички створення текстів для диджитального середовища.

Blynova N.M.

Webwriting Tutorial = Навчальний посібник з курсу «Webwriting» / N.M. Blynova, O.V. Kyrylova, S.I. Medynska, T.S. Mishustina, P. W. Bradbeer, P.S. Volobuieva. – Dnipro: Alfred Nobel University, Dnipro, 2024. – 204 p.

ISBN 978-966-434-569-6

The tutorial covers the issues of creating effective commercial texts in the digital environment, the specifics of a webwriter's work, as well as the features of image and LSI copywriting and storytelling. Special attention is paid to the use of artificial intelligence in webwriting and currently existing AI services.

It is meant for lecturers, full-time, part-time and distance learning students, participants of webwriting courses as well as those who want to deepen their knowledge and acquire skills in creating texts for the digital environment.

ISBN 978-966-434-569-6

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PREFACE

Currently, webwriting is one of the most crucial components of effective digital marketing. This type of text creation is considered as the art of conveying ideas, thoughts, and messages with the very words that are able to motivate people to take action. You can ask if it is possible to learn this art. Well, it is difficult to give an unequivocal answer ‘yes’ or ‘no’ to this question. To learn webwriting, you should, of course, spend time and energy on mastering the craft. Understanding what is important and what is not as important as it may seem at first glance, being able to connect words into sentences and build a text from the sentences, and feeling what the customer and the audience expect from your text, you can start taking the first steps in professional writing. However, in order to be a truly effective author, capable of effectively monetizing the results of your own activity, in addition to knowledge and skills, you should also have experience. And here is also a trap. It is not only about the experience of text creation. It is also about the experience of effective communication in the labour market, understanding your own strengths and weaknesses, the ability to compromise, listen to the customer, but not pander to them, always keep the image of the customer in mind, and conduct a continuous mental dialogue with them. Both we and you understand that studying the tutorial and doing exercises will not be enough. You need to do work ‘in the field’, without which you will not be able to become a real webwriter.

This tutorial is created at the intersection of theory and practice. Having a solid experience in teaching activities, the authors have gone through a rough patch ‘in the field’: from freelance copywriters to working for solid agencies in various positions. Therefore, it is precisely due to understanding the reasoning, fears, and objections of novice webwriters or those who are just thinking of taking on this difficult work that this tutorial has been created. We have tried to combine the way it should be with the way it is at present, to indicate where this or that fear is hiding, and what you should be prepared for if you set out to create effective texts.

WEBWRITING: SPECIFICS OF THE CRAFT

Today webwriting is not only the preparation of advertising texts, as it also involves the preparation of, at least, PR-texts, journalistic texts, SEO-texts and “rewritten” materials.

Therefore, we observe blurring of the boundaries between the concepts of “copywriting”, “webwriting”, “rewriting” from “preparation of advertising texts” and texts for the web environment to writing any texts.

Previously, communications of various types had their own “creators”. So, literary texts were written by writers and poets. Journalists worked in mass media. Advertising texts were prepared by webwriters. However, there have always been exceptions to the rules. For example, the writer Joule Heller wrote advertising texts for magazines, the writer Randolph created advertisements for automobile companies and worked as a journalist and so on.

Today, exceptions are becoming the rule, as at the end of the 20th century a new information environment appeared. We speak about the Internet. It put forward its own requirements for posted texts. One site can contain texts from various communication channels: journalistic, advertising, business, PR-materials created using SEO-technologies. Usually, all these materials are prepared by those who have skills to create texts. It can be a journalist, an advertiser, a PR-specialist or a writer.

Nowadays market has the growing demand for universal specialists, and if in the 2010s the classic requirements of Search Engine Optimization were widespread, that is, the optimization of texts by keywords for search engines for traditional publications, now a journalist, a marketer, a webwriter and a PR-specialist should have digital marketing and storytelling skills and should master the basics of SMM and SEO.

That is, with the development of modern technologies, we observe a trend towards the universalization of “pen workers”, who are required to master several types of webwriting, and this also indicates the need to expand the concept of webwriting.

Today, the definition of the concept of “webwriting” is not sufficiently developed, and its content is not clearly fixed. The word “**webwriting**” is a tracing of the English word webwriting (copy – text, manuscript, write – to write). It is believed that the term webwriter originated in the USA at the end of the 19th century when advertising was being formed. Literally translated, this term means “writer of texts”, “one who writes a text”.

The 20th century webwriting went under the banner of advertising, but even today there is no agreement in defining what webwriting is, neither among the mass media, science, and the Internet community nor among the representatives of each of these spheres.

Who is a webwriter? Don't rush to say "I already know". It isn't certain that you know it exactly and correctly. The fact is that the name of the profession is greatly distorted by content exchanges that prefer such a gradation:

A rewriter is someone who rewrites other people's texts.

A webwriter is someone who has enough writing skills.

And here is the problem: "webwriters" mean all authors who independently write any type of texts – reviews, informative articles, video scripts, etc. It is wrong. Such people are called "web writers" or simply "writers".

The general classification of content implies its division **by purpose** into:

- informative;
- service;
- advertising;
- custom.

There are also classifications according to **the form of presentation** (text, audiovisual, graphic, multi-format), origin, availability, uniqueness.

According to **the method of creation**, textual content is divided into:

- webwriting;
- rewriting;
- scan;
- translation from other languages;
- copypaste;
- synonymization.

Preference is given to the first two approaches to text creation. At the same time, according to the most general approaches, webwriting is considered to be absolutely unique content created by a specialist.

A webwriter, in the original definition, creates only commercial (selling) texts and writes texts based on two important factors:

- high professional skills in the field of stylistics and material structure;
- mastery of the principles of writing commercial texts – advertising, PR, promo.

There is another type of webwriter – a marketing webwriter. This is the elite of the profession. The difference is that a marketing webwriter not only 1) knows how to write

well, 2) understands the principles of creating commercial texts, but also 3) knows how to conduct minimal marketing analysis.

A simple example: A webwriter writes according to a brief (technical task) and most often does not ask questions. He/she was given a text to write in an informative style (according to M. Ilyakhov) about the sale of toys – he/she wrote it.

A webwriter-marketer, thanks to his/her knowledge, will advise the client to write not in an informative style, but, for example, in a “storytelling” style. In addition, he/she can point out the offer’s mistakes, weak advantages, and so on.

Rewriting is a text that is retelling several other materials on this topic. Accordingly, a rewrite is a rewritten text on a certain topic set by the brief (technical task). The question of distinguishing between webwriting and rewriting is actually quite controversial.

In addition, *another question arises*: who should create the content: a person who knows the subject, a business owner or a professional webwriter? After all, a specialist in a certain field can provide much more useful information for a site visitor than a webwriter who is far from the question. This dilemma has not been adequately solved yet. It is clear that if the task is to fill the site with professional information, it is logical that a specialist should work on it. However, practice shows that not every master of his/her craft is able to competently describe the specifics of what he/she does.

Accordingly, it is very rare to find a doctor or an engineer creating materials for the site. In addition, as the resource materials are not created for specialists, complex concepts should be presented as clear and simple as possible. A specialist in some sphere not always can do it, as the language of a professional is distinguished by a specific style of presentation, it is full of terms and terminological phrases that are inappropriate, for example, for the website of a specialized clinic. Visitors come here not only to find out the prices of procedures and appointments with doctors but their main purpose is to read about diseases and their treatment. Therefore, the texts should be clear and simple.

So, it is not surprising that content even for specialized resources is created by webwriters. Yes, there are webwriters who came to this sphere from related fields – former lawyers, construction workers, chemists, doctors, electricians, etc. Such specialists are highly valued, but there are not enough of them to meet the information needs of the market. In addition, the cost of the work of such a webwriter will be higher than the services of a rewriter.

Now a webwriter must have specific knowledge and skills for working with text. Moreover, this is not only knowledge of grammar, spelling, general literacy and the ability to write articles. A webwriter should understand the topic, immerse himself/herself in the study of the clients’ business niche, find a common language not only with the customer, but also with the audience for whom he/she writes. A real specialist knows how to write both informative and advertising articles which appeal to

buy goods or use services. At the same time, he/she takes into account all the requirements of the customer, from the volume of the article to the inclusion of keywords.

Professional skills (hard skills) of a webwriter

1) The ability to solve the client's tasks. Inexperienced or incompetent webwriters are not interested in the client's business and the task of a specific text. They looked up the TOP materials according to Google, wrote the text, checked its uniqueness and handed it over to the customer and that's all.

Meanwhile even for writing a short text, an experienced specialist will ask the client:

- What are we writing about?

If we write about the product or service what it is, why it is needed, its pros and cons, real benefit.

If we write about a person, who is he/she, why this person might be interesting to readers, what important points should be reflected in the text.

- Who are we writing for?

It is important to ask the client for a portrait of the target audience to imagine who will read the material. The style of presentation depends on this, as well as accents in the text and triggers can affect the target audience. It's one thing to write for brutal athletes, another – for teenage schoolgirls.

- Why do we write?

Any text aims to provide useful information, increase trust to the brand, sell goods, etc. You need to decide on the main goal and therefore build the entire text.

- How do we write?

You need to be able to maintain the style and tone of voice that the customer needs. For example, someone writes an article about men's cosmetics on behalf of a brutal man, using strong expressions; and someone maintains an account on behalf of a female psychologist. The main thing is to get used to the role and not to fake it.

Thus, a good webwriter must be able to conduct a marketing analysis of the client's business: its target audience, product or service. It will also be useful to study what competitors write, and write better.

2) Literacy, the ability to write. It is obvious that it is not the first, but the second issue on the list. Errors can be corrected, the style can be combed, but if the text does not solve the problem, nothing can be done about it, except to rewrite it again.

3) Fact checking. This is the ability to check information, detect fakes and use only reliable sources for writing your texts. Not everyone has this skill, and it is the reason why there are so many bad and harmful texts with unverified information (especially medical texts and other of health content).

4) SEO skills. A good webwriter should know the basic principles of text optimization:

- Be able to insert meta tags – H1, Title, Description.
- Find and select keywords independently or on the assignment of a SEO specialist. Competently insert them into the text so that there is no spam.
- Make links to the internal pages of the site, articles, other sections according to the customer's technical specifications or independently. If a webwriter knows how to do this, he/she can ask for a pay rise: optimization work should be paid.

5) Understanding how site content management systems (CMS) works: Bitrix, WordPress, OpenCart, Joomla! and others. Often, the customer needs not only to write, but also to publish the text. A webwriter who knows how to do this is worth to pay more.

6) Knowledge and ability to work with programs and services:

- checking the uniqueness, spelling, SEO parameters of the text, quality of the text;
- programmes for creating the illustrations, infographics: Photoshop, Canva, Easel.ly, Meme Generator, Figma;
- selection of keywords according to Google Keyword Planner (guide <https://support.google.com/google-ads/answer/7337243?hl=ru>).

7) The ability to distribute content (distribution) through all channels for maximum coverage and conversions to the site. A webwriter who knows how to write an announcement of material for social networks, a newsletter, resize an article for a Telegram channel or Viber has a high value.

8) Analytical skills. Inexperienced webwriters are not interested in the results of the text. An article was written – and it doesn't matter if it got enough views, how many clicks there were, which blog article was liked by readers and which one was not so much. Experts study Google Analytics, analyze statistics and discuss further actions with the client.

Soft skills (personal qualities) of a webwriter

1) The ability to work in a team. It is only in a cheap advertising that the webwriter sits under a palm tree in proud solitude and writes texts. In fact, if the project is large, webwriters cooperate with editors, SEO-specialists, SMM-specialists and marketers. All of them work on one task: they create the content which solves the task of the customer. If a webwriter obviously stands out from the “pack” and spoils the

coordinated work – does not get in touch, breaks deadlines, swears at everyone – such a person is not needed in the team.

2) The ability to listen to the customer. It is important to work with the customer directly. This is the ability to take the necessary expertise for the article and get answers to questions, and the ability to find compromises in disputes, and even defend one's opinion if the customer does not understand webwriting.

3) Responsibility. Between the genius who misses the deadlines but writes well, and the strong average guy who never lets anyone down, sooner or later the preference will be given to the second one. It is more reliable to work with this type of person.

4) Time management skills. A good webwriter can have dozens of projects at the same time. It is important to allocate time correctly so as not to let customers down and burn yourself out.

5) The skill of empathy. The ability to put yourself in the place of the customer – to understand what his/her goal is and what he/she wants to get from the text, and the reader – what he/she wants to read about and how to write the text in order to hook him/her. So, a good webwriter is always a bit of a psychologist.

Webwriter labor market. Where can you work as a webwriter?

You can get a job as a full-time webwriter in the company. Webwriters are needed in various fields and businesses, so the profession is in demand. There are enough webwriting vacancies on work.ua, the choice is large.

Pros:

- Official work. Full employment.
- You can dive deeply into the specifics of the business and become an expert. And in the future, to become knowledgeable of a certain topic and write, for example, only on medical or legal topics.

Cons:

Most often, you need to be present in the office, remote work mode is less common. If the company does not have a marketing department and the webwriter works alone, most likely, he/she will have to combine the duties of a SEO-specialist, a SMM-specialist, an email-marketer, and even run contextual advertising. But you can learn a lot.

Go as a webwriter to a digital agency – you can work as a staff member or for remote payment. In this case, you will have to write about different things and master wide range of formats – from landing pages to UX webwriting.

Pros:

- a lot of projects and different tasks. Skills are boosted with threefold speed;
- there is a team from which you can also learn a lot and move to the next level;
- there are high-paying job vacancies.

Cons:

- there are not very adequate clients. Instead, you can improve your communication skills and the art of negotiation;
- inability to choose projects to your liking. Once, the tasks have been given - they must be carried out.

To work freely, i.e. to be a freelancer. You can work as a self-employed person and pay taxes legally.

Pros:

- a webwriter is his/her own boss: he/she determines the scope of work and chooses clients, concludes contracts, sets the price;
- you can work both by yourself and with a team. Many freelancers team up with colleagues: for example, they work in conjunction with an illustrator or SMM-guy;
- remote way of working.

Cons:

- you can run out of money if there are few or no customers at all;
- you need to constantly look for customers;
- there may be problems with payment of labor.

If a webwriter works successfully for some time, develops skills and is ready to grow further, he/she can become an editor, and then the editor-in-chief or content-manager or marketer. Or create his/her own content agency. And there is no limit to this: you can scale your business infinitely.

The specifics of a freelancer's work

Like any activity, freelance webwriting has its own specific features. There are positive and negative moments here. First of all, the absence of working schedule "from 9.00 to 18.00" requires considerable self-organization. Otherwise – missed deadlines, bad reputation, and, as a result – a decrease in income. At the same time, the person adjusts his/her schedule to the customer. The webwriter does not work "from and to", but when there is an order. The downside is that the working day may not last 8 hours but until you complete the task.

Alvin Toffler, at one time talking about the information society, predicted that thanks to the spread of information technology, a large part of humanity will work from home. At the same time, he did not mention that irregular working hours can be seen as a new form of modern slavery.

A freelancer does not have weekends, holidays or vacations. If he/she moved away from the computer, then this is a direct loss of income for him/her. A freelancer does not have a dozen bosses as is customary in full-time offices. He/She is subordinate only to the customer and his/her whims.

The results of the study of the social behavior of freelancers are not surprising. Statistics revealed an interesting fact: 80% of those who worked as a freelancer for a certain period of time do not want to return to work in offices.

Webwriting opens up significant opportunities for professional growth. Many, having made a name for themselves, open their own agencies or courses where they teach the craft of webwriting. People are moving from low- and medium-paid webwriting to royalties measured in thousands of hryvnias per 1 kilocharacter/ slogan/ jingle, etc. As an example, we can cite the famous Ukrainian webwriting guru Denys Kaplunov. He combines the ability to write texts, their sale, the ability to organize his own school, courses where he shares his experience. Those who do not like him say that he is a man who made millions by telling others how to make millions. However, the truth is nowhere to be found – the former bank employee came to high fields and corresponding earnings through webwriting.

A specialist with a good image always has offers. Webwriting agencies are hunting for people who know how to write well, who can quickly understand a topic, and who fit well into this specific industry. Many webwriters work on a freelance basis in agencies. There is always work there. However, half of the fee has to be given to the agency. Nevertheless, this is a good school for professional development. One thing is when you write for the same site and talk about the same thing in different words several times and it's another thing when you have new tasks, new topics, new requirements every day.

Responsible owners of agencies and their managers, if the organization is large enough and has a couple of dozen webwriters, are aware of the abilities of their staff and what topic should be given to what webwriter.

In particularly large agencies, there is approximately the same division into departments as in journalistic editorial offices. By the way, quite often former journalists organize such offices. Thus, the scheme of work that has proven its effectiveness is transferred to a new branch.

For example, a well-known agency has departments:

- legal;
- technical;
- translation;
- SEO webwriting;
- landings;
- naming, etc.

There are SEO-specialist, content managers, direction editors, and many other specialties. There are more than 300 webwriters in such agencies. Practice shows that one manager should be responsible for the work of no more than 5–6 webwriters. Otherwise, he/she will not have time to deal with the results of their work. After the material is submitted, it must be given to the editor for proofreading. The specificity of this profession in a webwriting agency is that, it is necessary to check the submitted task for compliance with the brief (technical task). That is to determine the completeness and correctness of the arrangement of the keys, to check for compliance with uniqueness, wateriness, nausea. After that, the material is uploaded to the site or given to the customer. There is a possibility that the order included 10-20 or more texts. Then they agree with the customer – to put the texts on the site all at once or after the entire order is ready.

The next stage is determining the effectiveness of the text. If it is an online store, the indicator will be the number of orders, in cases with blogs, information resources, websites of companies that provide various services – being at the top of search engines. If the texts do not work well, the owner has to optimize the site for the new requirements of search engines (they are changed once a year according to their own, unknown algorithms), order texts again or rework the old ones according to the new requirements of search engines.

The reputation of the agency and the specific performer, that is, the webwriter, depends on how well the text works. If a freelancer works on his/her own, then finding clients, negotiating with them, meeting their requirements, receiving a fee, everything that the agency undertakes for half or 2/3 of the cost order, depends exclusively on him/her. Considering this, a freelancer must have strong nerves, since clients are also people, and the human factor, such as a bad mood, can significantly cut the fee, or even leave the person without it, spoil the reputation, if the task was taken on the exchange, where performers have a certain rating. The agency takes care of these problems. And if there is an issue with payment, then a freelancer in a decent office receives his/her money from a special fund that exists for such purposes. This is, of course, provided that the text met all the requirements, the agency knows about it, and the client was found to be dishonest.

Authors who write poorly, untimely, and unprofessionally do not stay in good agencies as a good writer is a source of income for the agency itself. Freelance webwriters may suffer from health problems. Non-compliance with the daily schedule, large volumes of information that should be processed every day, permanent deadlines undermine the nervous system and are very exhausting. Eyesight problems appear, and body weight increases due to a sedentary lifestyle. Over time, a person begins to feel like a computer application that endlessly “scribbles” text after text. Therefore, rest and daily routine is urgent.

A serious problem is a gradual deepening into the digital world, and detachment from society. Over time, real friends disappear somewhere, and employers and customers

congratulate you on the holidays. Reality seems noisy and too bright, because the eyes and ears get used to working in hermetic conditions. Experienced webwriters know this, and in order not to burn out, they regulate their working day and week, take breaks and weekends. Otherwise, a person is at risk of real “burnout”, when after a month of intensive work and endless sitting at the computer, the next month everything just falls out of hand, there is no talk of any texts. Responsible attitude to work or the need to earn money for existence don’t work anymore. Rest is needed.

Briefly, these are the positive and negative aspects of working as a freelance webwriter. Contrary to popular belief, this work is not for everyone.

Where a freelancer finds a job

The most popular ways of finding a job for a person who is responsible for his/her own employment and income are as follows:

- exchanges of freelancers;
- job search sites;
- useful acquaintances;
- Instagram;
- relevant communities in social networks.

Content (webwriting) exchanges

The job of a webwriter is good because there are no territorial boundaries to find a job. Among the most popular webwriting exchanges today are Advego, eTXT, Text Sale, Text.ru. Each has its own advantages and disadvantages, but for a beginner, this is a good starting point.

What is a content (webwriting) exchange? This is an online service where people who need texts for their website and people who can write these texts meet. That is, clients and workers, performers. Such exchanges are good because almost any webwriter can find work there. And it doesn’t matter whether he/she is a beginner or already an experienced person.

For beginner webwriters, there will always be easy tasks for a small fee. And professionals can have a constant high income, even working only on the webwriting exchange and nowhere else. But there are certain nuances. On the one hand, the exchange minimizes the risks of both performers and clients, has extensive databases, forums, reference and educational publications, text verification services that help in work.

On the other hand, it is very difficult to make a career in such structures because of the great competition. Considering the large number of people involved, the issues are resolved for quite a long time. It should be remembered that exchanges charge a commission for their services, and some have restrictions on withdrawing money.

The Content (webwriting) exchange aims to create communication between customers of webwriting materials and performers, i.e., freelance webwriters or webwriting agencies. Anyone who has the skills to create text content can register, access the order database, post links to their best work, that is, provide their portfolio so that the client can refer to it on their own.

A number of exchanges expose ratings to webwriters, which usually include an assessment of the performer's work by customers, the number of completed orders, etc.

The client can use the exchange in order to:

- place an order;
- independently find the author;
- evaluate his/her work;
- file a complaint about a defective or untimely order.

Some exchanges also created a customer rating.

There are several most popular webwriting exchanges where people have been working for years. These institutions are controversial, but thousands of webwriters started their careers there.

The most popular resource is the **Advego exchange** (<https://advego.com>), which, in addition to employment of freelancers, also provides a lot of related services, such as:

- checking the text for uniqueness;
- spelling check;
- seo-analysis of the text.

Unfortunately, there are not many purely Ukrainian webwriting exchanges:

- UAtxt;
- Seoware;
- 2Polyglot;
- Freelancehunt.

UAtxt (<https://uatxt.com>) offers the following services:

- Order a text. After registering as a customer, the exchange opens the following possibilities: ordering webwriting/rewriting, proofreading/editing of finished texts, translation;
- Text acquisition. The exchange has a pool of ready-made texts on various topics that can be purchased without ordering the services of a webwriter and saving time;
- Sell the text. After registering as an author, a person can post his/her unique texts for selling. One should clearly formulate the description of the text and indicate what price he/she wants to receive for the work. In this way, one can increase his/her rating, find authors for further long-term cooperation.

In the order card the authors indicate the number of characters, the cost of 1000 characters without spaces, the uniqueness, the topic of the article and the category, the posting date. Other text quality indicators can be specified in the article description field. A convenient feature of the resource is an individual account for the author and customers. With its help, orders are paid, and funds can be withdrawn to a Ukrainian bank card or transferred to an account.

A number of rules have been developed for the users:

- Content that contains false facts and statements, violates copyright, promotes discrimination, etc., cannot be distributed;
- All users must communicate on this platform, posting and sharing personal information is prohibited;
- Spam and advertising are prohibited. The exchange receives a percentage of the value of the order, as it is an intermediary between the customer and the author.

The next exchange is **Seoware** – the first Ukrainian Seo-exchange of “eternal” articles. The statistics of the resource provided the following data: 2,332 tasks completed, 3,805 texts purchased, 3,152 links, 3,470 sites processed, 40 active tasks.

Services provided by the Seoware exchange: webwriting content, crowd-marketing, site optimization, Seo-audit, SMM, reputation management, contextual advertising, site filling, etc.

The contractor’s office displays information about the budget, completed and accepted orders. To search for orders, you can use filters by type of the task, author’s site and cost. If the task involves several stages, then the next stage will be available only after the previous one is completed, and the authors are given a fixed time to complete the tasks – 3 days. After the customer approves the task, the money is automatically transferred to your account, and you can withdraw funds to a bank card.

The 2Polyglot exchange brings together webwriters, translators and teachers. They can post their certificates, portfolios, photos, and other documents that prove their qualifications. Webwriters have the opportunity to place their unique texts for sale in the “Shop” section, and to ensure the protection of authors’ rights, only 30 words are available for customers to review texts for free, but this is hardly enough to understand whether the text satisfies their needs.

The developers of the resource have created a system for ranking profiles and ordering, and the platform itself is free for users. The “Secure Agreement” function allows to protect all sides from fraudsters.

In the “shop” section, the fixed cost of the order, language, category, number of symbols and date of publication are indicated. It is convenient for customers to

display the time of the author's last visit. Unfortunately, there is no field regarding the uniqueness of the text, but the author can indicate this in the description if he/she wishes.

Ukrainian exchange **Weblancer** (<https://www.weblancer.net>.) positions itself as the #1 platform in Ukraine. Here we can find authors from 155 countries of the world. They can use the services of the exchange for free or sign up for a PRO account. Catalogues of works, ratings of freelancers with evaluations and an indication of the level of performance skills are provided.

Freelancehunt is a freelance platform, not a webwriting exchange, so the range of services that authors can provide is very wide. From writing unique text content to creating illustrations and orders. The user's profile contains a lot of useful information that will help the customer choose the best one: specialization considering the rating within the specialization of the user environment, verification, resume, portfolio, reviews, activity, country and city, age, time of last visit, number of projects, etc.

The price, number of views, and description are indicated in the ready order card. If the author wishes, one can add an image, a screenshot of the completed work. The title of the card is a hyperlink to the hosting resource. The order card provides a description of the task, payment and a platform where possible executors mark the project, there is an option that allows you to ask questions about the specifics of the work.

All information is public. The price statistics posted on the portal give an opportunity to navigate both a beginner and a professional. There is a service of reserving funds for safe transactions, as well as "Business Safe", which provides cooperation under the agreement. There is little work here. Basically, there are resellers who have taken orders from other exchanges, they themselves do not fulfill the task, but they are looking for someone who will do it at a lower cost. Such a person receives half the value of the original order for almost nothing, just for mediation.

A webwriter can look for employment in the "Texts and translations" category. It is better for a novice webwriter to start with simple things. For example, writing messages on forums, reviews about goods and services. You can also try to rewrite someone else's material, see how well you can master the word, how to meet the requirements for uniqueness, wateriness, nausea. Another option is to write an article on a familiar topic and try to sell it on the exchange.

A good way to start is to advertise on job sites. The level of payment here is also not very high, moreover, there is a possibility of running into a scammer who simply will not pay. In Ukrainian webwriting, it is not customary to ask for an advance, and no one will give it, since there are always more authors than clients. Because of this, resellers act as follows: they take orders to fill the site with content, place ads on the

work.ua or rabota.ua website, distribute real briefs (technical tasks) for articles when the author sends the material (and these can be articles of 3, 5, 10 thousand characters), the customer simply disappears. And in a week, a person may find his/her material on some website. You can, of course, leave a comment there that this material was stolen from the author, and the owners of the site don't like to support scammers, but it doesn't help. You can work as a freelancer in webwriting agencies. But they also try to pay as little as possible to those who are out of staff.

However, full-time work is not a panacea either. The point here is that a freelancer's work is paid by the volume in signs (symbols), while a full-time employee, as a rule, receives a fixed rate of pay. This gives unscrupulous agency owners wide space for manipulation. If you calculate the level of the paid salary based on the volume performed, it turns out that a full-time employee received even less than a freelancer. At the same time, he/she was sitting in the office for a whole month. And he was not idle.

The Ukrainian webwriting market is toxic, there are many dishonest and random people here. And, paradoxically, both parties – both customers and authors – complain about dishonesty, incompetence. Both sides are right, and the market should settle down and regulate itself. However, as long as customers will pay a minimum of 1k symbols (half an hour of work for an experienced webwriter), we should not expect any positive changes.

The opinion, which can be found quite often, that anyone can be a webwriter, is somewhat wrong. Yes, anyone, but the one who has a considerable intellectual and educational level (the direction is unimportant, chemists, mathematicians, construction workers and physicists write texts no worse than the masters of the word from faculties of philology and journalism), who is capable quickly perceive and process information, who has many skills only indirectly related to writing texts. Yes, quite often a webwriter deals with graphic material, must place HTML markup on the text, select keywords, although this is the sacred duty of a SEO-specialist. Requirements in different organizations engaged in webwriting are different, thus, the more a person knows and is able to do, the greater the probability of finding a job with appropriate payment conditions.

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Information resources on the Internet

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<http://radka.in.ua/poradi/kopiraiting-dlia-pochatki-civ-iak-za.html>

<https://happymonday.ua/kto-takoj-kopirajter-i-kak-im-stat>

<https://itstatti.in.ua/zarobitok-v-interneti/122-kopirajting-z-chogo-pochati-osnovi-kopirajtingu.html>

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<https://www.youtube.com/watch?v=xsVTqzratPs>

TYPES AND LEVELS OF WEBWRITING. SELLING (COMMERCIAL) TEXTS

A webwriter, despite the requirements of the customer or the director of the content marketing agency, is not able to write all possible texts on many topics with the same high quality.

That's why a writer should understand what types of texts nowadays webwriting offers and how they differ from each other.

Types of webwriting:

- selling text (commercial);
- SEO and LSI;
- informative;
- technical;
- creative;
- advertising;
- rewriting.

Another classification distinguishes:

- advertising webwriting;
- PR webwriting (image);
- literary webwriting;
- media webwriting (texts for mass media);
- business webwriting (commercial offer, pitch, presentation);
- SEO webwriting (keyword texts);
- rewriting (reworked texts).

Obviously, you can meet other classifications and additional isolated groups, but in general, these types are usually enough.

Text content on the Web can be intended for:

- cards, describing goods in online stores (product cards);
- guides, instructions;
- commercial offers;
- posts in social networks;
- emails;
- landing pages;
- reviews;
- advertisements;
- blogs;
- cases;
- forums;

- promotional sites;
- landings;
- storytelling;
- various website pages (different requirements are placed on such sections of the website as “Home”, “About the company”).

Of course, all this requires extraordinary talents and skills from webwriters. Given the specificity of the network text, the text parameters that a quality text must meet have undergone significant changes.

Selling texts (commercial texts)

Such texts directly advertise a product or service. For example, the text of the landing page, the text of the service on the website page, the product card in the online store, a commercial post in social networks.

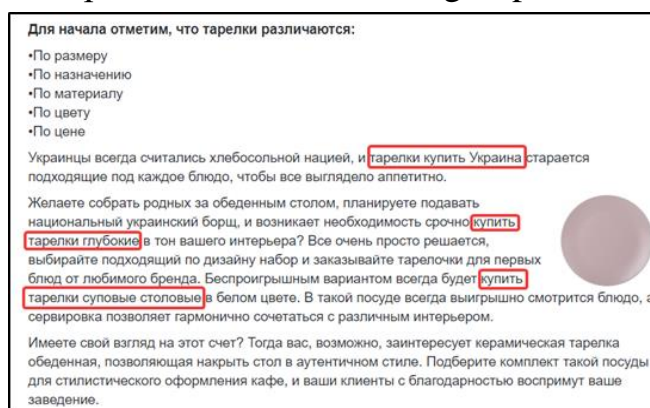
However, as for the so-called “selling texts”, it should be emphasized that almost all content on the Internet is designed to sell: whether it is a product, a service, an image – the text is intended not only to give the visitor some information, but also to make him/her buy, subscribe, put a “like”.

SEO-webwriting. Every business that has a website and wants to work effectively on the Internet must have search engine optimization (SEO). This is a strategic use of keywords and customer queries that help find products or services through Google search results or similar systems. SEO exists exclusively online.

LSI (latent semantic indexing) is the so-called hidden semantic indexing, i.e. a method of indexing sites in which search engines take into account the general content of the text, not only the keywords. Accordingly, LSI webwriting is webwriting that takes into account the peculiarities of such indexing and allows you to fill sites with texts “for people”, not “for machines”. Look at two different texts. The first is a usual SEO, where it is about “deep dishes”. We see three groups of keywords:

- plates to buy in Ukraine;
- buy deep plates;
- buy soup dinner plates.

These key phrases are evenly inscribed in the text as defined in the brief. The search engine search for them and outputs the text in the user’s query. Such a text is called SEO-optimized.



Next, let's say you need to write a sales description for silver jewelry sets. We have a master key "silver jewellery sets". What words will help the search engine to understand that it is about sets, and not about jewelry in general? This is the

phrase "precious sets", "unified design". And who will tell you that the text is talking about silver sets, and not about jewelry? Of course, it is "silver", "jewellery", "precious", "test". That is, search engines show the user pages with LSI texts, even if they search for them by synonyms of the keyword. If there is a key "orbitrek" on the page, then search engines will also show it for the "elliptical trainer" query.

Интернет-магазин [REDACTED] предлагает более 40 вариантов драгоценных наборов. Каждый из них:

- выполнен из серебра 925 пробы, а значит – кольца, серьги, другие изделия устойчивы к коррозии, окислению и прослужат вам дольше;
- подобран по единому дизайну, поэтому серебряные наборы украшений станут гармоничным дополнением вашего вечернего или повседневного образа;
- изготовлен знаменитыми ювелирными домами, такими как Nina Ricci, Kenzo, Bibigi, Cacharel или Ice. Значит, вы будете в тренде.

Модные и практичные изделия из серебра украсят вас или станут достойным подарком для любой девушки. |

Most often, webwriters deal with SEO webwriting. This is text created for user searches. At the stage of web design, the semantic core of the site is prescribed. Words and word forms that can be entered by potential visitors in search engines are taken into account here.

How the semantic core is created is a whole science and scope of the forces and talents of an SEO promotion specialist, or "seo-guy", as they say in professional circles. There can be hundreds of thousands of phrases that make up the semantic core. Accordingly, they are divided into separate groups, which become keywords that should be entered in a specific article.

For different sites, the frequency of "keywords" can vary widely: depending on the popularity of the segment for which content is created, it can be one keyword per 200-250 symbols, although according to the general rule of SEO optimization, to avoid spam and not get ban of search engines, entering one key per thousand characters is considered a good tone.

Like any other, SEO text is created to increase the site's ranking in search results.

LSI webwriting. The youngest type of webwriting. It appeared in 2013, when Google changed its search algorithms and introduced a new program that was able to distinguish between the semantic load of the text and its relevance to user's requests. The "Baden-Baden" and "Turgenev" filters have become a nightmare for webwriters who were used to working with keys and in the so-called "informative style", checking texts through the "Glavred" service, which uses its own algorithms to determine which words carry a semantic load, and which ones are not. The downside of such a check is a dry text that is extremely difficult to read, as it closely resembles the language of instructions and various business papers. The search engine determines the texts, skipped through "Baden-Baden" and "Turgenev", not by keywords, but by whether the entire text corresponds to the user's requests.

Image webwriting. The text is written in order to create a positive image in the eyes of the consumer or to support an already created positive opinion. Such webwriting closely interacts with the concept of “site image”, “company image”, “personal image”.

Among thousands of resources similar in terms of content and themes, you should present yourself as best as possible. *PR texts are created according to a certain scheme.* Their goal is not only to interest the client in the presented content, but also to inspire trust. A difficult type of webwriting, because the success of the company on the Internet market depends on it.

Information webwriting is, at first sight, a non-commercial type that involves writing useful articles, posts, mailings that do not directly promote anything, but are still written for the customer who will read these texts.

Technical webwriting is another supposedly not sales-oriented type of writing. The goal, as in information type, is to create a content that highlights the company’s achievements or proper use of the product. Here such materials as state documentation; industry manuals; in-depth technical documents are presented. The creation of such texts requires deep knowledge of the subject or willingness to conduct research. Topics include science and the environment, health care, marketing, finance, politics, technology, medicine, electronics, and more. Technical content should be comprehensive and at the same time understandable.

Creative webwriting – used in jingles, mottos, slogans and commercials (TV and radio). Understanding the psychology of the buyer and the ability to quickly come up with slogans and phrases that can become cultural messages are valued here.

Advertising and image webwriting. The essence of this type is to create a positive and even attractive reputation for the company and products. To do this, they write and publish articles and press releases designed to increase awareness of a new product or service. Large companies and brands use this technique in connection with media advertising. Creative webwriting is suitable for eliminating the consequences of black PR.

As the rules of marketing change pretty quickly, webwriters must have a flexible mindset. This type uses complex techniques and methods, such as storytelling. This also includes image texts capable of demonstrating the advantages of the company, presenting its winning aspects (interview with the head of the company, press release about the new products, company news).

Rewriting. Although the goals of rewriting are the same as those of regular webwriting, the principles of work are fundamentally different. The webwriter analyzes the raw material and approaches creatively with the aim of presenting the topic in a new light. The goal of a rewriter is quite simple – to rewrite the finished

text with preservation of meaning and 100% uniqueness, in order to avoid copyright violations. Such a service turned out to be very useful under the conditions of the need to quickly fill the site with content.

Rewriting can be deep and superficial. The technique of deep rewriting consists of processing several (usually 3-5) sources on a topic and presenting the material in one's own words. Superficial rewriting is a processing of a single source and also a retelling in one's own words. At the same time, deep rewriting, if it is done by a qualified specialist, differs little from webwriting. A well-rewritten text will have high uniqueness rates (from 95%), it will be impossible to find the source of information here. This is the reason to consider, that the concepts of "webwriting" and "rewriting" have now practically merged.

The industry is rapidly developing, transforming and changing. The former percentage of uniqueness – 75%, which could be used to distinguish webwriting from rewriting, is no longer valid. Today, the percentage of uniqueness, less than 95%, can only be found in legal, technical, medical texts, culinary resources.

Scan, copy-paste, and synonymizer can hardly be called creative activities, since texts are not created by a person, but borrowed in the finished form. Synonymizer is quite a recent invention, a sub-function of programs for checking the uniqueness of texts. While synonymizer is not suitable for creating useful and interesting content, since the program produces synonyms that are very far from those that are needed for the meaning of the text. Accordingly, the entire text is just a jumble of words that carries almost no information.

Text Formats

Blog articles tell readers about useful things, teach new things, inform. They are divided into usual informative articles, longreads (super detailed materials), guides or instructions, checklists, cases, interviews, surveys and other formats.

Posts in social networks are short materials designed to engage the reader in a dialogue, entertain and amuse, and briefly talk about goods and services.

Email-mailing are small materials that are sent to the mail of site subscribers. They can be informative, selling, entertaining. As a rule, they create a chain of letters.

Product cards (product description) in online stores are short descriptions of different goods that reflect customer benefits and include keywords.

Texts for landing pages are aimed exclusively at selling goods and services. Landing pages for different purposes have a model structure that is recommended to be followed.

Texts for website pages – for the main page, “About Us” page, sections of company services, etc. If the company orders all these formats, then it is no longer called webwriting, but content marketing – comprehensive business promotion using content.

Levels of Webwriting

Again, here we are dealing with many options, which are built, for the most part, based on the practical aspects of webwriters’ activities:

Exchange text. A lower level of webwriting, characterized by standard (low) requirements and, as a result, extremely low prices. Therefore, the quality of the texts is standard and not always high. In addition, it is exchanges that create the myth that webwriting costs a penny. Why so? First of all, rewriting reigns on the exchanges, and even worse – synonymizing (replacing words with synonyms). Sometimes very annoying things happen when a webwriter technically replaces words without going into semantic nuances and distorts the meaning. Of course, there is another option, where weak input text is rewritten so that it turns into candy.

Exchange texts rarely solve business tasks: a webwriter or rewriter takes an order and writes a text without thinking for whom and why he/she is doing it. An hour after submitting the material, he/she will forget about the customer and start writing for another project. There is no question of any involvement in the client’s business.

Quality professional SEO materials. This level can include any text from an informational longread to a product card. The main thing is that they solve the client’s tasks:

- to inform;
- to involve;
- to increase recognition;
- to sell;
- to strengthen the reputation of the brand.

At the same time, such texts should be well written, have a structure that is easy to read, and be optimized for search.

Business journalism: interviews, PR materials, reviews and research, cases. These are complex formats that are often published on third-party resources, such as media or large blogs. The quality criteria from the previous point are also taken into

account, but one more is added to them: it is important that the material would be interesting to a large number of people. Ideally, a webwriter should have the skills to work with editors and PR specialists to engage the target audience.

Electronic and technical support for the work of a freelance writer

Since the freelancer does not work in the office, the means that help the customer and the writer to exchange information are important. Today, the electronic market offers a significant number of tools that make remote work possible and efficient.

Large agencies even create their own corporate messengers, which provide all the functions necessary for a work. True, it happens that during the installation of this software, it is not known by whom and when it was made, antiviruses take it as malicious and the programs are not installed. This may be an opportunity to consider whether to cooperate with an organization whose system of organizing work with distant workers has been developed so unsuccessfully.

Among the popular and common methods of data exchange are the following:

- Skype;
- Binet Pro;
- Trello;
- Bitrix-24;
- Google Doc.

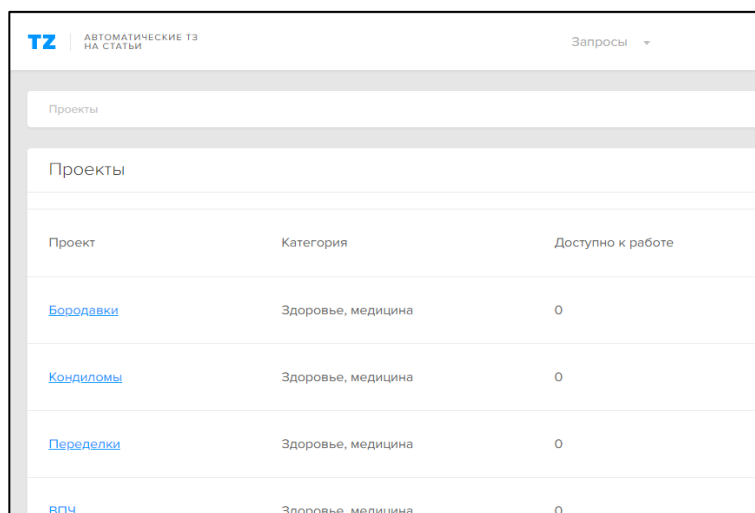
Work using Skype

Messenger that has long been used by freelancers for work. And today, many agencies work with the help of Skype. It allows you to send not only small text messages, but also fairly large text and video documents, graphics, photos.

Accordingly, many choose this messenger to communicate with distant workers. Job requirements usually state the need to have Skype installed on a computer or phone. Usually, the employer and the writer do not see each other in person, but simply exchange information in writing. However, the Skype was replaced by more modern and convenient technologies.

Binet-pro

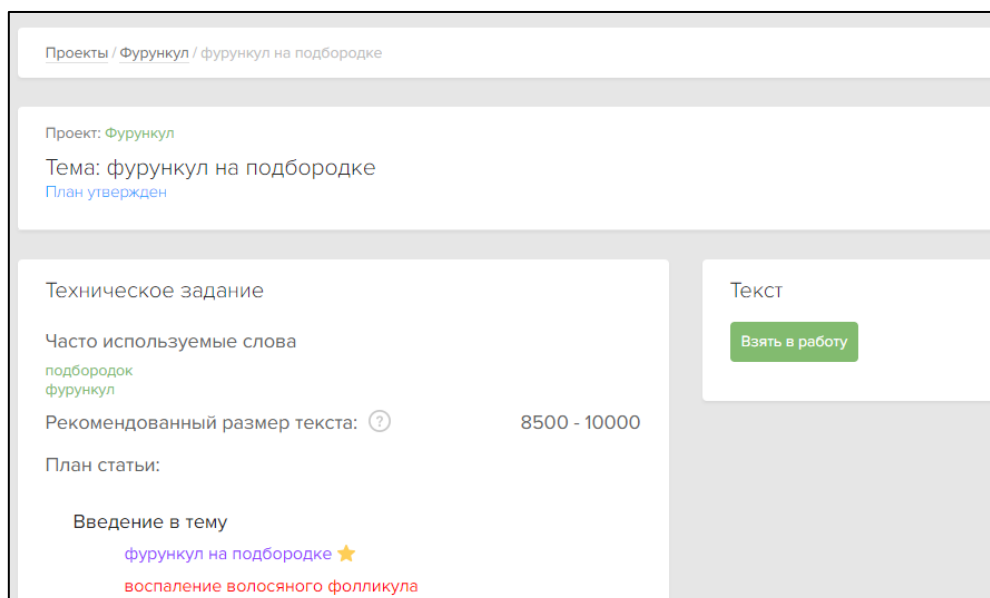
For example, the Binet-pro program (<http://tz.binet.pro>) is an automatic creator of briefs for articles. This is a whole text exchange that provides a registered user with tasks designed approximately as follows:



The screenshot shows the top part of the Binet-pro interface. At the top left is the logo 'TZ' and the text 'АВТОМАТИЧЕСКИЕ ТЗ НА СТАТЬИ'. At the top right is a dropdown menu labeled 'Запросы'. Below this is a search bar with the text 'Проекты'. The main content is a table with the following data:

Проект	Категория	Доступно к работе
Бородавки	Здоровье, медицина	0
Кондиломы	Здоровье, медицина	0
Переделки	Здоровье, медицина	0
ВПЧ	Здоровье, медицина	0

From this list, the writer chooses, or the manager gives him/her the most relevant project, or the copywriter takes the one he is most interested in. With the help of a special button, one can take the text of the work.



The screenshot shows a detailed view of a project. At the top, it says 'Проекты / Фурункул / фурункул на подборке'. Below this, it says 'Проект: Фурункул' and 'Тема: фурункул на подборке'. There is a link 'План утвержден'. The main content is divided into two columns. The left column is titled 'Техническое задание' and contains the following information: 'Часто используемые слова' followed by 'подбородок' and 'фурункул'; 'Рекомендованный размер текста: ? 8500 - 10000'; 'План статьи:' followed by 'Введение в тему' and 'фурункул на подборке ★' and 'воспаление волосяного фолликула'. The right column is titled 'Текст' and contains a green button labeled 'Взять в работу'.

At the same time, the service shows how many projects the author has already completed, which are in progress.

