Five shortcuts set aside, and what is done instead

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **All five have in common that they work for a while.** That is what makes them attractive — and what makes the opposite method sturdier: what rises stays yours.

Technique	What it produces	What it costs
Different content for engine and visitor	**Solves a great deal**	**Gets detected**
Pages built for a query with no real content	**Page volume**	**Penalty**
Buying, exchanging or manufacturing links	**Positions**	**Retroactive site-wide penalty**
Repeating a phrase to unreadability	**A density figure**	**A page nobody reads**

Technique	What it produces	What it costs
A review, testimonial or rating that does not exist	**Stars in the results**	**A published false claim**

The fifth, on your pages

Page	Rating declared	Published reviews supporting it
1	**4.8 / 5**	**None**
2	**4.9 / 5**	**None**
3	**4.7 / 5**	**None**

> **Declaring a rating in structured data makes stars appear in the results, and it works.** These three ratings rest on no published review: they are spotted before any check does it, and the fix is one line per page.

What is done instead

Action	Nature
Write what the page actually says	**Editorial**
In the words people use	**Editorial**
Remove what stops the engine reading the page	**Technical**

It is not slower. It is simply less spectacular for the first three months — and that is the only honest difference between the two approaches.

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