

# **Singular and plural keywords**

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## **Singular and plural keywords in search engines**

The majority of search engines today handle singular and plural keywords differently. Were they to treat singular and keywords the same, the search results would be the same, evidently they are not.

It is important therefore, to optimize a website for both singular and plural keywords and in proportion to their respective usages. If most people would search using a plural, more effort should be directed towards optimizing the website for the search phrase involving the plural keyword.

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