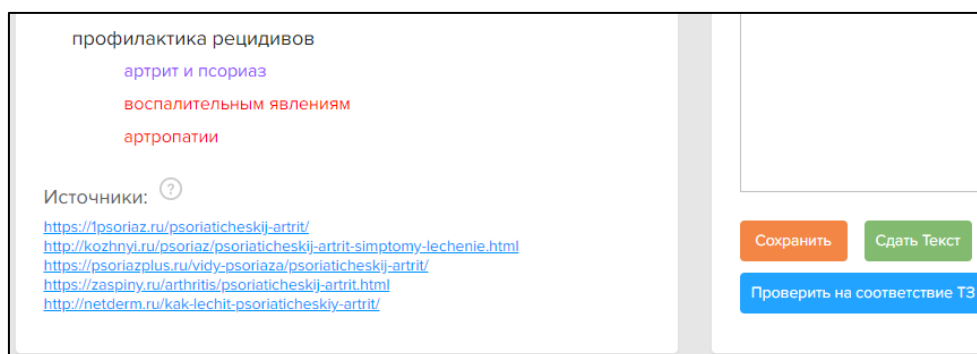
On the left side are the keys automatically selected for the article. In this way, even an inexperienced writer will be able to write material based on the key words that the program requires him/her to use. After the text is ready, it is loaded into the window on the right side. There are buttons that allow one to load the finished material into the window, format it according to the specified brief requirements. One can also save the text, refuse the task, check it for compliance with the brief. In the latter case, the program puts a green check next to each of the keys if all words and phrases are used correctly, or a red cross if it did not recognize the key.

In this service, keys are highlighted in several colors. Green, blue and purple cannot be changed, all others can be canceled, varied, replaced by other words.

The ready text is submitted for review by the editor, who monitors compliance with the brief and literacy of the text, checks it for spelling, punctuation, and factuality.

It is convenient for the writer that the sources of information are provided and there is no need to search them himself. The copywriter should read all 4-5 materials on a similar topic and create his own unique article.

The service requires from 95% uniqueness according to the text.ru program, up to 2.5% frequency of word use, up to 8% academic nausea. These are very loyal requests, and a person who has more or less decent vocabulary can easily accomplish this task.



Trello as a project management system

Trello is one of the most popular online project management systems. It is especially appreciated by small companies, as it effectively organizes work using the Japanese kanban board system.

Trello was created by Fog Creek Software in 2011 based on MongoDB, Backbone.js and Node.js.

The main advantages that allowed Trello to achieve popularity are:

- Simple interface;
- Almost unlimited free access;
- Ease of use and the possibility of integration with other popular online work tools.

Simplicity

Trello is as simple a tool as possible, which is easy to introduce into the workflow without long adaptation of the staff. The interface copies the kanban board as much as possible.

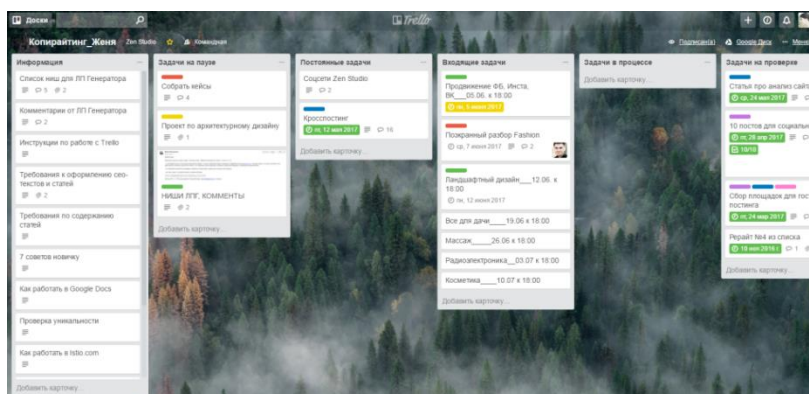
A board with cards is divided by types of the tasks. In the content marketing agency tasks are divided into:

- Planned;
- Current;
- Completed.



Further, this structure is branched out, modernized, adapted to the specific requirements of the production process. Boards will be divided into lists with cards. Each of the boards can be allocated for specific projects. For example, it can be:

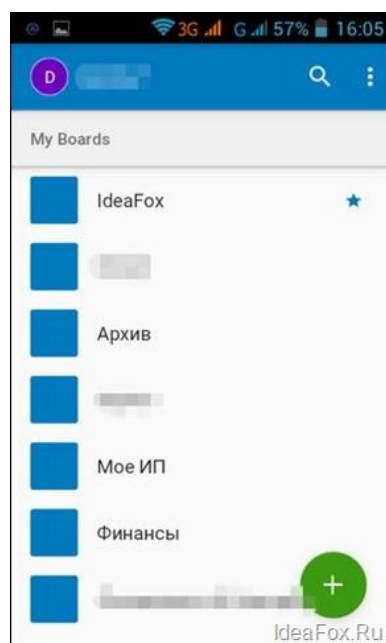
- Project management;
- Copywriting.
- Design.
- Development.
- Advertising.
- Workflow (all key workflows on one board).
- Internal tasks.



Trello is a completely free tool, and despite the fact that some paid project management systems have more functionality, these that Trello provides are quite enough for work. Trello doesn't work just in the browser. You can download the smartphone application and work even being on the road.

If you correctly build the company structure in this system, it is quite comfortably for 50 people to interact with each other. Usually, the capabilities of such a system are more than enough for a content marketing agency.

Trello allows you to assess progress in all directions at once, in real time, on one screen. The tool can also be used as a personal organizer, diary, forum, list. Structurally, Trello is based on three elements:



- Boards;
- List;
- Cards.

The board is a single work screen divided into lists, which are vertical rows of saving cards. The cards describe the tasks. They can be moved between lists and boards. You can specify those responsible for implementation.



A card is either a description of a task or a complex document with lists, a check sheet, attachments, terms, labels, responsible, etc.

The card allows such functions:

- Rename;
- Fill in the description;
- Edit the text;
- Assign labels;
- Add files;
- Comment;
- Copy;
- Print;
- Delete.

At the bottom of each task, it is indicated who performed the task, when and what actions were done. Lists can be copied, archived, moved.

There are three types of boards with different levels of access:

- Private;
- Team;
- Public.

The system allows you to create an unlimited number of tasks, boards and lists, add any number of participants. Among other possibilities, the following can be outlined:

- Built-in search system with operators and query memory;
- In addition to boards, you can create personal or business teams. Subscription to the business version gives access to additional administration tools and more flexible privacy settings;
- All changes and actions of team members are saved.

They can be seen not only under cards, but also in profiles, as well as in a special menu. It opens if you click on the button with the bell icon.

It is possible to receive notifications about changes to the mail or to the desktop.

1) There is a convenient card filter according to various parameters. It includes a color labeling system with color blind mode;

2) You can open access to the board, card or invite a person to the team by simply sending them a link.

To create cards, you can make bookmarks by dragging hyperlinks from the site or directly from your computer.

One of the significant advantages of working with Trello over other project management systems is a large, constantly updated list of improvements (Power-Ups), divided by category. This is an extension and integration with other popular services, applications, cloud data storage, etc.

The disadvantage is that in the free version of Trello, you can include a limited number of enhancements for each board. But if necessary, you can switch between them.

Developers can generally join the development team and create their own extension for Trello.

Trello tricks

As well as any other progressive system, Trello has various tricks that make working with it even more convenient.

Example:

- Hotkeys can be used. This can significantly speed up navigation.
- You can add yourself as a participant to each important task to receive notifications of changes and keep the process under control. The cards where you are listed as a member appear in a separate window in the profile.
- Standard enhancements such as Calendar, User Fields, Aging, Voting, etc. should be explored. Switching between them makes work more comfortable
- Develop your own labeling system. Give them names and think of a structure that will help filter the tasks according to urgency, importance, topic, participants or some other principle, if necessary.
- Use cloud data storage: Google Drive, Dropbox, OneDrive, Box. In this way, it will be possible to always have all the files needed for the project, simply by inserting them as links.
- List items and checklist items can be turned into cards in Trello. To do this, each item in the list should start with a new line, after which the list should be copied into the window for new cards and press "enter". You will be asked to break the list into separate tasks or create a card with this list.
- Download and install the mobile app or browser extension. This will add several new features to the already engaged ones.

Thus, today Trello is one of the simplest and most convenient content management systems. It is universal, flexible, free.

Its advantages are: the ability to simultaneously monitor the status of various tasks on one screen and convenient integration with other popular tools.

Among *the disadvantages* are:

- functionality of Trello is not enough for large companies;
- it is not very convenient to use it on small screens;
- automation, repetition and quick addition of tasks are not very easy to implement.

However, this Trello system is gaining more and more popularity among companies in various fields. Content marketing agencies have the opportunity to evaluate it.

Bitrix-24

Some content marketing agencies work with the help of the Bitrix-24 application. It helps to organize team work in the company. The resource is a cloud service that collects all the necessary information about employees and customers. It is very similar in the way of interaction between users to the Skype. Although the developers claim that its capabilities are much wider, few people use this program to its full potential. And if we take into account that it is paid, then it is not surprising, that agencies prefer other methods of communication between customers and writers. The maximum that is used is a 30-day trial version, to which a key is obtained in order to use it for free.

The developers talk about the following **advantages** of the portal:

- Since it is a cloud service, there is no need to buy and configure equipment, install and update it.
- You can always transfer data to your local corporate portal.
- The concept of a social intranet. This means that the tools of the corporate portal have been supplemented with elements of social networks. Because of this, it is easier to work in the Bitrix-24 than in the social network.

Really, there appears a question: why should I pay for the Bitrix if I can work in social networks for free?

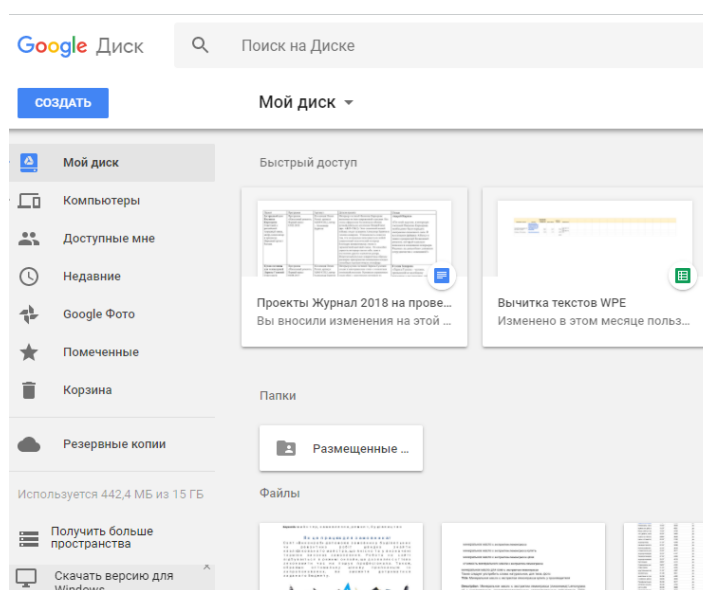
- Live chat combines all events in one place.
- Instant messages – a replacement for such an archaic tool as ICQ;
- It is possible to attach a file, video, photo. The same function is available in various social networks and Skype.
- Notifications will remind you about tasks and meetings;

- You can see when the writer received the task and how much time he/she still has to meet the allotted time.
- There is a mobile version.
- If you combine employees into groups, you all can discuss current issues together. The same function is available in various messengers and Skype.
- All uploaded documents appear in a common window. If it is a document not for common use, then you have to make sure that it is seen only by those for whom it is intended.
- It is possible to edit the documentation, configure accesses, save the history of file changes.
- The client base can be stored in this service. Although there are reviews where users complained that in 50 days, when they did not use Bitrix, the system deleted the entire database without the possibility of restore.
- Convenient function – work calendar. It allows you to plan for a week, a month, a year.
- The time tracking system will show how much time was spent on each task. • There is possibility to calculate the working hours of each employee.
- Thanks to the "Planner" menu, you can send invitations to employees for meetings, send them the results of discussion.

Access rights can be assigned to a group, department, employee, document, and many other system objects. On the domestic copywriting market, it is difficult to find agencies that would use Bitrix. There are many alternatives to it, so few people want to bother with an unreliable system that needs a lot of work for adjustment, and it's also expensive. At the same time, you can use many other methods completely free of charge, which in no way impair the quality of work.

How a writer works at Googledoc

A user who has registered a mailbox with the address gmail.com receives all the services provided by the company at the same time as the address. If you go to the applications offered by Google even from your mail, then there are: • My account; • Search; • Maps; • Calendar; • Translator; • Photo; • News and several other interesting and useful applications. However, the freelance webwriter is most interested in “My Drive”. This is a cloud storage of documents in formats similar to the



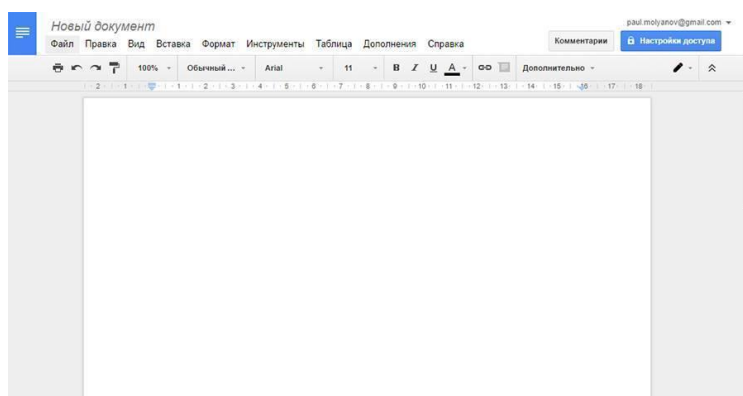
Microsoft Word and Excel.

For example, a writer's workspace has such a look, where there are both individual documents and folders organized in a user-friendly way. If at first Google Docs did not provide very significant opportunities for work, now it is a powerful platform that allows you to easily work with various content and exchange information. If you compare Google Docs with the usual Word, you can highlight a number of advantages:

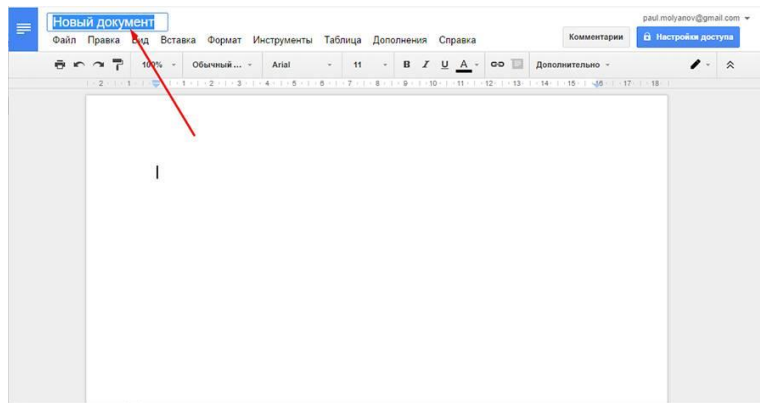
- Google Docs is free.
- Everything is stored in the cloud.
- Simple file sharing is provided. You send a link to a person – and he/she already has access to this document.
- Tools for a team work. Thanks to collective access, several people can simultaneously participate in work with the document – edit, comment, add and remove anything.
- There is a convenient change history.
- Voice data input is provided.
- Cross-platform. Google Docs can be used on any device and with any operating system.

Disadvantages:

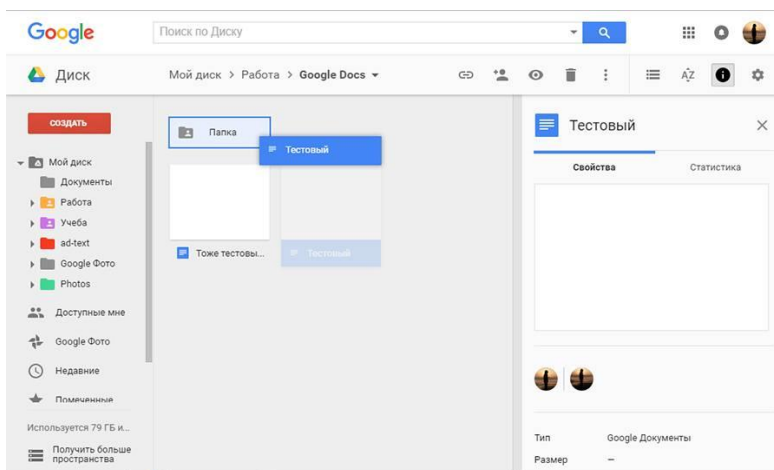
- Google Docs works much slower than Microsoft Word.
- If a person has lost access to his/her account, then the documentation located here on the disk will also be unavailable
- If there is no access to the Internet, it is impossible to work with Google Docs. Most often, a webwriter needs Google Docs, the free page of which looks like this.



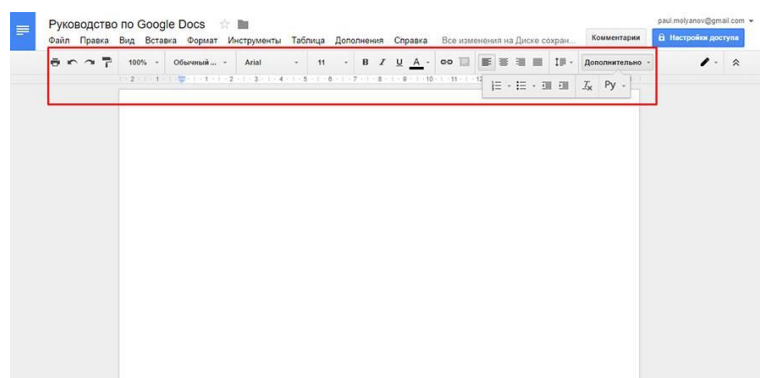
In this window, one can directly enter some text, as we do in the Word, or copy ready-made text from the Word and simply paste it. You can also open a document on your computer. Here the chain is simple: “File – Open – Download”. A dialog box will open in which you need to find the required document. To make Google Docs work faster, it is better to save the open document in Google Docs format. Graphic elements can “swim”. They should be monitored separately. The document is saved automatically. To rename a file, click on the name in the upper left corner.



All the documents are stored in the root directory. But over time, the number of files becomes large and needs to be organized. You can create the required number of folders and arrange everything in a user-friendly way. In addition, all folders can be painted with a certain color, thus telling yourself which content is more relevant. Very similar to the file manager in Windows.



Google Docs offers a toolbar that is remarkably similar to the one familiar to any user who has worked in Word.



You can work with text: type, align, format, set styles and headings, check statistics, spelling, perform auto-replacement, display footers and page numbering, make footnotes, that is, perform the same actions as in Word.

Working with images is also provided. The picture can be simply copied and pasted in the desired place in Google Docs. You can also drag it or use the Picture tool in the Insert menu. The ability to format the image means that you can change transparency, contrast, brightness, change color.

In addition, Google Docs allows you to work with:

- lists;
- tables;
- diagrams;
- drawings;
- formulas.

Thus, Google Docs is a full-fledged convenient tool for everyone who works remotely. Many content marketing agencies have appreciated the benefits of working with this service, so often a freelance job applicant has to create an account to be able to cooperate with an employer.

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7. Podmogylna N., Levshchanova O. Architectonics of the copywriting text. Communications and Communicative Technologies. 2021. Issue 21. <https://doi.org/10.15421/292105/> c. 42–50.

Information resources on the Internet

- <http://bigenergy.com.ua/fnansi/nترنت/1414-kopirajting--shho-ce-take-z-chogo-pochati-novachkovi.html>
- <http://radka.in.ua/poradi/kopiraiting-dlia-pochatkiveiv-iak-za.html>
- <https://happymonday.ua/kto-takoj-kopirajter-i-kak-im-stat>
- <https://itstatti.in.ua/zarobitok-v-interneti/122-kopirajting-z-chogo-pochati-osnovi-kopirajtingu.html>
- <https://itstatti.in.ua/zarobitok-v-interneti/645-kopirajting-shcho-tse-take.html>
- <https://para.school/blog/content/chek-list-kak-napisat-idealnuj-prodajuschij-tekst>

<https://vlada-rykova.com/ua/kak-stat-kopirajterom/>
<https://www.bizmaster.xyz/2018/06/neiromarketyng-abo-yak-prodavaty-emocii.html>
<https://www.bloggersideas.com/uk/beginners-guide-copywriting-done/>
<https://www.youtube.com/watch?v=861yIbeJJsE>
<https://www.youtube.com/watch?v=8BdZ0dUu7VQ&t=132s>
<https://www.youtube.com/watch?v=CA1pC9FQpuA>
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<https://www.youtube.com/watch?v=DvwS7cV9GmQ>
https://www.youtube.com/watch?v=p_kK-HK0Wv8
<https://www.youtube.com/watch?v=q0Ujy3EN0lk>
<https://www.youtube.com/watch?v=xsVTqzratPs>

BRIEF (TECHNICAL TASK (TT)): THE MAIN FEATURES

Brief (Technical task) is a list of the main tasks and the expected result. This is a document that specifies the requirements for the content to be produced. Each brief has a specific purpose, and the webwriter must understand it, otherwise the work will be ineffective.

It happens that the brief is limited to the topic and volume requirements. So the author writes a random text, just counting characters without spaces. The quality of the received text cannot be controlled, because no requirements were made for it.

Effective webwriting takes into account various factors: analysis of TA (target audience) and competitors, semantic core and additional LSI keys, type of web page and purpose of the text. All this should be reflected in the brief, only then the content will bring results.

An effective text without brief is a utopia. The only exception is an expert informative article from an author who really knows the subject. For example, a printing technologist creates a text for a printing company's website about types of paper for offset printing. He/She knows what questions customers ask when choosing a material, he/she understands brands, manufacturers, densities, absorption characteristics, he/she knows the advantages and disadvantages of this or that offer. He/She is inside the situation, so his/her text will be both expert and useful.

It is another matter when such a text is written by a webwriter. He/She needs guidelines, time to understand the terminology, to study the topic. Moreover, the author is likely to rewrite the top three articles on request. At the same time, it should be understood that the price in webwriting doesn't guarantee quality, so a detailed brief directly affects the result, with it even an inexperienced author can compose an adequate text capable of solving the tasks.

How to make a brief? Webmasters, content managers, SEO specialists or site owners are engaged in the preparation of technical specifications. To start work on the brief, one should:

- collect the semantic core;
- define a cluster of requests for the article;
- conduct a competitive analysis of the top 10 for selected queries and save links to several of the most successful example texts.

When analyzing competitors' texts, you should pay attention to:

- the structure;
- volume;
- frequency and density of occurrences of the keywords;

- visual markers (illustrations, infographics, videos, tables, lists, design features).

The semantic core and query cluster are defined at the site creation stage. The semantic core is a list of keywords and phrases that bring targeted visitors to the site, promote the site in search engines. Query (keys) clustering (grouping) is the division of the semantic core into small logical groups (clusters) that can be promoted on one page.

Queries (keys) in the semantic core (SC) are **divided by** frequency, competition and commercial component, semantics allows you to understand the distribution of search demand and form the correct structure of the site for promotion. The task of a marketer or SEO-guy when collecting a semantic core is to find out which queries users use in search engines, and use them to bring as much targeted traffic to the site as possible.

Collection of the semantic core is carried out automatically. There are online services or programs for collection, they are installed on a PC. Some allow you to collect site semantics for free, such as keywordtool.io (Google, YouTube, Bing, Amazon, Play Store, Instagram, Twitter, eBay), Wordstat (“Yandex”), etc. For using others, you will have to pay a certain amount. This is KeyCollector, Serpstat. With the help of these resources, one can monitor the popularity (frequency) of the requests. To other, but no less popular tools include: Google keyword planner https://ads.google.com/intl/ru_ru/home/tools/keyword-planner/; <https://mutagen.ru/>; SemRush’s Keyword Magic Tool; <https://semparser.ru>

Title	What Is a Content Brief and How to Write It (+ Examples & Templates)
Target keyword	content brief
Secondary keywords	what is content brief content brief template content brief examples
Meta description	Please write a 160 characters summary of the post using the target keyword once.
Content funnel stage Examples	TOFU / MOFU / BOFU
Target audience	Writers, content marketers, editors, editorial strategists Ideal Buyer Persona – Mike, the Marketer.
Post Goal	Education. Provide actionable information + downloadable templates.
Target word count	2,500-3,000 words
Deadline	TBD

Content for	https://writingstudio.com/
Content type	Article
Topic	Where to hire blog writers
SEO keywords	Focus keyword: blog writers for hire Secondary keywords: bloggers for hire, blog writers, blog writer, hire freelance bloggers, blog post writers, hire blog writers
Metadata and slug	Meta title: 10 Places to Find Blog Writers for Hire - Writing Studio Meta description: Hiring an experienced blog writer can help you grow your online presence faster than ever. Here are 10 places to find blog writers for hire. Slug: blog-writers-for-hire
English type	US English
Length	1,400-1,600 words
Target audience	Marketing directors and managers, head of content, founders
Objective	The objective of this article is to showcase to decision-makers the value of hiring blog writers, where to find them, and how to make a good choice.
Call to action	Share article and check out related articles
Internal links	https://writingstudio.com/blog/best-content-writing-services/ https://writingstudio.com/blog/content-writers-for-hire/

←

Content Brief for [responsi...

SERP Overview

Content Overview

Suggested Title Tag, Heading...

What is this content about?

Highlighted Competitor He...

<https://www.invisionap...>

<https://www.justinmind...>

<https://tympanus.net/c...>

What keywords and topics ar...

Highlighted Topics & Phra...

Related Searches

What key questions do reade...

Highlighted Questions

Suggested content formats o...

Internal or external linking re...

Highlighted Internal Links

Additional resources that will...

Referenced Links

Content Brief for [responsive web design examples]

- Country: United States
- Date: 2021/10/26
- Brief Workflow: <https://app.contentharmony.com/!ea307760d94b4ee0fe2138c5e5c5e842/intent>

SERP Overview

US Search Volume	Primary Intent	Average Words / Reading Level	Content Difficulty	Link Difficulty	Domain Difficulty
170 CPC: \$3.59	Fresh / News	1,856 College	19	100	67

Content Overview

Suggested Title Tag, Headings, & Social Media Titles

- Title: X Examples of Stunning Responsive Web Design
- Social Title: Same
- Headline on Page: Same

Note to readers of this brief - Click here to see examples of our content brief exports on [Google Docs](#) and [Notion](#). 📄

What is this content about?

This post will find strong and stunning examples of responsive web design, explaining to the reader how responsive design in each example is achieved and how it can be replicated.

Semantic core

751 keywords Total volume: 6.5K

<input type="checkbox"/> Keyword	KD	Volume ▾	GV	TP	CPC	CPS
<input type="checkbox"/> ✓ custom web design	44	900	2.5K	1.4K	\$14.00	0.84
<input type="checkbox"/> + custom web design companies	50	400	600	12K	N/A	N/A
<input type="checkbox"/> + custom web site design company	29	350	500	600	N/A	N/A
<input type="checkbox"/> + custom web design company	41	300	1.1K	600	\$9.00	N/A
<input type="checkbox"/> + custom web design service	58	250	500	1.4K	N/A	N/A
<input type="checkbox"/> ✓ custom web design services	39	250	800	1.2K	\$18.00	N/A
<input type="checkbox"/> + affordable custom web site design	45	200	350	250	N/A	N/A
<input type="checkbox"/> + custom web site design services	51	100	150	1.2K	N/A	N/A
<input type="checkbox"/> + custom ecommerce web design services	44	100	300	2.2K	N/A	N/A

DIRECTLINE

25,051 keywords Total volume: 604K

<input type="checkbox"/> Keyword	KD	Volume ▾	GV	TP	CPC	CPS	Parent topic
<input type="checkbox"/> + web development	75	54K	154K	24K	\$1.20	0.67	web development
<input type="checkbox"/> ✓ web development company	67	7.8K	19K	4.8K	\$1.70	1.49	web development company
<input type="checkbox"/> + what is web development	61	6.7K	14K	9.1K	\$0.50	0.88	web development
<input type="checkbox"/> + web development projects	21	4.8K	6.6K	4.9K	\$1.60	1.35	web development projects
<input type="checkbox"/> + web development internship	1	3.7K	4.8K	1.8K	\$1.60	0.88	web development internship
<input type="checkbox"/> + full stack web development course	46	3.0K	4.0K	7.1K	\$0.00	1.49	full stack developer course
<input type="checkbox"/> + full stack web development	51	2.8K	11K	20K	\$0.15	0.90	full stack developer
<input type="checkbox"/> ✓ web development services	42	2.6K	8.4K	1.4K	\$1.80	1.08	web development services

DIRECTLINE

Anatomy of the keywords

Keywords are classified according to several features. High-, medium-, and low-frequency queries are distinguished by popularity.

According to various data, search phrases are combined into groups as follows:

- Low-frequency queries include those, which were asked up to 100 times per month. Some specialists include requests with a frequency of up to 1000 times to the group.
- Medium-frequency queries include ones asked to 1,000 times. Sometimes experts increase the threshold to 5,000 times.
- High-frequency queries include phrases with a frequency of 1000 or more times. Some authors consider high-frequency keys with 5,000 or even 10,000 queries.

According to statistics, about two-thirds of all search queries are low-frequency. Therefore, it is necessary to have as wide a semantic core as possible, which should be constantly expanded at the expense of low-frequency phrases.

Does this mean that high and medium frequency queries can be ignored? No, you need them. But as a primary resource for attracting targeted visitors, take into account low-frequency keywords.

According to the needs of users, the **keys are grouped into the following groups**:

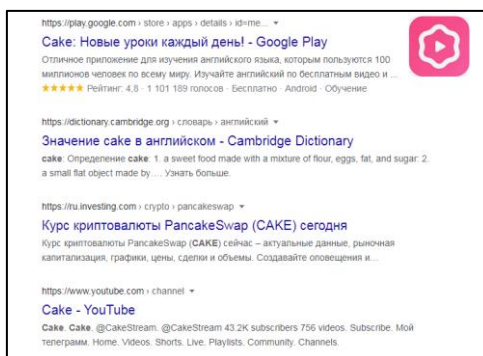
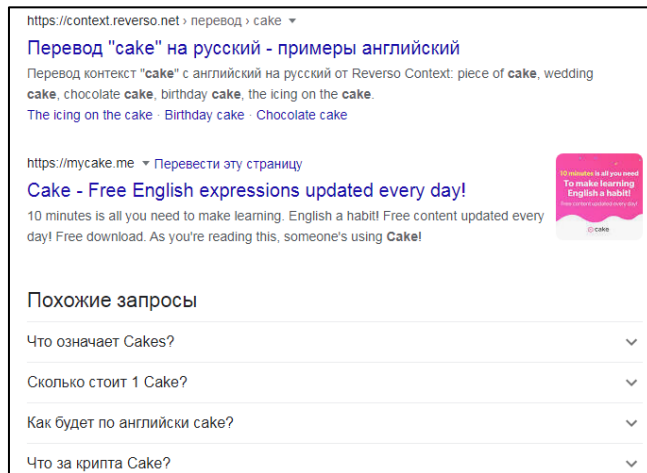
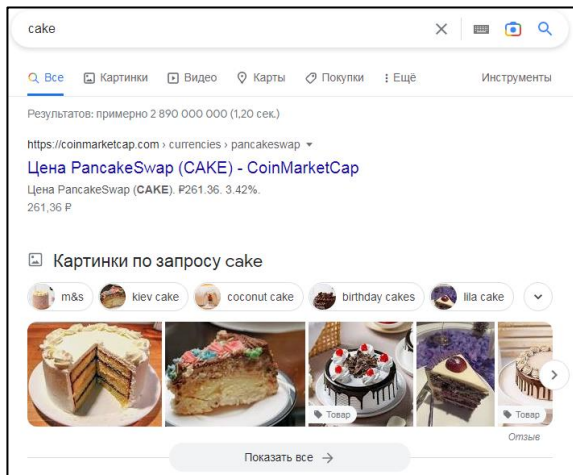
- Information. The audience uses them to find some information. Examples of information queries: “how to properly store baked goods”, “how to separate the yolk from the protein”.
- Transactional. Users enter them when they plan to take an action. This group includes the keys “buy a bread machine”, “download a recipe book”, “order a pizza with delivery”.
- Other queries. These are key phrases that are difficult to determine the user’s intent. For example, when a person uses the key “cake”, they may plan to buy a culinary product or cook it themselves. In addition, the user may be interested in information about cakes: definition, characteristics, classification, etc.

Search phrases consist of several parts:

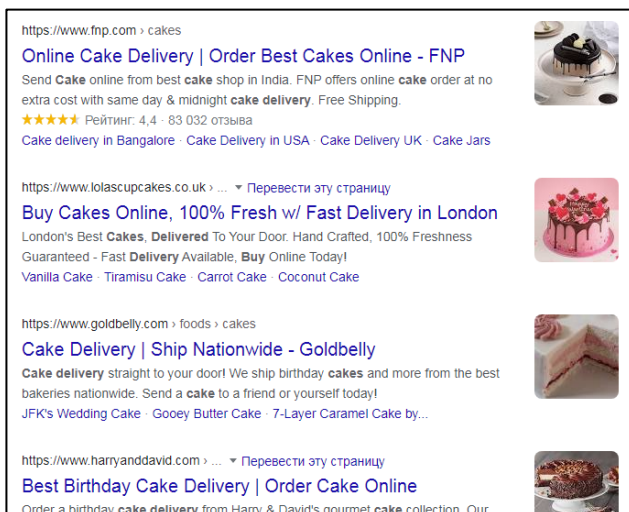
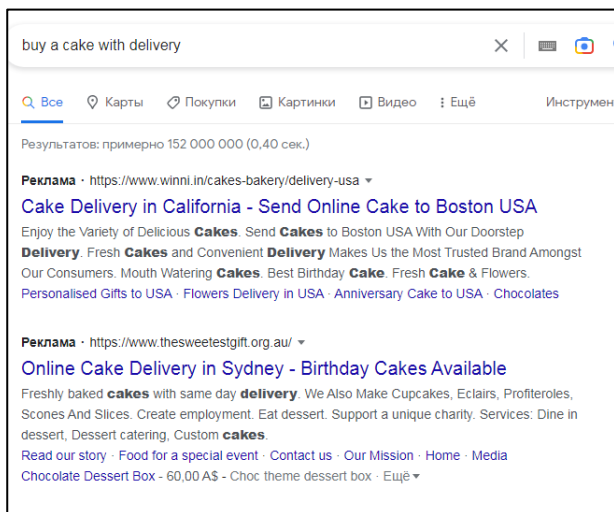
- the body;
- the specifier;
- the tail.

Let’s consider the following example. What can be said about the query “cake”? It cannot determine the user’s intent. It is high-frequency, which determines a high competition in issuing. Using this query for promotion will bring a large share of untargeted traffic, which negatively affects behavioral metrics. The high frequency and non-specificity of the request “cake” is determined by its anatomy: it consists

only of the body. The “buy cake” query consists of the “cake”- body and “buy”- specifier. The latter determines the user’s intent. It is the specifiers that indicate whether the key is transactional or informational: • buy a cake; • cake recipes; • how to serve the cake. Sometimes specifiers can express the opposite intention of the user. A simple example: users plan to buy or sell a car.

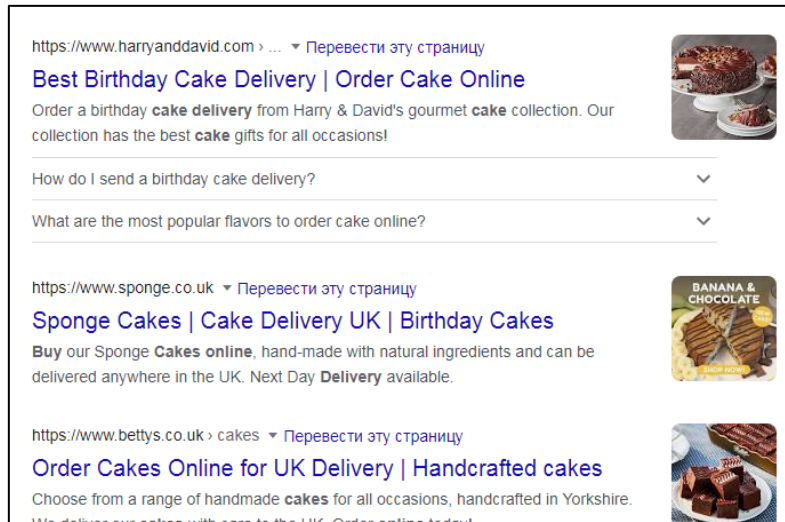


The key “buy a cake with delivery”. It consists of a body, a specifier, and a tail. The latter does not change, but details the intention or informational need of the user.

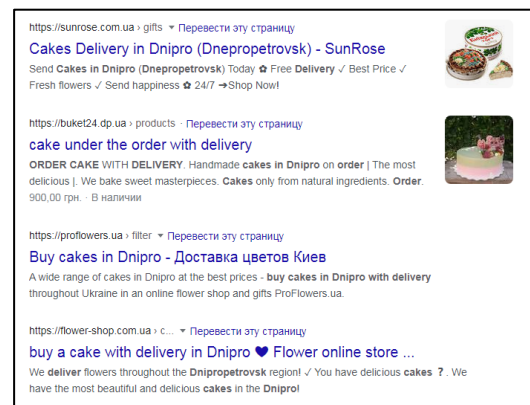
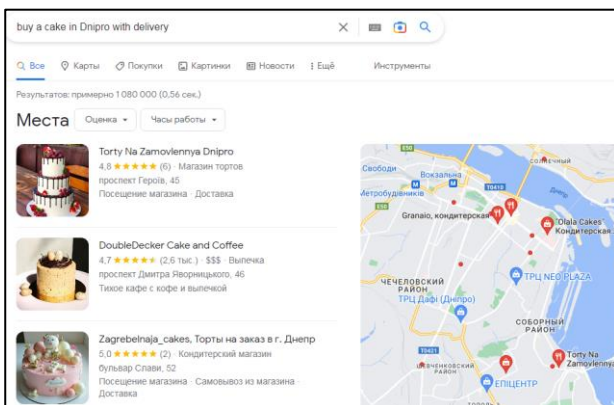


Look at the examples:

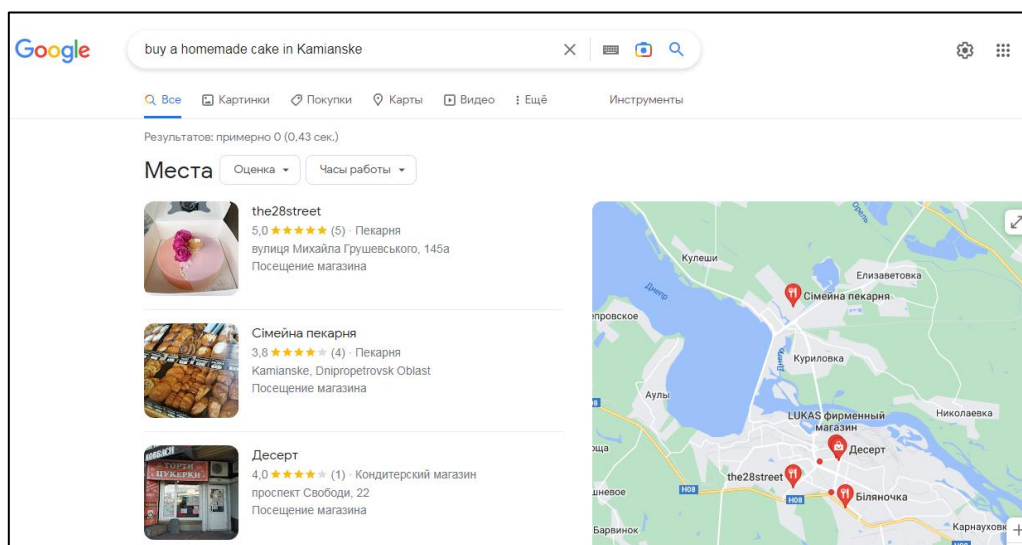
- buy a cake online;

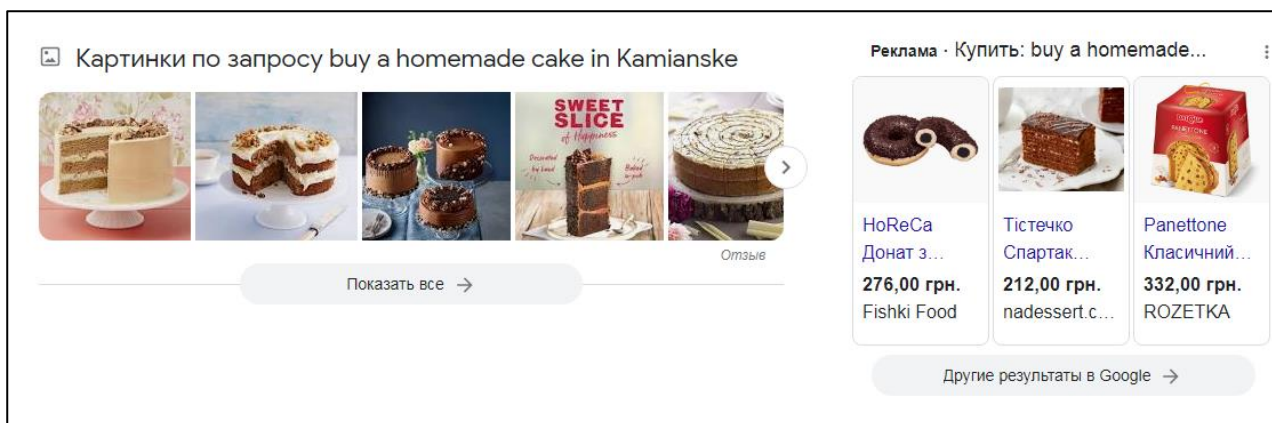


- buy a cake with delivery in Dnipro;



- buy a homemade cake in Kamianske.





In each case, a person’s intention to buy a cake is visible. And the tail of the key phrase details the need.

Knowledge of the anatomy of search phrases makes it possible to derive a conditional formula for selecting keys for the semantic core. You should define the basic terms related to your business, product and user needs. For example, customers of a confectionery company are interested in cakes, pastries, cookies, cakes, cupcakes and other confectionery products. After that, you need to find the tails and specifiers that the project audience uses with the underlying terms. With tail phrases, you simultaneously increase the coverage and reduce the main competition.

Selecting the semantic core (conversion keys*) requires **three stages**.

Google Analytics calculates the conversion automatically.

1) Definition of basic keys. At the first stage, enter all required keywords that are somehow related to your topic. Fill in the data about the frequency of the semantic core. You will get high frequency but low-specific keys. To identify low- and medium-frequency search phrases with high specificity, you need to conduct a semantic analysis by brainstorming to further create content that is useful for the client. This, in turn, will speed up indexing.

2) Expansion of the semantic core. Analysis of competitors. Their sites can be a source of new ideas. Now there are many tools for compiling a semantic core. Some are free, others are paid. It is enough to use only free services. The only drawback of this approach is that several different tools will be needed to solve a set of search optimization tasks, because each of them can solve only a small part of the tasks. Paid services such as Key Collector and SEMrush can fully automate the work of an SEO

* Conversion is the number of visitors to your site who took a certain action you want in relation to the total number of people who visited your site. The indicator of this ratio is expressed, as a rule, in percentages, and it is quite easy to calculate it using the formula:

Example: The number of visitors for the period – 3 thousand. Users who performed the targeted action – 150.
Conversion rate: $150/3000 * 100 \% = 5 \%$.

specialist. If there are many projects or they are large, then the costs of these tools will be justified.

3) Removal of irrelevant keys. This stage takes the most time and requires maximum concentration of attention. How to reduce the number of key queries? You will have to manually remove the keys that do not match your theme from the list.

How to find out the extra phrase in the list? Feel free to delete phrases or sentences that:

- mention competitors and services or goods that you do not offer;
- contain the phrases “cheap”, “inexpensive”, “with a discount”;
- duplicate each other;
- entered with mistakes;
- mention regions or cities where you do not work.

Structure of a brief for a webwriter

The Title and Description are meta tags which represent the page title and description. You can view them by opening the code on the website. The tags are inside the <head>.

The Title tag is an HTML element that tells search engines and visitors in the simplest and most understandable way what a particular page is about. The title is displayed in the browser, social networks and search results. It must be unique for each page. Usually, Title has already filled in the brief.

The main task of description is to act as a snippet (snippet (from the English snippet – a fragment) is an announcement of a website page that is displayed in the search results. Snippet site consists of a page title (title tag) and a text fragment as the most relevant to the given request. It should explain what the site is. For example, it is best for a company to talk about its purpose, values and for whom it was created in general.

The standard description length for Google is 150-160 characters. It is completed by a SEO-specialist.

The H1 heading is a first-level heading that is not a meta tag, but together with the title and description meta tags, forms the basis of how the page is presented to search engines. Before creating a brief for a webwriter, a SEO specialist should think about the Title and the H1 heading. It is appropriate if the webwriter combines the duties of a content marketer and collects analytics.

Topic. Briefs, in which only the topic is given, as already mentioned, do not work.

Content type. Genres of textual content are diverse, and each has its own laws, so the type of text must be specified in order not to get instead of a concise description of offset printing technology, a large excursion into the history of printing, starting with Gutenberg's "Bible".

The main types of texts for web-resources:

- articles for different categories of a corporate or commercial site;
- product cards (product descriptions);
- informative article, Longread;
- ratings, digests, selections;
- checklists, instructions, reminders, workshops, manuals, presentations;
- email newsletters;
- posts for social networks;
- interviews with experts;
- reviews and product testing;
- summaries (thesis, summaries of voluminous works or books with a digest of the main meaning);
- cases (stories about solving a work task);
- entertaining texts: jokes, memes, tests, polls, gossip, etc.;
- news.

The purpose of the content. The purpose of the text is what it is needed for and what task it should solve. If the customer himself/herself does not know why he/she needs the text, then the webwriter is even more so. After all, the global goal of any content is to attract users and motivate them to take the intended conversion action.

The specific purpose of the article depends on the type of page: main, category, product card, blog page, FAQ, landing page – everywhere the text solves its task pool.

Target audience (TA). The text should be written in the language of the audience it is intended for, so the description of the target audience should be as accurate as possible.

Webwriting tasks and text requirements on the same topic will differ if you represent your target audience well. Compare examples:

- students of typographic specialties in search of historical information about printing technologies;
- managers of small manufacturing companies looking for a printing house for printing cardboard packaging;
- technologists, engineers and printing house managers who wish to expand or modernize production.

The general theme is "Offset printing", but each target audience group needs different texts.

Style, manner of presentation. The style depends on 2 factors: the characteristics of the target audience and the tone of voice of the company. Tone of voice is the tonality that an organization chooses to communicate with its customers. Someone likes live texts with jokes and sayings, and someone considers this tone of communication unacceptable in business.

A good webwriter has his/her own style, but at the same time, he/she can adapt to the tone of the company voice, focusing on the site's materials and specific recommendations. We can offer several examples of stylistically successful articles. The best way to find out if a webwriter's style is right for you is to give him/her a small test task to check.

Technical requirements for the text

Uniqueness. Technical uniqueness is the absence of coincidences in the order of words in the articles from other sites. Experienced rewriters can elevate technical uniqueness by skillfully juggling synonyms, sentence structure, and text.

In addition to the technical one, there is also a content uniqueness: original ideas, author's materials, expert data. Such content is interesting to users and is highly ranked by search engines.

Often, we read articles on the Internet and feel *deja vu*: it seems that the texts are similar. Uniqueness is not a key ranking factor, but it cannot be ignored. There is no point in solid 100 percent uniqueness, and in some niches, it is completely impossible.

Average indicators depend on the theme, usually the norm is 90-95%, and, for example, in legal texts 40-50% is good. Not all texts can be written withstanding the condition of maximum uniqueness. Moreover, there are recognized norms of uniqueness that should be used during negotiations with the customer.

Article uniqueness levels:

- 100-95%. Limit of perfection. The text is completely free of plagiarism, has minor overlaps or quotations.
- 90-94%. There is no limit of perfection. The text contains a few phrases or a sentence, borrowed from other sources.
- 80-89%. There is room to grow. Small paragraphs were found in the text that coincided with already published materials.
- less than 80% Need to rewrite. The article contains long pieces of borrowed from one or more sources texts.

But articles differ, and the concept of uniqueness is relative. For example, an acceptable level of originality for an author's blog article is 95-100%, for a product description with clear specifications 50% is acceptable, and for an article on a legal topic, a requirement of 70-80% will be adequate.

Often, authors, raising the uniqueness, turn initially good texts into samples of nonsense, when specific terms are replaced by tricky synonyms. Such graphomania does not bring any benefit to the users or the site.

Articles on the following topics suffer more than others from the senseless battle for uniqueness:

- medicine and science;
- law and jurisprudence;
- equipment and electronics;
- cars;
- cooking.

A webwriter should be careful with this indicator. Different programs for checking uniqueness give different results, which sometimes differ by tens of percent.

After writing the material, the webwriter runs it through one of the uniqueness checking programs. The most loyal is "text.ru". The "content-watch" service is popular now. However, it is not very convenient to use, because it checks one or two texts a day for free, and everything else is paid.

Many writers appreciate the Advego program. As a rule, if the verification takes place through Advego, a client requires 95% and higher.

The program has such a function as setting "shingles". A shingle is a phrase of 4 words, into which the program breaks the text and compares it with different web resources. That is why long keys containing 4 or more words will not be unique.

If the client allows to change words in key word combinations, swap them and dilute with other words, then Advego will not find non-unique content. If the requirement is "shingle 3", then such a phrase as "I love you" in the text will be determined as borrowed from various sources.

It is very difficult to achieve uniqueness under such conditions. In addition, Advego allows you to perform regular and deep verification. If the text is of high quality, there will not be a big difference, and if the material was simply rewritten, then the discrepancy can be as much as 5%, which is quite a lot.

Advego is also convenient because you can check nausea, watery, perespam. The program also shows the number of errors, the number of characters with and without spaces.

In the brief the client usually prescribes requirements for a number of parameters. In addition to uniqueness, there are requirements for:

- fluidity (wateriness);
- academic nausea, e.i. frequency of word use (in the “semantic core” section, there must be a number up to 3, otherwise there will be great nausea. These indicators are interconnected). To reduce academic nausea, you should look at the statistics, determine which words occur most often, and replace them with synonyms or descriptive constructions.

The general requirement for the **classic nausea** criterion is up to 9%. Usually, customers require from 6 to 8. This means that repeated words in the text (not keywords!) should be from 6 to 8% relative to the entire volume of the text. If the index is higher than the one required by the brief, then we resort to synonymous replacement.

The criterion “**grammatical errors**” is usually not paid much attention to in SEO analysis, because Advego’s dictionary is much smaller than the one in the Word. Accordingly, it emphasizes terms it does not know. But you can consult the program, because the original text with highlighted errors will be placed below this sign. It is possible to check whether it is a problem with the dictionary or a typo.

The program is free, so you can adjust the SEO parameters to those required by the brief many times.

The next SEO parameter is “**wateriness**” (**fluidity**). It should be from 40 to 60%. Water for SEO text is words that, in the opinion of the program, do not carry useful information. In water, the program counts all non-independent parts of speech, which it calls stop words, without which the text cannot function. Therefore, usually, not much attention is paid to water content. This criterion will be fundamental if the brief requires writing in an informative style and checking the text using the “Glavred” program. Here, the maximum indicator of the informative text should be 10. Usually, the brief requires that the number starts with 7.5. Such a text will be quite lively and read normally. But if they want 9–10 points, they get dry instructions at the output. Because of this, not all customers demand to run the text through “Glavred”.

Searching for keywords and creating a semantic core is the responsibility of a SEO promotion specialist if the webwriter works in a content marketing agency. SEO-guy creates a technical task in which all the requirements for the future text are prescribed. It is difficult to find a certain unique brief for different customers. This is explained by individual conditions and requirements for the promotion of a specific resource. It is for the needs of promotion that texts are created.

The **structure of the text** for the site is always a separate point of the brief. It is known that reading text from a monitor is much more tiring than from the paper

sheet. That is why articles always have requirements to their structure. Modern algorithms require that the text should be divided into paragraphs, usually up to 500 characters long, that each meaningful part is highlighted with subheading tags, and that the text contains lists, tables, graphics, and at the end, if possible, a unique video is added. This requirement applies to storytelling, LSI and SEO webwriting.

Some agencies require the webwriter to search for keywords himself/herself, to create SEO text components such as title and description. Title (the title of the page of the Internet resource) is a special tag that is located at the beginning of the html code inside the <HEAD> structure. Along with such elements as descriptions (a brief description of the content of the page) and keywords, the title is one of the cornerstones of the successful promotion of any site.

There are at least three reasons that require special attention to the issue of its optimization:

1. When sharing on social networks, the title of the site is displayed.
2. The title of the article, its address and description are displayed in the search results.
3. Analysis of page titles allows Google to determine their places in search results.

Another requirement may be the creation of a **Description**. The Description meta tag is one of the attributes of the <meta> meta tags. Its purpose is to describe the page in the html code. Users do not see it; it is service information intended for search engines. Description must be in <head> tags. Recommendations of search engines indicate that each page on the site should have a unique description of no more than 160 characters. The description of the page should be meaningful. There is no need to list keywords in it, as inexperienced optimizers and novice webmasters do. SEO professionals understand the importance of Description and describe only the content of the page in it. You can't copy the same Description for all pages, because it can negatively affect the promotion of the site. Within one site, each page must have a unique Description. The description tag must differ from the <title> tag.

How to increase uniqueness.

The uniqueness of the text for the site depends on your goals. If the article does not fit the required indicators, you can improve them by using simple techniques.

- Remove quotes, sayings and aphorisms from the text.
- Change the order of words, pick up synonyms in problem passages. Use an online thesaurus. Sometimes it is easier to throw out a paragraph with overlaps than to correct it.

- Squeeze out the “water”. Throw out buzzwords, clichés. They do not make text better. For example, during the last 6 months → half a year, as part of a meeting → at a meeting, etc.
- Add verbs and reduce the number of adjectives.

Nausea and density of keys. Classic nausea is determined by the most frequent word — as the square root of the number of its occurrences. For example, the word “text” occurs on this page 16 times, classic nausea would equal 4. Importantly! The maximum allowable value of classic nausea depends on the volume of the text: for 20,000 characters a nausea equal to 5 will be normal, and for 1000 characters it will be too high. Academic nausea is the quantity of usage of the key words and word combinations in the text. It is calculated by the ratio of the most frequent words to the total volume of the text. The norm is 7-9% for the Advego service or 45-55% for text.ru. The density of occurrences of keys should not exceed 5%, otherwise there is an increased risk that the site will fall under spam filters. The safe value is 3%.

Parameters according to “**Turgenev**” and “**Glavred**”. The “Turgenev” service checks the text at risk of falling under the Yandex “Baden-Baden” filter, evaluates the ease of reading, highlights mistakes. It doesn’t make sense to demand an output of 0 points, but a text where the overall risk is above 7 definitely has problems. “Glavred” detects water, stamps, stationery in the text. The norm is 7-8 points.

Volume of the text. Focus on the average indicators of competitors and on your feelings. When compiling the brief for webwriters, it is better to mark approximate number of characters. Usually, the volume is calculated in characters without taking into account spaces. 1000 such symbols are called a kilosign.

Text plan. The plan is a text structure formed on the basis of collected keys and analysis of competitors. In order the result to be without surprises, the webwriter needs to be given a plan. The more detailed it is, the lower the risk of not getting what you need. The structure should be made either by a SEO-guy and to be based on analytics, or by an expert who understands how to disclose the topic in the best way.

Headings H1–H6. Tag Parsing tools help to analyze the structure of competitors. Instead of a plan, let’s write the questions that the article should answer. Then the author gets room for maneuver, but within the framework of the given topic and semantics. <H1> is the first level heading, it heads the text and is written at the beginning of the page. It is primarily analyzed by search engines. <H6> is the lowest priority h tag.

Design. An experienced author competently draws up texts by default. But, just in case, in your brief you should include a paragraph about formatting requirements for webwriters:

- styles of headings H1-H6;
- paragraphs;
- bulleted lists;
- pictures, etc.

If the company has an editorial policy, indicate where the author can read it. The texts should be readable and ready for publication.

Keywords. A list of keys is required to build a structure with full semantic coverage. From the point of view of SEO, it is enough to enter the main key in the direct entry at the beginning of the article, the rest of the phrases can be dissolved in the text.

When the structure reflects user queries and the article reveals the topic, most of the keys will organically enter the text. Many SEO specialists take key statistics in text analyzers such as Rush Analytics, Just Magic, Pixel Tools and authors create texts based on them.

Anchor links. An anchor is a short text, consisting of 1-5 words, enclosed between `<a>text` tags. A small section of line, highlighted in colour and often underlined, tells users that they can see a link to any page on this website or anywhere else on the web.

Stop words. This point discusses things that absolutely should not be in the text: parasitic words, clichés, jargon, and more.

Additional Information. Any information to help the webwriter is entered here: some features of the product or company, the nuances of the company's history — everything that can help the author.

Sources. It is advisable to add links to successful texts of competitors or documents where you can take useful information.

Deadlines. A good text is not written quickly. The quality of the content depends on the time the author invests in immersing himself/herself in the topic and searching for information. Comfortable terms, in turn, depend on the complexity of the topic and on how the brief for the webwriter is compiled: correctly and in detail or roughly. Resources for creating briefs <https://tehzadator.ru>, <https://tools.pixelplus.ru/faq/webwriters>, <https://tzmonster.pro>, <https://tzshka.ru>, <https://semparser.ru>, <https://semen-yadren.com>.

For a better understanding, consider an example of a bad brief.

Topic: Choosing a baby carriage – which one to buy? You need to write a text of no more than 4,000 characters about the criteria for choosing a baby carriage. The

article should be easy to read, structured, with subheadings, and lists must be present. Deadline is 2-4 days. Uniqueness is 100%.

Use keywords in the text:

- how to choose a baby carriage;
- choosing a baby carriage;
- which stroller to buy.

At the first sight, it seems that everything is fine. But a number of questions immediately arise. What is the minimum volume of the text? If you write 1,000 or 2,000 characters, will the customer be satisfied? How to check uniqueness and with the help of which service? At the same time, there is no plan of the article, there is no goal that it should fulfill, it is not specified how many times to use this or that keyword (there is a simple enumeration of the main requests), there are no requirements regarding the nausea of the document. In short, the customer missed many points and gave the webwriter complete freedom. So don't be surprised if the content you get doesn't meet your expectations.

How a webwriter creates a text

Every site should be filled with useful content. Of course, there are site owners who write for their resources themselves. Their articles are useful and practical, but they can be full of numerous mistakes and poorly formulated opinions. Articles that are created by site owners often lack structure and are difficult for the reader to understand. It is this reason that makes them to address a webwriter, especially when it comes to creating SEO text.

Keyword search. Ideally, the search for key queries and the creation of a semantic core is handled by a person who specializes in this (i.e., a “semantic”). The SEO webwriter has only to find out which information is more interesting to the reader. Seo-guy creates a brief task in which all the requirements for the future texts are prescribed.

There are a large number of brief's types. It is difficult to find a certain unique brief for different customers. This is explained by individual conditions and requirements for the promotion of a specific resource. It is for the needs of promotion that texts are created. Specialists, as a rule, use Google Adwords service, as well as special services and programs (Key Kollector, etc.) to find “keys” for which articles should be written.

One key query can be represented by different thematic texts, so it is also worth paying attention to this. Accordingly, hundreds of materials with different keys can be created on the same topic.

Text structure. When the topic of the text is determined, the keywords are selected, and the competitors are studied, you can start creating the text. An article that is divided only into paragraphs does not get due respect from users. Even if the most necessary information is concentrated there, it is difficult to read and understand.

Each article should have a clear structure:

- Introduction. A few sentences about what is written in the article.
- Main part. The main, informative content, which must be broken down into subheadings. If there are enumerations in the text, it is necessary to arrange them in the form of a bulleted list, and not just write them through commas. Text that has a diverse structure is more understandable and interesting for users.
- Conclusion. A paragraph or several sentences summarizing the information presented.

For example, a webwriter receives a technical task of this type.

Symptoms of ankle arthritis
(Informative)
General requirements for text
SEO Requirements
Keys:
arthritis of the ankle
ankle arthritis
symptoms of ankle arthritis
bone arthritis
rheumatoid arthritis of the ankle
shin arthritis
Headings:
H1 Symptoms of ankle arthritis
H2 Ankle arthritis: causes
Size: 5000-5500 characters.

Structure of the article (not the headings are indicated, but the questions that need to be answered in the article, headings are formulated taking into account the keys and the actual written text).

General terms. What is ankle arthritis, its types, causes. Symptoms. Symptoms which are common for all types. Symptoms specific to individual types of arthritis: rheumatoid, reactive, gouty, osteoarthritis, etc. Symptoms, characteristic of different forms and stages of the disease.

Diagnostics. Signs that determine the activity of the disease - clinical, laboratory.

What doctor conducts diagnostics?

Conclusions. Note that you can not make the diagnosis yourself. In common words describe what treatments are used. In two words, describe the prognosis of the disease.

Possible sources of information

Example of the brief

Title:

- Volume – 45-65 characters with spaces
 - Must contain high-frequency + low-frequency keys (1-3 pcs.)
 - Insert the main key closer to the beginning
 - If possible, we use numbers, adjectives, and adverbs
 - We do not use complex words, “pacifiers”, stop symbols ((\|()+=?))
- Example: The best phones from China. Buy in Ukraine with a 40% discount

Description:

- Volume – 220–230 characters with spaces.
- We use only high-frequency requests
- The main key is used 2 times: when walking and diluted
- We prescribe the most important “chips” of the company for clients
- At the end, a call to action is mandatory (come in, order)
- It is possible to use special characters (○ > > → ✓ ☀ ★ ☎ ➔)

Example: ✓ Computer equipment, phone, tablet, TV, accessories. ★Sale of the best novelties. Buy in Ukraine. ✓Manufacturer’s price. Discounts of 10% on wholesale. ➔Free delivery across the country in 1-2 days. Warranty 1 year →Order now

General rules:

- Do NOT put a dot at the end of the title and description
- DO NOT write words with capital letters (PHONE)
- The information in the title and description should not be duplicated
- We use different keywords (if possible)
- We do not write the names of companies that are not recognized as famous

Before filling in the title and description, look at how the meta tags are written in similar sites from the TOP

Keywords. By hand, through comma, write only the most important requests on the topic (about 3-4 pieces)

Example: Chinese, phone, smartphone!!! Full information on writing meta tags can be found here

- The main key is in the first and last sentence, in H1, H2
- Keys can be grouped, combined, diluted
- Keys should be evenly distributed throughout the text
- Keys in subtitles are counted
- One key cannot be separated by dots
- The key must be written correctly, without mistakes
- Heading H1 – with a key, consists of 3-4 words
- Subheadings (h2, h3) – with a key, 2-3 (according to meaning)
- Lists – use
- Tables – use
- At the end – a call to action + contacts

Pictures

- approximately 1 pc. for 1500 symbols without spaces (insert into the article + a separate file)
- pictures in the table must be in the same style (for example, all horizontal, on a transparent background)
- we must make the picture unique (change the size, color, etc.).
- the width of the picture must be at least 600 pixels

6. Infographics – we use them, and we make them in the colors of the site

7. Lists:

- the line before the list is written in bold italics
- the first word/word combination in the paragraph is in bold (if it is possible to distinguish it by meaning)
- if there is more than 1 sentence in the clause, we start with a capital letter, at the end – a period
- we make the points the same in length
- we avoid lists which items consist of 1 word
- do not write 2 lists in a row, separate them with at least 2-3 paragraphs

8. Demands to the text statistics

- Advego Plagiatus (shingle – 4; phrase – 4) – that’s 95%
- Glavred (link) – 7.5 points
- SEO analysis (link) – the main key in the 1st place
- SEO analysis (link) – key density is 2–3 %

We attach the screenshots according to these checks to each article

- When writing an article, we use at least 5 sources

After the text is written, it is checked for “wateriness”, “nausea”, possible mistakes. If all the necessary requirements are met, the article can be sent to the customer. Now it remains to wait for the customer to read the text and express his/her opinion. Typically, it’s a “like” or “dislike”. In the first case, the author receives a fee. In the second, he/she revises the material. Cases are different.

A freelancer, like a webwriting agency, cannot protect their copyright in any way. Heads of agencies become mediators between clients and authors, and if the client does not pay for the services of a webwriter, and the head of the agency needs his/her further services, then the person's work is paid from a special fund. Or they don't pay. There is no point in arguing.

Alternative programs for checking the uniqueness and other text parameters

Everyone involved in the creation of content for the web knows that the text created by a webwriter must meet a number of requirements and fall within certain metric

parameters. However, in view of the new realities faced by all webwriters, there was an urgent need to replace Russian services for checking the quality of texts with similar ones, since on Ukrainian territory services from the Russian Federation either stopped working altogether or opened only through VPN. Therefore, resources were found that were useful to the entire webwriting community of Ukraine.

Resources for checking various aspects of the Ukrainian-language text have long been and fruitfully used both in the webwriting environment and by everyone who is interested in obtaining a competent, high-quality text. Great selections of such resources can be found, for example, on the Learn Lifelong website (<https://learnlifelong.net/14-bezkoshtovnyh-onlajn-servisiv-dlya-rob/>) or Coma. Stop for Smile (<https://coma.in.ua/30584>), where resources are collected and they provide the ability to check the text for literacy, translate phraseological units, individual lexemes or entire texts, the best Ukrainian dictionaries have been selected, transferred into online-friendly electronic format.

American service **Copyleaks** (<https://copyleaks.com>) offers a number of tools that allow you to find borrowings, compare files, check code by developing your own software (API, i.e. Application Programming Interface and LTI, i.e. Learning Tools Interoperability).

The developers note that Copyleaks is a comprehensive anti-plagiarism software that performs extensive searches across the Internet and various databases quickly and accurately. It can scan documents, raw text, and URLs in 100+ languages, including code, providing detailed reporting with each scan. Copyleaks empowers writers, students, educators, and business owners by providing confidence in the authenticity of their work. Through our LTI and API integrations, we also help organizations protect against copyright infringement and academic plagiarism (<https://copyleaks.com>).

The target audience of the resource is educational institutions, small businesses and research institutions, students and everyone interested in high-quality unique texts. Support for more than 100 languages, including Ukrainian, is an advantage for domestic webwriters.

To find out the percentage of uniqueness of a certain text, you need to register or log in through social media or Google accounts and in the Plagiarism Checker tab, simply click Scan for Plagiarism and in the window that opens, insert the desired text or passage. We get the result in a few seconds. For those who check few texts, there is an option to check 20 pages per month for free. It is better for agencies to use the paid tariff, which is \$9.16 per month. In this case, the user gets the opportunity to check the volume of 300,000 words or 1,200 pages.

Another service for checking texts for plagiarism is **Plag** (<https://www.plag.com.ua>). It is also aimed at academic communities, students, teachers. The developers note:

“Plag.com.ua is a global provider of plagiarism detection services serving clients from more than 90 countries. Plag.com.ua develops its technology from a multilingual perspective, which allows us to provide specialized plagiarism detection services to customers in the USA, Great Britain, France, Germany, Lithuania, Latvia and other countries. Plag.com.ua was created in 2011. It belongs to Lingua intellegens LLC and is located in the wonderful European city of Vilnius, the capital of Lithuania” (<https://www.plag.com.ua>). However, until recently, few people knew about the existence of this resource, as webwriters used more “hyped” Russian services. Meanwhile, Plag allows you to see paraphrasing, misquotation, quotations, coincidences in the text.

Provides a quick content score, plagiarism risk score, and similarity score. Another positive point is the presence of a multilingual system, which allows you to get the most accurate result of checking even multilingual texts. In addition, you can also order a number of related services (proofreading and editing, plagiarism removal, editing essays and dissertations).

However, webwriters only use the services of checking for uniqueness. The service is free, but a standard user can only quickly check content for plagiarism. If you are a teacher or premium user, you can also get a detailed check for plagiarism, a report, a web database, a database of scientific articles (about 80 million).

Therefore, Plag is a completely worthwhile service for use by webwriters. However, the textual content for the web environment must not only be unique, but also meet the requirements, for example, for the wateriness of the text, nausea, spam, correctness and frequency of use of keywords. For this, there are also alternative services to the usual advego and text.ru.

The **Webwriterly** service (<https://copywritely.com/ru>) provides a wide range of text verification options for various metrics. This is a professional service designed specifically for marketers, webwriters, SEO optimization and promotion specialists. However, to start using it, you need to register. In addition to uniqueness, you can check the text for spam and readability. If the service is used by an agency that needs to regularly check large volumes of materials, then it makes sense to subscribe to the paid version (\$180 per year). The professional tariff allows you to define a number of text content parameters:

- monotony;
- relevance of requests;
- grammar;
- readability;
- level of spam;
- wateriness;
- uniqueness.

However, checking by so many metrics is not the only advantage of the service. Developers also offer services related to pure SEO optimization. Together with the uniqueness report, the user receives recommendations on how to improve the text by moving or removing certain passages so that the content is better perceived by search engines, because “Unique, high-quality, SEO-optimized text not only ranks higher, but also helps to get more conversions on site” (<https://copywritely.com.ru>). That is, in fact, this service is able to replace the above-mentioned resources for verification literacy and uniqueness and provide assistance in text optimization.

An interesting multifunctional resource is Semrush (<https://www.semrush.com>). The developers note: “Back in 2008, Semrush started as a small group of SEO and IT specialists united by one mission — to make online competition fair and transparent, with equal opportunities for everyone. Twelve years later, it evolved into a powerful platform that helps marketers all over the world grow their online visibility” (<https://www.semrush.com>).

As indicated in the English-language version of “Wikipedia”, according to the type of site, Semrush belongs to resources that carry out competitive intelligence, is located in Boston, has a subsidiary company Prowly.comSp.zo.o.

It provides a number of services:

- Google rank tracking;
- Domain authority tracking;
- Competitor analysis;
- Backlink analysis;
- Keyword research;
- Site audits;
- Keyword click analysis;
- Content explorer;
- Semrush Sensor;
- Traffic Analytics;
- Site Audit (<https://en.wikipedia.org/wiki/Semrush>).

Over the years of its existence (since 2008), the service has acquired a number of competitors providing similar services. Many of them are actively used by marketers and SEO specialists, however, they are based on the developments of Semrush. Such services, as stated in “Wikipedia”, include:

- Calltouch;
- SimilarWeb PRO;
- Pixel Tools;
- Unamo SEO;
- Serpstat;
- Reportkey;
- SEOLib;
- LINE. PR-CY (<https://en.wikipedia.org/wiki/Semrush>).

It is better to use the paid version, for which you will have to pay \$99 per year. Semrush provides 50 professional tools. The one of interest to web writers is located in the “Content Marketing” tab and is called SEO Writing Assistant. The service analyzes the text and provides suggestions for the use of SEO and LSI keys, as well as general evaluation of the text. The service is quite complex and requires certain skills to use. It does not provide the possibility of switching to the Ukrainian language, but qualitatively analyzes Ukrainian-language texts from the point of view of existing key queries. The percentage of uniqueness is not provided.

Thus, we considered only a few services that are relevant for web writers, which can compete with services that were more popular and familiar. At the service of the webwriting community there are numerous sites where you can check a variety of purely linguistic parameters of the text, as well as resources that contribute to content optimization. Afterwards, there is something to choose from and something to work with. The quantity and quality of such services does not remain unchanged. As in the industry in general, something new appears all the time, the functionality of these services is constantly improving and diversifying. Therefore, the creators of text content for the web environment will not be left without proper electronic support.

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LSI WEBWRITING. ITS ORIGIN, SPECIFICITY, DIFFERENCE FROM SEO

The field of copywriting is regularly transformed and improved. Ways of writing texts which a few years ago brought sites to the top of the search results, now have the reverse effect, lowering the ratings of materials, and even bringing resources under the filter.

The reason is that SEO texts are being replaced by materials written according to LSI principles. If seven or ten years ago, a text filled up with keys was perfectly indexed, now search engines have become much “smarter” and determine the relevance of texts not by the number of used keys, but by other criteria.

Latent semantic analysis (LSA) technology is not a recent invention. It was patented more than 30 years ago – in 1988. In those days, it was used to reveal the semantic structure of the text and index it. Subsequently, in the United States, the method was used to check the quality of educational methods for students of high schools.

Six scientists – S. Deerwester, S. Dumais, J. Furnas, R. Harshman, T. Landauer, K. Lochbaum, and L. Streeter – then laid the foundations of a real revolution in text creation, which practically put traditional SEO on the verge of extinction.

The principles outlined in the 1980s were embodied in the developments of the 2010s and applied to the automatic ranking of texts by the Google and Yandex search engines. First, they blocked sites on which they found many off-topic links. It's no secret that there were large content farms that published very uninformative and practically useless texts for users, in which a lot of keywords were entered, by which search engines brought such materials to the first positions of the ratings.

Actually, it could simply be a set of words between which key queries were placed with a certain frequency. Some “artisans” from SEO optimization insisted on using one key per hundred characters. Meanwhile, as a general rule, there should be 1 key per thousand characters of text without spaces. Accordingly, such content was impossible to read, it contained a minimum of information for the user, but it was well ranked by search engines due to the large number of keywords that answered many user queries. It is believed that the first algorithm that significantly cleaned the web space of over-optimized texts, putting an end to the manipulation of search results, was Google's Panda algorithm. It was put into effect in February 2011. The main goal was to assess the user's involvement when viewing the content of the resource. Two years later, Google introduced the Hummingbird algorithm. It understood requests made in a conversational style. In addition, the world's search engine now knew how to search for the necessary materials not only by key queries, but also by analyzing semantic connections.

The algorithm was presented at the anniversary of Google, which was 15 years old at that time. “Hummingbird” was now looking for the necessary materials not by keys, but by meaning. In addition, people stopped adapting to the need to enter a key query that would be understandable to a search engine, and switched to ordinary phrases, which were called “natural queries”. Such a request could contain 10 or more words, but the algorithm processed them as well.

The second most important search engine, Yandex, also did not remain aloof from the process of improving the search and, as a result, the requirements for text content. In November 2016 it launched the Palekh algorithm.

Another task was implemented here: it was able to recognize low-frequency “tail” requests. To make this algorithm work, the researchers used neural networks. Striking changes also began with the work of “Palekh” in the Russian-speaking segment of the Network.

Within a year, “Baden-Baden” was invented and implemented, the main purpose of which is to search for re-optimized texts (it has a name consisting of repeated words for a reason). Thanks to its work, a significant number of resources containing SEO texts with an excessive number of keywords fell under the filter.

In six months – in the fall of 2017, the search algorithm based on neural networks became operational. It was named “Korolyov” and programmed to compare the meaning of requests and network pages. “Korolyov” increased the value of LSI.

Now instead of the term “latent semantic analysis” the term “latent semantic indexing” began to be used. SEO in its usual sense is slowly giving way to a new way of creating textual content. True, given the fact that the market is large and rather inert, up to 80% of the orders of content studios and copywriting agencies are still SEO-optimized texts. However, even in this traditional field, you can no longer find materials where one key is written on 100 characters. Now, search engines consider such a text to be over-optimized and lower it in search results.

The main purpose of the LSI text is to satisfy the information needs of the consumer, not the search engine. Because of this, LSI-materials deeply and comprehensively reveal the main and a number of side topics. The approach, which is based on latent semantic analysis, “taught” the machine to understand the content of documents, analyze connections between texts, compare queries and texts on a certain topic. This is a way to identify associative semantic connections. Now search engines analyzed the intentions of users, guessed what exactly made them enter a certain query. This made it possible to more rationally respond to requests, which are divided into commercial and informational.

LSI text is designed to meet informational needs. Search engines began to take into account not only keywords, but also a wider thematic core, which includes synonyms, related concepts, lexemes that cause associations with what the user is asking about.

Experts highlight a number of advantages of creating content according to the LSI paradigm.

Positive features include:

- improving behavioral factors, as people get the information they need, they will stay longer on the site;
- a significant increase in the semantic core due to the involvement of low-frequency “tail” requests;
- protection from falling under the filter of search engines;
- search mechanisms operating according to modern algorithms appreciate the use of a wide lexical field, associative phrases, bringing such materials to the top of the list;
- increase in natural links due to the fact that interesting and useful content gains popularity and is actively shared;
- spamming of the text is reduced, because there is no need to use the same number of keys as in SEO text. Moreover, they are diluted with relevant queries;
- it is easier for a web designer to structure a resource, because LSI allows covering a significant range of synonyms and a large number of accompanying queries;
- thanks to LSI-materials, site traffic increases significantly, and this is a direct way to get ahead of competitors and gain advantages.

To achieve this, a carefully thought-out and balanced brief is necessary. Now, in addition to the key words, it is necessary to write down the accompanying words and expressions that make up the associative core.

Since LSI text is written using an associative core, the question arises as to how it should be selected in order to gain a competitive advantage. Significant help, according to some data, up to 50% of traffic, is provided by the so-called “tail” requests. Unlike regular keywords and phrases, these are quite long expressions, of which there are many. For example, it can be: “How is the balayage technique different from ordinary highlighting”, “Which inexpensive smartphone is better to buy for a 10-year-old child”, “Which computer is better to choose for a designer – Lenovo or HP”.

If the thematic core is compiled correctly, then the requests are available in it. And this will bring many visitors to the site. The advantage of “tail” queries is that in highly competitive industries, it is easier to get to the top of the search results through them, and not by the main queries. The presence of low-frequency queries in the semantic core allows you to reach the leading positions in the topic in 2-3 weeks. Another plus is that there is no need to turn to the services of a semanticist (a

specialist in SEO optimization), since a person more or less familiar with the specifics of copywriting and promotion is able to achieve good results on his own.

In the column on the left there are ordinary SEO-keys with the indicated frequency of use, on the upper right side there are phrases associated with the topic of the future material. A brief has such a look for writing all LSI-materials that are created at the Internet marketing agency Textum. Depending on the needs of the customer, it may vary slightly, but the general requirements remain the same.

LINK TO THE SITE	
META TAGS	<ul style="list-style-type: none"> • Title: 45-65 characters with spaces with key • Description: 220-230 characters with spaces with keys • Keyword – select 1-3 words that match the topic of the article
PREPARATION	<ol style="list-style-type: none"> 1. Before writing an article, you need to study the TOP-5 and analyze the content of the pages through the services: <ul style="list-style-type: none"> • http://simple-seo-tools.com/ru, • http://lenartools.ru/tools/lemmatop/. 2. Determine the frequency range for keywords by examining 5-10 sites from the top.
KEY WORDS	<ul style="list-style-type: none"> • Use all keys, evenly distributing them throughout the text • Keys must be in H1+ subheadings • Pick up LSI keys using the service googlekeywords.com.
LINKS	<ul style="list-style-type: none"> • The article should have a link to the company's products/services • Use links to external authoritative sites (≈ 1 in 5,000 bp)
STRUCTURE	<ul style="list-style-type: none"> • For each article we prescribe ANNOUNCEMENT for social networks • At the beginning of the article there should be a MENU that fully matches the SUBTITLES • The article should be easy to read: contain subheadings, lists, broken into small paragraphs • At the end of the article, you do NOT need to write contacts and urge people to contact the company. It is better to encourage readers to leave comments, share experiences, advise, etc. • For every 800-1000 symbols without spaces, make pictures, infographics
CONTENT	<ul style="list-style-type: none"> • We write without water, only useful and relevant information • Each topic – comprehensive answers to user questions • TITLE must necessarily include the key and be interesting, catchy. It is advisable to use numbers (for example, “5 secrets of a copywriter”) • The volume of materials from 8 to 25 thousand characters without spaces
CHECK	<ul style="list-style-type: none"> • Advego Plagiatus (shingle – 4; phrase – 4) – from 95% • Overspam – by Advego Plagiatus (determine the indicator by analyzing the top 5 competing sites) • Glavred – 7.5 points

There are some differences between two types of content – LSI and SEO.

- SEO-text is impossible without keywords (for direct and diluted input) and meta tags. For LSI, this is not principal, as the topic is universally explored by the author, the keys of that phrase from the associative core will be automatically displayed here.
- For LSI, there is no special significance for the use of key words and phrases.
- Although for SEO the fundamentally important parameters are nausea, uniqueness, water content, visibility of relinking, then the main thing in LSI is the completeness of the answers. A correctly written text will have a high degree of originality and accordingly a good ranking.
- LSI-materials are always much longer than SEO ones.

The writing of LSI-texts simplifies the life of the authors from the technical point of view, but authors require a command of vocabulary, deep immersion in the topic, logical thinking, and good understanding of the informational needs of the target audience.

What order should be used to process LSI-material?

Today, the algorithm has already been created which foresees a chain of successive acts. Specialists agree that creation of the LSI-text may have certain differences from the writing of SEO-material. First of all, it is necessary to lay down the associative core, which directly influences the number of low-frequency “tail” requests.

In order to do this task, it is necessary to know that the associative core is created in three stages. At first, one needs a list of key words and phrases. To this one must add the maximum number of associative lexemes. This can be done using additional special tables or smart cards. Often this looks like a cloud, in the middle of it is a key, and around it there are hyponyms, synonyms, associative words, hyperonyms, that is all that forms systemic links between the meanings of words.

The other stage is related to the creation of the nucleus in a different order. In this case, to every LSI request, you can add a row of mini-nuclei. You can do it manually, and with the help of software, for example, such systems as Pixel Tools, Just Magic, Ultimate Keyword Hunter.

Specialists emphasize the lack of perfection of these tools and the need for high erudition in the person who lays the core.

At the third stage, stable phrases characteristic of colloquial speech are also added.

Looking back at the above designation, it has become accepted practice to distinguish between relevant and synonymous keys.

In view of the above, it is customary to distinguish between relevant and synonymous keys. The first group consists of lexemes that complement and clarify the main key. The second is its synonym.

Semantics claim that in both groups there are high- and low-frequency queries, which reveal the subject and achieve excellent indicators of text nausea. After creating the semantic and thematic cores, you can start forming a brief. It should define the specific structure of the future article, which should include subheadings of different levels, lists, and, if necessary, tables.

Every one and a half thousand characters, text should be broken up with illustrations. The language of the presentation should be simple, not contain long phrases, terminology should be avoided or words incomprehensible to the general public should be explained.

In addition to the logic and simplicity of the presentation, the LSI-text should contain keywords and LSI-words and expressions evenly distributed throughout the text. Spelling, punctuation and presentation style must be impeccable, otherwise the search engine will consider the article to be of poor quality, and all efforts will be in vain. If necessary, you can add expert opinions, quotations. The ready material should cover the topic as widely as possible.

Copywriters working on LSI articles note that due to the volume of the text, the need to study the topic deeply, more time is needed than for creating a SEO text.

As far as LSI materials are concerned, one of the cornerstones is the issue of finding an associative core. If there are Yandex.Wordstat and Google AdWords for selecting keywords in SEO, how should you work to select LSI phrases?

Practice activity suggests several effective ways

- 1) You can enter key queries in the Google and Yandex search engines – and they will immediately give 10 options, from which you just need to choose the ones that are suitable for the topic. At the bottom of the search page there is also a hint for those who construct an associative core. This is the well-known window “Searched for with this”, which collects current queries related to the topic. Do not ignore "tail" requests that improve traffic.
- 2) Yandex.Wordstat has a similar function called “Similar queries”. However, for LSI, the principle will not be the specified frequency, but the correspondence to the topic of the material.
- 3) The method of “manual” analysis of snippets, i.e. those excerpts of articles that are opened after a search result, gives good results. You will have to spend some time going through them and extracting the right words and expressions. In this way, you can

“pump up” your skills in semantics. However, for large sites with significant textual content, the method will not be suitable due to the large amount of time spent.

4) Google AdWords works similarly to Yandex.Wordstat, it is also a keyword planner. In it, you should work with Google Keyword Planner, where you should pay attention to the function “Together with this is often searched”, in which to select queries that are suitable for the topic of the material.

5) There are also special services where you can find keys for LSI materials. These include: Pixel Tools, Arsenkin Tools (free), Serpstart Megaindex (paid).

6) Ubersuggest tool allows you to process LSI-phrases quite deeply, as it produces a significant number of additional tokens and their variants.

Whichever method is used to select the semantic and associative core, the search procedure should be repeated approximately every three months, as new queries appear, competitors improve their skills, so queries will be ranked in a new way.

The principles of lexical-semantic analysis are becoming more and more widespread in the text-creating activities of not only copywriting agencies and content studios, but are also gradually entering the circulation of network media. Accordingly, various aspects related to the creation of texts according to LSI principles require scientific understanding. Neural networks, thanks to which it becomes possible to rank materials not by keywords and expressions, but by what benefit the article can bring to the visitor, how fully and competently it answers the questions in which the user is interested, make LSI an extremely promising way of text creation. Accordingly, it is extremely irrational to leave its “secrets” within the scope of copywriting only.

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MODELS OF SELLING (COMMERCIAL) TEXTS

Currently writing texts that sell can be performed according to various formulas, each of which is effective to one degree or another. The main thing is that the article is focused on the client, recognizes his thoughts and desires. Despite a certain formulaic nature, a unique text with informative content is always valuable. It should not only call for a certain action, but also reflect a useful meaning. After all, the writer's main task is to attract customers and increase sales. Let's consider in more detail the most common models of texts that sell, with illustrative examples.

AIDA

This model involves 4 stages, which should smoothly lead the buyer to the purchase.

1. Attention.
2. Interest.
3. Desire.
4. Action.

That is, first of all, it is necessary to attract the attention of the reader in any way (for example, with the help of the title, the unusual and striking design of the text, etc.).

Then you should awaken (kindle) interest. Here, all the positive aspects of the product on offer, the benefits that its use provides, will be relevant. It is appropriate to describe examples from life.

Next, it is worth imposing some time limit (for example, the offer is valid only until the end of the month). This will deny the reader extra time for thinking and will maximally prepare him|her for making a purchase.

And finally, you should complete your story with a call to action (register on our website; place an order; buy right now).

This formula was invented by a marketer from America – Elmer Levison in 1896. The method has been working for over 100 years. It earns millions. After all, the basic psychological mechanisms have not changed.

If you depict AIDA schematically, you will get a triangle. In marketing, it is called the “sales funnel”. Like a whirlpool, it draws in uncertain visitors and releases already satisfied customers.

The AIDA advertising model includes:

A = Attention, where we attract the client, make him look at our product;

I = Interest, where the consumer finally studies the advertising product;

D = Desire, when the client already wants to buy a product or service;

A = Action When a customer makes a purchase, it's our job to guide and nudge them.

We attract attention. When we put our soul into the text, selling a service, it seems to us that letters, words, sentences and paragraphs are interesting in themselves. Why write catchy headlines or insert a bright picture? And everything is enough, we think. And here lies a huge mistake that drowns more than 85% of advertising campaigns. The texts try to talk about the product, but do not do it themselves.

In commercial (selling text), the “trap” of the reader's attention is the picture and the title. A person needs 10 seconds to look at them, understand whether the text is worth paying attention to or not. The title can be added to any text: even an article on the website, even a message in the program, even a brochure, even a post on a social network. Make it a rule to start any independent text with a title.

How to write a mega-headline:

- Start from the reader's problem. Take your target audience's pain and turn it into a headline. A person, after reading the title, should understand that there is a solution. If you sell a brace, the headline “How to carry a baby without back pain” is perfect.
- From denial. Often, the consumer refuses the service due to certain beliefs – the fitness center is far from the house, etc. Our task in the title is to immediately reject the objection. The client wants to save money on repairs and paste wallpaper. We will write “The wallpaper will not fall off and will not be covered with bubbles – the professionals will glue it for you.”
- From emotions. We create a pleasant picture in the client's imagination. Let's say we sell a super program that will help increase earnings. We'll do it like this – “Earn \$1,000 right now and go to the Bahamas.”
- Shock, intrigue, hold the intrigue, ask questions, use unusual combinations of words to describe the product/service. “What makes a dating site dangerous?” Short titles consisting of three words are easier for the reader to perceive. It can be a call to action: “Order your promotion now!”, a promise of a result: “Site promotion with a guarantee of results”, a question: “Looking for effective promotion?” and other forms.

Another interesting fact is that almost every reader who comes across a long text title perceives only the first three and last three words in the title. That is, it does not matter how many words the title consists of, it is important that its beginning and end interest the visitor.

Remember that the headline should attract your potential customers. Not all readers, but only customers. Therefore, a person should understand from the title whether your offer is for him or not.

How to achieve this? Using keywords or topic words. For advertising dental services, keywords will be anything related to dentistry, teeth. For advertising auto parts – everything related to the car. Are the brakes whistling or screeching? Headline for advertising a car service. Brake system diagnostic service is advertised. The title attracts motorists (keyword “brake”) and only those who currently have such problems with the braking system (whistling when braking).

How to make a children's goods store profitable? Title for commercial proposal. The target audience is the owners of children's goods stores. Remember, you don't need all the people on the planet, you just need your target audience.

Which of the two headlines do you think is more effective? Unbearable headache? or What does a doctor do when he has a headache? Admittedly, both titles are good, both are worthy. In the first option, there is a direct appeal to the problem. In the second, there is a link to a professional.

American copywriter Gary Bencivenga tested these two headlines and found that the second headline is three times more effective than the first.

You can also refer to professionals. For example

- Mention customers' names (if they have given consent for their names to be used in advertising). For example, “What kind of vodka does Donald Trump drink?”
- Enter the name of the client companies.
- Mention professions. Example: What does a plumber do when a pipe leaks? Who does a dentist turn to with a toothache? Who teaches the teacher's children?
- How do triggers work? There are several tried and tested ways to properly design these blocks in a selling article and they are all based on human instincts. Technically, according to this feature, all triggers can be divided into three groups:
 - Instincts “gifted” by nature. These kinds of trust blocks are suitable for articles about any company, regardless of its type of activity. This includes quality certificates, reviews of services and products, brand clients. A big “plus” will be a portfolio of works. In addition, we do not forget about guarantees, the possibility of exchanging the product, returning money for a low-quality product, etc.
 - Instincts inherited from parents. Here, as a rule, they “play” on the strongest vices – greed, fear, laziness. All kinds of promotions and discounts, filters work without fail. For example: “Buy with this product”, offering several related options. It is also a good idea to set a countdown timer: “Until the end of the promotion is left...”. As an option, small gifts are offered in the case of an order

for a certain amount, or separate prices are set for wholesalers and regular customers.

- Experience, or life instincts. These triggers are rather aimed at expanding site traffic and target audience. As an example, “Rate the last dress from the Vovk collection” or holding certain auctions, trades, contests, raffles. In this case, a person will constantly return to the site to see the rating or evaluate his chances of winning.

The main nuance: triggers should not sound intrusive in any case. This scares away potential customers, thereby minimizing the main function of the block – Increasing sales.

ACCA formula

This formula for writing commercial (selling texts) is designed to work with people who are used to trusting logic more than emotions.

It is deciphered as follows:

1. Awareness. Online, the word “awareness” is often replaced by “attention”, which, in general, is also correct. At the first stage of the text, it is important to attract the attention of the reader and let him understand that he has a problem.
2. Comprehension. It is important to explain how this problem affects a person. It is necessary to cite facts, arguments, and explain the problem. The main thing is to provide information logically, structured, without confusion.
3. Conviction. Here we increase the pressure in order to give the most powerful arguments in favor of what we are convincing the reader of: buy, register, subscribe. It’s time to take out the ace from the sleeve and finally attract the reader to the product or service.
4. Action. Powerful arguments have already been given, now a person needs only a small push to make a decision. The main thing is not to overdo it. The consumer is ready to make a small step to purchase.

This selling formula is like a diagnosis: there is a disease, there are problems due to that disease, and there is a cure.

Just keep in mind that you can use the ACCA copywriting formula only when you have many reliable arguments in favor of the product.

The ACCA formula belongs to the so-called rational models, which involve not emotions, but logical arguments. If, for example, the classic AIDA model operates more in the emotional sphere, ACCA relies entirely on logic.

If the text is created according to the AIDA principle, emotionally bright images are needed, which will include the “I want” button in the person's imagination.

If we create a text according to the ACCA formula, then we do not need emotions, but clear arguments.

The PMHS formula

It is considered to be a very rigid model, but it works well. It stands for Pain More pain Hope Solution.

The “Pain” formula is somewhat unusual, but very effective. Its only disadvantage is that it cannot be used in materials of all types, as it initially carries a negative connotation.

PPPP formula

1. Picture. Give the person an attractive image of what the product or service can bring him. Draw a picture of the life or feeling she will get if she takes advantage of what you offer her. It is important to look into a person's soul and play on what they care about, what they want.
2. Promise. Make a promise that the picture you drew could very well become a reality with your help. Continue to press on emotions and always remember the benefit of the consumer.
3. Proof – confirmation. Prove that many people have already used the product or service. Use data, statistics, reviews by real people. Show that customers are satisfied and that you met their expectations.
4. Push. The same call to action where urgency works well. For example: order now, the quantity of the product is limited, buy in time, sign up for a subscription and get a discount for the bravest, etc.

QUEST

The original formula is QUEST = Qualify + Understand + Educate + Stimulate + Transition.

1. Weed out those who are not part of the target audience – Qualify.

2. Establish contact with the reader, demonstrate that you understand him - Understand.
3. Unobtrusively explain why the product or service is useful – Educate.
4. Justify the benefit of the offer to the buyer – Stimulate.
5. Invite the immediate implementation of the target action – Transition (invitation).

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IMAGE WEBWRITING

The development of online cyberspace has not only laid the foundation to unique content, which is being created in Ukraine, but also enhanced the formation of its semantic, syntactic, lexical and stylistic features. Search engines raise a number of technical requirements to text-filled resources. Therefore, modern webwriting is a multi-layer process that needs a detailed study and optimization as well as represents interest for international academic communities.

In the post-Soviet states, webwriting is a relatively new academic field, due to which local scholars experience a lack of in-depth studies of its specificity in domestic environment. There are almost no text-books that would really teach webwriting as opposed to being a mere tribute to fashion (nowadays, groups of people involved with network webwriting tend to publish their books, which promise to teach webwriting skills, but indeed are a re-write or a translation of past experiences and give no useful tips, except for general information). Therefore, an academic approach to webwriting and its types, as well as text-books and manuals development, is a critical task.

While SEO- and LSI-webwriting seeks to create unique high-quality materials for commercial, awareness-raising and advertising purposes, image webwriting implies creating texts seeking to build and strengthen an image of a brand, person or service in consumer's mind.

A company's image is based on numerous factors, to which belong:

- the quality of customer service;
- commercial goodwill;
- corporate identity;
- public recognition;
- social mission.

Image webwriting aims to shape customer's positive attitude to a company or a specific person. The impact may reach the target audience either orally or in writing, as well as via a certain storage medium. Historically, image-building texts used to be distributed in our territory via conventional and electronic media, and with the advent of network communication, they started to actively function on the Internet, thus proving great effectiveness in reaching out particularly to cyber audience.

A mediator – conventional or network media – determines the specificity of the image-building text. In this regard, the texts may be intended for:

- speakers, i.e. people who have a direct contact with the audience;
- media of various types;
- direct contact with the audience.

To the latter belong materials posted on the Internet.

Therefore, each type implies its own influence mechanisms, rules and requirements to text writing.

To enable the text to shape a positive image, it should lean on facts, contain author's implicit evaluation and be properly arranged, i.e. include a statement, reasoning and compelling conclusions.

However, it should neither emphasize the advantages of a company, goods or services, nor encourage customers to buy or order. This is the key difference between the image-building text and the commercial one. In fact, such material occupies an intermediate place between advertising and journalism.

Image-building articles are most frequently divided into the following types:

- A portrait, which outlines the company's background, its successes and failures and further development;
- An action, which means sharing an important piece of news regarding the company's life and achievements of its key employees;
- A challenge, which refers to an expert opinion on the challenges the company is facing and an outline of possible solutions.

Explicit advertising seems to be missing from here, but any information about the company and its employees provided in conventional media, on the website or social net is already a PR-exercise.

Marketing professionals consider image webwriting to be one of the most effective advertising tools. Such texts are minimally annoying, and even the headline and a couple of lines gradually do their job, which is building a positive image.

This type of webwriting perfectly suits marketing campaign on social networks, as image webwriting is directly related to marketing policy.

Taking into account the specificity of image webwriting, special requirements are raised to the authors of image-building texts, respectively. In particular, copywriters should possess knowledge of the psychology of marketing and sales. In addition, making a successful image-building text requires deep understanding of the topic, creating material matching target audience's requests and submitting it to customer promptly and in an appropriate way. The author must exercise due diligence, while the customer must be highly attentive as all components of the text affect the image of an object. The author's task is difficult, as they are supposed to choose appropriate mood, style and vocabulary which would to the best reach recipient's mind.

Copywriters who specialize in image-building texts should study the object of description in detail, analyze customer specification and only then develop materials. In order to achieve the best possible effectiveness, it is necessary to cooperate with

marketing professionals and managers, who are able to clearly articulate the task and to identify weaknesses of materials to be posted. An appropriate image of the company provokes the desire to use its services, to order its goods and to vote for a politician.

The difference between image webwriting and Direct-Response webwriting lies in the goal the texts are expected to achieve. For instance, Direct-Response webwriting follows the rules of sales, and text efficacy is determined by conversion, that is, a percentage of customer feedback. Such text should attract, raise awareness, sound promising and, finally, motivate for action.

On the other hand, image webwriting is supposed to build and strengthen in customer's mind a positive image of or attitude to a company or a person. Accordingly, there can be no immediate response to the image-building text. The image-building text will not contain any unique selling proposition (USP), without which the traditional advertising text cannot exist.

To date, it is customary to distinguish between two types of image-building texts:

- personal;
- general.

Building a positive image is a major objective of a team working in this field. There exists negative webwriting, which is known as anti-PR hired by competitors.

At the same time, the texts should not use explicit advertising. The image-building texts do not contain invitations for calling, using services or ordering goods.

Everything is a lot more delicate. Such texts only describe the company, its employees and their success stories and share news related to its operation. Image webwriting engages a lot more genres and formats. In some aspects, it resembles journalistic writing, particularly from the point of view of genres and associated means of expressiveness. Such texts easily employ:

- illustrations;
- emotional headlines;
- various artistic devices that are etched on customer's mind, get fixed there and over time trigger positive emotions at recalling a brand or a specific person;
- smooth transitions between paragraphs;
- chronological order of narration.

Common examples of image webwriting include the *About us* page, which is available on the websites of numerous companies, and the *Main* page, which is mandatory for any resource. To positive examples of creating such materials may belong respective *Textum* text content agencies (<https://textum.com.ua>).

Therefore, even the smallest company, whose web-pages contain these sections, resorts to image webwriting. Its success to high extent depends on how effectively these materials are written.

Over the previous years, image webwriting on social networks has become a point of vivid discussion. It is a convenient platform for:

- building a positive image;
- mailing recommendations and commentaries seeking to build or improve the image;
- addressing various issues at forums and meetings.

Skillful image webwriting makes it possible to emphasize the advantages of the company, goods, services or person. This promotes website conversion, attracts new visitors and, eventually, customers. Image-building texts can be created both by copywriters specializing in this field, and by generalist copywriters. In any case, they engage catchy slogans, branding and various advertising stunts.

Image webwriting implies dealing with materials of specific genres, which have their own writing principles and a quite rigid structure. It is customary to distinguish between the following genres of image-building texts:

- research;
- information news;
- figurative news;
- research news;
- fact-based information.

All these genres fit into primary, media and complex materials. Let us explore the main ones.

A company or product overview (description). Such material should be presented in a way that the customer does not realize it is an advertisement. The first requirement to this text is to be appealing to the customer and to elicit pleasant associations. The author may address common issues, childhood memories. Yet, the advertisement should by no means be implied. The image-building text is usually arranged as follows:

- triggering in recipients' mind some pleasant moments;
- giving recipients as many interesting true-to-life facts as possible rather than providing mere statistics;
- no playing with recipients;
- providing statistics (if needed) with the use of infographics;
- adding a bit of humor to highlight the text in an appropriate way; yet, it is prohibited to reduce everything to a joke, as in this case the goal will not be achieved.

Commercial proposal. Since nowadays a large number of image-building agencies resort to templates, it is essential for the author to have a skill of making an appropriately structured text original. It is also important to keep in mind the amount of text, which should not exceed 1 or 2 pages. Detailed recommendations as to making an efficient commercial proposal are provided in the works by Vereskun A. and Khodov A.

Press release is one of the most popular genres of image webwriting. Its writing follows the requirements defined for conventional media. In other words, its structure resembles an inverted pyramid, where the most important information is presented at the beginning of the text. The lead, i.e. the first paragraph, summarizes the whole text, which is supposed to answer 5 Wh-questions: *Who? What? Where? When? Why?* However, to make this text perform image-building functions, posts related to a specific company or person should be regular, for which any newsworthy event is suitable. Moreover, while press release does not reach a large target audience in conventional media, Internet resources are able to significantly increase the number of recipients by means of a smart and professional promotion of the company's website.

Presentation is a type of material, whereby the target audience is presented an interesting product or event. The major goal thereupon is to keep recipient's attention. For this purpose, it is possible to resort to infographics, emotional narrative, and psychological influence.

Interview is another genre which occupies an intermediate place between journalistic writing and webwriting. Pursuing the image-building goal, it is crucial not just to read questions and answers from a piece of paper, but to get an interviewee to talk, to be open-hearted and to encourage them to uncover themselves to the most. Frankness and sincerity always appeal to the audience. Besides, when reviewing the interview, it is possible to drop its uninteresting and overextended parts and to leave the strongest ones. The image-building interview is subjective; it emphasizes the advantages of the company or its particular representative. It is best if the questions answered by the interviewee match the questions each member of the target audience could potentially ask.

Biography. One of the latest trends of image webwriting is writing a biography of a particular person, most commonly, a direct customer, and posting it on well-known online reference resources. For instance, Ukrainian *WiKi* is very rich in biographies of government officials, chief executives, companies' top managers, entertainers, singers, key opinion leaders and just media personalities. This resource demands that the text should meet the requirements raised by the Encyclopedia to its content. When it comes to other resources, for example, personal branding, related materials may vary in structure and approach. Over the previous years, copywriters have largely resorted to a story-telling strategy, which makes it possible not just to provide mere biography, as it is done for reference resources, but to approximate a writing style to

fiction in order to highlight solely the positive characteristics of the person. This explains why professionals distinguish between biographical narrative and biographical sketch.

However, there exist negatively charged image-building biographical texts, which are used for media-killings and negative campaigning.

Invitation. Alongside a primary goal of inviting a person to a particular event, an invitation seeks to ensure the attendance of media representatives and target audience. The most common structure looks as follows:

- announcing the nature of event;
- informing about the venue;
- informing about the time/date event is scheduled for;
- announcing participation terms and conditions.

Analytics, expert opinion, is one of the most complicated genres, as its major requirement is not to mention a promoted company or person. Positive impact on the audience builds an attitude of trust to the author.

Image-building text as such is found both in conventional media, and in network editions. It reports on how a particular person or company solves particular problems and addresses challenges. It commonly touches on social issues. The examples of such materials are easily recognizable, e.g.: *The XXX Company bought holiday snacks for an orphanage*, or *The XXX Company staff members ran an eco-friendly campaign having removed the rubbish from NNN*.

Backgrounder is a story with a certain ending, which often complements press release and is supported by infographics for greater clarity.

Byline is a first-person original material. It is usually prepared for a specific event. Bylines can be regular or sporadic and are often published in house publications.

Media statement is an analytical image-building text written on behalf of a company. Its emotional component predominates over the rational one.

Landing Page nowadays serves both as an independent site, and as a company's resource constituent. The main objective thereupon is to retain a visitor on the page and to make them perform certain actions (buy, register, follow a link, subscribe to company's news).

Naming implies generating names for companies, institutions, shops, goods, websites and slogans. It is considered to be one of the most complicated types of webwriting, as it implies developing something simple and easy-to-remember. At the same time, the customer may be offered numerous options, out of which they are supposed to choose the most preferable one.

Email-webwriting has replaced traditional mailing. Before making a newsletter or a conversation, it is important to research the target audience, estimate its potential response and identify the style of the letter. Any notification from the company may not only inform about something, but also encourage recipients to take actions.

Emailing is a wonderful tool allowing for building close relationships with a target audience representative. The newsletter provides information about special offers, new arrivals, sales etc. Yet, only appropriate newsletters achieve the goal, which lies in creating a positive image and performing desired action in the long run. There are a number of useful tips on arranging a separate letter and running a campaign as such.

1) The text should be arranged in line with the inverted pyramid principle. The main idea should be placed in the headline. The next step is to provide arguments in favor of a brand or goods. These arguments are followed by an insidious call for action, which is expected to be a logical extension of the headline.

2) One letter should inform about one piece of news or special offer.

3) Promotional emails employ a unified template, as the target audience representative finds it easier to sort out incoming letters.

4) The text should be visualized. Marketing professionals suggest giving 20% and 80% of material to illustrations and text, respectively. The best way to customize the material is to use corporate colors and adaptive design.

5) Newsletters work better if they emphasize the benefit of the target audience representative. This may imply some interesting information which may be used for recipient's mind expanding or entertainment.

6) Newsletters should be sent regularly and with the same frequency.

Every genre has its own approaches and techniques which are beneficial for a brand or a person. Yet, over the previous years, copywriters have shown growing interest in story-telling, which seems to have incorporated numerous techniques and approaches typical of webwriting and media texts and can be used in writing a variety of image-building texts.

All professionals involved with the field of marketing emphasize public annoyance with straightforward advertisement, which harshly imposes a certain viewpoint. Hence, the information should be presented implicitly, and image-building texts are the best tool for doing so. People have to believe it was their own idea to trust a particular company or individual and to be sure they will not manage to survive without particular goods.

In this respect, story-telling has become the best way to communicate image-building messages.

If we trace back the history of text materials on the Internet, we will see that they were initially published in a similar way to conventional media. Yet, it quickly became clear that the audience does not approve of long-reads, and text perception mechanisms have changed dramatically comparing to reading printed press and books. Selective reading and filtering are the dominant features of perceiving online information. Hence, there was a need to revise a traditional “story-telling” and to adjust it to online audience’s perception mechanisms. The specificity of story-telling is described by P. Kuznetsov, A. Simmons, P. Smith, D. Hatchens, M. Henkin.

All this gave way to Digital Storytelling, which was first used by *New York Times*.

Although today there is no common definition of story-telling, there exist a number of approaches that are worth noticing. For instance, in a broad sense, story-telling is conceptualized as a skill of producing high-quality content. Another opinion states that it is about telling true-to-life stories of real people, and not just a content-writing strategy. The *Ogilvy One* agency supports the idea that story-telling comprises the following features:

- relevance;
- promptness;
- benefit for recipient;
- entertainment.

As a separate material-writing technique, storytelling arose in 2011–2012. The best way to build connections between customer and market is to speak about oneself, a company or a product. A high-quality story triggers not only interest, but also the feeling of empathy, and recipient starts to agree with the author. Non-intrusive presentation of the information helps to achieve the goal set by marketing professionals, whereby a person themselves decide how to treat the information.

Nowadays, story-telling employs special techniques which help copywriters produce a high-quality image-building text.

To the best stories belong those that outline the main character’s journey and describe hindrances they had to overcome on their way to success.

When writing such type of material, it is necessary to employ a specific plot leaning on a traditional approach to fiction writing. In other words, the story is supposed to have an introduction, a climax and a conclusion.

The next strategy is a so-called *Mountain*. Its main difference from the previous one lies in the absence of victory. In fact, it is a failure story, which, on the other hand, became an inexhaustible source of useful experience, leaning on which the main

character eventually started a successful business or a company, produced goods and promoted them on the market.

Sparklines (what is happening now and what could happen) implies an opposition-based presentation of the information. In this case, the existing situation is compared to the potential one. This technique is widely used in advertising.

The reverse chronology technique holds recipient in suspense, as it starts with the main scene and ends with the first scene. When creating such texts, it is critical to maintain the suspense and not to reveal the whole plot till the very end.

The false start technique means that the story begins in a traditional way, but then the plot twists and gives way to a totally different story.

The authors involved with story-telling have to be well-aware of the technique they plan to apply to their target audience and of what image-building genre may benefit from this technique's potential to exert the best possible impact on recipient.

The plot of a made-up story has to be clear and appealing to the target audience representative, while composition techniques, stylistic devices and vocabulary serve "the muscles" that the author builds on "the skeleton". To produce emotional effect, which is compulsory for image-building texts and triggers the most vivid response from the target audience, it is a common practice to employ the whole scope of devices typical of fiction and journalism – intonation, vocabulary, morphology, syntax and stylistics. A skillful combination of emotional input, reasoning and clearness is a feature that brings together story-telling and journalistic writing.

For instance, sharing experiences that are well-known to people and applicable to familiar characters ensures empathic response. Yet, there are certain limitations to story-telling, as it is impossible to transform the entire image-building campaign into mere telling stories.

Having made an attempt to spot similarities and differences between the genres of image-building texts in conventional media and Internet resources and having tried to introduce to academic environment the concept of image webwriting and the specificity of producing image-building materials for web-resources, we would like to note that this topic is highly appropriate for further research and practical implementation. Very few copywriters who specialize, for instance, in producing SEO-materials, are able to write a high-quality image-building text. In the meantime, recipient expects to see a content that would have something in common with their own life experience, that would not only be appealing topic-wise, but also employ the language familiar to the target audience representative. To date, this approach is referred to as the most commercially-viable, and story-telling as a specific image-building technique gains more and more popularity.

Image webwriting, which started as a journalistic achievement and found its best implementation in conventional media, has been somewhat transformed with the advent and spreading of the Internet and become rich in genres. Today, not a single website can be sustainable without image-building texts. Each web-resource has such components as *Main Page* and *About us*, which perform image-building functions. This includes raising customer awareness of products and services provided by the resource owner, giving clear and appropriate information about the advantages of these particular products over similar ones. Besides, image-building texts promote target audience's trust. High-quality image-building materials are interesting as such; they build trust and very often provoke the desire to disseminate them among friends. At the same time, as it was already mentioned, the text does not contain any direct call for targeted action.

The companies that resort to image-building materials emphasize their moderate price. It is much cheaper to order an image-building text or the entire campaign for a web-site or a social network page, than to shoot a professional video, order a TV- or a radio commercial. Such materials can be posted on the Internet at a low price, if not free of charge, but they reach out to a vast audience. Image-building texts produce a long-term effect, as online communities "forget" nothing. The materials are indexed in search engines and make a storage effect, whereby any reference to a company, service, goods or person becomes beneficial. The Internet posts increase the number of visitors who logged on the website via direct links.

To sum up, image webwriting, which had proved quite effective for conventional media, was improved with the development of the online environment and revealed even greater potential to attract a vast target audience and to promote a positive image of its content.

Producing stories appealing to the target audience is one of the most powerful ways to non-intrusively reach out to customer and to encourage their own decision-making. Various story-telling techniques seek to create a plot, and mixed techniques and devices are able to make any story gripping. True-to-life facts and realistic characters affect perception and generate positive outcomes. However, even the best story ever requires promotion.

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<https://www.youtube.com/watch?v=dnQEqqDPMB4&t=60s>

<https://www.youtube.com/watch?v=DvwS7cV9GmQ>

https://www.youtube.com/watch?v=p_kK-HK0Wv8

<https://www.youtube.com/watch?v=q0Ujy3EN0lk>

<https://www.youtube.com/watch?v=xsVTqzratPs>

STORYTELLING IN THE SYSTEM OF COMMERCIAL TEXT-CREATION

Telling stories is the oldest form of communication, as everyone can testify, and it has great power. All our life is inspired by many stories. When telling them, we remove unnecessary details in order to concentrate the experience into a simplified story.

So we save important information, it's easier to remember. The very simplest stories form our perception of the world, of the people, about about phenomena and events.

When we experience our own stories, everything that happens to us has an emotional impact. Emotions become a powerful mechanism that helps connect relevant parts of consciousness (different fragments of the common story) together.

Although the specific details of each individual's story are different, all people have common emotional reactions. That is why narrators use emotions as hooks to draw a diverse audience into the story, regardless of their speech, cultural, empirical differences.

Emotional response can be a common point of contact. It is used by storytellers to convey very important messages in a condensed form. By connecting complex ideas with emotions, the user can connect the life lessons of the story to his or her own memories in such a way that they have personal meaning for him or her. Without this the story is of no interest to the audience.

People use stories to share life experiences, to help make moral choices. Therefore, every successful story usually tells about different problems, struggles, experiences that transform the characters. In addition, each story contributes to the patchwork quilt of a larger reality. In order for this process to occur organically, each story must contain an emotional component and be built according to the classical structure: have a beginning, a main part and a final one, i.e conclusion.

Hero's journey

Joseph Campbell, in his comparative mythology "The Hero of a Thousand Faces" (1949), underlines that even the oldest myths, however different they may seem at first sight, usually consist of similar sequences of elements.

Campbell summarized these sequences, creating a chronology of the hero's transformational journey called the "Monomyth". In the 1980s, Hollywood producer Christopher Fogler wrote "A Practical Guide to Joseph Campbell's 'The Hero of a

Thousand Faces””, where he turned Campbell's monomyth into a series of narrative steps that are relevant to most stories even today:

1) The ordinary world of the hero. This stage, where the hero lives in his usual environment, is the starting point of the journey.

Usually, stories take the audience into a world that is special to the hero. To draw this world, you need an ordinary environment which the hero permanently inhabited before the start of the adventure. For example, before Wednesday Adams ("Wednesday") gets into Nevermore, she is first expelled from regular schools.

Before losing her mother, Estella Miller (“Cruella”) is an amazingly talented rebel girl trying to fit into the normal life of English schoolchildren.

Before meeting Nicole Kidman in the 180-second clip No. 5 the Film by Chanel, Rodrigo Santoro’s character lived an ordinary life.

2) A call to adventure. Events occur and disrupt the status quo in the hero's world, challenging him. A detective finds a new client, a family is offered a move, a child gets lost in the supermarket, or the voice assistant Alexa loses her voice. (In 2018, Amazon launched a funny commercial that simulates a situation where the Alexa voice assistant loses its voice. Celebrities who replace her come to the rescue. The video featured actor Anthony Hopkins, chef Gordon Ramsay and even the owner of Amazon himself – Jeff Bezos).

3) Rejection of challenge. The hero refuses the offer, does not want to leave his comfort zone. Wednesday doesn't want to study at a new school, Estella doesn't understand why she's going to London, Sherlock Holmes refuses a client's case, another victim of the advertising campaign "Will it blend?" by Blendtec gets stuck on the grind path.

4) Meeting the mentor. Someone appears who gives advice or new knowledge/skills, giving the hero a sense of confidence. Usually the mentor can't solve the problem by himself, but possesses something useful to help the hero cope with his task.

For example, Obi Wan gives Luke his father's lightsaber. Sometimes a hero needs a shock to feel the need to travel. Thus, Stephen Strange does not believe in the supernatural, until the Ancient One forcibly throws out his astral body and returns it ("Doctor Strange"), when the already grown-up Kevin is left alone at home for Christmas, then he has Google Assistant (advertisement by Google 2021 "Home Alone Again with the Google Assistant").

5) The hero crosses the threshold. The hero leaves his comfort zone and the world familiar to him and enters an unknown world of adventure: the balloon rises, the

spaceship takes off, all the characters agree to get to work. The hero embarks on a journey, there is no turning back.

6) Tests, allies, enemies. This world is full of wonders, problems and trials. On his way, the hero finds friends, makes enemies who throw him new challenges. He constantly has to make a choice, and setbacks are arranged for him. All these events lead to a key goal.

7) Approaching the secret cave. Finally, the hero reaches the place of the main test. It is usually a stronghold of fear and evil, and within that fear lies the purpose of the journey.

In the Arthurian stories, the perilous chapel is the perilous room where the seeker finds the Grail. In many myths, the hero has to descend into hell to find his beloved, or into a cave to fight the dragon and appropriate the treasure. Theseus goes into the labyrinth to encounter the Minotaur.

8) Testing. The battle with the main evil is a critical moment in the journey, during which the hero is reborn. He seems to die and be born again. At this stage, the audience identifies with the hero, together with him they experience the feeling of being on the brink of death.

First there goes fear, then oppression, and then – revival, coming back from the dead. This emotional algorithm is not only used in stories. It is realized in trips in amusement parks, well-planned excursions, in rites of passage and initiation, dedication. The initiate is forced to taste death and experience resurrection. You are never more alive than when you think you are going to die.

9) Seizing the sword. After defeating the enemy, recovering from his ordeal, the hero demands his due reward: treasure, special knowledge, superhero skills. Sometimes the expectation does not match the reality.

10) The way home. The hero returns home, to the familiar world, he has become wiser, more experienced, he sees the world in a new light, appreciates what was previously an imperceptible commonplace.

11) Return with the elixir. Returning home, the hero uses the reward for the benefit of his world. The life lesson was learned through his own bitter experience.

Fogler's characters

Every story has key characters. They can be fictional, can be elements of business strategy, products of media marketing. The characters show exaggerated human qualities so that their role in the story is clear. This applies equally to all non-human characters.

The emotional component of the character easily connects him with the audience, and the commonality of emotional reactions allows us to use Fogler's (1992) system of character archetypes:

- 1) A hero is a character who goes on a transformational journey. He sacrifices himself, cares about others more than about himself.
- 2) A mentor is a wise old man or woman, someone who shares experience, advice or an artifact with the hero, or helps him on his journey (Gandalf, Dumbledore, Cinderella's godmother).
- 3) The guard of the threshold is a character who opposes the hero and is an obstacle at various stages of the path. He creates problems to overcome (Cerberus).
- 4) A herald is a character who conveys information and knowledge that can change the course of history (the owl Hedwig in Harry Potter).
- 5) Turncoat, renegade is a character who can act both for and against the hero at different times. Symbolizes uncertainty (Severus Snape from Hogwarts, Dr. Valerie Kinbott from the town of Jericho, near Nevermore).
- 6) The shadow is the main opposition of the hero. The hero is light and hope; the shadow is darkness and fear. Usually meeting and overcoming the shadow happens in the last stages of the story (Darth Vader, Voldemort, Baroness von Hellman).
- 7) Ally. Someone who travels with the hero, providing a level of personal interaction through which the hero is revealed. An ally can help, hinder, create a comic effect, but it always gives the hero humanity (Lovebird next to the Witcher, Enid Sinclair – with Wednesday Adams, Michael Wazowski – with James B. Sullivan "Sully", Donkey – with Shrek).
- 8) Trickster is a humorous, funny character, who is not afraid to bring some reality to other characters, including the hero (Loki, Joker, Cheshire Cat).

The moral of the story

One of the most important elements of a story is its moral. All effective stories are instructive, and the moral is the lesson of a transformative journey.

A moral can usually be boiled down to one simple core message intended to impart a positive life lesson to the audience. It also provides context, defines the details of the story, and specifies the motivations of the characters.

True understanding of morality usually occurs at the end of the journey, after the hero returns home much the wiser. The trials of the journey are all meant to illustrate what life is like before and after understanding the central moral.

True connection and engagement with the audience comes from our ability to relate personally to the moral of the story, through the emotional connection between the characters, their experiences, and our personal life-defining stories.

Let's recall the famous ad from Axe in 2014 "Don't rely on fate", which tells a story where a boy falls in love with a girl at first sight, but everything around them is against their meeting: both nature and people, and fate. Malign fate, doom hangs over this couple until the hero sprays himself with Ax.

And everything changes: the girl approaches the boy, a truck crashes into the gas station which the couple exits unscathed by the disaster. The millennia of bad luck are over, so "Don't rely on fate".

The lives of the characters

It should always be remembered that a story is told through images/pictures. This is not just a summary of events: woke up, had breakfast, worked, had lunch, rested, etc. History is a narrative through an algorithm: imagine – feel – draw a conclusion.

It is because of this that any story starts with an idea. The idea determines a plot able to convey this idea. The idea outlines the chronotope of the life of the hero that will be told. The characters that appear have their own background, they don't come out of a vacuum. When the story ends, the characters come out of it and continue to live with the events that happened.

Let's recall Little Red Riding Hood. Before the trip to her grandmother, the girl lived in the family. We know that there is a mother, but who is she, where is she from, what does she do, why can't she herself go to the sick grandmother and bring the gift, but orders the little girl to walk alone through the dangerous forest? We know nothing about Little Red Riding Hood's father.

In one of the movie versions of the story in 2022, the authors tried to tell the story of the girl's family, but this version did not gain much popularity.

There are also no details of the life of the grandmother or the hunter (some have a version with a woodcutter/woodcutters). The life path of the wolf before the meeting with Little Red Riding Hood remains behind the scenes.

All these lines provide an opportunity to continue the story, focusing on different characters. Instead of telling different stories about Little Red Riding Hood, we have the opportunity to unfold a large number of stories, fitting them into her story world. Each of the stories can be autonomous, but through a common conceptual hook, interaction is possible within a common world where the same laws and rules work.

Memory, images and emotions

There are many ways to tell a story. The way we see it is related to episodic memory. Not all the episodes that take place remain in the memory. It is very difficult to remember every single episode of every single moment of life. The brain compresses them and brings them together.

One of the methods of summarizing is to build a narrative that tells about what happened. Then this event becomes the cause of the following: because I was not in a good mood, I got into an accident. Because I had an accident, I was late for the interview and didn't get the job.

People reduce not only their days to such storylines, they build their entire life in this way, presenting it in the form of a narrative. Even more interesting things happen in a dream. When a person falls asleep, the brain still has active memories of what happened during the day.

Waking up, a person tries to remember what exactly he saw in a dream, giving it meaning. In this way, we try to draw this delusion into our life's narrative. It is a natural function of the brain to turn everything into a story. Give the brain a brick and a shark and it will find a way to bring them together.

And here nothing is important: neither the format of the information, nor its volume. If something is missing, the brain will complete it. Memory is not built in images. Reading a book, we remember the characters, the plot. But we don't remember the words, like the third line from the bottom on page 106.

Episodic memory is not related to language. It's not about words. It's a matter of images. Words are only a way to images. Similarly, a character consists not only of descriptions of appearance, voice, movements, etc. It is also the emotions, associations and connections that he carries.

Narrative and a story

Narrative is the unfinished arc of what the story world can contain. The author keeps the story going, defining the rules of the game. However, it is not always clear how everything will be resolved, especially in a non-linear story.

If you are creating a narrative about an entire world, then you are talking about a huge ecosystem with plot arcs, world arcs, character arcs. In this way, we get a real story, not a set of certain elements. Effective authors say that a story is more about the heart than the mind.

Techniques for creating effective stories

In order to optimize the text creation process through storytelling, it is worth remembering the main steps of building a story:

- 1) Determination of priorities. You should decide why you should tell the story (to convey a message, to sell, to entertain, etc.). Whatever the goal, make sure that it is at the forefront and is the deciding factor in the process.
- 2) Analysis of information in the anatomy and structure of history.

For stories, there are currently 7 viable options for structures that can and should be involved:

- victory over the monster;
- from Ivan to the master;
- the hero's journey;
- journey and return (the hero leaves the “correct world” and enters the “wrong” one);
- comedy;
- tragedy;
- resurrection (revival, rebirth).

Thinking in fragments, chapters or sections sometimes helps to determine the rhythm of the story. Surround yourself with real images and objects, and your descriptions will be more real. Learn the rules of the format you choose.

Even the “six-word story” has its own laws, in this genre what you decide to write is more important than how it is written. And that’s why stories like this work.

(The idea of a “six-word story” belongs to E. Hemingway, who made a bet that he could write the shortest touching story. He won the match with the phrase “For sale: baby shoes, never worn”).

A six-word story has 2 conceptual elements: an idea plus a limited narrative length. We provide examples of such stories from open sources:

- “You got the wrong number,” answered a familiar voice.
- This is our golden wedding. A table for one.
- I jumped off. And then changed my mind.
- “Just Married” was written on the broken windshield.
- Our bedroom. Two voices. I knock
- Sorry, soldier, we sell boots in pairs.
- He bottle feeds his wife's killer.
- The surgeon saves the patient. The patient thanks God.

3) Usage of spoken language. Imagine you are talking to a friend. Ask questions, answer them. Record your own conversations, conversations of people on the street, study how the characters of TV series communicate. Pay attention to the fact that not only words are involved in the conversation, but also facial expressions, gestures, and intonation. Include their text.

4) Creation of attractive characters, involvement of different points of view. Stories are usually told in the third person. Try to tell from the first. Let the storyteller be a child, an animal, a table in a coffee shop, a fireplace on a street corner.

5) Audience orientation. Always remember who you are telling the story to. Ask yourself why your story should concern the audience, what exactly the characters will remember.

The more you test, tell your story to others, the stronger and more effective it will become. Don't stop until the story evokes an emotional response in the audience.

An effective tool for creating effective stories is “constraints”, limitations. This is a kind of reverse thinking technique. Limitations can be positive or negative. Sometimes they are both.

The positive one is, for example, the structure. Sometimes a simple structure helps convey an idea more effectively.

Another limitation is time. A more concise version implies better editing (remember how difficult it is to write a tweet).

You can also use narrative constraints: genre, format.

The negative limitations are work requirements. For example, you can imagine (or create a real situation) that someone is closely watching you when you are working. Or there may be access restrictions: to communication (only at certain times), to equipment (only for a few hours), etc. Such conditions can increase productivity.

Audience

A story consumer is a group of people who consume content multimodally. On one hand, the audience is interested in the plot, it wants to learn about the fate of the characters. On the other hand, consumers of commercial text are doomed to act. That is why it is worth involving them in the joint design process: creating a prototype of a product or service based on their own needs with subsequent adjustments. The main goal is to engage the audience, not the individual. And here it is worth trying to involve the audience in the storytelling process itself, sharing and creating elements of the story, supposedly transporting consumers inside the story.

Storytelling is a strategy that takes casual viewers and turns them into loyal fans. Due to the diversity of the range of media formats (text, image, audiovisual version, multimedia format), people who are at different levels of emotional connections are supported.

The variability of entry points to the narrative (through social media, through websites, through an analog media product) also expands the possibilities of audience interaction. The determining factor in the success of the text is the quality of the experience which people received in the process of interacting with the story.

The effectiveness of storytelling is how it can attract and hold attention, ensure consumer interaction. In 1998, marketers Joseph Pine and James Gilmore introduced the concept of the “experience economy”, arguing that businesses should organize memorable events for their customers, and that the memory itself becomes a product: an “experience”.

At that time, the authors described a new and extremely important level of economic development, based on the provision and purchase of impressions. The theory of economy of impressions was predicted by Alvin Toffler, who in 1970 described a similar characteristic of post-industrial society in his work “Future Shock”.

These approaches resonate with Abraham Maslow’s pyramid of needs. Gary Hayes in 2010 created the so-called transmedia hierarchy of needs on this basis, which works well in the storytelling segment:

The task of authors, according to Hayes, is to create and provide an experience that will be attractive enough for people to really appreciate it enough to physically pay for it.

This requires a clear understanding of the audience's needs, from physical to social, and then on to self-esteem and self-actualization needs and values.

Experience is formed in the process of interaction with the story, characters and content. It is important how these elements interact with the environment, with the motives and values of people.

Let’s recall how the Axe advertisement “Make love not war” (2014) was perceived before the start of the full-scale invasion of Ukraine, and how it has been perceived after February 2022.

The story should start expressive interaction with the audience, enable the personalization of the experience. How do you and I convey something interesting to each other? Of course, focusing on those aspects that are valuable to us. By transmitting information about someone's experience, we turn it into a personal history of use. That’s how I-We design works. It is an important characteristic of

successful experience, because it focuses individual actions and preferences on the creation of a useful and interesting collective result.

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ARTIFICIAL INTELLIGENCE (AI) IN WEBWRITING

Artificial intelligence, including machine learning and natural language processing technologies, has become an indispensable tool in modern webwriting. Currently, it provides faster, more accurate and more relevant creation of texts, which, in turn, increases the effectiveness of marketing campaigns and communication with the audience. In webwriting, the advent of AI is changing the way brands approach creating commercial texts. Thanks to modern text creation tools, the generation of marketing texts has become incredibly effective and takes seconds. Instead of relying on traditional methods, such as hiring webwriters or advertising agencies to create headlines, blog intros, or product descriptions, marketing departments now have the ability to leverage the power of AI software to generate digital advertising, social media content, and other e-commerce texts. While most AI webwriting still requires some manual editing, it is already on its way to becoming an integral part of e-commerce. How are artificial intelligence technologies used by webwriters? What problems do they overcome along the way? What obstacles arise when interacting with this technology? The search for answers to these questions should begin with finding out what additional possibilities AI creates in the process of text creation.

First of all, you should agree with the conceptual apparatus.

What is artificial intelligence? What is it able to do?

Artificial Intelligence (AI, from the English Artificial Intelligence) is a branch of computer science that aims to create systems and programs capable of performing tasks that usually require human intellectual abilities: language recognition, solving complex problems, learning, planning, pattern recognition, even decision making. At the current stage of AI technology development, AI can be implemented using various methods, including supervised learning, unsupervised learning, and reinforcement learning. On both sides there are neural networks that allow computers to simulate the work of the human brain, artificial intelligence systems created for learning from experience, recognizing patterns and making decisions based on input data. And here lies the answer to the most pressing question of modern mankind: “Will artificial intelligence replace a human?”. In an interview with nv.ua, the co-founder and CEO of Gathers, a member of the board of AI HOUSE Bohdan Ponomar, aptly answered it, saying, “You will not be replaced by AI, you will be replaced by people who use AI. Therefore, I would recommend expanding your information bubble and starting to get acquainted with the field of artificial intelligence”.

Artificial Intelligence using supervised learning is called tutored learning. This type of machine learning requires both inputs and desired outputs. The inputs are the

information on which the model is trained, and the desired outputs are the correct responses to that information. Artificial Intelligence based on supervised learning is able to recognize objects in an image or video, classify data into certain categories, predict numerical values, etc. In the real world, this type of AI is used in car autopilots to recognize road signs, other cars or pedestrians, in financial systems to detect fraud and predict stock prices, in medicine to diagnose diseases and develop new treatment methods. Supervised learning is quite effective for training models that are designed to generate accurate results and operate on large datasets. This type of machine learning requires a set of data with correct answers, but for full-fledged work it requires a mandatory dataset with correct answers, that is quite expensive and time-consuming to develop.

Unsupervised learning is a type of machine learning in which a model learns without being given labels or correct answers. The basic idea behind unsupervised learning is to discover hidden patterns or structures in a data set without knowing the correct answer in advance. This may include data clustering (grouping similar objects into classes), pattern recognition, or data dimensionality reduction for further analysis. Unsupervised learning is often used to detect patterns in data that cannot be detected using supervised learning. For example, during text analysis, to display data, in recommendation systems, in social network analysis, in genetics and other fields where it is important to discover internal relationships and structures in unlabeled data. In the real world, unsupervised learning is used to sort email — machine learning models are trained to sort email into different categories, such as Spam, Important, and Other; in recommendation systems – to offer certain products and services to users; to predict diseases, calculating the risks of developing diseases in people. This type of machine learning does not require a dataset with correct answers and can be used to train models on large datasets. However, such learning can be difficult to understand and interpret and less accurate than supervised learning.

If we translate the above into a practical plane, then a machine learning model that learns to recognize objects in images will use supervised learning. This model will be trained on a dataset of images that are labeled with the correct feature labels. A machine learning model that learns to detect patterns in product sales data will use unsupervised learning. This model will not have access to information about what products have been sold, but it will be able to learn to group data together based on similarities.

Artificial Intelligence that uses reinforcement learning is called reinforcement learning. This type of machine learning uses the principles of animal and human learning. In reinforcement learning, an agent learns to make decisions in an environment by being rewarded or punished for its actions. This variant of AI is used by self-driving cars for learning to drive in a complex environment, gaming agents, and robots for learning to perform tasks in the real world. In the real world, Google DeepMind taught artificial intelligence to play chess, Go and other games at master

level, Tesla taught self-driving cars to drive in a complex urban environment, Boston Dynamics taught its robots to perform complex tasks such as walking or running. It should be noted that for all its advantages, reinforcement learning is expensive and time-consuming to develop, as well as difficult to understand and interpret.

Table 1
The difference between supervised learning, unsupervised learning and reinforcement learning

Characteristics	Supervised learning	Unsupervised learning	Reinforcement learning
Labels	Yes	None	None
Correct answers	Yes	None	None
Goal	Generate accurate results	Identify patterns	Train agents to make decisions
Examples	Object recognition, classification, regression	Clustering, dimension reduction, principal component analysis	Self-driving cars, game agents, robots
Advantages	Accuracy, ability to train on large data sets	Does not require a dataset with correct answers, ability to train on large data sets	Ability to train agents to act in complex environments, ability to train agents to make decisions in real time
Disadvantages	Requires a dataset with correct answers, may be expensive and time-consuming to develop	May be less accurate than supervised learning, may be difficult to understand and interpret	May be expensive and time-consuming to develop, may be difficult to understand and interpret

In general, we can say that a machine learning model that learns to recognize objects in images will use supervised learning. This model will be trained on a dataset of images that are labeled with the correct feature labels. A machine learning model that learns to detect patterns in product sales data will use unsupervised learning. This model will not have access to information about which products have been sold, but it will be able to learn to group data together based on similarities. A machine learning model that learns to drive a self-driving car will use reinforcement learning. This model will be rewarded for driving successfully and punished for making mistakes.

The most famous OpenAI service ChatGPT uses a combination of learning methods. Initial ChatGPT models are trained using supervised learning, where the system tries to predict the next word or token in the answer to a specific text question based on question-answer pairs composed by humans. Supervised learning helps the model learn the grammatical structure, style and content of answers. After initial training, the model can be further refined using unsupervised learning, where statistical properties of texts are studied in large data sets without explicit labels or answers. This helps the model gain more knowledge about language relationships and context that can be used to answer questions. The modern version of ChatGPT uses Reinforcement Learning with Human Feedback (RLHF). RLHF is a reinforcement

learning method that uses human feedback to train a model. In the case of ChatGPT, human feedback is used to evaluate the quality of the model's responses. If the model's response is considered good, it receives positive reinforcement. If the model's response is considered bad, it receives negative reinforcement. This reinforcement is used to train the model to generate better responses in the future. RLHF is a key part of ChatGPT's learning process, helping the model generate more natural and informative responses that match user expectations. Schematically, the process can be depicted as follows:

- 1) The model generates a response to the user's request.
- 2) The user evaluates the response of the model.
- 3) User rating is used to reward or punish the model.
- 4) The model uses reinforcement to learn to generate better responses in the future.

RLHF is an effective training method for language models. It allows models to learn quickly and generate high-quality answers.

What are large language models?

Language models or traditional language models are a type of machine learning that uses a statistical model to predict the probabilities of occurrence of words or sequences of words in speech based on the probabilities of previous words in the text. These models are trained on sets of text data and can be used for various tasks such as language recognition, language translation, automatic error correction, automatic text generation, etc. Traditional language models are usually based on statistics from large corpuses of text data. They can use various methods, such as n-grams (where n indicates the number of words in the sequence), conditional probabilities, and other statistical methods to study the probabilities of occurrence of words or their sequences. During training, the model statistically estimates the probabilities of a word following a particular context (such as a previous word or multiple words) based on the training data.

Large Language Models (LLM) is a type of machine learning that uses neural networks to generate text, translate languages, write various types of creative content, and answer user questions in an informative manner. Models are trained on huge datasets of text and code and can be used to solve a wide variety of tasks. LLMs have several advantages over traditional language models. First, they can generate more natural and clear text. Second, they can be trained on larger data sets, allowing them to better understand and answer questions. Third, they can be used to solve more complex tasks, such as translating languages and writing creative content.

LLMs are still in development, but they already have a number of practical applications. For example, they can be used to create virtual assistants that can answer users' questions and perform their tasks. They can also be used to create new forms of entertainment: generating poems, code, scripts, musical compositions, e-mails, letters, etc. Currently, LLMs are used to create virtual assistants such as Siri, Alexa and Google Assistant, machine translation systems, various types of creative content.

Table 2
Differences between traditional language models and LLM

Characteristics	Traditional language model	LLM
Model type	Statistical	Neural
Data set	Text	Text and code
Dataset Size	Small	Large
Tasks	Language recognition, language translation, answering questions	Text generation, language translation, writing creative content, answering questions
Advantages	Simplicity, speed of learning	Accuracy, naturalness, ability to learn on large data sets, ability to solve complex problems
Disadvantages	Unnaturalness, inaccuracy, limited ability to learn on large data sets, limited ability to solve complex tasks	

We will talk about artificial intelligence and LLM in webwriting focusing on those services that are publicly available, realizing that paid systems expand functionality and provide even more opportunities to users. What is webwriting for? In order to make this text as objective as possible, a query (also called a “prompt”) with the question “Which language models are webwriters’ tools?” was created for the ChatGPT-3.5 (OpenAI) and Bard (Google AI) models. As of the second half of 2023, the ChatGPT-3.5 dataset was limited to January 2022, so we have the following answers:

Table 3
AI’s answer to the question
“Which language models are the tools of webwriters?”

ChatGPT-3.5	Bard
There are many language models in the world that can be useful tools for webwriters. Some of the most popular and advanced language models created by OpenAI include GPT-3 (Generative Pre-trained Transformer 3) and its later versions such as GPT-3.5 and GPT-4. These language models can be used by webwriters	Language models can be a useful tool for webwriters because they can help with the following tasks: <ul style="list-style-type: none"> • Generation of creative content. Language models can generate various creative text formats, such as poems, code, scripts, musical compositions, emails, letters, and more. This can be useful for webwriters working on creating unique and attractive

<p>for a variety of tasks, such as writing advertising texts, articles, blogs, copying for websites, generating content ideas, and more. With their help, you can create text content in a wide range of topics and styles, contributing to the productivity of webwriters. Of course, depending on the specific needs of webwriters, there are different language models that can be useful. Here are some other important points:</p> <p>1) BERT (Bidirectional Encoder Representations from Transformers): This is another large language model developed by Google. BERT is able to understand context and interact with text in a more natural way, which can be useful for webwriters when creating texts for search engine optimization (SEO) or writing articles.</p> <p>2) XLNet: This is a language model that can take context into account in both left and right directions, making it possible to understand words and phrases in their context. This can be useful when creating complex texts that take into account the wider context.</p> <p>3) RoBERTa (A Robustly Optimized BERT Pretraining Approach): This model is an improved version of BERT that helps to better understand linguistic relationships in the text. It can be useful for webwriters who work on tasks related to complex language or require a deep understanding of the text.</p> <p>4) T5 (Text-To-Text Transfer Transformer): This model treats all tasks as a text task. For example, for a translation task, it can accept text in one language and convert it into another. This allows you to use it for various language tasks, in particular for webwriting. Webwriters can use these language models to automate certain aspects of their work, reduce the time it takes to write texts, and get creative ideas. However, it is important to remember that it is essential not only to receive the text, but also to check it for accuracy, clarity and reality from the point of view of the specific context and audience.</p>	<p>advertising texts.</p> <ul style="list-style-type: none"> • Data analysis. Language models can be used to analyze large volumes of text data. This can be useful for webwriters who want to understand target audience behavior or market trends. • Translation. Language models can be used to translate text from one language to another. This can be useful for webwriters working with an international audience. <p>Some of the popular language models that webwriters can use include:</p> <ul style="list-style-type: none"> • GPT-3 from OpenAI • LaMDA by Google AI • Turing NLG by Google AI <p>OpenAI’s Generative Pretrained Transformer 3 (GPT-3) is a large language model that can generate text, translate languages, write various kinds of creative content, and answer your questions informatively.</p> <ul style="list-style-type: none"> • Google AI’s LaMDA is an actual speech model from Google AI that is trained on massive amounts of text data. LaMDA can generate text, translate languages, write different types of creative content and answer your questions informatively. • Google AI’s Turing NLG is a language model that can generate natural text for various purposes, such as creating content for websites, writing advertising texts, or creating scripts for videos. Webwriters can use language models for a variety of tasks, such as: <ul style="list-style-type: none"> • Creating advertising texts. Language models can be used to generate advertising texts that are attractive to the target audience. • Creating content for websites. Language models can be used to create content for websites such as articles, blogs, and product pages. • Customer support. Language models can be used to generate answers to customer questions. • Creating creative texts. Language models can be used to create creative texts such as poems, code, scripts, and musical compositions. It is important to note that language models are not perfect. They may occasionally generate text that is inaccurate, offensive, or simply uninteresting. Webwriters should carefully test the text generated by the language model before using it for production purposes. <p>Here are some tips for using language models for webwriting:</p>
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| | <ul style="list-style-type: none">• Use language models to create a first version of the text. Don't use them as your only writing tool.• Scrutinize the text generated by the language model. Make sure it's accurate, relevant and interesting to your target audience.• Do not be afraid to experiment. Use different language models and settings to find what works best for you. |
|--|--|

There are many comments on each of the reviews. ChatGPT-3.5 operates with frankly outdated information, which has often lost its relevance in view of the rapid development of AI technology after the beginning of 2022.

Bard, on the other hand, offers models that cannot be included in the toolkit of an ordinary webwriter, because they require additional programming skills. However, we should note that the ChatGPT-3.5 algorithm contains self-promotion, and Bard frankly declares that it “does not do this”.

To clarify the question “Why is there no Bard in the list?” we get the answer: “Bard is an actual language model from Google AI that is trained on a huge amount of text data. Bard can generate text, translate languages, write various types of creative content, and answer your questions informatively.

Bard is a powerful tool that can be used for a variety of tasks, including webwriting. However, Bard is still under development and its capabilities are not fully realized. For example, Bard cannot generate the same creative content as GPT-3.”

Given that at the end of 2023 Bard operated in experimental mode, its modesty is understandable.

AI as a “text writer”

We have already talked about the functionality offered by various large language models for working with texts: generation, editing, translation, etc.

However, the best way to find out what they can do is to see it in action. Let's say you have a brief to create sales text on the topic of Apple Straps. Writing a text about a common consumer product does not require the author to have specific industry knowledge, so the brief can be implemented by both an agency member and a freelancer.

Among the conditions of the brief are:

- 1) The volume is 3000 characters without spaces.
- 2) Phrases to be entered:

- straps for Apple Watch,
- Apple Watch strap,
- Apple Watch straps,
- buy a strap for Apple Watch,
- leather straps for Apple Watch,
- leather strap for Apple Watch,
- Apple Watch leather straps,
- leather Apple Watch strap,
- metal strap for Apple Watch,
- original straps for Apple Watch,
- original Apple Watch strap,
- strap for Apple Watch original,
- nylon strap for Apple Watch,
- Apple Watch strap,
- ceramic strap for Apple Watch,
- original Apple Watch straps,
- straps for Apple Watch Milan loop,
- iron straps for Apple Watch,
- straps for Apple Watch.

3. Text structure (examples of subheadings).

The entry of the key no more than once in 2-3 headings:

- How to buy a “key” in Kyiv.
- Prices for “key” smartphones in Ukraine.
- Features “key”.

4. Keys: Apple Watch straps, Apple Watch strap, Apple Watch.

A few words should be said here about how to set AI tasks. In order to have the desired answer at the end, you should carefully formulate the request. We remember that we are not communicating with a person who knows how to “read between the lines”, thinking up implicit intentions. An algorithm needs sufficient context and a clear formulation of the task to be understood. When we start working with LLM, a big task should be broken down into small parts. That way, we won’t lose the context and get an answer as close as possible to the desired one. You can try to divide the tasks into several, work on them separately, and then combine the results. You should also keep in mind the limitations of each model. If, for example, the volume is exceeded, the model will “forget” the part that did not fit. In view of the above, we create requests for ChatGPT-3.5 and Bard based on the brief: **“Write a text for the average reader on the topic “Apple Straps” of 3000 characters without spaces.**

Enter the following phrases in the text: - straps for Apple Watch, - Apple Watch strap, - Apple Watch straps, - straps for Apple Watch, - buy a strap for Apple Watch, - leather straps for Apple Watch, - leather strap for Apple Watch, - Apple Watch leather straps, - metal strap for Apple Watch, - original straps for Apple Watch, - original Apple Watch strap, - strap for Apple Watch original, - nylon strap for Apple Watch, - ceramic strap for Apple Watch, - original Apple Watch straps, - leather strap for Apple Watch, - buy a strap for Apple Watch, - straps for Apple Watch Milan loop, - iron straps for Apple Watch, - buy straps for Apple Watch, - straps for Apple Watch.

Break the text into chapters using subheadings like:

- How to buy a “key” in Kyiv.

- Prices for “key” smartphones in Ukraine.
- Features “key”.

Instead of “key” in the subheadings, put the phrases:

- Apple Watch straps,
- straps for Apple Watch,
- strap for Apple Watch,
- Apple Watch”.

Table 4
Texts according to the brief from AI

Answer generated by ChatGPT-3.5	Answer generated by Bard
<p>Chapter 1: How to buy Apple Watch straps in Kyiv. In the world of modern gadgets, Apple Watch plays a key role, providing convenience and style in everyday life. If you're considering changing the look of your watch, Apple Watch straps are a great choice. There are many stores in Kyiv that offer a wide range of Apple Watch straps of various types and designs. How to buy the perfect strap. When choosing an Apple Watch strap, it's important to consider not only style, but also comfort and functionality. Leather straps for Apple Watch look elegant and are perfect for formal events. Metal straps give the gadget a modern look, reflecting your style and taste. On the other hand, nylon straps are noted for their lightness and durability, which make them ideal for sporting events.</p> <p>Chapter 2: Prices for Apple Watch straps in Ukraine. Ukrainian buyers have a great advantage - affordable prices for straps for Apple Watch. Original and stylish Apple Watch straps can be purchased at a reasonable price. Ideal for an active lifestyle, nylon straps are available at affordable prices. Even more elite options, such as ceramic straps, do not look expensive, thanks to competitive prices on the Ukrainian market.</p> <p>Where to find the best deals. When looking for straps for Apple Watch in Kyiv, it is recommended to look at the offers in specialized gadget stores. Here you will have the opportunity to choose not only from a large assortment of straps, but also to find the best prices and favourable promotions.</p> <p>Chapter 3: Features of Apple Watch straps. Apple Watch straps are not just a stylistic accessory, they also have important characteristics. Leather straps are characterized</p>	<p>Apple Watch straps: how to choose and buy</p> <p>Introduction. Apple Watch is a popular smartwatch that can be worn both with a business suit and sports clothes. However, in order for the watch to look stylish and harmonious, it is important to choose the right strap. In this article, we will talk about the different types of Apple Watch straps, as well as give advice on how to choose and buy the best option.</p> <p>Types of Apple Watch straps. Apple Watch straps can be divided into several main types: - Leather straps are a classic option that is suitable for any occasion. Leather straps can be of different colors and textures, so you can easily find a model that suits you.</p> <ul style="list-style-type: none"> - Metal straps are a stylish and durable option. Metal straps can be made from different materials such as stainless steel, titanium or gold. - Nylon straps are a light and practical option. The nylon straps are well ventilated, so they are ideal for the summer period. - Ceramic straps are a stylish and elegant option. Ceramic straps do not require special care. - Straps milan loop are a unique option that has an original design. Milan loop straps are made of nylon or metal. <p>How to choose an Apple Watch strap. When choosing an Apple Watch strap, you should consider the following factors:</p> <ul style="list-style-type: none"> - Material. Its appearance, strength and practicality depend on the material of the strap. - Colour. The strap should be harmoniously combined with the watch and your style of clothing. - Size. The strap should fit tightly to the wrist, but not be too tight. <p>Where to buy Apple Watch straps. You can buy Apple Watch straps in the official Apple Store, as</p>

<p>by high quality materials and durability. The metal straps are scratch resistant and look very impressive. Nylon straps have great strength and resistance to moisture, which makes them ideal for active sports use. Thanks to a large selection of straps for Apple Watch in Kyiv and competitive prices in Ukraine, you will easily find the perfect option that will emphasize your style and provide you with comfort while wearing. Enjoy your Apple Watch with a new strap that reflects your uniqueness.</p>	<p>well as in many other electronics stores. Apple Watch strap prices. Prices for Apple Watch straps may vary depending on the type and material. Leather straps are the most expensive, and nylon straps are the cheapest. Apple Watch straps are an important element that can completely change the appearance of the watch. When choosing a strap, you should consider all the factors that we have described in this article. Additional tips. If you are not sure which strap to choose, ask a sales assistant for advice. Be sure to try the strap on your wrist before purchasing to make sure it fits you. If you want to buy an Apple Watch strap in Ukraine, you can use the services of online stores.</p>
Conformity to the brief	
Volume	
1936 characters (in Ukrainian)	2004 characters (in Ukrainian)

We correct the text by creating the condition “The text must have a volume of 3000 characters without spaces”. We get answers from AI:

Table 5
Corrections of the text and brief according to the request

Text, generated by ChatGPT-3.5	Text, generated by Bard
<p>Chapter 1: How to buy Apple Watch straps in Kyiv Apple Watch is not only a smart watch, but also a stylish accessory. By changing the strap, you can completely change the look of your watch. There are many stores in Kyiv that offer different straps for Apple Watch. If you are looking for a specific style or material, you will definitely find it here.</p> <p>How to buy the perfect strap. First of all, decide which material is right for you. Leather straps for Apple Watch look elegant and suitable for formal events. Metal straps give the smartwatch a modern look. Nylon straps are an ideal choice for an active lifestyle.</p> <p>Chapter 2: Prices for Apple Watch straps in Ukraine. Ukrainian buyers can enjoy affordable prices on straps for Apple Watch. Original straps do not have to be expensive. Even the leather</p>	<p>Apple Watch straps: how to choose and buy.</p> <p>Introduction. Apple Watch is a popular smart watch that can be worn both with a business suit and sports clothes. However, in order for the watch to look stylish and harmonious, it is important to choose the right strap.</p> <p>Types of Apple Watch straps. Apple Watch straps can be divided into several main types:</p> <ul style="list-style-type: none"> • Leather straps are a traditional option that is very popular. They are made of natural or artificial leather. Natural leather looks more elegant and stylish, but it requires more careful care. Artificial leather is more practical and affordable. Leather straps can be of different colours and textures. The most popular colors are black, brown and beige. Textures can be smooth, matte, embossed or perforated. • Metal straps are a more durable and practical option. They are made of stainless steel, titanium or gold. Stainless steel is the most common material for metal straps. It is strong, durable and does not require special care. Titanium is a lighter and stronger material than stainless steel. It also does not cause allergic reactions. Gold straps are an exclusive option that will give your

straps look elite, but have a reasonable price. Nylon straps are a good choice for those looking for quality at a reasonable price.

Where to find the best deals. If you're looking for the best deal on an Apple Watch strap, check out online stores and deals in local stores. A large selection and the possibility to get discounts make shopping even more pleasant.

Chapter 3: Features of Apple Watch straps. Apple Watch straps are not only about style, but also about functionality. The leather straps are made of high-quality leather, which becomes even more beautiful over time. Metal straps are durability and resistance. Nylon straps are light and moisture resistant. Whatever you choose, it will be the perfect choice for your Apple Watch. With Apple Watch straps in Kyiv, you can not only change the appearance of your watch, but also give it personal charm and style. Regardless of your choice, the prices, quality and variety will pleasantly surprise you.

(1781 characters in Ukrainian)

watch a unique look.

- Nylon straps are a lightweight and breathable option. They are made of durable nylon and can be of different colours. Nylon straps are well suited for sports and outdoor activities.

- Ceramic straps are an exclusive option that will give your watch a unique look. They are made of ceramics and can be of different colours. Ceramic straps are well suited for business meetings and formal events, and do not require special care. They can be washed in warm water with soap. You can use a soft toothbrush to remove persistent dirt.

- Straps milan loop are a stylish and convenient option. They are made of stainless steel and have a braided structure. Straps milan loop are well suited for everyday wear.

How to choose an Apple Watch strap When choosing an Apple Watch strap, you should consider the following factors:

- Material. Its appearance, strength and usability depend on the material of the strap.

- Colour. The strap should be harmoniously combined with the watch and your style of clothing.

- Size. The strap should fit tightly to the wrist, but not be too tight.

Where to buy Apple Watch straps. You can buy Apple Watch straps in the official Apple Store, as well as in many other electronics stores.

Apple Watch strap prices. Prices for Apple Watch straps may vary depending on the type and material. Leather straps are the most expensive, and nylon straps are the cheapest.

Conclusion. Apple Watch straps are an important element that can completely change the appearance of the watch. When choosing a strap, you should consider all the factors that we have described in this article.

Additional tips

- If you are not sure which strap to choose, ask a sales assistant for advice.

- If you plan to wear your Apple Watch during sports, choose a strap made of a durable material, such as metal or nylon.

- If you want your Apple Watch to look stylish and harmonious with your clothing style, choose a strap that matches your style.

- Be sure to try the strap on your wrist before purchasing to make sure it fits you. • If you want to buy an Apple Watch strap in Ukraine, you can use the services of online stores.

All subsequent attempts to increase the volume of text through additional requests to ChatGPT-3.5 were unsuccessful and led to the opposite result - the volume became even smaller. Given the more adequate work of Bard, further work with the text will be done in this service.

Table 6
Fulfillment of the brief conditions by the Bard system

Brief: enter phrases	Text generated by Bard
<ul style="list-style-type: none"> - straps for Apple Watch (1), - Apple Watch strap (2), - Apple Watch straps (3), - Apple Watch straps (4), - Apple Watch straps (5), - buy a strap for Apple Watch (6), - leather straps for Apple Watch (7), - leather strap for Apple Watch (8), - Apple Watch leather straps (9), - Apple Watch leather strap (10), - metal strap for Apple Watch (11), - original straps for Apple Watch (12), - original Apple Watch strap (13), - strap for Apple Watch original (14), - nylon strap for Apple Watch (15), - Apple Watch strap (16), - ceramic strap for Apple Watch (17), - original Apple Watch straps (18), - leather strap for Apple Watch (19), - buy a strap for Apple Watch (20), - straps for Apple Watch Milan loop (21), - iron straps for Apple Watch (22), 	<p>Apple Watch straps (2): how to choose and buy. Introduction. Apple Watch is a popular smart watch that can be worn both with a business suit and sports clothes. However, in order for the watch to look stylish and harmonious, it is important to choose the right strap. Types of Apple Watch straps (2) Apple Watch straps (2) can be divided into several main types:</p> <ul style="list-style-type: none"> • Leather straps are a traditional option that is very popular. They are made of natural or artificial leather. Natural leather looks more elegant and stylish, but it requires more careful care. Artificial leather is more practical and affordable. Leather straps can be of different colours and textures. The most popular colors are black, brown and beige. Textures can be smooth, matte, embossed or perforated. • Metal straps are a more durable and practical option. They are made of stainless steel, titanium or gold. Stainless steel is the most common material for metal straps. It is strong, durable and does not require special care. Titanium is a lighter and stronger material than stainless steel. It also does not cause allergic reactions. Gold straps are an exclusive option that will give your watch a unique look. • Nylon straps are a lightweight and breathable option. They are made of durable nylon and can be of different colours. Nylon straps are well suited for sports and outdoor activities. • Ceramic straps are an exclusive option that will give your watch a unique look. They are made of ceramics and can be of different colours. Ceramic straps are well suited for business meetings and formal events, and do not require special care. They can be washed in warm water with soap. You can use a soft toothbrush to remove persistent dirt. • Straps milan loop are a stylish and convenient option. They are made of stainless steel and have a braided structure. Straps milan loop are well suited for everyday wear. <p>How to choose an Apple Watch strap (2) The following factors should be considered when choosing an Apple Watch strap (2):</p> <ul style="list-style-type: none"> • Material. Its appearance, strength and usability depend on the material of the strap. • Colour. The strap should be harmoniously combined with the watch and your style of clothing. • Size. The strap should fit tightly to the wrist, but not be too tight.

<p>- buy straps for Apple Watch (23), - straps for Apple Watch (24).</p>	<p>Where to buy Apple Watch straps (3) Apple Watch strap (3) can be purchased in the official Apple Store, as well as in many other electronics stores.</p> <p>Prices for Apple Watch straps (3) Prices for Apple Watch straps (3) may vary depending on the type and material. Leather straps are the most expensive, and nylon straps are the cheapest.</p> <p>Conclusion. Apple Watch straps (3) are an important element that can completely change the appearance of the watch. When choosing a strap, you should consider all the factors that we have described in this article.</p> <p>Additional tips</p> <ul style="list-style-type: none"> • If you are not sure which strap to choose, ask a sales consultant for advice. • If you plan to wear your Apple Watch during sports, choose a strap made of a durable material, such as metal or nylon. • If you want your Apple Watch to look stylish and harmonious with your clothing style, choose a strap that matches your style. • Be sure to try the strap on your wrist before purchasing to make sure it fits you. • If you want to buy an Apple Watch strap (2) in Ukraine, you can use the services of online stores.
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As we can see from Table 6, the Bard model treats the task “Write the following phrases into the text” quite conditionally. Only 8% of phrases from the list provided in the brief are taken into account. Let’s try to force the model to fulfill this condition by sending the request “Enter phrases into the created text...”. As a result, we receive the answer from Bard, presented in the right column of the table. 7.

Table 7
Text correction in Bard model

Bard text before correction	Bard text after correction and AI response upon request
<p>Apple Watch straps: how to choose and buy. Introduction. Apple Watch is a popular smart watch that can be worn both with business suit and sports clothes. However, in order for the watch to look stylish and harmonious, it is important to choose the right strap. Types of Apple Watch straps. Apple Watch straps can be divided into several main types:</p> <ul style="list-style-type: none"> • Leather straps are a traditional option that is very popular. They are made of natural or artificial leather. Natural leather looks more elegant and stylish, but it requires more careful care. Artificial leather is more practical and affordable. Leather straps can be of different colours and textures. The most popular colors are black, brown and beige. Textures can be 	<p>Apple Watch straps: how to choose and buy. Introduction. Apple Watch is a popular smart watch that can be worn both with business suit and sports clothes. However, in order for the watch to look stylish and harmonious, it is important to choose the right strap for Apple Watch.</p> <p>Types of Apple Watch straps. Apple Watch straps can be divided into several main types:</p> <ul style="list-style-type: none"> • Leather straps are a traditional option that is very popular. They are made of natural or artificial leather. Natural leather looks more elegant and stylish, but it requires more careful care. Artificial leather is more practical and affordable. (AI for some reason deleted the

<p>smooth, matte, embossed or perforated.</p> <ul style="list-style-type: none"> • Metal straps are a more durable and practical option. They are made of stainless steel, titanium or gold. Stainless steel is the most common material for metal straps. It is strong, durable and does not require special care. Titanium is a lighter and stronger material than stainless steel. It also does not cause allergic reactions. Gold straps are an exclusive option that will give your watch a unique look. • Nylon straps are a lightweight and breathable option. They are made of durable nylon and can be of different colours. Nylon straps are well suited for sports and outdoor activities. • Ceramic straps are an exclusive option that will give your watch a unique look. They are made of ceramics and can be of different colours. Ceramic straps are well suited for business meetings and formal events, and do not require special care. They can be washed in warm water with soap. You can use a soft toothbrush to remove persistent dirt. • Straps milan loop are a stylish and convenient option. They are made of stainless steel and have a braided structure. Straps milan loop are well suited for everyday wear. <p>How to choose an Apple Watch strap. The following factors should be considered when choosing an Apple Watch strap:</p> <ul style="list-style-type: none"> • Material. Its appearance, strength and usability depend on the material of the strap. • Colour. The strap should be harmoniously combined with the watch and your style of clothing. • Size. The strap should fit tightly to the wrist, but not be too tight. <p>Where to buy Apple Watch straps. Apple Watch strap can be purchased in the official Apple Store, as well as in many other electronics stores.</p> <p>Prices for Apple Watch straps. Prices for Apple Watch straps may vary depending on the type and material. Leather straps are the most expensive, and nylon straps are the cheapest.</p> <p>Conclusion. Apple Watch straps are an important element that can completely change the appearance of the watch. When choosing a strap, you should consider all the factors that we have described in this article.</p>	<p>following phrases: “Leather straps can be of different colours and textures. The most popular colors are black, brown and beige. Textures can be smooth, matte, embossed or perforated”).</p> <ul style="list-style-type: none"> • Metal straps are a more durable and practical option. They are made of stainless steel, titanium or gold. Stainless steel is the most common material for metal straps. It is strong, durable and does not require special care. Titanium is a lighter and stronger material than stainless steel. It also does not cause allergic reactions. Gold straps are an exclusive option that will give your watch a unique look. • Nylon straps are a lightweight and breathable option. They are made of durable nylon and can be of different colours. Nylon straps are well suited for sports and outdoor activities. • Ceramic straps are an exclusive option that will give your watch a unique look. They are made of ceramics and can be of different colours. Ceramic straps are well suited for business meetings and formal events, and do not require special care. (AI for some reason deleted the following phrases: “They can be washed in warm water with soap. You can use a soft toothbrush to remove persistent dirt”). • Straps milan loop are a stylish and convenient option. They are made of stainless steel and have a braided structure. Straps milan loop are well suited for everyday wear. <p>How to choose an Apple Watch strap. The following factors should be considered when choosing an Apple Watch strap:</p> <ul style="list-style-type: none"> • Material. Its appearance, strength and usability depend on the material of the strap. • Colour. The strap should be harmoniously combined with the watch and your style of clothing. • Size. The strap should fit tightly to the wrist, but not be too tight. <p>Where to buy Apple Watch straps. Apple Watch strap can be purchased in the official Apple Store, as well as in many other electronics stores.</p> <p>Prices for Apple Watch straps. Prices for Apple Watch straps may vary depending on the type and material. Leather straps are the most expensive, and nylon straps are the cheapest.</p> <p>Conclusion. Apple Watch straps are an important element that can completely change the appearance of the watch. When choosing a</p>
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<p>Additional tips</p> <ul style="list-style-type: none"> • If you are not sure which strap to choose, ask a sales consultant for advice. • If you plan to wear your Apple Watch during sports, choose a strap made of a durable material, such as metal or nylon. • If you want your Apple Watch to look stylish and harmonious with your clothing style, choose a strap that matches your style. • Be sure to try the strap on your wrist before purchasing to make sure it fits you. • If you want to buy an Apple Watch strap in Ukraine, you can use the services of online stores. 	<p>strap, you should consider all the factors that we have described in this article.</p> <p>Additional tips</p> <ul style="list-style-type: none"> • If you are not sure which strap to choose, ask a sales consultant for advice. • If you plan to wear your Apple Watch during sports, choose a strap made of a durable material, such as metal or nylon. • If you want your Apple Watch to look stylish and harmonious with your clothing style, choose a strap that matches your style. • Be sure to try the strap on your wrist before purchasing to make sure it fits you. • If you want to buy an Apple Watch strap in Ukraine, you can use the services of online stores.
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As we can see from Table 7, the model added only one occurrence, but at the same time it deleted entire paragraphs from the text. Other attempts to generate the text in accordance with the stated requirement were in vain. Another request of the customer was “Break the text into chapters, using subheadings like:

- How to buy a “key” in Kyiv.
- Prices for “key” smartphones in Ukraine.
- Features “key”.

Instead of “key” in the subheadings, insert the phrases:

- Apple Watch straps,
- straps for Apple Watch,
- strap for Apple Watch,
- Apple Watch.

Let’s try to fulfill this condition through Bard by creating a request: “Rewrite the text so that it has chapters as follows: - How to buy a strap for an Apple Watch in Kyiv. - Prices for straps for Apple Watch in Ukraine. - Characteristics of straps for Apple Watch”.

As a result, we get a response from Bard:

“Here is the text, rewritten taking into account your wishes: How to buy a strap for Apple Watch in Kyiv. Apple Watch straps are an important element that can completely change the appearance of the watch. You can choose a strap in various stores in Kyiv, both official and unofficial.

Official stores. You can buy a wide selection of original straps for Apple Watch in official Apple stores. Prices in official stores are usually higher than in other stores.

Unofficial stores. In unofficial stores such as Auchan, Comfy, Eldorado and Rozetka, you can buy Apple Watch straps from various manufacturers, both original and non-original. Prices in these stores are lower than in official stores. When choosing a strap for Apple Watch in Kyiv, the following factors should be taken into account:

Price. Original Apple Watch straps are more expensive than non-original ones.

Material. Its appearance, strength and usability depend on the material of the strap.

Colour. The strap should be harmoniously combined with the watch and your style of clothing.

Size. The strap should fit tightly to the wrist, but not be too tight.

Prices for straps for Apple Watch in Ukraine. Prices for straps for Apple Watch in Ukraine may vary depending on the type and material. Leather straps are the most expensive, and nylon straps are the cheapest.

Features of Apple Watch straps. Straps for Apple Watch can be divided into several main types: Leather straps are a traditional option that is very popular. They are made of natural or artificial leather. Natural leather looks more elegant and stylish, but it requires more careful care. Artificial leather is more practical and affordable.

Metal straps are a more durable and practical option. They are made of stainless steel, titanium or gold. Stainless steel is the most common material for metal straps. It is strong, durable and does not require special care. Titanium is a lighter and stronger material than stainless steel. It also does not cause allergic reactions.

Gold straps are an exclusive option that will give your watch a unique look.

Nylon straps are a lightweight and breathable option. They are made of durable nylon and can be of different colours. Nylon straps are well suited for sports and outdoor activities.

Ceramic straps are an exclusive option that will give your watch a unique look. They are made of ceramics and can be of different colours. Ceramic straps are well suited for business meetings and formal events.

Straps milan loop are a stylish and convenient option. They are made of stainless steel and have a braided structure. Straps milan loop are well suited for everyday wear.

I hope this text meets your requirements.”

We see that the text has become shorter again: this time for 303 characters. Phrasal occurrences appeared slightly more: 16% versus 8%. However, there is still a long way to go before the conditions of the brief are met.

In Table 8, next to the text from Bard, we present the text of a professional webwriter, which was approved and is published on the customer’s website (the name of the website is hidden in the text).

Table 8
AI vs human webwriter text by a professional webwriter

Text by Bard	Text by a professional webwriter
<p>Apple Watch straps (2): how to choose and buy.</p> <p>Introduction. Apple Watch is a popular smart watch that can be worn both with business suit and sports clothes. However, in order for the watch to look stylish and harmonious, it is important to choose the right strap. Types of Apple Watch straps (2) Apple Watch straps (2) can be divided into several main types:</p> <ul style="list-style-type: none"> • Leather straps are a traditional option that is very popular. They are made of natural or artificial leather. Natural leather looks more elegant and stylish, but it requires more careful 	<p>Straps for Apple Watch.</p> <p>Apple Watch straps are stylish accessories for smart watches. Thanks to a wide variety of colours and materials, it is easy to choose the perfect option for any lifestyle. The manufacturer produces models for each watch series, some of which are compatible with previous and new generations of Apple Watch. The strap for the Apple Watch is made in several types: sport strap, sport loop, double and single tour. The company uses modern, wear-resistant and hygienic materials: silicone, leather, metal.</p>

<p>care. Artificial leather is more practical and affordable. Leather straps can be of different colours and textures. The most popular colors are black, brown and beige. Textures can be smooth, matte, embossed or perforated.</p> <ul style="list-style-type: none"> • Metal straps are a more durable and practical option. They are made of stainless steel, titanium or gold. Stainless steel is the most common material for metal straps. It is strong, durable and does not require special care. Titanium is a lighter and stronger material than stainless steel. It also does not cause allergic reactions. Gold straps are an exclusive option that will give your watch a unique look. • Nylon straps are a lightweight and breathable option. They are made of durable nylon and can be of different colours. Nylon straps are well suited for sports and outdoor activities. • Ceramic straps are an exclusive option that will give your watch a unique look. They are made of ceramics and can be of different colours. Ceramic straps are well suited for business meetings and formal events, and do not require special care. They can be washed in warm water with soap. You can use a soft toothbrush to remove persistent dirt. • Straps milan loop are a stylish and convenient option. They are made of stainless steel and have a braided structure. Straps milan loop are well suited for everyday wear. <p>How to choose an Apple Watch strap (2) The following factors should be considered when choosing an Apple Watch strap (2):</p> <ul style="list-style-type: none"> • Material. Its appearance, strength and usability depend on the material of the strap. • Colour. The strap should be harmoniously combined with the watch and your style of clothing. • Size. The strap should fit tightly to the wrist, but not be too tight. <p>Where to buy Apple Watch straps (3) Apple Watch strap (3) can be purchased in the official Apple Store, as well as in many other electronics stores.</p> <p>Prices for Apple Watch straps (3) Prices for Apple Watch straps (3) may vary depending on the type and material. Leather straps are the most expensive, and nylon straps are the cheapest.</p> <p>Conclusion. Apple Watch straps (3) are an important element that can completely change</p>	<p>The new Apple Watch Series 4, 5, 6 and SE received monobracelets without buckles and fasteners. Also compatible with sports straps.</p> <p>How to buy a strap for Apple Watch in Kyiv? You can make a purchase in the online store "...". Our assortment includes only original straps for Apple Watch. We regularly publish new branded accessories.</p> <p>Payment for orders is made in any convenient way:</p> <ul style="list-style-type: none"> - in cash – when receiving the goods in Kyiv; - payment to the company's account – we send an invoice upon request; - by bank card – online on our website or through the terminal in the "...” store (Kyiv); - cash on delivery – pay for the product after receiving it at the "...” department. <p>We sell Apple Watch straps with prompt delivery across Ukraine. With us, you can arrange for self-delivery of goods, provided that there is an order delivery point in your city. Free delivery is possible in Kyiv if the purchase amount exceeds UAH 5,000.</p> <p>Prices for Apple Watch straps in Ukraine. You can find the current price of the product in stock in our catalogue. The price of an original Apple Watch strap depends on:</p> <ul style="list-style-type: none"> - manufacturing material; - type and model; - for which series of smart watches the accessory is intended. <p>You can clarify the price of the selected product by calling or writing to the consultants of the online store "...".</p> <p>Main characteristics of Apple Watch bracelets. The company produces straps for smart watches with different case sizes. This should be taken into account when choosing wrist accessories. The manufacturer's assortment includes bracelets for Apple Watch 38 mm and 40 mm, as well as Apple Watch 42 mm and 44 mm. The colour of the bracelets can be matched to the headphones, iPhone, and other Apple devices you use. The company produces models in silver, black, gold, pink, blue, yellow and other shades. You can choose for any lifestyle, clothing style. You can choose and buy:</p> <ul style="list-style-type: none"> - Leather straps for Apple Watch are made of natural material that does not stretch or fade
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<p>the appearance of the watch. When choosing a strap, you should consider all the factors that we have described in this article.</p> <p>Additional tips</p> <ul style="list-style-type: none"> • If you are not sure which strap to choose, ask a sales consultant for advice. • If you plan to wear your Apple Watch during sports, choose a strap made of a durable material, such as metal or nylon. • If you want your Apple Watch to look stylish and harmonious with your clothing style, choose a strap that matches your style. • Be sure to try the strap on your wrist before purchasing to make sure it fits you. • If you want to buy an Apple Watch strap (2) in Ukraine, you can use the services of online stores. 	<p>under the influence of external factors. Leather bracelet tactile pleasant. The accessory can be equipped with a magnetic fastener or a standard buckle.</p> <p>- Metal Apple Watch Straps - Steel bracelets with a mesh design have flexibility and elasticity. They sit tightly on the wrist. - Silicone and nylon straps for Apple Watch - the latest hit - monobracelets are made of silicone or braided nylon threads. These are light, strong, waterproof models. The strap for the watch is available in 9 different sizes, as well as in S, M, L, so that everyone can choose an accessory that will sit perfectly on the wrist.</p> <p>To buy straps for Apple Watch for different models of watches, the size and colour you need, contact the consultants "...". You can place an order directly on the website or by calling the online store.</p> <p><i>(Over 3000 characters in Ukrainian)</i></p>
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So, we can say that as of the second half of 2023, neither ChatGPT-3.5 nor Bard can create a commercial text, taking into account all the terms of the brief. Of course, there is a possibility that longer work with LLM queries will bring more relevant results, but the time to create the text will not be freed up by the process. The fact is that an experienced webwriter creates a text about a consumer product like straps for the Apple Watch, aimed at an ordinary reader, in about an hour. These 60 minutes are spent developing the concept, forming the structure in accordance with the brief, studying the product/service, creating the text according to the conditions, self-editing and analysis. If AI requires the same amount of time to generate, then the meaning of interaction is lost. Of course, the model has potential in terms of offering an idea, interesting points of view, different angles of presenting information, which webwriters sometimes lack. Such difficulties arise both for beginners and for authors with a lot of experience, so the fairly quick generation of ideas, outlines, and structures can currently become the toolkit that can significantly optimize the process of text creation.

AI as a webwriter's tool

Considering the state of AI development, which is for the second half of 2023, we can say that this technology can help webwriters significantly improve productivity and efficiency. In what exactly?

First, it is a technical check of the text. Currently, there are quite high-quality online platforms capable of searching for errors, offering options for correcting texts with regard to grammar, stylistics, and lexical specificity. LLMs have gone further. They are able to find errors surprisingly quickly, indicate the presence of incorrect

borrowings (plagiarism), translate texts in different languages, adjust to the cultural and lexical codes of the potential audience. Let's test this functionality on the example of the already analyzed text about Apple Watch straps. In fig. 1, we have a screen with Bard's response to the request to find errors in the text (in this case, we use the text of a professional webwriter from Table 8, right column).

Next, we ask the AI to rewrite the text, eliminating errors and inaccuracies. As a result, we get the option, which according to LLM, is more relevant (compare it with the webwriter's text presented in Table 8):

“Straps for Apple Watch.

Apple Watch straps are stylish accessories for smart watches. Thanks to a wide variety of colours and materials, it is easy to choose the perfect option for any lifestyle. The manufacturer produces models for each watch series, some of which are compatible with previous and new generations of Apple Watch.

Types of straps for Apple Watch. The Apple Watch strap is made in the following types:

- Sport Strap – a sports strap made of silicone, equipped with a buckle fastener.
- Sport Loop – a sports strap with a silicone loop.
- Double Tour – a strap made of two layers of leather or metal, which is wrapped around the wrist twice.
- Single Tour – a strap made of one layer of leather or metal, which is wrapped around the wrist once.

Apple Watch strap materials.

Apple uses modern, wear-resistant and hygienic materials to manufacture straps for Apple Watch:

- Silicone is a light, strong and waterproof material.
- Leather is a natural material that provides comfortable wear.
- Metal is a strong and durable material.

How to buy a strap for Apple Watch in Kyiv? You can make a purchase in the online store “...”. Our assortment includes only original straps for Apple Watch. We regularly publish new branded accessories.

Payment for orders is made in any convenient way:

- in cash – when receiving the goods in Kyiv; - payment to the company's account – we send an invoice upon request;
- by bank card – online on our website or through the terminal in the “...” store (Kyiv);
- cash on delivery — pay for the product after receiving it at the “...” department.

We sell Apple Watch straps with prompt delivery across Ukraine. With us, you can arrange for self-delivery of goods, provided that there is an order delivery point in your city. Free delivery is possible in Kyiv if the purchase amount exceeds UAH 5,000.

Prices for Apple Watch straps in Ukraine. You can find the current price of the product in stock in our catalogue. The price of an original Apple Watch strap depends on:

- manufacturing material;
- type and model;
- for which series of smart watches, the accessory is intended.

You can clarify the price of the selected product by calling or writing to the consultants of the online store “...”.

Main characteristics of Apple Watch bracelets. The company produces straps for smart watches with different case sizes. This should be taken into account when choosing wrist accessories. The

manufacturer's assortment includes bracelets for Apple Watch 38 mm and 40 mm, as well as Apple Watch 42 mm and 44 mm. The colour of the bracelets can be matched to the headphones, iPhone, and other Apple devices you use. The company produces models in silver, black, gold, pink, blue, yellow and other shades. You can choose for any lifestyle, clothing style.

Leather straps for Apple Watch are made of natural material that does not stretch or fade under the influence of external factors. Leather bracelet tactile pleasant. The accessory can be equipped with a magnetic fastener or a standard buckle. Metal Apple Watch Straps - Steel bracelets with a mesh design have flexibility and elasticity.

Please note that there are inaccuracies in the corrected text. It is an option to what is created by man. However, such almost instantaneous one-click transformations help move away from the standardized approach, which is very often the disadvantage of professional webwriters.

As for the translation, the AI does a good job here as well. Bard fulfilled the request to translate the text into English, French, Spanish, German without any complaints (anyone who wants to can easily go this way by creating a request "Translate the text [desired language]"). If it is necessary to check the text for the presence of plagiarism, then LLM does not fail here either. We won't show Bard's response, so as not to promote the site that published the text about the straps, but just say that when asked "Find plagiarism in the text", Bard immediately provided a link to the original source. If the borrowings are available in fragments, then we get something like this in response:

"The text contains plagiarism in ... the paragraph that talks about This paragraph completely repeats the paragraph from the article"

Here is a comparison of the two paragraphs:

Text on the website ...: Text from this article: ...

As you can see, both paragraphs contain the same text, except for some minor changes, such as formatting and the use of some other words. This paragraph is clearly plagiarized because it completely repeats text from another article. Other paragraphs in the text do not contain plagiarism. They are original or contain only some quotations from other sources that have been properly attributed.

Recommendations for eliminating plagiarism.

To eliminate plagiarism in the second paragraph, you need to replace it with the original text.

Here is a possible option: In this version, the text has been paraphrased to avoid plagiarism. In addition, some additional details have been added to make the text more informative. For example, it was stated..

Here are some more recommendations for eliminating plagiarism:

- When writing the text, be sure to refer to the sources from which you took the information. This will help you avoid confusion between your own ideas and those of other authors.
- If you use a lot of information from one source, be sure to paraphrase it to avoid plagiarism.
- Do not use quotes without proper attribution. If you cite a quote, be sure to credit the author and the source.

Plagiarism is a serious problem that can have negative consequences for your career and reputation. It is important to know how to avoid plagiarism in order to protect yourself from these consequences.

We see that the algorithm includes not only the search for plagiarism, but also an educational function. To changing the presentation style, let's try to write an advertising text about straps for Apple Watch for different audiences with the help of ChatGPT-3.5: teenagers, adults aged 25 to 45, who live in a big city, have a stable income and buy quality products, and people of retirement age who do not follow fashion, have a small income and are not interested in Apple products. We formulate the first request: "Write an advertising text on the topic "Straps for Apple Watch" for teenagers" (see the result in Table 9, left column). Next, we ask ChatGPT-3.5 "Rewrite the created text for the adult population aged 25 to 45, who live in a big city, have a stable income and buy quality goods" (see the result in Table 9, middle column).

Table 9
Text from ChatGPT-3.5 for different audiences

Text for teenagers	Text for adults aged 25 to 45 who live in a big city, have a stable income and buy quality products	Text for people of retirement age who do not follow fashion, have a small income and are not interested in Apple products
<p>Update your style with Apple Watch straps! Bright, reliable and stylish accessories that will make your watch unique. Available in different colours and designs, they will allow you to express your personality and emphasize your unique style. Whether you like bright colours or prefer a classic design, we have the perfect strap for you. Made of high-quality materials, our straps are reliable and comfortable to wear. With Apple Watch and a stylish strap, you can look bright and elegant at any event. Also, they are ideal for an active lifestyle - train, run, rest, without losing anything from your watch. Measure your heart rate, steps, distance – with Apple Watch and our strap it will become even more convenient and stylish. Do not miss the opportunity to express yourself and look trendy! Choose a strap for Apple Watch – choose style,</p>	<p>Emphasize your style with straps for Apple Watch! It is not just an accessory, it is an expression of your personality and taste. Our straps are a combination of reliability and elegance. They are available in a variety of colours and materials, created for those who appreciate not only quality, but also style in every detail. Thanks to the exquisite design and high-quality materials, our straps create a sophisticated image and emphasize your personality. It is an ideal choice for modern residents of big cities who value their time and are ready to invest in quality and style. Add variety to your wardrobe and emphasize your uniqueness with Apple Watch straps. Choose the best - choose style and reliability with us.</p>	<p>Refresh your watch with new straps! Our comfortable and practical straps will give your watch a second life, regardless of its age or model. Easy to use and affordable, they are made for you - for those who value simplicity and reliability. You can choose from a variety of colours and materials to suit your taste and style. This is a great way to give your watch a new look without spending a lot of money. Whether you're at home or out for a walk, our straps will keep you comfortable and confident. Now your watch can not only look good, but also serve you for many years to come. Choose practicality and convenience with our straps – for you who value simplicity and quality.</p>

convenience and reliability.		
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Of course, you can subject the generated texts to harsh criticism, find stylistic flaws, semantic inaccuracies. By the way, LLM can do this itself. Let’s ask Bard to find bugs in the teen text from ChatGPT-3.5. Here is the response the model produced:

“There are two errors in the text: In the first sentence, the sentence “Bright, reliable and stylish accessories that will make your watch unique” can be divided into two sentences: “Bright, reliable and stylish accessories that will make your watch unique. Available in a variety of colours and designs, they will allow you to express your personality and emphasize your unique style.” In the second sentence, the sentence “Whether you like bright colours or prefer classic designs, we have the perfect strap for you” can be split into two sentences: “Whether you like bright colours or prefer a classic design, we have the perfect strap just for you.”

In addition, some changes can be made to make the text more understandable and pleasant to read. Example: In the first sentence, you can add the word “these” after the word “Bright” to make the connection between the two words more obvious. In the second sentence, you can add the word “then” after the word “designs” to make the connection between the two words more obvious.

Taking into account these changes, the text will look like this: Update your style with Apple Watch straps! These are bright, reliable and stylish accessories that will make your watch unique. Available in different colours and designs, then they will allow you to express your personality and emphasize your unique style. Whether you love bright colours or prefer a classic design, we have the perfect strap for you. Then, made of high-quality materials, our straps are reliable and comfortable to wear. With Apple Watch and a stylish strap, you can look bright and elegant at any event. Also, they are ideal for an active lifestyle - train, run, rest, without losing anything from your watch. Measure your heart rate, steps, distance - with Apple Watch and our strap it will become even more convenient and stylish. Do not miss the opportunity to express yourself and look trendy! Choose a strap for Apple Watch - choose style, convenience and reliability.

These changes are not critical, but they can make the text clearer and more understandable.”

And finally, LLM knows how to do SEO text analysis.

Table 10
SEO analysis of the text

Bard	ChatGPT-3.5
SEO analysis of the text	
Text about Apple Watch straps has potential for good SEO. It contains keywords that may be of interest to	Keywords and phrases: Straps for Apple Watch Bright accessories

<p>users searching for information about this product.</p> <p>Keywords. The text contains the following keywords: Apple Watch is the main keyword that relates to the product being sold; straps is a keyword that refers to the product itself; bright, reliable, stylish - these are keywords that describe the characteristics of the product; personality, unique style - these are keywords that describe the product's advantages.</p> <p>Title. Text title "Update your style with Apple Watch straps!" is quite short and clear. It contains the keyword "Apple Watch» to help users find the text in a search engine.</p> <p>Meta description. The meta description of the text "Bright, reliable and stylish accessories that will make your watch unique" is also short and clear. It contains keywords that relate to the product as well as its features and benefits.</p> <p>Text. The text contains information about the main characteristics and advantages of straps for Apple Watch. It also includes a call to action that prompts users to go to the seller's site.</p> <p>Image. The text does not contain images. This can have a negative impact on SEO, as images help users better understand the product and its features.</p> <p>Internal optimization. The text contains keywords in the title, meta-description and in the text itself. This will help users find the text in the search engine.</p> <p>External optimization. The text does not contain links to other sites. This can have a negative impact on SEO, as links help improve the credibility of the site.</p> <p>Recommendations. To improve the SEO of the text, you can make the following changes:</p> <ul style="list-style-type: none"> Add images of Apple Watch straps. Add links to other sites that tell about this product. Add information about the price of straps for Apple Watch. <p>These changes will help users better understand the product and its features, as well as increase the credibility of the site.</p> <p>SEO assessment. The overall rating of the SEO text is 7/10. The text has the potential for good SEO, but some changes can be made to improve it.</p>	<p>Personality and style</p> <p>High-quality materials</p> <p>Active lifestyle</p> <p>Measurement of pulse, steps, distance</p> <p>Keyword optimization: The text contains keywords and phrases related to the product and its characteristics. It is important to use these keywords in the titles, tags and general content of the site to improve its visibility in search engines.</p> <p>Unique content: The text has an original style and content that can attract users' attention and increase the probability of conversion.</p> <p>Compliance with user requests: The text answers the questions of users who are looking for information about straps for Apple Watch, their quality and benefits of use.</p> <p>Clearcall and structure: The text has a clear structure that helps users quickly get information about the product and its benefits.</p> <p>Calls to action: The text contains calls to action, which can increase the probability of conversion, especially if it encourages users to choose a product from the site.</p> <p>Recommendations for optimization:</p> <ul style="list-style-type: none"> Increase the number of specific keywords related to the style, materials and features of Apple Watch straps. Add more specifications and benefits that can convince users of the profitability of buying these straps. Increase the number of call-to-action phrases to encourage users to buy. Check the text for grammatical and stylistic errors to improve the overall impression of the content.
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In conclusion, we can say that current and available versions of AI are a webwriter's tool. Language models are not yet able to replace creativity and understanding of human behavior, which are important for commercial text creation. However, they can be powerful assistants that can help generate ideas, save time, and improve efficiency. We would not advise you to fully rely on text-generated AI. Any content

created with LLM should always be carefully reviewed to ensure that it is accurate, relevant and meets the goals. However, to create lists of topics for blogs, generate headlines, develop concepts for marketing campaigns, AI is quite enough, as well as for editing, translating, repackaging content (for example, articles into social media posts, emails, advertisements), analyzing its effectiveness (to understand what works and what doesn't), checking for plagiarism, optimizations, etc.

OTHER AI PROGRAMS FOR WEBWRITING

Anyword

The specificity of Anyword is that the service offers a toolkit of predictive analysis to help evaluate the effectiveness of the text. Thanks to the statistical data on the demographic characteristics of the target audience, after the analysis, the user receives a predicted performance indicator, which, in turn, will help to choose the best version of the text. That is, Anyword is designed not only to generate, but also to optimize text.

Anyword includes 200 webwriting tools and more than 100 AI tools. All this makes it possible to get a high-quality text that will effectively influence the target audience. However, the service does not define SEO parameters and cannot affect the place of the material in the search results. The functionality of the service could already be evaluated by marketers, business representatives, freelance raters and advertising agencies. Anyword will display your advertising content on a significant number of digital marketing channels.

The user should consider certain points:

- The service is able to handle significant amounts of advertising expenses - up to 250 million dollars.
- To reach the desired target audience, there is a continuous optimization function that automatically adjusts the advertising text.
- Able to provide a forecast of the effectiveness of advertising demonstration.
- Anyword uses a combination of a number of language models (GPT3, CTRL and T5).
- Anyword provides suggestions for optimizing existing content, which will help increase the conversion rate. Less effort, time and advertising budget are spent on attracting loyal clientele.
- The pre-installed library makes it possible to analyze frequently used words that are often found in advertising texts.

One of the main goals of the service is to provide the volume of traffic necessary for a specific business. The user's income thanks to Anyword increases due to the fact that attractive content is created. In addition, the service compares the user's materials with those that already exist on the network. This is to improve targeting and ranking.

The service creates tests based on its own templates and data. Therefore, the finished materials should be edited so that they are unique and original. Anyword requires some time and effort to master the functionality.

Anyword provides templates to meet a variety of marketing goals. The user can choose the ones he/she needs. This can be, for example, a template for creating ad texts for Facebook or an email chain topic. Also, the service is endowed with the ability to personalize the text presentation style, adapting it to the needs of different target audiences. The service has an intelligent editor. It can analyze textual content and identify those passages that need improvement. It is possible to create:

- texts for blogs;
- product pages;
- promotional SMS;
- advertising materials;
- e-mail topics;
- web copies;
- push notifications;
- landing pages.

Marketers appreciated the service due to the increase in the conversion rate of content, which attracts target audience who make a purchase and thus turn from a regular visitor into a customer. Developing and optimizing an advertising campaign with Anyword is much faster. SMM professionals have the opportunity to receive reviews before they even post them on their business page.

Closers Copy

The platform was created by experienced webwriter Nico Engler, who wanted to help write marketing texts in a short time, without spending money on webwriting services and saving time. This tool does not rely on GPT-3/OpenAI services, but works with its own artificial intelligence. In addition to the AI itself, the user is provided with:

- library of frameworks and work processes;
- more than 50 different templates;
- three models of artificial intelligence for creating texts:
 - Sales AI is designed to create advertising texts, marketing campaigns using e-mail, sales pages;
 - Blog AI – creates SEO-optimized top articles for blogs;
 - Story IA - able to write a work of fiction - from a short story to a novel.
- built-in dictionary;
- search optimization functions (density of used keywords, an analyzer of text length, its spaminess, emotional tone calculation tools have been developed).

The difference of the tool from similar offers is precisely in three algorithms for generating artificial intelligence, while others offer only one (usually works with GPT-3). The user is offered a long-form editor, that is, a way to create e-mail chains,

blog texts, texts without filters or restrictions. The tool is cloud-based, it does not work without the Internet. There is also no extension support in Chrome, Microsoft Word, Google Docs, that is, the text can only be created in the ClosersCopy editor. The program supports text layout and certain keyboard shortcuts. This allows you to format text from the keyboard. The built-in thesaurus allows you to choose the most “powerful” lexemes for writing a convincing and “catching” text. After creating the text, it is necessary to check the actual material. It operates in 127 languages.

The negative points include:

- imperfect functionality, a significant number of bugs;
- complex interface;
- limitation to symbols, not words;
- there is no separate button in the interface called “Write” or “Create text”;
- grammar and plagiarism checks are not provided.

Due to the rather wide functionality, some training is required before starting to use it. The pricing policy provides for a cost of \$29.99 to 79.99 and lifetime use of the service at a cost of \$267.

CopyAI

The tool has found favour with more than 500,000 90 users because it aims to create content that increases conversion. It is able to create:

- announcements and headlines;
- blog posts, ideas for materials, meta descriptions;
- sales pages;
- product descriptions;
- texts for social networks;
- commercial texts.

The resulting material is very similar to the one written by a person, clear and readable. The tool is simple and easy to use. It is able to work with more than 20 languages. To create a certain text, you need to explain to the program what exactly you want by writing 10 to 30 words. To make the text better, you can add information about the target audience, events and advertising. You can create several different texts on the same topic.

Copysmith

The tool uses the capabilities of GPT-3. The advanced AI model uses deep learning to better understand human written text. Copysmith was most appreciated by those

involved in e-commerce, as the service allows you to quickly create marketing campaigns and integrate with many platforms (Frase, Google Ads, Shopify, Google Docs, Zapier). It is easy to use, but compared to similar services, it offers a smaller number of templates. It is characterized by slow work speed, finished materials require careful editing. It allows you to create:

- product descriptions;
- advertisements;
- slogans;
- texts for blogs, meta descriptions, announcements and titles to them;
- landing pages.

There is a possibility of multilingual rewriting of ready-made texts and content for e-mails. The use of keywords is provided, there is a built-in protection against plagiarism. Not intended for creating long texts. The tool is able to provide assistance when searching and developing ideas for texts, helps manage folders. They can be organized, edited, saved, imported and exported as CSV (Comma-Separated Values – a text format for presenting tabular data). The tool is not cluttered with unnecessary functions. Access to updates in management are simple and clear. Despite the fact that there are fewer templates compared to other services, the user can still use ready-made designs to create:

- ads on Google, Instagram and LinkedIn;
- Facebook ads;
- product descriptions on Amazon, YouTube and Instagram;
- blog materials, including creating ideas for blogs, writing materials, posting a blog and discussing its content;
- summary of articles (abstracts);
- AIDA frameworks;
- short advertising letters;
- lists, titles, signatures;
- ideas for FAQ;
- branding (the essence of the brand, unique value propositions, press releases of events, landing pages, taglines (slogans), meta tags for SEO).

To get started, you need to choose a template, add keywords and describe your product, service or brand. The content you need will be generated quite quickly, and Copysmith will provide several options from which you can choose the best one and keep the rest.

Headline

Headline works thanks to the capabilities provided by GPT-3. The program has more than 1,700 templates for 20 categories. It is also possible to add user-created

templates. Operates in 11 languages (European, Japanese and Chinese). Headline allows you to create:

- headings or subheadings for web resources;
- product descriptions;
- privacy policy;
- emails;
- landing pages (intended designer);
- announcements;
- frequently asked questions;
- titles and descriptions for Facebook, Instagram, Google Ads;
- rewritten and revised sentences;
- policy as it relates to cookies.

Also, taglines and sales are available, for example feature descriptions to benefits, numerous blog ideas. However, it does not cope well with complex topics. Requires careful proofreading and checking.

INK

AI Writing from INK provides a number of tools that allow you to research keywords, protect your content from penalties from search engines for the presence of texts created with the help of artificial intelligence. It is also possible to cluster keys, optimize content for search algorithm queries. You can create texts and images. The work of INK is based on the KUPE algorithm, capable of analyzing the content created. Like many other content creation services, INK helps you write:

- product descriptions;
- commercial texts according to the AIDA model;
- texts of target pages;
- blog posts;
- advertising texts for Google and Facebook;
- meta descriptions;
- effective materials for marketing campaigns.

A positive point of the service is the content detector AI Content Shield, which allows you to analyze source texts for plagiarism and the percentage of AI without having to pay for a premium package. After analyzing the text, INK is able to give advice on choosing optimal tokens, improving grammar and style. The service allows you to create 130 types of content, for which a number of templates have been developed.

Rytr

Rytr was founded in 2021. Rytr is a shareware (there is a completely free plan with certain limitations) tool for creating textual content based on artificial intelligence. The program is able to create both descriptions of videos on Tube, and texts for social networks, reviews, e-mails, and blog materials. However, after creation, the texts require the intervention of the editor, since artificial intelligence cannot always reveal the topic properly. It helps to save a lot of time.

Rytr has a built-in SEO content analyzer, which allows you to determine that a sufficient number of keywords are used in the text. It impresses users (authors of texts, bloggers, marketers, sales representatives, ordinary users) with the possibility of receiving texts in 30 languages. There is a character limit.

The user has the opportunity to set a certain tone of the content during its creation by artificial intelligence. A number of ready-made templates are provided. Thanks to the Chrome extension that comes with the app, you can create content on any platform. The API can be integrated with any relationship the user interacts with.

Rytr uses natural language processing to understand the context, then creates appropriate content based on it. The tool has a clear and simple interface. To start using, it is enough to choose the language, the tone of the content, the template and in a few seconds receive the text. There are paid and free versions. The user is provided with quite powerful support. You can communicate with the developers via e-mail, online chat, social networks, and the thematic forum. Training videos and necessary documentation are provided.

Smart Copy

Smart Copy (Snazzy.ai), formerly known as Snazzy.ai, is a component of Unbounce's conversion analysis toolkit. It contains templates (45) that facilitate the creation of a variety of textual content. Recently it introduced templates for email pitches to venture capitals and investors. The service includes built-in Grammarly, thanks to which you can check English-language texts for literacy. SEO tools evaluate the use of keywords and thus increase the material in search results. Smart Copy is compatible with Windows, macOS and Linux, has a Chrome extension, integrates with software from various manufacturers: Microsoft Word, Slack, Photoshop. Good results were shown at:

- tone of voice settings;
- definition of blog topics, TikTok videos;
- electronic mailing;
- developing the ideas to spread viral content;
- writing product descriptions;

- creation of landing pages;
- brainstorming.

Users appreciated the fact that Snazzy stores data about the visitor (what kind of company he/she has, what is the target audience, etc.), which eliminates the need to re-enter this information if the service is re-accessed. The convenience of the interface and the received content of good quality are also noted.

WordPlay

WordPlay is one of the plugins of the well-known content manager – WordPress. Therefore, it is possible to import texts from CSV files (that is, a file format that is a delimited format for presenting tabular data in which fields are separated by commas and newlines. Fields containing commas, multiple lines, or quotation marks must be delimited on both sides with quotation marks. Wikipedia). The service is designed to generate content that ranks well in Google’s search algorithms. Thanks to WordPlay, the user receives texts whose goal is to achieve relevance and convenience for the search engine. The service allows you to create texts of a fairly large volume (more than 1500 words). Available in 20 languages. You can specify how many words should be in the created text. In 5-10 seconds, WordPlay is able to create:

- blog text (a 1-click blogging tool);
- subheading;
- post in social networks;
- content for commercial sites;
- press release;
- the text of the heading “Frequently Asked Questions”;
- link building content.

The user just needs to set the topic of the material.

Wordtune

It is a number of tools designed to assist in the creation of texts. Wordtune was most appreciated by those who have a need to create English-language text content, that is, marketers, webwriters, journalists, SMM specialists. It integrates with Google Docs, Gmail, Twitter and Slack, Wordtune, Outlook, Facebook, Microsoft Word, in which you can directly create the materials you need. It operates on the basis of the general knowledge of mankind. Thanks to the combination of artificial intelligence, the ability to create a variety of texts, integration with Grammarly, the user can both get the text and improve it, correct grammar and punctuation.

The value of the program is also that it does not imitate the author's style and does not work instead. Its function is to suggest solutions, paraphrase not quite successful sentences, choose synonyms, plot the sequence of presentation, resort to analogies. High-quality text created with the assistance of artificial intelligence makes it possible to more effectively influence the target audience.

There is an opportunity to rethink the function of rewriting and resort to it as a translator. To do this, write a sentence in the program, and it will provide several translation options. Users praise the features of the program, which are still working in beta mode. They are called Spices. It provides:

- search for a specific term;
- providing the appropriate content of the quote;
- adding counterarguments, statistics, real historical facts, supported by reference to the source;
- providing a joke;
- providing an example that will confirm your opinion.

At this moment there are 12 functions like this. Also, Wordtune is capable of:

- shortening or extending sentences;
- making the text more understandable and simpler to the target audience;
- creating an article or essay, texts of other genres.

Writecream

Writecream, compared to other AI programs, is more highly specialized. It is equipped with tools to improve the efficiency of cold e-mails and message. It is capable of supporting 75 languages, can integrate with Google Chrome, Microsoft Edge and Opera. It also can check for plagiarism. It is possible to work online, that is, the user can work from any device, including Mac, iPhone, iPad, Chromebook, Android smartphones. Writecream provides assistance to marketing agencies, freelancers, webwriters, large businesses and everyone, who creates text content.

Writecream is able to write:

- a list of sections and subsections in a large text material (articles, book);
- introductions and final paragraphs;
- the main text of any sections;
- expand existing texts;
- novels, scripts for film adaptations;
- combine the existing content and bring to the final script or article.

It has more than 30 tools capable of creating content for voice acting, advertising texts, emails, blogs and social networks.

Writesonic

“Writesonic is far from the only resource when it comes to automated content creation, but it has a lot of potential. Writesonic’s brainstorming features can help creators overcome writer’s block and find topics to write about. A variety of features are also available, including AI charts, list ideas, growth ideas, startup ideas, and more” (<https://www.bloggersideas.com/uk/best-ai-webwriting-tools/>).

Today Writesonic is practically the only AI capable of creating long enough texts that can contain one and a half thousand words. Writesonic is based on more than 10 million pieces of content. The user can set a theme or keywords and, in a few seconds, get the desired content. Content is offered for different purposes and representatives of different professions and organizations:

- authors;
- online stores;
- marketing departments;
- entrepreneurs.

The program is able to create a variety of content for authors:

- articles and blog materials (introductions for blogs, various materials for debts, ideas for author blogs, can structure your blog materials, in 5 minutes it will create a text in compliance with your tone of voice, in which reliable facts will be presented, it will generate a fascinating story for your readers, it is possible to edit the text with the help of a built-in editor, optimize it for search engines and publish it on resources supported by WordPress);
- product descriptions (in a few seconds it generates a highly converted product description, increases sales thanks to functions thought out for SEO optimization (meta tags for SEO), it is able to create “catchy” product descriptions in 25 languages, it offers a number of ready-made templates, it can create a service description, product description, its characteristics, title for “Amazon”);
- applications and marketing tools (work with Facebook, LinkedIn, Google, YouTube, Tweeter, Google/Facebook Ad Copy (digital ads));
- text for the website (product benefits, titles for Landing Pages, SEO Meta Tags, create a formula for webwriting (AIDA Framework and Pain-Agitate-Solution));
- a variety of texts for any purpose (rewriting and synonymizing tools, increasing sentences, a response generator, a response to posts by editors, text reduction, a company’s vision, a company’s mission, emails, press releases are offered).

“It provides more than 80 templates for different types of content and the ability to choose between four different qualities of words. It is equipped with chatbot Chatsonic with support for artificial intelligence and integrated with Surfer SEO to create SEO-friendly content. Writesonic supports content creation in 25 languages, but users report poor copy and lack of full self-help resources”.

Among the shortcomings of Writesonic, a significant number of factual errors are called, only 10 credits are free, so you have to buy paid versions.

Hypotenuse

Hypotenuse is able to work with product groups of almost all branches of trade. It is worth specifying keywords, the name of the product and entering its qualities – and in a few seconds you will receive good texts, which, however, require careful proofreading. Hypotenuse integrates with an API, and product descriptions need to integrate with Shopify. Based on a set of data, that is, a topic and keywords, the program generates original texts from scratch.

Developers promise content as close as possible to human-made content. The service receives tasks and not only creates materials, but also performs analysis, offering synonymous substitutions to make the text more natural. Content from Hypotenuse is suitable for creating Google ads, product descriptions, commercial texts for target sites. Institutions seeking to improve their marketing performance in little time and moderate funds have evaluated this service positively.

Hypotenuse can create images or quickly pick them up on the web. Thanks to the service, you can create advertising campaigns on Facebook and Google. Moreover, their number can be limited only by your tariff plan.

Generating signatures in social networks saves time and allows you to create attractive signatures for messages. The user only needs to provide information about the target audience and the brand. You can also customize signatures using the built-in editor and view the result for Instagram before posting on the social network.

If you need to create a blog entry, you also need to enter a keyword phrase or word. The service will offer a number of options from which you can choose the best one.

Hypotenuse is able to generate slogans and headlines designed for a specific marketing campaign and a specific target audience. The service will provide 6 options for one request. You can choose the most appropriate from them.

Product descriptions are one of the most popular types of content. It is enough for the user to provide an image of his/her product and describe its characteristics. The program will quickly create the necessary texts optimized for search queries.

Hypotenuse includes a built-in product catalogue. This means you can transfer products from Shopify and WooCommerce and create new descriptions. At the same time, all information is in one place. Thanks to the well-thought-out functionality, you can save a lot of time, material and human resources by exporting materials from

blogs to Shopify and WordPress. The resulting pages are distinguished by their optimal structure and readiness for publication.

The possibility of tracking competitive resources is provided. This allows you to understand the effectiveness of their campaigns and borrow the best ideas.

Jasper AI

Jasper AI, formerly called Jarvis and before that Conversion AI, includes templates for creating:

- frameworks for webwriting (according to the formulas of commercial texts AIDA and PAS);
- product descriptions (both for online stores and for e-commerce giant Amazon);
- video content for YouTube;
- titles, blurbs, topics for blogs;
- subjects and e-mails headers;
- advertising content for Facebook/Instagram, Google AdWords.

In total, more than 50 templates are offered with support for 26 languages (including Chinese and Japanese). Bloggers, small business owners, marketing teams and sole traders can use this service. It is able to integrate with Surfer and Grammarly, create SEO-optimized content, find and correct errors in texts and check content for plagiarism.

During registration, it allows you to write 10,000 words for free, then you will have to pay. There are plans for individual and corporate users.

Jasper AI allows you to avoid author blocks, reduce time spent on content creation and increase conversion. There is a brainstorming group that helps generate ideas for marketing campaigns and blog posts.

The disadvantages of the service include the high cost of Pro and Pro+Boss Mode, free trial periods require a credit card, limited content for novice users, which makes the texts quite expensive.

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APPENDICES

Appendix 1

There is a general brief for all the texts of Siamcollection project

Title:

- Volume – 45-65 characters with spaces
- Must contain high-frequency + low-frequency keys (1–3 pcs.)
- Insert the main key closer to the beginning
- If possible, we use numbers, adjectives, and adverbs
- We do not use complex words, "pacifiers", stop symbols ((^|()+=?))

Example: The best phones from China. Buy in Ukraine with a 40% discount

Description:

- Volume – 220-230 characters with spaces.
- We use only high-frequency requests.
- The main key is used 2 times: in exact walking and diluted.
- We prescribe the most important "chips" of the company for clients.
- At the end, a call to action is mandatory (come in, order).
- It is possible to use special characters (○ > > → ✓ ☀ ★ ☎ ↗)

Example: ✓ Computer equipment, phone, tablet, TV, accessories. ★ Sale of the best novelties. Buy in Ukraine. ✓ Manufacturer's price. Discounts of 10% on wholesale. ↗ Free delivery across the country in 1-2 days. Warranty 1 year → Order now

General rules:

- Do NOT put a dot at the end of the title and description
- DO NOT write words with capital letters (PHONE)
- The information in the title and description should not be duplicated
- We use different keywords (if possible)
- We do not write the names of companies that are not recognized as famous

Before filling in the title and description, look at how the meta tags are written in similar sites from the TOP

Keywords. By hand, through, comma, write only the most important requests on the topic (about 3–4 pieces)

Example: Chinese, phone, smartphone, China !!! Full information on writing meta tags can be found here

- The main key is in the first and last sentence, in H1, h2
- Keys can be grouped, combined, diluted
- Keys should be evenly distributed throughout the text
- Keys in subtitles are counted
- One key cannot be separated by dots
- The key must be written correctly, without mistakes
- Heading H1 – with a key, consists of 3-4 words
- Subheadings (h2, h3) – with a key, 2-3 (according to meaning)
- Lists – use
- Tables – use
- At the end – a call to action + contacts

Pictures

- approximately 1 pc. for 1500 symbols without spaces (insert into the article + a separate file)
- pictures in the table must be in the same style (for example, all horizontal, on a transparent background)
- we must make the picture unique (change the size, color, etc.).

- the width of the picture must be at least 600 pixels
6. Infographics – we use them, we make them in the colors of the site
7. Lists:
- the line before the list is written in bold italics
 - the first word/word combination in the paragraph is in bold (if it is possible to distinguish it by meaning)
 - if there is more than 1 sentence in the clause, we start with a capital letter, at the end – a period
 - we make the points the same in length
 - we avoid lists whose items consist of 1 word
 - do not write 2 lists in a row, separate them with at least 2–3 paragraphs
8. Demands to the text statistics
- Advego Plagiaty (single – 4; phrase – 4) – that’s 95%
 - Glavred (link) – 7.5 points
 - SEO analysis (link) – the main key in the 1st place
 - SEO analysis (link) – key density 2-3%
- We attach the screenshots according to these checks to each article
- When writing an article, we use at least 5 sources

Example 1

An example of a brief for a Siam collection website selling Thai and Chinese cosmetics

Yoko acne treatment cream

<https://docs.google.com/document/d/1UnLnbJxVIVScPBDFwBYoO5imPpiKB99XcDn8fu9m-kg/edit> <https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-lica/krema/lechebnii-krem-ot-prishei-yoko> link to - <https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-lica/ochishayushie-credctva/milo-m-xeng-dlya-problemnoi-kozhi>

Keys (use the main key + additional ones):

[product name] – from 3 to 5 entries

[product category name] – from 2 to 4 entries

natural – from 2 to 4 entries

cosmetics – from 2 to 4 entries

cosmetic – from 1 to 2 entries

skin – from 1 to 2 entries

remedy – from 1 to 2 entries

product – from 1 to 2 entries

action – from 1 to 2 entries

affects – from 1 to 2 entries

composition – from 1 to 2 entries

Thai – from 1 to 2 entries

Thailand – from 1 to 2 entries

effect – from 1 to 2 entries

component – from 1 to 2 entries

buy – from 1 to 2 entries

to order – from 1 to 2 entries

price – from 1 to 2 entries

cost – from 1 to 2 entries

how much it costs – from 1 to 2 entries

delivery – from 1 to 2 entries

Kyiv – from 1 to 2 entries

Odesa – from 1 to 2 entries

Ukraine – from 1 to 2 entries

Example 2

Be-fit detox capsules for cleansing the body <https://siamcollection.com.ua/taikkaya-apteka/detokc-kapculi-dlya-ochicki-organizma-garciniya-kambodzhiickaya-i-cenna-be-fit-compound-senna-garcinia-cambogia>

Add to the text such keys:

Weight loss – from 3 entries

course – from 2 entries

cholesterol – from 1 entry

accelerate – from 1 entry

Be-Fit – from 2 entries

Example 3

How to distinguish an original from a fake

Keywords

makeup product

snail

white

code

fake

verify packaging audit

to scan cream

face

Internal links: <https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-lica/krema/>

<https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-lica/colncezashitnaya-kocmetika/>

Example 4

How to store coconut oil at home?

Keywords

coconut – from 9 entries

oil – from 9 entries

temperature – from 8 entries

save – from 8 entries

skin – from 6 entries

Internal links: <https://siamcollection.com.ua/naturalnie-macla/kokocovoe-maclo/> Source:

<https://thaimarketsale.com/kak-hranit-kokosovoe-maslo-v-domashnih-usloviyah/>

Example 5

Moisturizing BB cream with aloe vera extract

Link to: <https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-lica/krema/uvlazhnyayushii-ulitochnai-krem-c-mucinom-ulitki-i-aloie-aloie-and-snail-98>

[name of the product] – from 3 to 5 entries

action – from 1 to 2 entries

to order – from 1 to 2 entries

[name of product category] – from 2 to 4 entries

affects – from 1 to 2 entries

wholesale – that's 1 to 2 entries

natural – from 2 to 4 entries

composition – from 1 to 2 entries

the price is 1 to 2 entries

cosmetics – that's 2 to 4 entries

Thai – that's 1 to 2 entries

cost – from 1 to 2 entries
cosmetic – from 1 to 2 entries
Thailand is the 1st to 2nd place
how much does it cost – here is 1 to 2 entries
leather – that's 1 to 2 entries
effect – 1 to 2 entries
delivery – here 1 to 2 entries
the remedy is 1 to 2 entries
component – here 1 to 2 entries
Kyiv is 1 to 2 entries
Well-known product – 1 to 2 entries
to buy – from 1 to 2 entries
Odesa – from 1 to 2 entries
Ukraine – from 1 to 2 entries

Example 6

Natural soap

<https://siamcollection.com.ua/naturalnoe-milo/>

Add keys to the text:

Thai – from 8 entries
Thailand – from 5 entries
feedback – from 2 entries
natural – 9 entries
Ukraine – from 2 entries
buy – from 2 entries
price – from 2 entries
fruit – from 3 entries
body – from 4 entries
care – from 4 entries
oil – from 3 entries
Madam Heng – from 2 entries
manufacturer – from 2 entries

Example 7

Thai shampoo without sulfates

Keywords:

shampoo
hair
sulfate
skin
head
silicon
South Africa
Thai from
Thailand
use
makeup
storage
natural

Internal links: <https://siamcollection.com.ua/natural-naya-kocmetika-dlya-voloc/shampuni-i-kondicioneri/>

<https://siamcollection.com.ua/natural-naya-kocmetika-dlya-voloc/>

Example 8

How to get rid of cracks on your heels at home

Keywords:

heel – from 6 entries

crack – from 6 entries

skin – from 4 entries

foot – from 4 entries

care – from 4 entries

leg – from 2 entries

cream – from 2 entries

Internal links: <https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-tela/dlya-nog/>

<https://siamcollection.com.ua/naturalnie-macla/> Source

<https://www.everydayme.ru/%D0%BA%D1%80%D0%B0%D1%81%D0%BE%D1%82%D0%B0-%D0%B8-%D1%81%D1>

[%D0%BA%D0%BE%D0%B6%D0%B5%D0%B9/treshiny-na-pyatkah](https://www.everydayme.ru/%D0%BA%D1%80%D0%B0%D1%81%D0%BE%D1%82%D0%B0-%D0%B8-%D1%81%D1-%D0%BA%D0%BE%D0%B6%D0%B5%D0%B9/treshiny-na-pyatkah)

Example 9

Balms manufactured by Wang Prom

<https://siamcollection.com.ua/taickie-lechebnie-balzami/proizvoditeli/wang-prom/>

The final number of keywords in the text should be:

Wangprom – from 6 entries

Wang Prom – from 6 entries

manufacturer – from 5 entries

natural – from 4 entries

balm – from 6 entries

Thai – from 6 entries

product – from 4 entries

means – from 4 entries

drug – from 4 entries

application – from 3 entries

apply – from 2 entries

effect – from 3 entries

composition – from 3 entries

buy – from 3 entries

to order – from 2 entries

cost – from 1 entry

price – from 3 entries

how much it costs – from 1 entries

Kyiv – from 1 entry

Odesa – from 1 entry

feedback – from 2 entries

Example 10

Moisturizing toner with aloe vera extract

Link to: [https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-tela/loconi-i-](https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-tela/loconi-i-krema/uvlazhnyayushaya-macka-dlya-lica-i-tela-c-mucinom-ulitki-i-aloie-snail-and-aloe-98-300ml-below)

[krema/uvlazhnyayushaya-macka-dlya-lica-i-tela-c-mucinom-ulitki-i-aloie-snail-and-aloe-98-300ml-below](https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-tela/loconi-i-krema/uvlazhnyayushaya-macka-dlya-lica-i-tela-c-mucinom-ulitki-i-aloie-snail-and-aloe-98-300ml-below)

[name of the product] – from 3 to 5 entries

action – from 1 to 2 entries
to order – from 1 to 2 entries
[name of product category] – from 2 to 4 entries
affects – from 1 to 2 entries
wholesale – from 1 to 2 entries
natural – from 2 to 4 entries
composition – from 1 to 2 entries
price – 1 to 2 entries
cosmetics – from 2 to 4 entries
Thai – 1 to 2 entries
cost – from 1 to 2 entries
cosmetic – from 1 to 2 entries
Thailand – from 1 to 2 entries
how much does it cost — from 1 to 2 entries
leather – – from 1 to 2 entries
the effect – from 1 to 2 entries
delivery – from 1 to 2 entries
the remedy – from 1 to 2 entries
component – from 1 to 2 entries
Kyiv is 1 to 2 – from 1 to 2 entries
well-known product – from 1 to 2 entries
to buy – from 1 to 2 entries
Odesa – from 1 to 2 entries
Ukraine – from 1 to 2 entries

Example 11 **Face serums**

Keywords:

serum
skin
face
means
cream
use
Thailand
Thai
vitamin
light
active
acid
effect
texture
component
work
bride

Internal links: <https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-lica/civorotki-dlya-lica/>
<https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-lica/krema/>

Example 12 **Moisturizing face and body mask with aloe vera extract**

Link to: <https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-tela/ckrabi-1154760960/ckrab-dlya-tela-c-iekctraktom-noni>
[name of the product] – from 3 to 5 entries
action – from 1 to 2 entries
to order – from 1 to 2 entries
[name of product category] – from 2 to 4 entries
affects – from 1 to 2 entries
wholesale – from 1 to 2 entries
natural – from 2 to 4 entries
composition – from 1 to 2 entries
price – from 1 to 2 entries
cosmetics – from 2 to 5 entries
Thai – from 1 to 2 entries
cost – from 1 to 2 entries
cosmetic – from 1 to 2 entries
Thailand is the 1st to 2nd place
how much does it cost – from 1 to 2 entries
skin – from 1 to 2 entries
effect – from 1 to 2 entries
delivery – from 1 to 2 entries
remedy – from 1 to 2 entries
component – from 1 to 2 entries
Kyiv – from 1 to 2 entries
Well-known product – from 1 to 2 entries
to buy – from 1 to 2 entries
Odesa – from 1 to 2 entries
Ukraine – from 1 to 2 entries

Example 13

Thai pharmacy

<https://siamcollection.com.ua/taikkaya-apteka/>

Add / shorten the occurrence of keywords in the text:

Thai – reduce by 4 entries
pharmacy – reduce by 3 entries
medicine – from 5 entries
Thailand – from 6 entries
health – from 7 entries
medicine – from 5 entries
folk – from 4 entries
feedback – from 2 entries
price – from 2 entries
Ukraine – from 1 entry
medicine – from 1 entry

Example 14

Soothing cleansing gel for washing with aloe extract Fresh Aloe Vera Soothing Cleansing Gel AloeHa Cathy Doll

[name of the product] – from 3 to 5 entries
action – from 1 to 2 entries
to order – from 1 to 2 entries
[name of product category] – from 2 to 4 entries

affects – from 1 to 2 entries
wholesale – from 1 to 2 entries
natural – from 2 to 4 entries
composition – from 1 to 2 entries
price – from 1 to 2 entries
cosmetics – from 2 to 4 entries
Thai – from 1 to 2 entries
cost – from 1 to 2 entries
cosmetic – from 1 to 2 entries
Thailand is the 1st to 2nd place
how much does it cost – from 1 to 2 entries
skin – from 1 to 2 entries
the effect lasts for – from 1 to 2 entries
delivery – from 1 to 2 entries
remedy – from 1 to 2 entries
component – from 1 to 2 entries
Kyiv – from 1 to 2 entries
well-known the product – from 1 to 2 entries
to buy – from 1 to 2 entries
Odesa – from 1 to 2 entries
Ukraine – from 1 to 2 entries
Link to <https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-lica/krema/ocvezhayushii-krem-c-aloe-vera-cathy-doll-aloe-ha-fresh-aloe-vera-memory>

Example 15

Darawadee

<https://siamcollection.com.ua/darawadee-ru>

1800 characters without spaces

Make 2 links per category:

1. <https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-lica/krema/>

2. <https://siamcollection.com.ua/naturalnaya-kocmetika-dlya-tela/dlya-nog/> [brand] – 5 entries

to buy – 2 entries

cosmetics – 5 entries

well-known – 2 entries

to order – 2 entries

the manufacturer – 2 entries

is 4 years old – 1 entry

cost – 1 entry

the company is 3 years old – 1 entry

the price is – 2 entries

natural – 3 entries

how much does it cost – 1 entry

Thai – 2 entries

Kyiv – 1 entry

Thailand – 1 entry

Odesa – 1 entry

the quality is – 2 entries

standard – 2 entries

feedback – from 2 entries

Appendix 2

Example 1

An example of a brief for the website of a Ukrainian filter equipment manufacturer

Link to the resource: <https://filtermax.com.ua/ru/>

Goal: write a product description.

In the text, highlight the features of this product.

Do not write general information, only specifics.

You need to write a description of the categories (listings).

Target audience: men and women aged 25 to 65 who will be interested in this product.

Text requirements: The entry of the key in the first paragraph is mandatory. Also use 2 lists in the text: marked or numbered (in listing features, characteristics, etc.)

Use headings and subheadings (the heading should be meaningful, no less than 4 words and no more than 6 words in the heading).

Using the key in the subtitle, but not more than 2 times.

SEO-parameters:

The uniqueness of the text is 100%.

Water content up to 35% can be checked here: <http://www.textanalyzer.ru/> The density of the occurrence of keys should be from 2.2 to 3.3% – <https://advego.ru/text/seo/>

Classic nausea less than 3.61% check here <https://advego.com/text/seo/> Academic nausea strictly 6% to 9% check here <https://advego.com/text/seo/> According to glvrd – from 7.5, check here <https://glvrd.ru/>

According to Turgenev up to 8 points, check here <https://intexty.com/stilistika-po-turgenevu/> (Use the key in the text as many times as necessary for the required density of the main key).

In all texts, use the following words:

buy, company, price, order, application, delivery, cartridge.

Plan for all texts:

1. Description of a specific equipment model (up to 500 characters).
2. Advantages of equipment (main part).
3. Information on how to order and pay (300-500 characters).
4. Call to action (100-200 characters).

Appendix 3

An example of a brief for filling out the INFO – site of a network of clinics providing cosmetology services (laser hair removal, etc.)

- Rewrite texts from several provided sources.
- The text should be interesting and informative, succinctly answer the user's questions.
- For each text, a selection of pages from which information needs to be drawn has already been prepared. Use at least 3 sources, as indicated in the title.
- If the URL is highlighted in bold, then focus first on the specified page.

The goal: to make the content better than that of competitors

Main page // 12000

1. Section "Course" // 3000
2. Section "FAQ" // 3500
3. Contraindications // 7500
4. Preparation for the procedure // 7200
5. After the procedure // 6500
6. Between procedures // 10000
7. Restrictions before and after laser hair removal // 10,000
8. How laser hair removal is done // 6000
9. Advantages and disadvantages of laser epilation // 4200

Example 1

Text 1. The Main Page // 12000

Structure: <H1>All about laser hair removal<H1>

<H2>The essence of laser hair removal<H2>

<H2>How the procedure happens<H2> + there will be a video <H2>Safe<H2>

<H2>Opinion of doctors<H2>

<H2>Before and after, photo<H2>

<H2>Summary<H2>

Key requests:

- laser hair removal is
- what is laser hair removal
- all about laser hair removal
- laser hair removal, what you need to know
- the essence of laser hair removal
- everything you need to know about laser hair removal
- laser hair removal information

LSI:

• what it is, what it is, all about, what you need to know, all about, about the procedure, what is needed for this, what is it, what is it, is laser hair removal, about, the essence, laser hair removal, laser hair removal, everything you need to know, everything about the procedure, information, doctors' reviews, doctors' advice, research, doctors' opinion, what doctors say, advice.

Example 2

Text 2. Section "Course" // 3000

The essence of the landing page (for understanding) – it will contain links to other pages of the site:

- by laser epilation zones
- by the serial number of the procedure
- the process of the procedure
- preparation, after,
- restrictions, contraindications

- answers to popular questions

Structure:

<H1>Article title<H1>

Introduction – why laser hair removal is the best

Middle – Content and links will be added in the future

The end is a continuation of this text.

The importance of following the recommendations.

Key Requests:

- laser hair removal course
- laser epilation zones
- laser hair removal course of procedures
- laser hair removal stages
- stages of laser hair removal

Example 3

Text 3. Section "FAQ" // 3500

The essence of the landing page is that it will contain links to answers (to popular questions)

Structure:

Introduction – the importance of preparation and adherence to guidelines. 2-3 paragraphs.

Middle – Many links in the future

The end is the rest of the SEO text

Key requests:

- rules of laser hair removal
- questions about laser hair removal
- laser hair removal questions and answers
- laser hair removal frequently asked questions
- laser hair removal what you need to know
- frequently asked questions about laser hair removal

Example 4

Text 4. Contraindications // 7500

Competitors' pages: 1. <https://www.beautysystems.ru/blog/protivopokazaniya-pri-lazernoi-epilyacii/>

2. <https://kosmetologia.kiev.ua/novosti/lazernaya-epilyatsiya-protivopokazaniya.html>

3. <https://l24.com.ua/blog/protivopokazaniya-k-lazernoj-epilyatsii.html>

4. <https://lumenis.com.ua/laser-epilation/protivopokazaniya.html>

5. <https://podruga.ru/blog/contraindications-laser-hair-removal/>

Structure:

<H1>Article title<H1> 1–2 paragraphs. The importance of following the recommendations.

<H2>Contraindications are<H2>

<H2>Relative contraindications<H2>

<H2>Absolute contraindications<H2>

<H2>Can there be complications after the procedure?<H2>

<H2>Answers to popular questions<H2>

- massage, bath, sauna, swimming pool, water treatments
- solarium, tanning, sun
- menstruation, birthmarks, medicines and diseases,
- sex, alcohol, sports, tattoos

<H2>Summary<H2>

Key requests:

- laser hair removal is contraindicated

- contraindications to laser epilation
- who should not undergo laser hair removal
- absolute contraindications to laser epilation
- who is not suitable for laser hair removal LSI:
- whether there are, for whom it is not suitable, for whom it is not possible, for whom it is contraindicated, indications and contraindications

Example 5

Text 5. Preparation for the procedure // 7200

Competitors' pages:

1. <https://lumenis.com.ua/lazernaia-epilyacia/podgotovka.html>
2. <https://124.com.ua/blog/podgotovka-k-lazernoj-epilyatsii.html>
3. <https://medicalaser.com.ua/blog/lazernaja-epiljatsija/tonkosti-podgotovki-k-lazernoj-epiljatsii/>
4. <https://olacenters.com/info/kosmetologiya/podgotovka-k-lazernoy-epilyatsii/>
5. <https://www.lachance.ru/blog/kak-podgotovitsya-k-lazernoi-epilyatsii> Structure of this article:

<https://olacenters.com/info/kosmetologiya/podgotovka-k-lazernoy-epilyatsii/>

Key requests:

- how to prepare for laser hair removal
- how to properly prepare for laser hair removal
- preparation for laser epilation
- preparation before laser epilation
- laser epilation, preparation for the procedure
- preparation for the laser hair removal procedure
- rules of preparation for laser epilation
- tips before laser hair removal, tips.

Appendix 4

An example of a brief for the website of a Ukrainian manufacturer of children's wooden beds

Link to the resource: <https://www.justwood.com.ua>

Goal: write a product description.

Highlight features in the text.

Target audience: Men and women aged 20 to 55 who will be interested in this product.

Text requirements:

It is necessary to enter the key in the first paragraph.

Also use 2 lists in the text: marked or numbered (in listing features, characteristics, etc.)

Use headings and subheadings (the heading should be meaningful, no less than 4 words and no more than 6 words in the heading).

Using the key in the subtitle, but not more than 2 times.

The uniqueness of the text is 100%.

Water content up to 35% can be checked here: <http://www.textanalyzer.ru/> The density of the occurrence of keys should be from 2.2 to 3.3% – <https://advego.ru/text/seo/>

Classic nausea less than 3.61% check here <https://advego.com/text/seo/>

The rating on the service <https://intexty.com/stilistika-po-turgenevu/> should be no more than 8 points

Academic nausea strictly 6% to 9% check here <https://advego.com/text/seo/> According to glvrd from 7.5, check here <https://glvrd.ru/> (Use the key in the text as many times as necessary for the required density of the main key).

In all texts, use the following words: company, bed, price, order, application, buy, delivery, from the manufacturer, in Ukraine.

Plan for all texts: 1. Product description (main unit)

2. Information on how to order and pay (short, up to 500 characters)

3. Call to action

Example 1

Text #1 "Bed for a teenager"

Text length: 3000+ characters

Keywords:

a bed for a teenager

teenage bed

buy a bed for a teenager

buy a teenage bed

Example 2

Text #2 "A bed for a teenage boy"

Text length: 2500+ characters

Keywords:

bed for a teenage boy

teenage bed for a boy

to buy a teenage bed for a boy

to buy a bed for a teenage boy

Example 3

Text #3 "A wooden bed for a teenager"

Text length: 2500+ characters

Keywords: wooden bed for a teenager

teenage wooden bed

Example 4**Text #4 "A bed for a teenage girl"**

Text length: 2500+ characters

Keywords: bed for a teenage girl

teenage beds for girls

buy a bed for a teenage girl

buy a teenage bed for a girl

Example 5**Text #5 "Teenage solid wooden bed"**

Text length: 2500+ characters

Keywords:

teenage bed made of solid wood

teenage bed made of solid pine

a bed for a teenager made of solid wood

Appendix 5

Example 1

Example of the brief for a container rental site

List of competing sites from where to get information (a list of competing resources is provided).

Key requests:

- Where to store things in Kyiv?
- Storage services
- Warehouse complexes of Kyiv
- Warehouses for storing things
- Railway containers
- Dry cargo containers

We simply write what it is and what it is eaten with, then we lead to the fact that we rent containers (without the "sea" postscript, simply – we rent containers), well, call and write, we are cool.

And now – what are you and I doing until Tuesday.

Required user texts describing the service for these pages:

- 20-foot storage container
- 40-foot storage container
- 10-foot storage container
- Sea containers with delivery
- Refrigerated containers
- Storage boxes
- Rental of individual warehouse we have not added yet

2 useful texts for 2 sites Main text + text under "We will select containers on personal terms" – in the subject of this heading And some noticeable laconic phrase at the beginning of the text, under the month as a gift.

Appendix 6

Example 1

An example of a brief for a website of web design courses

https://docs.google.com/spreadsheets/d/1iI_YLXuBjxvpPG4bZzM0HQNro740_FXJ4jQdli3rT0w/edit#gid=0

[https://docs.google.com/spreadsheets/d/13VD—](https://docs.google.com/spreadsheets/d/13VD—wHlt_WJfiCkCIUkauYlfu0g_kbOv8Dg2t7bApA/edit#gid=0)

[wHlt_WJfiCkCIUkauYlfu0g_kbOv8Dg2t7bApA/edit#gid=0](https://docs.google.com/spreadsheets/d/13VD—wHlt_WJfiCkCIUkauYlfu0g_kbOv8Dg2t7bApA/edit#gid=0)

https://docs.google.com/spreadsheets/d/1iI_YLXuBjxvpPG4bZzM0HQNro740_FXJ4jQdli3rT0w/edit#gid=0 <https://www.high-level.top/> 10–15, 17–31

It is important that there will be all video recordings of classes with the author's teaching method.

We train according to the standards of requirements for specialists in leading IT companies. The

basis of the course is real practice after graduation, you will already have a portfolio of works.

These advantages should become the basis. Just to paraphrase.

Site design

Order web design in Kharkiv

Graphic design Design layout

<h2>Why order a site from a web studio</h2>

<h2>How to order a site</h2>

<h2>Site price</h2>

Appendix 7

Example 1

Brief for the website of the manufacturer of ceramic tiles Kerama Marazzi Pishchanyk
<http://stroy-tehno.com/katalog/keramogranit/keramogranit-kerama-marazzi-peschani/italon-geos/>

<http://stroy-tehno.com/katalog/keramogranit/keramogranit-italon-geos/>

Write a creative description of the Marazzi Kalamkari ceramic tiles wall collection in any shape, in any style and genre.

The link to see how the collection looks in the interior and what parts it consists of: <http://stroy-tehno.com/katalog/keramicheskaya-plitka/keramicheskaya-plitka-kerama-maratstsi-kalamkari/>

At the link you will also find a number of general characteristics of the collection and its parts (for walls/floor/..., for bathroom/kitchen/..., glossy/matte/..., where the manufacturer is from, which natural material is imitated in the design, and etc.).

Requirements and conditions

1. First of all, describe the aesthetic and decorative features of the collection. The impression it makes in general and its separate parts. What catches the eye in it, what artistic value it carries, how it will “play” in the interior. In what style it is made, what associations it evokes. Technical and operational points can be left for the end, or even not written about at all.

2. Yes, the phrase “in any form, in any style and genre” means exactly what you thought: complete freedom of creativity and imagination, up to a short plot story in which this tile appears as the main image, background or helps to solve some problem (the main character, for example).

3. Literacy. Grammatical, orthographic, stylistic accuracy. If the text contains a lot of typographical errors, inconsistent cases, commas out of place, and “complicated” phrases without meaning and context, the text will not be accepted. Proposals should be built logically, the story should be consistent and easy to read. Write simply about simple. Break long phrases into short ones as much as possible.

4. Do not use terms and expressions that you are not familiar with, and if the text requires it, first find out what this or that term means.

5. Do not use “sales” expressions and paragraphs (buy-call-order), do not praise the site (store) and its service. This is not selling, but informational text. 6. Do not write about ceramic tiles in general as such. Your task is to write about a specific collection, to give the reader an idea of its decorative value, to captivate him with the prospect of decorating his space with its help.

7. Uniqueness: 100% according to Text.ru.

8. Text volume: 1500-2050 characters without spaces (please, no more than 2070, the lower “threshold” should also be observed).

But I would like to emphasize that a non-standard approach to presenting information is of particular value to us. That is, you can write a “drier” description, up to a clearly structured text. But we provide wide opportunities in terms of realizing the literary potential of the performer)) As it was already said in the task, up to the literary story on the topic, where the features of the tiles are not detailed, but simply appear in the background. Or it is mentioned as some significant circumstance in the plot.

The main focus is on the decorative value of the collection. Composition, shades, textures, the plot, why it was named so, the general concept of the collection, the style it gives to the buyer and his interior.

Technical and operational details, information about the manufacturer and tiles in general are secondary. It is assumed that the reader already knows this or has read it in other sections of the site.

The main condition: unlike descriptions of collections, you need to write without water and without general phrases, such as “the best”, “the highest quality”. Strictly – facts, argumentation, confirmation. A minimum of abstractions and ‘woolly thinking’.

Appendix 8

Brief for an online building materials store

The text should match and reveal the theme of the keys

Text style: informative! It is important! I am attaching an example of a properly designed and well-styled article

Do not pour water, it is strictly checked.

We write beautifully, for people

What I want to see as a result:

H1 (heading – it is already ready)

Title (up to 60 characters)

Description (up to 120 characters)

Keywords (they are given in the task)

Text with headings h2, h3, h4

But here is only the Description, without the Title

<http://stroy-16.ru/catalog/laki>

Academic nausea is slightly more than 9.5% and the frequency of the key is slightly more than 3%

A description of 150–180 characters is required.

Keys:

varnishes

buy varnish lacquer

Kyiv lacquer

price

colors of varnishes

lacquer site

buy varnish in Kyiv

varnishes wholesale

All the keys need to be used for several times, mostly buy varnishes in Kyiv (both separately and all together)

All the texts – 2500 characters without spaces

Example 1

Fiberboard sheet <https://www.stroyshopper.ru/category/pilomateriali/list-dvp/> fiberboard sheet, buy fiberboard sheet, buy fiberboard, price of fiberboard

Example 2

Hardboard sheet

https://www.stroyshopper.ru/category/dvp/list_organita/ hardboard sheet, hardboard price per sheet, buy hardboard sheet

Example 3

Edged beam <https://www.stroyshopper.ru/category/pilomateriali/brus-obreznoy/> edged beam, edged beam price, edged beam buy

Example 4

Edged board https://www.stroyshopper.ru/category/pilomateriali/doska_obreznaja/ buy edged board, edged board price, edged board item

Example 5

Wooden bar <https://www.stroyshopper.ru/category/pilomateriali/brusok-derevyanniy/> wooden bars, buy wooden bars

Example 6

Edged bar https://www.stroyshopper.ru/category/brusok/brusok_obreznoj/ edged bar, edged softwood bars, edged bars price, edged softwood bars

Example 7

Planed bar https://www.stroyshopper.ru/category/pilomateriali/brusok_strogannyj/ planed bar, dry planed bar, planed bar, planed bar price

Example 8

Rabitz <https://www.stroyshopper.ru/category/rabitsa/> chain link net buy, buy chain link net for fence price, chain link net for fence price, chain link net price, chain link net roll

Example 9

Rabitz galvanized https://www.stroyshopper.ru/category/metal/setka_rabica_ocinkovannaja/ chain link galvanized, chain link galvanized price, chain link galvanized buy, chain link galvanized in rolls, chain link galvanized price per roll

Example 10

Metal sheet https://www.stroyshopper.ru/category/metal/metallicheskij_list/ metal sheet, metal sheet price, buy metal sheet.

Appendix 9

Briefs for a network of clinics dealing with diseases of the musculoskeletal system

SEO requirements to all the texts of the project

The uniqueness of the text is 100%.

Wateriness up to 35% can be checked here: <http://www.textanalyzer.ru/>

The density of the occurrence of keys should be from 2.2 to 3.3% – <https://advego.ru/text/seo/>

Classic nausea less than 3.61% check here <https://advego.com/text/seo/>

Academic nausea strictly 6% to 9% check here <https://advego.com/text/seo/> According to glvrd from 7.5, check here <https://glvrd.ru/> (Use the key in the text as many times as necessary for the required density of the main key).

Example 1

Why does the middle of my foot hurt? (informational)

1. General requirements for the text

Keys: pain in the middle of the foot when walking

pain in the middle of the foot

the foot hurts in the middle on the inside

foot pain between heel and toe

causes of arch pain the middle of my foot

the longitudinal arch of the foot hurts

the inside of the foot hurts

causes pain in the middle of the foot

foot hurts when walking in the middle treatment

Headings:

H1 Why does the middle of my foot hurt?

Volume: 5500–6000 characters without spaces

Copywriter:

2. Article structure

Introduction:

How common is pain in the center of the foot, at what age does it most often appear? Who is sick? The main diseases and conditions that are accompanied by pain in the center of the foot, which of them are the most dangerous?

When to go to the doctor? In what cases should you consult a doctor? What may be a reason to contact the one? Who should I contact? Which doctor treats these diseases, which doctor should you contact first? What will the doctor advise? What examination will be prescribed?

Principles of treatment. Methods for preventing complications. Disease prognosis

Conclusion: the dangers of independent or unprofessional treatment, the advantages of the clinic, an invitation.

Requests: describe the causes of pain in the middle of the foot, focus on orthopedic pathology. Describe the clinical features for different causes of pain. Describe the main methods of treating the disease when surgical treatment may be required.

Advantages: experienced doctors, effective treatment methods, convenient clinic hours

3. Possible sources of information

Example 2

Why does the knee hurt when bending? (informational)

General requirements for the text

Keys: lower back pain radiates to leg and buttock

lower back pain radiating to the right leg

lower back pain radiating to the left leg

lower back pain on the right and radiates to the leg

lower back and legs hurt
causes of lower back pain radiating to the leg
acute pain in the lower back radiating to the leg
a pinched nerve in the lower back radiates to the leg
severe pain in the lower back radiating to the legs
lower back pain radiates to the leg treatment

Headings:

H1 Why does the knee hurt when bending?

Volume: 5500–6000 characters without spaces

Copywriter:

Example 3

Back treatment in the lower back (a commercial)

General requirements for the text

SEO requirements

Keys:

back pain in the lumbar region,
what to treat back pain in the lumbar region
treatment back pain in the lumbar region
how to treat back pain in the lumbar region
treatment how to treat your back for lower back pain

Headings:

H1 Back treatment in the lower back

Volume: 4500-5000 characters without spaces

2. Article structure

Introduction: What is the prevalence of lumbago and lower back pain, types of pain syndrome, main causes? Who is sick? At what age is it more common, men or women, what are the main diseases that are accompanied by lower back pain. When to go to the doctor? In what cases should you consult a doctor, what may be a reason to contact the one? Who should I contact? Which doctor treats these diseases, which doctor should you contact first? What will the doctor advise? What examination will be prescribed? Principles of treatment. Main groups of medications, methods of non-drug treatment. Prevention of complications. Disease prognosis

Conclusion: the dangers of independent or unprofessional treatment, the advantages of the clinic, an invitation.

Requests: Briefly tell us about the main causes of lower back pain and the triggering causes. Describe what methods are used for treatment and rehabilitation. Focus on therapeutic exercises, massage and physiotherapy Advantages: experienced and attentive medical staff, effective treatment and rehabilitation techniques.

Example 4

Treatment for back pain (a commercial)

General requirements for the text

SEO requirements

Keys: back pain treatment chondrosis

severe back pain treatment

how to treat your back

how to treat a lumbago in the back

back treatment

how to treat back pain

Headings:

H1 Treatment of back pain

Volume: 5000-5500 characters without spaces

Article structure

Introduction: What is the prevalence of back pain? What are the characteristics of the pain syndrome? Who is sick? At what age is it more common, in men or women? What are the main diseases accompanied by back pain?

When to go to the doctor? In what cases should you consult a doctor? What may be a reason to contact the one?

Who should I contact? Which doctor treats these diseases? Which doctor should you contact first? What will the doctor advise? What examination will be prescribed?

Principles of treatment. Main groups of medications, methods of non-drug treatment.

Prevention of complications. Disease prognosis.

Conclusion: the dangers of independent or unprofessional treatment, the advantages of the clinic, an invitation.

Requests: give an idea of the main diseases that are accompanied by back pain. List medications for routine treatment and emergency care. Describe the importance of exercise therapy, massage and physiotherapy for complete treatment.

Advantages: qualified doctors, high-precision diagnostics, wide range of rehabilitation techniques.

Possible sources of information

Example 5

Treatment of back muscle pain (a commercial)

General requirements for the text

SEO requirements

Keys: back muscle myositis symptoms and treatment back muscle inflammation symptoms and treatment back muscle strain symptoms and treatment back neuralgia symptoms and treatment back muscle pain causes treatment how to treat back muscle myositis

Headings:

H1 Treatment of back muscle pain

Volume: 5000-5500 characters

Article structure

Introduction: What is the frequency of occurrence of muscle pain in the back, types of pain syndrome Who is sick? At what age is it more common, men or women, what are the main diseases accompanied by muscle pain in the back? When to go to the doctor? In what cases should you consult a doctor, what may be a reason to contact the one? Who should I contact? Which doctor treats these diseases, which doctor should you contact first? What will the doctor advise? What examination will be prescribed?

Principles of treatment. Main groups of medications, methods of non-drug treatment. Prevention of complications. Disease prognosis Conclusion: the dangers of independent or unprofessional treatment, the advantages of the clinic, an invitation.

Requests: describe several of the most common diseases and conditions that can lead to muscle pain in the back, indicate what treatment methods are used, how you can relieve the pain at home,

Advantages: qualified doctors, proven treatment and rehabilitation techniques.

Example 6

Inflammation of the meniscus of the knee joint (informational)

General requirements for the text

Keys:

inflammation of the knee meniscus treatment

inflammation of the meniscus of the knee joint

symptoms the meniscus of the knee

joint hurts what to do

meniscus knee pain

knee swollen after meniscus surgery

the meniscus on the knee hurts

Headings:

H1 Inflammation of the meniscus of the knee joint

Volume: 4500–5000 characters without spaces

Example 7

Pain in the foot near the toes (informational)

General requirements for the text

Keys:

pain in the foot near the toes when walking

pain in the sole of the foot closer to the toes

the instep of the foot hurts when walking

pain on the sole of the foot under the toes treatment

causes pain in the instep of the foot

the foot hurts closer to the toes

causes of pain in the instep of the foot

the instep of the foot hurts what to do

Headings:

H1 Pain in the foot near the toes

Volume: 5000–5500 characters without spaces

2. Article structure

Introduction: How common is pain in the foot near the toes, what features of the foot predispose to the development of pathology. Who is sick? The main diseases and conditions that are accompanied by pain in the foot near the toes, which of them are the most dangerous? When to go to the doctor? In what cases should you consult a doctor, what may be a reason to contact the one? Who should I contact? Which doctor treats these diseases, which doctor should you contact first? What will the doctor advise? What examination will be prescribed?

Principles of treatment. Methods for preventing complications. Disease prognosis.

Conclusion: the dangers of independent or unprofessional treatment, the advantages of the clinic, an invitation.

Requests: list the main causes of pain, focus on traumatic and orthopedic causes. Note the characteristics of pain syndrome for different reasons. Touch on the issues of treatment and prevention, point out the need for early treatment.

Advantages: professionalism of doctors, favorable location of clinics, proven treatment methods.

3. Possible sources of information

Example 8

The outside of the foot hurts (informational)

General requirements for the text

Keys:

the foot hurts on the side from the outside

pain in the top of the foot

the outside of the foot hurts when walking

the bone on the side of the foot hurts

my foot hurts on top near my toes

the edge of the foot hurts

it hurts to walk

causes of foot pain on the outside

my foot hurts on the side, what should I do ?

the outside of the foot hurts

foot pain on the side from the outside treatment

Headings:

H1 Pain on the outside of the foot

Volume: 5500-6000 characters without spaces

Copywriter:

Example 9

Treatment of gout of the legs (a commercial)

General requirements for the text

Keys:

gout of the legs

gout on the foot

Headings:

H1 Treatment of gout of the legs

Volume: 3000-3500 characters without spaces

Example 10

Treatment of gout during exacerbation (a commercial)

General requirements for the text

Keys:

treatment of gout during exacerbation

exacerbation of gout

treatment for gout on the legs exacerbation

exacerbation of gout treatment with medication

Headings:

H1 Treatment of gout during exacerbation

Volume: 3500-4000 characters without spaces

2. Article structure

Introduction: general concept of gout, causes, role of nutrition and unhealthy lifestyle.

Who is sick? How often it occurs, causes of exacerbation, for whom exacerbations are more severe, what are the risk factors When to go to the doctor? In what cases should you consult a doctor, what are the characteristics of the disease, what may be the reason for contacting the one?

Who should I contact? Which doctor treats this disease, what diagnostic methods does he use? What will the doctor advise? Types of treatment (medication, exercise therapy, physiotherapy). Methods for preventing complications.

Conclusion: the dangers of independent or unprofessional treatment, the advantages of the clinic, an invitation.

Requests: Tell us about drug and non-drug methods of treatment. What diet is needed during an exacerbation. Describe ways to prevent exacerbations. Describe what you can do on your own to relieve pain.

Advantages: qualified doctors with extensive experience working with gouty arthritis, individual approach to each patient, proprietary treatment methods

3. Possible sources of information.

Example 11

Treatment of gout in women (a commercial)

General requirements for the text

Keys: what is gout in women?

signs of gout in women

symptoms of gout in women

signs of gout in women and treatment methods

first signs of gout in women

causes of gout in women

Headings: H1 Treatment of gout in women

Volume: 4000-4500 characters without spaces

2. Article structure

Introduction:

General concept of gout, in which social strata it is more common, how lifestyle features influence the frequency and severity of gout.

Who is sick? Why do women get sick less often, at what age does it develop, risk factors, what features of the disease are typical for women.

When to go to the doctor? In what cases should you consult a doctor, symptoms of the disease, what may be a reason for contacting the one?

Who should I contact? Which doctor treats this disease in women, what diagnostic methods does he use? What will the doctor advise?

Types of treatment (medication, exercise therapy, physiotherapy). Methods for preventing complications.

Conclusion: the dangers of independent or unprofessional treatment, the advantages of the clinic, an invitation.

Requests: Tell us how gout manifests itself in women, what contributes to the onset and exacerbation of the disease. How a gout attack occurs, how it is relieved, what a woman herself can do to relieve pain.

Focus on early diagnosis and treatment methods for gout in women.

Advantages: the clinic specializes in connective tissue diseases, high-precision diagnostic equipment, convenient location of the clinics.

Example 12

Treatment of synovitis of the knee joint (a commercial)

General requirements for the text

Keys:

acute synovitis of the knee joint

synovitis of the knee joint

synovitis of the knee joint

symptoms treatment moderate

synovitis of the knee joint

synovitis of the right knee joint

synovitis of the knee joint causes

synovitis of the knee joint treatment

Headings:

H1 Treatment of synovitis of the knee joint

Volume: 5000-5500 characters without spaces

2. Article structure

Introduction: general concept of chronic synovitis of the knee joint, causes, classification.

Who is sick? At what age does it appear, men or women, features of various forms of the disease?

When to go to the doctor? In what cases should you consult a doctor, what are the characteristics of the disease, what may be the reason for contacting one? Who should I contact? Which doctor treats this disease, what diagnostic methods do they use? What will the doctor advise?

Types of treatment (medication, exercise therapy, physiotherapy). Methods for preventing complications.

Conclusion: the dangers of independent or unprofessional treatment, the advantages of the clinic, an invitation.

Requests: Tell us about the causes of synovitis of the knee joint, its characteristics, forms and types of course. Describe the signs of synovitis and reasons for urgent medical attention. Describe the stages of therapy and methods of physiotherapeutic treatment. Focus on therapeutic exercises and preventive measures.

Advantages: extensive experience of doctors, an integrated approach to treatment, teamwork of doctors of different specialties.

3. Possible sources of information.

Appendix 12

Texts for a multidisciplinary clinic in Israel

SEO-requirements for all the texts are the same

Example 1

HIFU SMAS lifting in Israel

General requirements for the text

Keys:

hifu smas lifting

hifu lifting

haifu lifting

hifu face lift

hifu facelift

Headings:

H1 HIFU SMAS lifting in Israel

Volume: 4000-4500 characters without spaces

Example 2

SMAS face lifting in Israel

General requirements for the text

Keys:

smas lifting price

smas facelift

smas face lift

smas face lift

smas lifting surgical

smas lift face lift

smas lifting

Headings:

H1 SMAS face lift in Israel

Volume: 5000-5500 characters without spaces

Example 3

Blepharoplasty in Israel

General requirements for the text

Keys:

blepharoplasty types of blepharoplasty

facial blepharoplasty

Headings:

H1 Blepharoplasty in Israel

Volume: 3000-3500 characters without spaces

Example 4

Needle RF lifting in Israel

General requirements for the text

Keys:

rf needle lifting

needle fractional rf lifting

RF needle lifting

needle face lift

radiofrequency needle lifting

Headings:

H1 Needle RF lifting in Israel

Volume: 4000-4500 characters without spaces

Example 5

Infrared lifting in Israel

General requirements for the text

Keys:

infrared lifting

deep infrared face lift

deep infrared lifting

deep infrared lifting technique

Headings:

H1 Infrared lifting in Israel

Volume: 3500-4000 characters without spaces

Example 6

Facial contouring in Israel

General requirements for the text

Keys:

facial contouring price

contour plastic surgery prices

facial plastic surgery prices

facial contouring

Headings:

H1 Facial contouring in Israel

Volume: 3500-4000 characters without spaces

Example 7

Facial contouring with hyaluronic acid in Israel

General requirements for the text

Keys:

facial contouring with hyaluronic acid

contouring with hyaluronic acid

facial contouring with hyaluronic

facial plastic surgery with hyaluronic acid

Headings:

H1 Facial contouring with hyaluronic acid in Israel

Volume: 3500-4000 characters without spaces

Example 8

Contour plastic surgery of nasolabial folds in Israel

General requirements for the text

Keys:

contour plastic surgery of nasolabial folds

plastic surgery of nasolabial folds

contour plastic surgery of nasolabial

Headings:

H1 Contour plastic surgery of nasolabial folds in Israel

Volume: 3000-3500 characters without spaces

Appendix 13

Example 1

Task for a developer's site in Ivano-Frankivsk

Topic: **Apartments in Ivano-Frankivsk without intermediaries**

Keywords:

- 1) Apartments in Ivano-Frankivsk without intermediaries (first and last paragraph)
- 2) apartments in the Ivano-Frankivsk new building
- 3) apartments from the Ivano-Frankivsk developer
- 4) apartments in Frankivsk
- 5) buy apartments in Ivano-Frankivsk
- 6) Young People's Apartment Complex Express-24 construction company

Example 2

Two-level apartments near Shevchenko Park

Based on: Two-level apartments are one of the modern ways to solve the problem of increasing space. They have long become popular among many people. The cost of such apartments is quite high, but fair. Full-fledged two levels, as well as a pleasant bonus – a terrace. A big plus is a convenient location (near T. Shevchenko Park) and great views.

To become a full-fledged owner of a wonderful apartment, contact the department sales, we have something to offer you.

Phone: 0000000000000

Keywords:

apartments Ivano-Frankivsk
to buy an apartment in Ivano-Frankivsk
apartments in Ivano-Frankivsk
apartments for sale in Ivano-Frankivsk
apartments in Ivano-Frankivsk to buy

Example 3

Why choose apartments near Shevchenko Park?

You can take information from: <http://pobudovano.com.ua/news/chomu-zhiteli-frankivska-obirayut-kvartiri-v-rayoni-parku-shevchenka>

Keywords:

new buildings in Ivano-Frankivsk
buy an apartment in Ivano-Frankivsk from a developer
apartments in Ivano-Frankivsk for sale
apartments in Frankivsk
apartments from developer Ivano-Frankivsk

Example 4

Kindergarten near Shevchenko Park from the construction company "Young People's Apartment Complex Express-24"

Keys:

developers in Ivano-Frankivsk
apartments in Ivano-Frankivsk
new buildings Ivano-Frankivsk
real estate apartments for sale in Ivano-Frankivsk
to buy an apartment in Ivano Frankivsk

Based on: <http://pobudovano.com.ua/news/u-frankivsku-bilya-parku-imshevchenka-buduyut-dityachiy-sadok>

Appendix 14

Articles for websites of different medical clinics

Example 1

Topic: Pustular psoriasis

Frequently used words:

psoriasis pustular

Recommended text size: 5500–8600 characters without spaces

Plan:

Introduction to the topic

pustular psoriasis

causes of appearance and provoking factors

occurs in completely healthy people

develops in patients in response

affected areas

forms and types of pustular psoriasis

generalized psoriasis

Barber's psoriasis

Barber's pustular psoriasis

Widespread

generalized

psoriasis

palmar

plantar

pustular

cases of pustular psoriasis

severe form of the disease

rashes on the soles of the feet

skin manifestations

affected areas

soles on feet

lesions

weeping sores

parts of the head

dermatoses

vulgar tsumbusha

methods for diagnosing the disease

generalized form of psoriasis

diagnosis of pustular psoriasis

how to treat the disease

treatment of pustular psoriasis

Lifestyle

drug therapy

generalized pustular psoriasis

pustular treatment methods

use of strong folk recipes

course of the disease

diet – treatment

prognosis and relapse prevention

generalized

pustular, psoriasis

Sources:

Example 2

Topic: Herpes after lip tattoo

Frequently used words: herpes, tattoo

Recommended text size: 4100–5600 characters without spaces

Plan:

Introduction to the topic

herpes after lip tattoo

Why does herpes recur after tattooing?

herpes after tattoo consequences of tattooing,

lips,

herpes

Can it cause ruin,

herpes,

tattoo

Causes of herpes

Where else does a rash appear after cosmetic procedures?

eyebrow

tattoo herpes

what to do

eyebrow tattoo herpes

tattoo

How to prevent the disease before lip tattooing

prevention of herpes

Is it possible to do lip tattooing if you have herpes?

taking antiviral drugs

exacerbation of herpes

salon

what to do if herpes has already formed

if after lip tattoo herpes appears

treat herpes with what

tattoo

lips

applied every 4 hours

antiviral

ointment

absorbs quickly

few hours

Example 3

Pancreatin and alcohol

Frequently used words

pancreatin

alcohol

Recommended text size: 4500–9100 characters without spaces

Plan:

Introduction to the topic

pancreatin and alcohol

drug

certificate
medical drug
pancreatin first appeared
medicines
environment which is favorable
compound
pancreatic enzymes
better absorbed in the intestines
dosage forms
indications for prescribing
other medicines existing today
the digestive system
pancreatic disease
pancreas treatment
chronic stage
forms of pancreatitis
Is it possible to take Pancreatin with alcohol?
compatibility of pancreatin and alcohol
Is it possible to drink pancreatin with alcohol?
incompatibility of medicine and alcohol
compatibility with alcohol
compatibility intestines such influence pancreas
gastrointestinal consequences of simultaneous use pancreatin with alcohol after alcohol pancreatin
consequences of simultaneous use contribute to the emergence, only deplete the body influence on
the body
dangerous conditions
decomposition products
How long should you wait between taking the medicine and drinking?
drinks will be minimal
medicines with alcohol
drinking alcohol

Example 4

Cholecystopancreatitis ICD 6900

Frequently used words

cholecystopancreatitis

ICD

Recommended text size: 6000–7800 characters without spaces

Plan:

Introduction to the topic

cholecystopancreatitis ICD

What is cholecystopancreatitis?

Classification of cholecystopancreatitis,

ICD chronic cholecystopancreatitis

ICD code 10 diseases,

cholecystopancreatitis, code, ICD 10

acute and chronic cholecystopancreatitis, its features, gallbladder and pancreas ,
pancreatic lesion

cholecystitis according to ICD 10, causes of the disease, exacerbation of chronic cholecystitis
stones in the bile ducts

pancreas and bile pancreatic

duct circulatory system liver gallbladder

Symptoms of acute and chronic cholecystopancreatitis the following clinical picture right side

Diagnostic methods, cholecystopancreatitis is diagnosed by blood test, stool and urine test. How to treat pathology, treatment of chronic cholecystitis, diet for pancreatitis form of the disease, treatment prognosis, bladder and pancreas organ inflammation

Example 5

Pathogenesis of acute pancreatitis

Frequently used words

pancreatitis

etiology

Recommended text size: 7000–7400 characters without spaces

Plan:

Introduction to the topic

pathogenesis of acute pancreatitis

What is acute pancreatitis pathogenesis and etiology?

acute pancreatitis

a form of inflammation of the pancreas

statistics

inflammatory process

pancreatic diseases

Factors in the development of different types of pancreatitis

pathogenesis of pancreatitis etiology of acute pancreatitis

pancreatic pathogenesis,

pancreatitis pancreatic enzymes act

pancreatic enzymes and cytokines

increased intraductal pressure

common causes of acute pancreatitis

duodenal diseases

bile ducts of various natures

damage to the acinar cells

activation of enzyme systems

include heredity of various origins

pancreatic cells

systemic reaction

activation factor

trypsin leads

symptoms of acute inflammation

pancreatic functions

diagnostic standard and advanced measures

pancreatic ducts

increase in content

treatment of acute pancreatitis

pancreas surgery

first week of illness

complications

pancreatic necrosis as the disease progresses

development of pancreatogenic shock

pancreatic necrosis

liver and lungs

Example 6

Warts

Frequently used words

wart

groin

Recommended text size: 6100–8600 characters without spaces

Plan:

Introduction to the topic

warts in the groin in men

What do warts in the groin look like in men?

wart in the groin in men

growth wart, groin,

men genital warts

Localization of inguinal papillomas warts in the groin area

in the groin wart area

genital neoplasms areas of the body

scrotal

skin

penis and its zone

Causes and mechanism of infection

wart in the groin in men

human papilloma virus

infection disorder

wart formation

route of transmission of the virus papilloma

contacts

sexually transmitted infections

Clinical manifestations of the disease

appeared groin

wart symptoms of papillomatosis in men

see a doctor

The danger of warts in the groin

warts in the groin

dangerous wart, groin, men

Main methods of treatment

ways to treat warts in the groin

methods of getting rid of them

Drug therapy

inguinal wart

antiviral immunostimulating

get rid of warts in the groin

Destructive methods

nitrogen treatment

features diagnosis and removal

procedures are carried out after cauterization

Folk remedies

home treatment for warts, groin, men

treat warts in the groin in men

folk remedies

treatment

healthy areas

use of iodine
Prevention of papilloma virus infection
intimate places in men
skin tumors

Example 7

Hives on the face

Frequently used words

hives

face

Recommended text size: 7900–10900 characters without spaces

Plan:

Introduction to the topic

hives on the face

rash urticaria, face, causes

Why do hives appear on the face?

causes of hives on face

bedbug bites in adults and children

action of physical factors

Symptoms of different forms

hives on the neck

hives under the eyes

hives on forehead

hives around the eyes

what do hives look like on the face

severe urticaria, break out, face

the patient's face is very swollen

allergic rhinitis

the appearance of blisters

chronic form

blisters and swelling

Possible complications and consequences

hives near the eyes

left side of face with urticaria

emergency assistance is required

facial swelling

Diagnostic methods

urticaria on the cheeks

allergist only

a specialist urine test

how to quickly cure hives on the face

Basic principles of treatment

contact with an allergen caused a reaction

Drugs ointment for urticaria on the face using antihistamines

Traditional methods

folk remedies for allergies

diet

urticaria on the face in adults

Other measures hives on the chin

How soon will the rash go away?

a few hours

Appendix 15

Briefs for an online bookstore of business literature

Example 1

Qualification exam for judges by Veresh R.V.

Link: <https://profibooks.com.ua/knigi-dlya-sudeiy/kvalifikaciyniy-ispit-suddiv-veresharv/>

Volume: 2000–2200 characters without spaces

Keys:

veresha 163

veresh p in 10

exam for judges 8

book for judges 8

qualification of judges 6

judge exam 3

Notes: All requirements for the article and the client's wishes are described in the "Information for the copywriter" section (table after the general technical specification).

!!! DO NOT INDICATE THE YEARS IN THE PHOTO

Example 2

NPK Land Code of Ukraine. Stan as of 02/12/2018

Link: <https://profibooks.com.ua/komentari-do-kodeksiv-ukraini/npk-zemelnogo-kodeksu-ukraini-stanom-na-12022018/>

Volume: 2000–2200 characters without spaces

Keys:

land code 962

land code 962

land code of ukraine 781

Land Code of Ukraine 781

land code of ukraine 781

Land Code of Ukraine 781

land code with amendments 112

Land Code of Ukraine with changes 111

Land Code of Ukraine with changes 111

land code of ukraine chinny 45

Land Code of Ukraine 2018 37

new land code of Ukraine latest edition 5

Notes: All requirements for the article and the client's wishes are described in the "Information for the copywriter" section (table after the general technical specification).

!!! DO NOT INDICATE THE YEARS IN THE PHOTO

Example 3

NPC of the Civil Procedural Code of Ukraine. Stan as of 02/12/2018

Link: <https://profibooks.com.ua/komentari-do-kodeksiv-ukraini/npk-civilnogo-procesualnogo-kodeksu-ukraini-stanom-na-12022018/>

Volume: 2000–2200 characters without spaces

Keys:

civil procedural code 373

civil procedural code 373

civil procedural code of Ukraine 273

civil procedural code of ukraine 273

Civil procedural code of Ukraine with changes 56

Civil Procedural Code 2018 33

Civil procedural code of Ukraine 2018 26

new civil procedural code of Ukraine 10

commentary on civil procedural code 9

Notes: All requirements for the article and the client's wishes are described in the "Information for the copywriter" section (table after the general technical specification).

!!! DO NOT INDICATE THE YEARS IN THE PHOTO

Example 4

Judicial decisions of the Supreme Court 2016–2017 in right civil jurisdictions

[https://profibooks.com.ua/yuridicheskaya-literatura/sudovi-rishennya-verhovnogo-sudu-ukraini-2016-2017-u-spravah-kriminalnoi-yurisdikcii-/](https://profibooks.com.ua/yuridicheskaya-literatura/sudovi-rishennya-verhovnogo-sudu-ukraini-2016-2017-u-spravah-kriminalnoi-yurisdikcii/)

2000–2200 characters without spaces

Keys:

supreme court of Ukraine 523

civil jurisdiction 24

State register of court decisions of Ukraine 184

about the Supreme Court of Ukraine 32

judicial decisions of the Supreme Court 27

law of Ukraine on judicial decisions 17

supreme court of Ukraine 5

Unified register of court decisions of Ukraine 337

supreme court of ukraine ruling 10

All requirements for the article and the client's wishes are described in the "Information for the copywriter" section (table after the general technical specification).

!!! DO NOT INDICATE THE YEARS IN THE PHOTO

Appendix 16

Large order for the website of the online jewelry store ukrzoloto.ua, shared among several authors. However, brief to all articles was given for all the project. That's why there are just links and keys in the brief.

Possible H2 subtitles:

Who wears size XX rings?

Who suits size XX rings?

How to choose a ring size

Is it possible to change the ring size

How to choose rings and guess the size

How to find out your ring size without being noticed

When you can't choose wedding rings (time of day, pregnancy, swelling, etc.)

No need for stories about weddings, etc.! We write strictly about the size of the ring, we advise how to choose the right size, we tell you which rings can and cannot be changed in size. In these texts we write clear and specific information without water about symbols of love and so on.

We focus on the practicality of smooth rings and the showiness of rings with inserts.

Ceramics and rings rich in inlay cannot be stretched or narrowed.

We tell why a ring that's too big or too small is bad.

! We use one bulleted list (types of rings or brief tips).

! Text volume: from 1000 to 1200 characters without spaces

! Once in the text we mention the name of the online store "Ukrzoloto".

Example 1

Wedding rings size 19.5 <https://ukrjoloto.ua/catalog/koltsa/obruchalnye-koltsa/f/size-195/> rings, engagement, wedding, size, mm, 19.5, buy, price, Kyiv

Example 2

Wedding rings size 20 <https://ukrjoloto.ua/catalog/koltsa/obruchalnye-koltsa/f/size-20/> rings, engagement, wedding, size, mm, 20, buy, price, Kyiv

Example 3

Wedding rings size 20.5 <https://ukrjoloto.ua/catalog/koltsa/obruchalnye-koltsa/f/size-205/> rings, engagement, wedding, size, mm, 20.5, buy, price, Kyiv

Example 4

Wedding rings size 21.5 <https://ukrjoloto.ua/catalog/koltsa/obruchalnye-koltsa/f/size-215/> rings, engagement, wedding, size, mm, 21.5, buy, price, Kyiv

Example 5

Wedding rings size 22.5 <https://ukrjoloto.ua/catalog/koltsa/obruchalnye-koltsa/f/size-225/> rings, engagement, wedding, size, mm, 22.5, buy, price, Kyiv

Example 6

Wedding rings size 23.5 <https://ukrjoloto.ua/catalog/koltsa/obruchalnye-koltsa/f/size-235/> rings, engagement, wedding, size, mm, 23.5, buy, price, Kyiv

Example 7

Wedding rings size 24 <https://ukrjoloto.ua/catalog/koltsa/obruchalnye-koltsa/f/size-24/> rings, engagement, wedding, size, mm, 24, buy, price, Kyiv

Example 8

Rings size 13 <https://ukrjoloto.ua/catalog/koltsa/f/size-13/> ring, ring, size, 13, for girls, buy, price, catalogue, Kyiv, Ukraine

Example 9

Rings size 14 <https://ukrjoloto.ua/catalog/koltsa/f/size-14/> ring, ring, size, 14, gold, buy, price, catalogue, Kyiv, Ukraine

Example 10

Rings size 16 <https://ukrzoloto.ua/catalog/koltsa/f/size-16/> ring, ring, size, 16, mm, gold, silver, wedding, buy, price, catalogue, Kyiv, Ukraine

Example 11

Rings size 16.5 <https://ukrzoloto.ua/catalog/koltsa/f/size-165/> ring, ring, size, 16.5, mm, gold, silver, wedding, buy, price, catalogue, Kyiv, Ukraine

Example 12

Rings size 17 <https://ukrzoloto.ua/catalog/koltsa/f/size-17/> ring, ring, size, 17, mm, gold, women's, silver, engagement, buy, price, catalogue, Kyiv, Ukraine

Appendix 17

Texts for the website of the translation agency. There were a few requirements in the brief: 95% uniqueness and volume of all articles 3-5 thousand characters without spaces.

Example 1

translation agency
translation agency Dnipro
translation agency Dnipro
translation agency in Dnipro
Dnipro translation agency
translations Dnipro
translation agency prices
translation agency
translation agency Dnipro
translation agencies Dnipro

Example 2

urgent translation agency in Dnipro

Example 3

translation of the certificate
certificate translation Dnipro
translation certificate diploma
translation of diploma supplement
translation of diplomas
diploma translation
sample diploma translation
translation of diploma sample
translation of diploma
diploma translation
certificates diplomas sample
translation of diploma into English
translation of the certificate into English
sample diploma translation
example diplomas and certificates
certified translation of diploma
example of diploma translation certificate in Dnipro
diploma transcript sample
translation of a diploma into English
translation of a certificate into English
example translation of diploma into English
sample translation of diploma into English
sample example of translation of a diploma into English
translation of diploma into Ukrainian
sample translation of certificate into English
translation of diploma
supplement translation of diploma into English
example of translation of a diploma into English
translation of diploma from English into Ukrainian
sample translation of certificate into English

diplomas certificates
diplomas in Dnipro
diploma in Dnipro
you can request a sample translation of a diploma

Example 4

medical translation
medical translation agency
translation of medical documents
translation of medical documentation
medical translation of texts
medical text translation
translation of medical texts
medical translation from English
translations of medical texts
translation of medical texts from English
translation of medical texts into English
medical translator

Example 5

translation of certificates

Example 6

translation of consent for the child's departure sample
translation of consent for child's departure
translation of consent for the child's departure
translation of a child's exit permit
consent for the child to leave in English
translation of consent
consent for a child to travel abroad
parental consent for the child to leave
consent for a child to travel abroad sample
sample permission for child's departure
translation required consent for a child to travel abroad unaccompanied parental consent for the
child to travel abroad
translation of a power of attorney into English
example sample consent for a child to leave
parental permission for a child to travel abroad

Example 7

translation of technical documents
technical translation of documents
technical translation Dnipro
translation agency for technical texts
what is technical translation
technical translation services
technical translation is
technical translation agency
technical translations
translations of technical texts
technical translation of documentation

technical translation of texts
technical translation of text
technical translations from English

Example 8

translation of driver's license
transfer of rights
translation of driver's license
notarized translation of rights
driver's license translation

Example 9

Translation of texts with SEO optimization
SEO localized website translation
For online stores
For service sites
Why is localization needed?
Efficiency, etc.

Example 10. Small texts (1 000 characters)

Translation of diploma and diploma supplement
Translation of certificate
Translation driver's license
Translation of death certificate
Marriage certificates birth certificates

Example 11. Proofreading

Translation of instructions for techniques, equipment, etc.
Translation of agreements and contracts
Translation of applications for iOS and Android
Games, applications for education and Lifestyle

Example 12

Translation of passport from Ukrainian into German
Do I need a translation of a Ukrainian passport?
translation of documents from Ukrainian into Italian
document translation services
notary services translation
translation of documents into Ukrainian
translation of documents price
documents translation
translations of documents
cost of document translation
translation of passport into Ukrainian

Example 13

translation agency without weekends and holidays

Example 14

Translations for business
1. translation of presentations

2. copywriting

3. Freelance text translations – pros and cons

Financial transfer

Checking and proofreading translations

Translation privacy/confidentiality

(Here you should write that translators sign an NDA)

Templates/samples of translation of documents

Sample translation of a Kazakh/Ukrainian passport

(Write that the sample will not help at all, only a translator from an agency)

Example 15. News translation

Example 16. Translation agency. How to avoid falling for scammers?

Example 17. Layout of translations

Example 18. Translation of html and string files

Example 19. Obtaining certification for a translator, does a translator need certification, what kind, etc. using the example of us, near and far abroad

Example 20. Project management translation

Appendix 18

Site about baths and saunas. Our task was to write blog articles The brief contains only keywords and article titles

Example 1

production of window sills from artificial stone
production of window sills
making window sills from stone
making window sills from wood
production of wooden window sills
making window sills from marble
production of marble window sills

Example 2

Do-it-yourself interior decoration of the bathhouse
do-it-yourself interior
decoration of a bathhouse photo
finishing a bathhouse with your own hands photo
do-it-yourself bath decoration photo
interior decoration of the bath
interior decoration of the bath
finishing of the bath

Example 3

building a bathhouse with your own hands
baths and saunas construction and equipment
build a sauna with your own hands
we build a bathhouse ourselves
we build our own bathhouse
building a bathhouse in the country
we build a bathhouse ourselves from A to Z
we are building baths
We are building a bathhouse
we build the bathhouse ourselves
we build a cottage with our own hands
we build a dacha ourselves simple
DIY sauna simple
sauna for a summer residence
the simplest sauna
the simplest DIY sauna
DIY bathhouse project
building a bathhouse with your own hands
building a sauna with your own hands photo
building a bathhouse from timber
building a bathhouse from scratch
do it yourself steam room
all about do-it-yourself sauna DIY
sauna DIY
sauna price
construction of a Russian banya

Example 4

how to care for the sauna
sauna care
soap sauna
how to clean a sauna
sauna detergent
detergents for saunas and baths
how to clean a sauna
sauna care

Example 5

spa at home
holiday home spa
spa hotel
marvelous spa salon at home
spa treatments at home
spa care at home
spa salon at home
spa treatments at home
spa area in the house

Example 6

sauna in the house
house projects with sauna
sauna in a private house
DIY sauna at home
sauna in the house photo
one-storyed house with sauna
buy a sauna for your home
how to make a sauna at home
house projects with a swimming pool and sauna
sauna in a wooden house
sauna in the house price
house with sauna
sauna at home

Example 7

benefits of sauna
sauna benefits + and harm
infrared sauna benefits
infrared sauna benefits + and harm
salt sauna benefits
infrared sauna benefits + and harm + how often
benefits of sauna
after Finnish sauna benefits
benefits of sauna

Example 8

benefits of hamam
benefits of hamam + for women
benefits + and harms of hamam

benefits of hamam + for health
benefits + and harm of hamam + for women
benefits of Turkish hamam
benefits of hamam after workouts
benefits of hamam

Appendix 18

Materials for the site of Ukrainian online-store zlato.ua. Mostly these are product descriptions and articles for category pages

Example 1

<https://zlato.ua/ru/f-alpanit/> Write 2k characters without spaces

Use keys: prices, select(ion), choose, catalog, alpanite, jewelry decoration with alpanite, alpanite jewelry, jewelry with alpanite

Example 2

<https://zlato.ua/ru/f-rings-alpanit/> Write 1k characters without spaces

Use keys: prices, select(ion), choose, catalog, silver rings with alpanite, ring with alpanite, buy a silver ring with alpanite, rings with alpinite, ring with alpinite

Example 3

<https://zlato.ua/ru/f-earrings-alpanit/> Write 1k characters without spaces

Use keys: prices, select(ion), choose, catalog, earrings with alpanite, silver earrings with alpanite, earrings with alpinite

Example 4

https://zlato.ua/ru/f-rings-imi_pearl/

Write 2k characters without spaces

Use keys: photos, prices, choose, catalog, rings with imitation pearls, ring with artificial pearls, synthetic pearl ring, silver rings with synthetic pearls, ring with imitation pearl

Example 5

https://zlato.ua/ru/f-earrings-imi_pearl/

Write 2k characters without spaces

Use keys: photos, prices, select(ion), choose, catalog earrings with artificial pearls, buy earrings with artificial pearls, earrings with imitation pearls, earrings with artificial pearls, earrings with artificial pearls

Example 6. Brooches with rubies

https://zlato.ua/ru/f-ruby-brooches_badges/

Write 1.5 thousand characters without spaces

brooch gold ruby, brooches with rubies, gold brooches with ruby, brooches with ruby, assortment of brooches with rubies, catalog of silver brooches with ruby, buy brooches with ruby

Example 7

<https://zlato.ua/ru/f-ruby-necklace/>

Write 1 thousand characters without spaces

Necklace with ruby, buy ruby necklace, necklace with ruby, ruby necklace, necklace with rubies.

Example 8

We need texts for a site category. I provide links to pages and keys. If you have any questions, ask.

Texts of 2,000–2,300 characters without spaces. In all texts use words prices, buy, choose, compare

https://zlato.ua/ru/f-valentines_day-rings/

Write 2000 characters without spaces

rings for Valentine's Day ring for February 14th

girl rings for February 14

Valentine's Day ring
Valentine's Day rings
Valentine's Day Engagement Rings
buy a ring for Valentine's Day
men's rings not Valentine's Day
catalog of rings for Valentine's Day
women's rings for Valentine's Day

Example 9. Use the words prices, buy, choose, compare
https://zlato.ua/ru/f-gold_585-valentines_day-pendants/
Write 2000 characters without spaces
gold pendant for Valentine's Day
gold pendants for lovers
Gold pendants for Valentine's Day
buy gold paired pendants for lovers
gold heart pendant
gold pendants for February 14
gold pendants catalog for Valentine's Day
gold pendant for a girl on February 14
gold angel pendant for Valentine's Day

Example 10. Use the words prices, buy, choose, compare
Write 2000–2300 characters without spaces
https://zlato.ua/ru/f-valentines_day-rings/
rings for Valentine's Day
ring for February 14th
girl rings for February 14
Valentine's Day ring
Valentine's Day rings
Valentine's Day Engagement Rings
buy a ring for Valentine's Day
men's rings not Valentine's Day
catalog of rings for Valentine's Day
women's rings for Valentine's Day

Example 11. Use the words prices, buy, choose, compare, catalog, sale, view
Write 3000–4000 characters without spaces
<https://zlato.ua/ru/f-malachite-earrings/>
buy earrings with malachite stone
earrings with malachite in silver buy
silver earrings with malachite buy
earrings natural malachite
earrings with natural malachite buy
earrings with malachite in rhodium-plated silver
buy earrings with malachite stone
silver earrings with malachite photo
silver earrings with raw malachite
malachite earrings
malachite earrings
buy silver earrings with malachite

Appendix 19

Brief for a blog article for online store MOYO

Example 1

Topic: Rating of induction stoves: 5 tabletop stoves for the home

Original ready article is here:

https://www.moyo.ua/ua/news/rejting_indukcionnykh_plit_5_nastolnykh_plit_dlya_doma.html

Keywords in Title: Rating of induction cookers – desktop cookers for the home

Keywords in Description: find them yourself from the list

Volume 9000 characters without spaces

Article structure:

Plan of the article Introduction (this is not a title) H2 Desktop stove Sencor SCP3201GY (photo, description, features, advantages and disadvantages of the model, link to the catalog – https://www.moyo.ua/plita_nastolnaya_sencor_scp3201gy/126699.html) H2 Tabletop stove Ardesto ICS–B218 (photo, description, features, advantages and disadvantages of the model, link to the catalog – https://www.moyo.ua/plita-nastolnaya-ardesto-ics-b218/457414.html) H2 Tabletop stove Ardesto ICS–B118 (photo, description, features, advantages and disadvantages of the model, link to the catalog – https://www.moyo.ua/plita-nastolnaya-ardesto-ics-b118/457411.html) H2 Tabletop stove Ardesto ICS–B216 photo, description, features, advantages and disadvantages of the model, link to the catalog – https://www.moyo.ua/plita-nastolnaya-ardesto-ics-b216/457412.html) H2 Tabletop stove Ardesto ICS–B217 (photo, description, features, advantages and disadvantages of the model, link to the catalog – https://www.moyo.ua/plita-nastolnaya-ardesto-ics-b217/457413.html) Conclusion (this is not a title)
Keys
Rating of induction cookers induction cooker rating rating of desktop induction cookers desktop induction cooker rating
LSI words to use in text
cooking top year model choose burner review price electric plus choice minus buyer manufacturer buy quality house photo interior table

SEO-parameters

The uniqueness of the text is 100% which can be checked here: <https://advego.com>

The density of the occurrence of keys should be from 2.2 to 3.3% – <https://advego.ru/text/seo/>

Classic nausea less than 3.61% check here <https://advego.com/text/seo/>

Academic nausea strictly 6% to 9% check here <https://advego.com/text/seo/>

Don't forget to attach screenshots!)))

Example 2

Keywords in Title: **Christmas decor Ideas**

Keywords in Description: find them yourself from the list

Volume 9000 symbols without spaces

Article structure:

Plan of the article Introduction (this is not a title) Christmas decor h2 New Year decoration h2 Wooden decor h3 Decoration of cones h3 Fragrant winter decor h3 Fabric decoration h3 New Year's decoration from dishes and kitchen utensils h3 Christmas decorations from household items h3 Conclusion (this is not a title) h3 Keyword (not in exact occurrence)
Keys Christmas decor ideas ideas for new year's décor DIY Christmas decor ideas New Year's decoration ideas new year ideas for room décor new year ideas for kitchen decoration new year ideas for children's room ideas
LSI words to use in text house decorate photo interior do holiday décor Christmas tree table window original create

SEO-parameters

The uniqueness of the text is 100%. <https://advego.ru>.

The density of the occurrence of keys should be from 2.2 to 3.3% – <https://advego.ru/text/seo/>.

Classic nausea should be less than 3.61%. Check here: <https://advego.com/text/seo/>

Academic nausea should be strictly 6% to 9%. Check here: <https://advego.com/text/seo/>.

According to glvrd from 7.5, check here: <https://glvrd.ru/>.

Appendix 20

Example 1. Brief for the "Delivery" section

Page to the site: idea-sad.com.ua/

The "Delivery" section has not yet been created.

2000 symbols without spaces

Write a structured article.

Use lists (on the site they will be added as a table) infographics.

Make a picture on which there will be icons of 3 mail carriers: Intime, New Mail and Delivery.

We do not write anything on this picture.

Uniqueness 95% (text.ru)

Keywords:

seedlings with delivery

grape seedlings price delivery

seedlings buy delivery

buy seedlings delivery by mail

delivery of seedlings by mail

shop seedlings with delivery

online store seedlings with delivery

delivery of flower seedlings

buy raspberry seedlings with delivery by mail

seeds and seedlings with delivery

raspberry seedlings buy with delivery

delivery of rose seedlings

Information from the customer: Delivery of goods is made in special pots. Delivery is carried out by three carriers: Intime, Nova Poshta and Delivery.

If the client places an order before 12 noon, the order is sent on the day the purchase is made.

Article for SECTION!

Examples of articles for the "Delivery" section:

- <https://plantel.com.ua/oplata-i-dostavka>
- <https://siamcollection.com.ua/doctavka-i-oplata>

SEO-parameters

The uniqueness of the text is 100%.

Water content up to 35% can be checked here: <http://www.textanalyzer.ru/>. The density of the occurrence of keys should be from 2.2 to 3.3% – <https://advego.ru/text/seo/>.

Classic nausea should be less than 3.61% (check here: <https://advego.com/text/seo/>).

Academic nausea should be strictly 6% to 9% (check here: <https://advego.com/text/seo/>).

Appendix 21

Example 1. Brief for writing text on the product page of the online store

<http://tk-millennium.com.ua/>

Topic: **Sports jackets**

Volume – up to 2k characters without spaces

Keys:

Buy fashionable sports women's sweaters

Buy women's sports jacket in Ukraine

buy a women's sports jacket in Ukraine

women's sports jackets of Ukraine

women's sports bomber jacket

fashionable sports women's sweaters

women's sports jacket Ukraine

buy women's sports jackets

women's sports jackets

Buy women's sports jackets in Ukraine

buy a women's sports jacket

Keys can be diluted in other words, combined.

Structure

1. Title

2. Description

3. The article itself

- The article should not look like a single sheet of text.
- The material must be divided into blocks of 1 k characters each, that is, there will be one H1 heading and one H2 subheading.
- Paragraphs up to 500 characters long.
- Do not forget to provide a list.

After the article, we attach screenshots of SEO parameters:

The uniqueness of the text is 100%.

Water content is up to 35% and can be checked here: <http://www.textanalyzer.ru/>

The density of the occurrence of keys should be from 2.2 to 3.3% – <https://advego.ru/text/seo/>

TESTS

WEBWRITING. SPECIFICITY OF THE CRAFT

Variant 1

1. What is webwriting?

- A) The process of creating original content.
- B) The process of copying information from other sources.
- C) The process of translating texts.

2. What is the main purpose of webwriting?

- A) Reproduction of exact copies of texts.
- B) Sale of products or services.
- C) Attracting readers' attention.

3. What skills does a successful webwriter need?

- A) Knowledge of marketing strategies.
- B) Ability to write effectively.
- C) Creativity and originality.

4. What types of content can a writer create?

- A) Photos and videos.
- B) Musical compositions.
- C) Articles, blogs, press releases.

5. What are the basic principles of effective webwriting?

- A) Use of complex terms and phrases.
- B) Maximum length of the text.
- C) Attracting emotions and creating demand.

6. What is a Unique Selling Proposition (USP)?

- A) A unique characteristic of a product or service.
- B) Basic competitive approach.
- C) Copying the ideas of other companies.

7. What are the main principles of designing the titles of webwriting texts?

- A) An exciting and interesting title.
- B) Use of capital letters.
- C) Conciseness.

8. What factors affect the readability of the text for the web environment?

- A) A large number of complex terms.
- B) Using an understandable writing style.
- C) Lack of a clear structure of the text.

9. What are the advantages of using keywords in webwriting?

- A) Attracting the attention of the audience.
- B) Reducing the volume of the text.
- C) Increasing the SEO optimization of the text.

10. What is a "call to action" (CTA) in a web business?

- A) A large number of facts and figures.
- B) Detailed description of the product.
- C) A visitor's call to action.

11. What are the main channels of distribution of the content created by the web writer?

- A) Television and radio.
- B) Websites, blogs, social networks.
- C) Paper newspapers and magazines.

12. What is the target audience of webwriting?

- A) A group of people who are potential customers.

B) Author of the text.

C) Partners and employees of the company.

13. How to determine the effectiveness of the text in webwriting?

A) Measure conversion and sales figures.

B) By the number of words in the text.

C) Using complex phrases and terms.

14. What is writing for search engines (SEO webwriting)?

A) Copying texts of other authors;

B) Creation of texts for advertising banners;

C) Optimization of texts for high positions in search engines.

15. What are the main stages of work on a webwriting project?

A) Understanding the task, research, writing, editing test content.

B) Performing work without marketing research.

C) Execution of work without the stage of editing the finished text material.

16. What ethical principles are important in webwriting?

A) Compliance with copyright and citation rules.

B) Copying texts without permission of the authors.

C) Using someone else's ideas without citing sources.

17. What is AIDA in webwriting?

A) Standard form of text structure.

B) Name of a popular advertising agency.

C) A sequence of actions that arouses attention, interest, desire and action in readers.

18. What is a catchy headline in webwriting?

A) The one which attracts attention of readers.

B) The one which contains keywords.

C) The one which contains a large number of characters.

19. What is storytelling in webwriting?

A) Rewriting other people's texts

B) Using interesting stories to convey a message to the audience.

C) Use of complex terms and phrases.

20. What are the main types of headings in webwriting?

A) Headings-questions, headings-statements, headings-calls to action.

B) Headings containing more than one line of text.

C) Titles containing only numbers.

Variant 2

1. Webwriting is:

A) Writing text for the web environment for advertising or other forms of marketing.

B) Writing text to fill empty pages with texts.

C) Creation of illustrations.

2. The purpose of webwriting:

A) Creation of "selling" (commercial) texts that will interest a large number of readers.

B) Self-expression.

C) Filling in blank pages.

3. What does webwriting include?

A) Writing advertisements, landing pages, media articles, video scripts, social media posts, slogans, letters for email distribution.

B) Rewriting articles from competitive resources.

C) Sending advertising materials.

4. What types of webwriting can be divided into?

- A) Writing commercial texts, image webwriting, SEO webwriting.
- B) Only SEO-webwriting.
- C) Image webwriting only.

5. What are the types of webwriters?

- A) Webwriter-manager.
- B) Webwriter-editor.
- C) Webwriter-marketer.

6. What is fact-checking?

- A) Ability to verify information.
- B) Ability to correct errors.
- C) The ability to negotiate with the client.

7. What personal qualities are characteristic of a writer?

- A) Ability to resolve conflicts and manage other people.
- B) Ability to understand people and listen to customers.
- C) Ability to program websites and sell advertising.

8. The purpose of SEO webwriting is:

- A) To process large volumes of information faster.
- B) To perform paraphrasing independently on the basis of ready-made key phrases.
- C) obtaining unique content that is understandable to readers, but at the same time containing all the necessary keywords in the given proportions.

9. The purpose of any webwriting is:

- A) To copy someone else's text and present it as your own.
- B) To evoke emotions, feelings and experiences in a potential client, which will eventually lead to the desire to become a consumer of certain products.
- C) Avoid identifying borrowing elements.

10. What is included in the writer's rating on content exchanges?

- A) Number of symbols in texts, correct spelling of words.
- B) Evaluation of work by customers, number of orders, etc.
- C) The regularity of tasks and the amount of time spent on the site.

11. What is Seoware?

- A) Forum of Ukrainian webwriters.
- B) Ukrainian Trust Exchange.
- B) Ukrainian neural network for writing texts.

12. Which of these factors is characteristic of the work of a freelancer?

- A) No established mode of operation.
- B) Clear work schedule.
- C) Work in an office with a large team.

13. Among the advantages of working as a freelancer are:

- A) high earnings, independence from weather conditions, absence of superiors.
- B) lack of social guarantees, the need to find customers yourself.
- C) paying taxes on your own, no need to maintain an office.

14. What content cannot be distributed on webwriting exchanges?

- A) Content of a sexual nature.
- B) Content containing obscene language.
- C) Content promoting discrimination.

15. What is the name of the function that allows all parties on the content exchange to protect themselves from fraudsters?

- A) "Safe purchase".
- B) "Safe trade".
- C) "Safe agreement".

16. The most popular Ukrainian freelance exchange is:

- A) Uatxt.com
- B) Work.ua.
- B) Advego.

17. How do content exchanges make money?

- A) Advertising on the website
- B) Receive a percentage of the order value.
- C) From user donations.

18. How much does it cost to use the 2Polyglot exchange?

- A) Free of charge.
- B) 10 dollars per month.
- C) \$12 per month.

19. Hard skills of a writer do NOT include:

- A) The ability to solve the client's tasks.
- B) Literacy, ability to check facts.
- C) University degree.

20. Soft skills of a writer do NOT include:

- A) Time management skills.
- B) Work experience in similar positions.
- C) The ability to work in a team.

TYPES AND LEVELS OF WEBWRITING. SELLING TEXTS (COMMERCIAL TEXTS)

Variant 1

1. What levels of webwriting are distinguished?

- A) Direct and indirect.
- B) Primary and secondary.
- C) Creative and technical.

2. Commercial text is:

- A) The one which contains elements of humor
- B) Telling about the commercial activities of the company.
- C) Aiming to attract customers to a certain product or service.

3. Which writing style is most effective in commercial texts?

- A) Formal.
- B) Casual
- C) Informative.

4. What factors should be taken into account when writing a commercial text?

- A) Target audience, competitive advantages, offer.
- B) Number of words, color scheme, graphic elements.
- C) Number of sections, font size, punctuation marks.

5. How can you improve the effectiveness of commercial text?

- A) Use complex words and terms.
- B) Use the active form of the verb and short sentences.
- C) Use the passive form of the verb and long sentences.

6. What type of writing is used to write articles in magazines?

- A) SEO webwriting.
- B) Webwriting for B2B.
- C) Editorial webwriting.

7. What type of writing is used for writing advertising banners?

- A) Creative webwriting.
- B) Technical webwriting.

C) SEO webwriting.

8. What level of webwriting is used to prepare texts for brands?

A) Professional.

B) Expert level.

C) Master level.

9. What types of commercial texts are used for radio advertising?

A) Scenarios.

B) Short announcements.

C) News.

10. What type of writing is used to write product descriptions of online stores?

A) SEO webwriting.

B) Webwriting for B2B.

C) Creative webwriting.

11. What is a selling (commercial) text?

A) The one which sells a product or service;

B) The one which does not have a commercial purpose.

C) The one which is written for entertainment.

12. What type of webwriting is used to create a description of services?

A) Technical webwriting.

B) Editorial webwriting.

C) SEO webwriting.

13. What basic levels of commercial webwriting do you know?

A) Primary, secondary, tertiary.

B) Low, medium, high.

C) Direct, indirect, inverted.

14. What is reproduction in commercial webwriting?

A) Full copying of texts by other authors.

B) Change of existing texts.

C) Writing texts based on existing samples.

15. What are the advantages of commercial webwriting for business?

A) Helps to increase sales

B) Allows to improve the image of the company.

C) Makes it possible to reduce marketing costs.

16. What are the most important elements that a commercial text should contain?

A) Only product information.

B) Title, introduction, main part, ending.

C) Exclusively emotional component.

17. What should be the title of the commercial text?

A) Extremely complex and long.

B) Short and clear.

C) Do not contain a connection with the main text.

18. How to determine the target audience of a commercial text?

A) By chance.

B) Based on own experience.

C) By analyzing data about the target audience.

19. What level of webwriting is responsible for creating the highest quality commercial texts?

A) Low.

B) Average.

B) High.

20. What main elements should a commercial text contain?

A) Title, introduction, main text, call to action.

- B) Title, introduction, main text, final conclusion.
- C) Title, introduction, main text, a story about the author's personal experience.

Variant 2

1. What is webwriting?

- A) Rewriting someone else's text in their own words for their own purposes.
- B) Writing text for advertising purposes or other forms of marketing.
- C) Copying text.

2. How many types of webwriting are there?

- A) 2.
- B) More than 2.
- C) 1.

3. What types of webwriting are distinguished?

- A) SEO- and LSI webwriting.
- B) Image webwriting, advertising webwriting.
- C) All of these.

4. What is SEO-webwriting?

- A) This is the process of creating content for the purpose of ranking in the TOP-10 of search engines by target key queries.
- B) Type of webwriting that forms a certain impression of a brand, company or individual.
- C) This is the creation of texts for advertising in various media.

5. What is LSI-webwriting?

- A) Modern method of writing texts in order to improve the position of the site.
- B) All options are correct.
- C) This is a kind of text representation in which keywords act as a skeleton and the article itself is built around them.

6. What is advertising webwriting?

- A) This is the creation of texts for advertising in various media.
- B) This is an analysis of companies' advertising.
- C) This is the creation of advertising for brands.

7. What is image webwriting?

- A) Writing a text about the company's image.
- B) No correct answer.
- C) Creating a text that forms a certain impression of a brand, company or individual.

8. What level of webwriting DOES NOT exist?

- A) Visual.
- B) Semantic.
- C) Explanatory.

9. How many levels of webwriting are distinguished?

- A) 5.
- B) 10.
- C) 15.

10. What is commercial text?

- A) Text written by the company's commercial department.
- B) Text for sale.
- C) Text written for commercials.

11. What is the aim of commercial texts?

- A) To increase company profit.
- B) Entertainment and self-affirmation of the author.
- C) To fill empty web resource pages.

12. What levels of perception of webwriting exist?

- A) All options are correct.
- B) Visual, rhythm, sound, idea level.
- C) Text, semantic, idea level.

13. Who is the customer of commercial texts?

- A) Writer.
- B) Editor.
- C) A person who needs advertising text for sale.

14. Who creates commercial texts?

- A) Specialist who knows the specifics of writing commercial texts.
- B) Webwriter.
- C) Both answers are correct.

15. What does the term “SEO-webwriting” mean?

- A) Method of creating texts in order to improve positions in search results.
- B) Copying texts from other sources.
- C) Writing messages for social networks.

16. What is the difference between SEO-webwriting and LSI-webwriting?

- A) Modern way of writing texts to improve the position of the site and not for search engines.
- B) It exists to rank in the top 10 in search engines and not to improve the site.
- C) This type of webwriting is created to destroy all other types.

17. What tools can be used to analyze the effectiveness of text in the web environment?

- A) Google Spreadsheets, Photoshop, PowerPoint.
- B) Google Analytics, A/B-testing, marketing platforms.
- C) Music editors.

18. The quality of the title in the web environment is important because ...

- A) It determines the volume of any text.
- B) It attracts the reader’s attention and stimulates reading.
- C) It contains keywords for search engines.

19. What is “corporate writing”?

- A) Creating texts for internal communication in the company.
- B) Copying corporate texts.
- C) The use of copies to enhance corporate status.

20. The quality of the text in webwriting is estimated by

- A) Number of words.
- B) Uniqueness, structure, logic.
- C) Number of keyword repetitions.

BRIEF (TECHNICAL TASK (TT)): THE MAIN FEATURES

Variant 1

1. What is a brief in the context of marketing research and planning?

- A) A document that describes the order and the client’s marketing requirements services.
- B) A set of studies conducted to determine market trends.
- C) Statistic reporting from the previous marketing campaign.

2. The main purpose of the brief is:

- A) To accumulate the necessary information about the client’s business and its needs for further planning of marketing activities.
- B) To increase customer attention to the company brand.
- C) To prepare statistic data for financial reporting.

3. What components should the brief contain?

- A) Information about the client’s business, target audience, competitive advantages, marketing objectives and constraints.

- B) Only information about marketing goals.
 - C) Information about the client's budget and limitations of its capabilities.
- 4. What is the role of the brief in the process of planning marketing activities?**
- A) It helps to avoid mistakes and unnecessary marketing costs activities.
 - B) It provides increased customer attention to the company brand.
 - C) It provides additional information about the client's financial capabilities.
- 5. The brief is defined as:**
- A) A document that contains information about the project or task.
 - B) Customer company brief.
 - C) A team of workers at the enterprise.
- 6. What main elements should the brief contain?**
- A) Title, description, purpose, deadlines, budget.
 - B) Contact details of the client, details about the work, the final result.
 - C) Professional skills, experience, education.
- 7. What should be taken into account when writing a brief?**
- A) Goals, needs and expectations of the client.
 - B) Budget and final result.
 - C) Contact details and deadlines.
- 8. The purpose of the brief is:**
- A) Ensuring high-quality implementation of the project.
 - B) Product or service promotion.
 - C) Increasing employee motivation.
- 9. What is the purpose of the brief?**
- A) Description of what needs to be done.
 - B) Description of expected result.
 - C) Information about the budget and deadlines.
- 10. What does the deadline specified in the brief mean?**
- A) The time during which the work needs to be done;
 - B) Number of hours to be worked every day;
 - C) The time during which the client expects the result.
- 11. What are the consequences of not following the brief?**
- A) Violation of deadlines and exceeding the budget.
 - B) Loss of the client's trust and dissatisfaction with the result.
 - C) Answers A and B.
- 12. Where does the information for creating a brief come from?**
- A) The client.
 - B) Competitors.
 - C) Previous projects.
- 13. What is the target audience of the brief?**
- A) The main goal of the project.
 - B) Product or service description.
 - C) A group of people who will use the product or service.
- 14. What is a KPI in the brief?**
- A) Key performance indicators.
 - B) Competitive information.
 - C) Description of the project.
- 15. What is a USP in the brief?**
- A) Unique selling point.
 - B) Key performance indicators.
 - C) Description of the target audience.
- 16. What is the concept of the project in the brief?**

- A) Product or service description.
 - B) Description of the marketing strategy.
 - C) The basic idea of the project.
- 17. What is the project budget specified in the brief?**
- A) Estimated amount of funds for project implementation.
 - B) Competitive information.
 - C) Description of services provided by the company.

- 18. What do the terms of the project in the brief mean?**
- A) Expected time of project implementation.
 - B) Estimated amount of funds for project implementation.
 - C) Description of the main goal of the project.

- 19. What is a SWOT analysis in the brief?**
- A) Analysis of strengths and weaknesses, opportunities and threats.
 - B) Product or service description.
 - C) Description of the target audience.

- 20. What is the mission of the company written in the brief?**
- A) Description of the goals and values of the company.
 - B) Description of services provided by the company.
 - C) Competitive information.

Variant 2

1. What is a brief and what is it used for?

- A) A brief is a document that contains information about the tasks that are required in the process of working on a certain project. It is used to specify the client's requirements and transfer this information to the team.
- B) Brief is a document that contains ready-made solutions for the project. It is used to reduce project development time.
- C) A brief is an instruction that tells how to do a job. It is used to control the quality of the work performed.

2. What main elements should the brief contain?

- A) Names of project team members, deadlines, responsibilities of each team member.
- B) Description of tasks and requirements of the client, description of the target audience, key messages of the brand, marketing success metrics.
- C) List of sources necessary for project implementation, detailed project implementation plan.

3. What does the term "target audience" mean in the brief?

- A) The target audience is a group of people who are indicative consumers of a product or service.
- B) The target audience is a group of people working on the project.
- C) The target audience is a group of people who order the project.

4. What is the mission of the project?

- A) Description of the tasks to be performed.
- B) The main goal of the project and what distinguishes it from others.
- C) List of resources that are necessary to perform the work.

5. Who traditionally receives the brief?

- A) Client.
- B) Project manager.
- C) The team working on the project.

6. What are the main stages of creating the brief?

- A) Development of a list of resources and tasks for each of them.
- B) Verification of compliance of the results with the assigned tasks.
- C) Definition of the project's mission, target audience, tasks and results.

7. What information should be included in the brief?

- A) Information about the target audience and competitors.
- B) Product specifications.
- C) Detailed description of workflows.

8. What are the main stages of the briefing process?

- A) Analysis, strategy, implementation.
- B) Planning, implementation, analysis.
- C) Analysis, planning, implementation.

9. What is the main purpose of the brief?

- A) Creation of the most accurate description of the project.
- B) Determination of the project goals and objectives.
- C) Project cost estimation.

10. Who can act as a brand manager in the briefing process?

- A) Business owner.
- B) Marketing manager.
- C) Project manager.

11. What information should be included in the “Goals and Objectives” section of the brief?

- A) Product description.
- B) Description of competitors.
- C) Description of the goals and objectives of the project.

12. What are the advantages of using a brief?

- A) Reducing project time and material costs.
- B) Increasing project efficiency and effectiveness.
- C) Reduced competition in the market.

13. What does the “Target Audience” section of the brief include?

- A) Demographic and psychographic characteristics of the target audience.
- B) Information about the target audience and competitors.
- C) Product description.

14. What is the purpose of creating a brief?

- A) To write down all the client’s ideas.
- B) To simplify communication between the client and the content agency.
- C) To determine the strategy of the advertising campaign.

15. What is the main role of the brief?

- A) To specify the priority areas of the advertising campaign.
- B) To define the goals and objectives of the advertising campaign.
- C) To ensure mutual understanding between the client and the agency.

16. What data must be included in the brief?

- A) Size of icons for design.
- B) Website design style.
- C) Goals and objectives of the advertising campaign.

17. What information should NOT be included in the brief?

- A) Contact information of the client;
- B) Report on competitors’ activities;
- C) Client departments list.

18. What can be the benefit of using a brief?

- A) Reducing advertising costs.
- B) Improving the work of the agency.
- C) Increasing the effectiveness of the advertising campaign.

19. What does the acronym USP mean in the context of the brief?

- A) Unique Selling Point.
- B) United States of America.
- C) User Support Program.

20. What is the target audience in the context of the brief?

- A) Number of people visiting the site.
- B) Consumer group targeted by advertising campaign.
- C) List of keywords for SEO promotion.

LSI WEBWRITING. ITS ORIGIN, SPECIFICITY, DIFFERENCE FROM SEO

Variant 1

1. What does the abbreviation LSI mean?

- A) Long-tail segment of the Internet.
- B) Local statistical information
- C) Latent semantic indexing.

2. LSI webwriting is used for:

- A) Improvement of ranking in search engines.
- B) Expansion of the writer's vocabulary
- C) Creation of a unique writing style.

3. What are the main principles used in LSI webwriting?

- A) Keywords, semantics, syntax.
- B) Associations, metaphors, irony.
- C) Color scheme, typography, composition.

4. LSI webwriting contributes to:

- A) Increase the conversion and attractiveness of the text.
- B) Exclusion of keywords from the text.
- C) Increasing the number of characters in the text.

5. How does LSI webwriting affect SEO optimization?

- A) Provides a more accurate understanding of the content of the text by search engines.
- B) Reduces the chances of getting into the search filter.
- C) Does not affect SEO optimization.

6. How does LSI webwriting help you stand out from your competitors?

- A) Creating a unique and interesting content.
- B) Using large titles.
- C) Referring to well-known experts in the field.

7. What is "semantic proximity" in LSI webwriting?

- A) Keywords match in the text.
- B) Use of synonyms and related words.
- C) Connecting advertising networks to the text.

8. What is the role of LSI webwriting in social media?

- A) Attracting attention and increasing influence on the audience.
- B) Increase the price of advertising in social networks.
- C) Showing videos on social media.

9. How does LSI webwriting affect text readability?

- A) Improves it by using various words.
- B) Reduces it by shortening the text.
- C) Does not affect readability.

10. How does LSI webwriting help increase content distribution?

- A) Using search engine optimization.
- B) Using a large font and rich colours
- C) Placing advertising banners on websites.

11. What tools can help with LSI webwriting?

- A) Google Trends, Google Keyword Planner.
- B) Photoshop, Illustrator.

C) Facebook, Instagram.

12. What types of keywords are used in LSI webwriting?

A) Main, additional, tail.

B) Positive, negative, neutral.

C) Direct, indirect, undefined.

13. How does LSI webwriting improve user experience?

A) Provides more interesting and relevant content.

B) Reduces page loading speed.

C) Displays ads on the entire page plane.

14. What are the main factors to consider in LSI webwriting?

A) Target audience, keywords, context.

B) Prices for advertising, colour palette, file format.

C) Number of likes, comments and views.

15. What is “thematic density” in LSI webwriting?

A) The ratio of the number of keywords to the total volume of the text.

B) Use of keywords without context.

C) Coincidence of the content of the text with the theme of the site.

16. How does LSI webwriting promote credibility in the industry?

A) Reference to research and statistics.

B) Using a large font and rich colours.

C) Publishing many articles on different sites.

17. What are the main stages of LSI webwriting?

A) Analysis, planning, writing, optimization.

B) Photography, editing, design, publication.

C) Reading, translation, correction, layout.

18. What is “term significance” in LSI webwriting?

A) The importance of keywords in the context of the text.

B) Number of characters in the text.

C) Number of graphs used in the article.

19. How does LSI webwriting affect conversion?

A) Increases it by increasing the relevance and persuasiveness of the text.

B) Reduces it by shortening the text to a minimum.

C) Has no effect on conversion.

20. What is the difference between LSI and SEO webwriting?

A) Use of semantic associations and related words.

B) Exclusion of key words in the text.

C) Using shorter sentences and paragraphs.

Variant 2

1. What does the abbreviation LSI mean in webwriting?

A) Localized semantic index.

B) Linear scanning of information.

C) Latent semantic indexing.

2. What role does LSI webwriting play in search engine optimization (SEO)?

A) Improves site usability.

B) Increases content relevance.

C) Reduces the number of incoming links.

3. How does LSI webwriting help improve conversion?

A) Creates unique meta tags.

B) Increases trust and authority.

C) Uses the maximum number of keywords.

4. What does the concept of “semantic core” mean in LSI webwriting?

- A) A set of keywords related to the theme of the site.
- B) A special algorithm for determining plagiarism.
- C) Hidden link embedding technique.

5. What factors should be considered when using LSI webwriting for content creation?

- A) Keyword repetition frequency.
- B) Font size on the web page.
- C) Uniqueness of the text.

6. What is included in the concept of a keyword in LSI?

- A) Lexeme containing the maximum number of letters.
- B) A keyword related to the main topic of the text.
- C) Abbreviation of the phrase "Best Internet Strategy";

7. What tools help in LSI keyword analysis?

- A) Traffic sources calculator.
- B) Pseudorandom number generator.
- C) SEO plugins for browsers.

8. What is the role of headings and subheadings in LSI webwriting?

- A) Improve the graphic design of the site;
- B) Make it possible to create a text structure;
- C) Affect the color scheme of the page.

9. What types of content can be optimized with LSI webwriting?

- A) Static images.
- B) Audio and video files.
- C) Various types of content, including text, images and video.

10. What is an LSI phrase?

- A) Content-related keyword group.
- B) A term for describing synonyms.
- C) A concept denoting the use of one keyword for several website pages.

11. How does LSI webwriting affect the user experience?

- A) Increases the time spent by users on the site.
- B) Reduces the quality of images on the web page.
- C) Reduces the number of interactive elements.

12. What is the role of meta tags in LSI webwriting?

- A) Specify site location.
- B) Determine the content language.
- C) Provide search engines with additional information about the page.

13. What is the LSI model in LSI webwriting?

- A) Artificial intelligence capable of creating texts.
- B) Mathematical model used to analyze the text semantics.
- C) An algorithm that determines the density of keywords.

14. What practices should be avoided when using LSI webwriting?

- A) Overload the page with a large amount of content.
- B) Use one keyword multiple times without variations.
- C) Use only common words and phrases.

15. What is the “similarity coefficient” in LSI webwriting?

- A) Indicator reflecting the number of visits to the site.
- B) Statistical measure of proximity between texts.
- C) Determination of the number of links to other sites.

16. What tools help in LSI keyword research?

- A) Search systems and analytical services.
- B) Photoshop and video editors.

C) Social networks and messengers.

17. What is a “vector model” in LSI webwriting?

A) Algorithm that assumes the amount of traffic on the site.

B) Database management system.

C) The method of presenting text documents as numerical vectors.

18. How LSI webwriting affects page ranking in search engines systems?

A) Increases page indexing speed.

B) Improves the quality of meta tags.

C) Takes into account the semantic proximity of the content.

19. How does LSI webwriting interact with search engine optimization methods?

A) Replaces the need to use keywords.

B) Compensates the shortcomings of mobile optimization.

C) Complements and enhances the effectiveness of other optimization methods.

20. What benefits can come from using LSI copywriting for business?

A) Reduced visitor confidence in the site.

B) Improvement of positions in search results.

C) Reduce content development time.

IMAGE WEBWRITING

Variant 1

1. The key difference between image text and commercial text is that:

A) Image texts are much larger in volume than commercial texts.

B) Commercial ones are written by webwriters, and image ones are written by journalists.

C) You cannot focus on describing the positive aspects of the institution, product or service, call to buy or order.

2. In order for the text to form a positive image, you should:

A) Entrust its writing to professionals with journalism education.

B) To rely on facts, to submit a hidden assessment of the author in the text, to provide a statement in which there is a thesis, arguments and reasoned conclusions.

C) Be sure to submit a call to action at the end of the material.

3. While the goal of SEO and LSI webwriting is to write unique high-quality commercial, informational and advertising materials, image webwriting involves:

A) Writing content of journalistic genres published in traditional mass media.

B) Creation of the same texts as for other types of rating, but without keys and taking into account search engines requests.

C) Creation of texts that form and consolidate the image of the brand, person, service in the mind of the consumer.

4. The image of the company is formed by many factors, which include:

A) Quality of customer service, business reputation, brand identity, reputation in the community, social mission.

B) Quality of provided services and goods offered.

C) Authority and fame of the founders in the country.

5. One of the most effective ways to create an image is:

A) PR texts.

B) Advertising.

C) “Word of mouth”.

6. Image webwriting is:

A) Creating a text that forms a certain impression about a brand, company or individual.

B) Advertising text about the product.

C) Entertaining text.

7. The main purpose of image texts is:

- A) To create a positive image of the company, the product in the eyes of the target audience.
- B) To fill in information for blank pages;
- C) To prepare for sale.

8. Image webwriting is characterized by using:

- A) official business style: extremely concise, clear, dry.
- B) only artistic text style.
- C) any means of language.

9. What is important to know for writing image texts?

- A) it is necessary to know the psychology of a person, the features of the target audience and various marketing 'chips' that allow you to keep the reader's attention.
- B) it is necessary to navigate the market situation and know what is more in demand.
- C) you need to be funny and write humorous texts.

10. What techniques can be used for image text?

- A) Use infographics, diagrams, photos and other visual materials to attract attention and display statistical data.
- B) Cause negative associations.
- C) Write blurred facts with an exaggeration of the company's merits.

11. Among the types of PR texts, the following are distinguished:

- A) Interview, press release, presentation, news, expert texts.
- B) Advertising.
- C) Funny jokes and entertaining stories.

12. What is the purpose of creating press releases?

- A) They are issued in connection with significant information drives, and this is done according to a certain algorithm.
- B) To increase sales.
- C) Fill empty space on resource pages.

13. Image article is:

- A) Description of interesting and significant facts for the target audience.
- B) Information about the future event.
- C) An informative message about the product or company.

14. A review article in image webwriting is:

- A) Detailed description of the item (goods, services).
- B) Description of interesting and significant facts for the target audience.
- C) An informative message about a product or company.

15. An announcement in image webwriting is:

- A) Information about the future event.
- B) Detailed description of the item (goods, services), product or company information message.
- C) A type of PR webwriting that tells readers about a past event and its outcomes.

16. A press release in image webwriting is:

- A) Information message about the product or company.
- B) Type of PR webwriting that tells readers about a past event and its outcomes.
- C) Information about the future event.

17. A report in image webwriting is:

- A) Type of PR webwriting that tells readers about a past event and its outcomes.
- B) Information message about the product or company.
- C) Information about the future event.

18. Where is image webwriting used?

- A) When creating a high-quality image of a company, product or person.
- B) In a personal diary.

C) In advertising.

19. How to distinguish image text from commercial text?

A) Image texts are just beautiful texts that simply tell about brand or product, then commercial ones purposefully sell products.

B) Any text has an image and commercial component.

C) Image texts should always be submitted on the main pages of the sites.

20. Among the varieties of image texts, the following are distinguished:

A) Personal, general.

B) Standard, special.

C) Primary, secondary.

Variant 2

1. Most often, image articles fall under the following types:

A) Review, news, problematic article.

B) Outline, essay, abstract.

C) Portrait, event, problem.

2. Image webwriting is great for social media marketing campaigns because:

A) Image webwriting is directly related to marketing policy.

B) Image texts are not only well ranked by search engines, but also bring resources to the top of search results.

C) The content of social networks is seen by many people.

3. To write a successful image text, you should:

A) Deeply delve into the topic, create a text corresponding the needs of the target audience, and provide it to the consumer correctly and on time.

B) Learn how to use artificial intelligence to create texts of any type, genre and purpose.

C) Study the experience of competitors and predecessors in creating similar content.

4. To achieve the maximum effectiveness of the image text, it is worth:

A) Studying the experience of competitors and predecessors in creating similar content.

B) Working together with marketers and managers who are able to optimally formulate tasks, identify weaknesses of material being prepared for placement.

C) Taking into account the wishes of the SEO specialist.

5. Correct image of the company:

A) Causes a desire to use its services, order its goods, vote for a politician.

B) Shows the professionalism of its PR department and the high budget allocated for marketing campaigns.

C) Disappoints the consumer if it produces low-quality products.

6. It is customary to distinguish two types of image texts:

A) Primary and secondary.

B) Personal and general.

C) Optimized for search engine queries and not optimized.

7. Image texts do NOT contain:

A) Calls to make a call, use services, order goods.

B) Illustrations and infographics.

C) Artistic means that sink into the consciousness of the consumer.

8. Examples of image webwriting that are common and well-known to users of web resources are:

A) Calls to make a call, use services, order goods.

B) Available on many sites of company's section "About us" and mandatory for any resource "Main" page.

C) Materials of blog pages.

9. Image webwriting in social networks is a convenient platform for:

A) Self-affirmation and self-expression of the writer.

- B) Creating a positive image, sending recommendations and comments aimed at creating or improving the image, disclosing various problems at forums and meetings.
- C) Posting of holiday photos of company employees, grievances and complaints against employers, publishing of pathogenic and toxic content about the workplace.

10. Digital Storytelling was first used in such media as:

- A) "News of Prydniprovyia".
- B) "Government Courier".
- C) New York Times.

11. Storytelling as a separate way of writing materials begins to be talked about in:

- A) 2011–2012.
- B) 2001–2002.
- C) 2022–2023

12. The "Sparklines" writing technique assumes that:

- A) There is a contrast representation of the material, while a parallel is drawn between the current situation and what it could be. Often used in advertising.
- B) It is worth keeping the reader in the dark, since the material begins with a climax and ends with a beginning. The main thing when creating such texts is to keep the intrigue, not to give the full picture until the very end.
- C) The story begins traditionally, but then the storyline breaks and a completely different story begins.

13. Specialists involved in the marketing field emphasize that:

- A) People are very fond of advertising of all kinds, genres and forms, so they willingly spend money on advertised products, vote for politicians whose big boards are more beautiful, prefer companies whose names are "on hearing" all the time.
- B) People do not like straightforward advertising that brutally imposes a certain point of view. Therefore, information should be presented indirectly, for which image texts are best suited. A person should think that she/he has independently come to the conclusion that a certain company or person is trustworthy, and without a certain product it is generally difficult to live.
- C) The attitude of a person to advertising, goods, services, companies and people mentioned in image materials is not of great importance. Thanks to marketing technologies, the consumer will still buy the offered goods, and the electorate will vote for the right politicians.

14. Emailing is:

- A) An excellent tool that allows you to get close contact with a target audience representative.
- B) An archaic means of obtaining feedback from representatives of the target audience.
- C) Content that annoys the recipients and forces them to avoid companies that send such materials and not to buy their products in any case.

15. Naming:

- A) Does not require any excessive efforts of the writer, because it is absolutely unimportant for companies and products. Whatever you call it, it will be.
- B) Is considered to be one of the most difficult types of webwriting, here you should come up with something simple and easy to remember.
- C) Involves the enormous efforts of a team of professional writers, while the most ridiculous and absurd variants of names and their graphic embodiment are encouraged.

16. A statement for the media is:

- A) Analytical image text on behalf of the company, distinguished by the predominance of the emotional component over the rational one.
- B) Text content that is submitted to the media when officials are "caught red-handed", that is, in some illegal or anti-social actions.
- C) A text designed to "whitewash" those in power who have criminal cases.

17. When working on an interview, for image purposes, you should:

- A) In any case, do not learn about the company or person in advance, so as not to spoil the first impression.
- B) Read the questions from a piece of paper or phone, preferably as emotionless as possible, because the material will be finalized and agreed with the interviewee.
- C) Not just read questions and answers from a piece of paper, but talk to the interviewee, challenge him/her to be frank, push him/her to open up as much as possible.

18. A review of a company or product should be written according to the following plan:

- A) We submit a photo of the product, preferably only from one side, then we provide product specifications, in no case do we give reviews of previous buyers about this product, because there is not enough space for everything.
- B) We remind the recipient about the quality of pleasant moments - we give as many real interesting facts as possible, do not just name the numbers, while not flirting with the reader – If there is a need to provide statistics, it should be presented with the help of infographics, and a bit of humor will provide the right zest to the text, however you can't reduce everything to a joke, otherwise the goal will not be achieved.
- C) Name the company, present portraits of the management as close as possible, come up with the history of the company's operation and its merits to society.

19. It is customary to distinguish the following genres of image texts:

- A) Research, information-news, figurative news, research news, fact-based information.
- B) Artistic and journalistic, popular science, audience-oriented.
- C) News-artistic, journalistic-business, conversational-research.

20. Thanks to competent image webwriting, it is possible to emphasize the positive qualities of a company, product, service, person. This helps:

- A) To fill the pages of the site with thematic content.
- B) To load employees by creating diverse thematic content.
- C) To increase site conversion, attract new visitors, and in the future, buyers.

STORYTELLING IN THE SYSTEM OF COMMERCIAL TEXT-CREATION

Variant 1

1. What is storytelling?

- A) Form of artistic writing.
- B) The art of conveying a message through a story.
- C) A type of poetic art.

2. Which of the following is a key element of a persuasive story?

- A) Long descriptions.
- B) An ambiguous plot.
- C) Conflict and resolution.

3. What is the purpose of storytelling in marketing?

- A) Confuse the audience.
- B) Have fun without a clear goal.
- C) Attract and convince customers.

4. What narrative structure is most often used in storytelling?

- A) Linear structure with chronological order.
- B) Non-linear structure with several timelines.
- C) A random structure without a specific order.

5. Who is the protagonist in the story?

- A) A character who confronts the main character.
- B) The character with the least importance in the story.
- C) The main character who drives the story.

6. How using descriptive language can enhance a story?

- A) Confusing readers.
 - B) Creating bright images in the imagination of readers.
 - C) Omitting details to engage readers' imaginations.
- 7. What is the purpose of the climax in the story?**
- A) Introduce the reader to the main characters.
 - B) Resolve the conflict and complete the story.
 - C) Create the highest point of tension and excitement.
- 8. Which of the following is an example of a narrative point of view?**
- A) Omniscient third person.
 - B) An objective third-person view.
 - C) A subjective third-person view.
- 9. How can incorporating emotions into storytelling benefit the audience?**
- A) By creating a feeling of care.
 - B) By promoting empathy and connection.
 - C) By overwhelming the audience with excessive sentimentality;
- 10. What is the importance of pace in storytelling?**
- A) Make the story as short as possible.
 - B) Maintain a consistent rhythm and flow.
 - C) Include unnecessary details and drag out stories.
- 11. What is the role of conflict in storytelling?**
- A) To confuse readers.
 - B) To provide a sense of realism and tension.
 - C) To make the story predictable and uninteresting.
- 12. Which of the following is an effective storytelling technique?**
- A) Repetition of one idea throughout the story.
 - B) Unclear and ambiguous language.
 - C) Prediction to create anticipation.
- 13. What is the purpose of the denouement in the story?**
- A) To introduce a new conflict.
 - B) To leave the reader with unanswered questions.
 - C) To draw a line and tie up the loose ends.
- 14. How can you effectively use humor in storytelling?**
- A) By making fun of the audience.
 - B) By improving the mood and engaging the audience.
 - C) By pushing away the audience with offensive jokes.
- 15. Which of the following is an example of a universal theme in storytelling?**
- A) Importance of waste processing.
 - B) The power of love
 - C) The benefits of coffee consumption.
- 16. How can the use of sensual details improve storytelling?**
- A) Distancing readers from the narrative.
 - B) Engaging readers' senses and creating a vivid experience.
 - C) Focusing exclusively on visual descriptions.
- 17. What is the purpose of exposition in the story?**
- A) To introduce the reader to the main conflict.
 - B) To create confusion among readers.
 - C) To provide background information and pave the way.
- 18. Which of the following is an effective way to create memorable characters in storytelling?**
- A) Forcing all characters to behave the same.
 - B) Endowment of characters with contradictory features and actions.
 - C) Development of unique personalities and motivations.

19. How can adding suspense help storytelling?

- A) Makes the story predictable and uninteresting.
- B) Involves readers and makes them eager to know what happens next.
- C) Reveals all the plot twists already at the beginning.

20. What role does resolution play in storytelling?

- A) Introduces a new conflict.
- B) Summarizes the main events and themes of the story.
- C) Makes an unforgettable impression on readers.

Variant 2

1. What is storytelling?

- A) The art of telling stories.
- B) Method of writing books.
- C) A genre of cinematography.

2. Who developed the “Storytelling” technique?

- A) David Armstrong.
- B) David Bowie.
- C) Joseph Campbell.

3. In what year was the storytelling technology recognized as the business idea of the year?

- A) In 2003.
- B) In 2011.
- C) In 2006.

4. How many types of storytelling are there?

- A) 7.
- B) 3.
- C) 12.

5. What is cultural storytelling about?

- A) Values, morals and beliefs.
- B) The culture of different countries.
- C) Teaches etiquette and decent behavior.

6. Where is storytelling usually used?

- A) When creating an advertisement, video clip, blog or commercial articles.
- B) During a conversation with friends, relatives, acquaintances.
- C) In the news.

7. When was storytelling developed?

- A) In the 80s of the XX century.
- B) In the 90s of the XX century.
- C) In the 70s of the XX century;

8. The main functions of the storytelling are:

- A) Motivational, unifying, communicative, influence tool, utilitarian.
- B) Unifying, utilitarian, comprehensive, friendly.
- C) Linear, parallel, influential.

9. What methods of learning stories are there?

- A) Detailed, general, personal.
- B) Basic, auxiliary, specific.
- C) Alternative, combining, improvisational.

10. What is the structure of the story?

- A) Beginning, main part, ending.
- B) Main part, completion.
- C) Introduction, solution, conclusions.

11. The main factors of successful use of storytelling are:

- A) Monotony and uniformity of content presentation.
- B) Considerable speed of narration.
- C) High-quality visual design, details and emotions characteristic of the content.

12. On what three components is storytelling in marketing based?

- A) Essence, plot and main character, artistic technique.
- B) Reminders about the product, notifications about discounts, product quality.
- C) Idea, development and implementation.

13. What effect does storytelling help to create in marketing?

- A) Increases sales and attracts customers.
- B) Improves product specifications.
- C) Reduces the cost of goods.

14. What methods are used to create an emotional connection with the audience?

- A) Humor, irony and sarcasm.
- B) Stories about personal experience and inclusion of emotional details.
- C) Usage of complex terminology.

15. How is storytelling used in education and training?

- A) When creating interactive exercises.
- B) To increase the duration of lessons.
- C) To test students' knowledge.

16. How does storytelling contribute to the preservation of cultural heritage?

- A) Through the transmission of oral tradition and folklore.
- B) By preserving archaeological finds.
- C) Through museums and exhibitions.

17. What are the advantages of using storytelling in communication?

- A) Attracts the attention of the audience and improves the perception of information.
- B) Ease of use.
- C) Helps to reduce the costs of marketing campaigns.

18. How can storytelling be used to solve social problems?

- A) To attract public attention to problems and change ideas about something.
- B) To increase business profitability and economic development.
- C) During scientific research and data analysis.

19. How does storytelling help to build effective communication links?

- A) Through shared knowledge.
- B) By building trust and an emotional connection.
- C) Using technical means and information systems.

20. How is storytelling used to build a brand?

- A) By creating a unique history of the company and its values.
- B) Using a product story.
- C) Through the use of marketing strategies and advertising campaigns.

Навчальне видання

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WEBWRITING TUTORIAL

НАВЧАЛЬНИЙ ПОСІБНИК З КУРСУ «WEBWRITING»

(англійською мовою)

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