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It is actually not allowed to copy and paste texts from Technotape onto your own website without permission. In other words, you can't simply use our website texts for your own site. But you know what? We want to offer a solution to our customers. That's why we strongly recommend you to read this document carefully.

Why is it actually not a good idea to copy texts?

Well, imagine search engines like **Google**, **Bing**, and **Yahoo** come across two almost identical texts on the internet. They call that "duplicate content". And you know what happens then? When searching for something, the search engine only shows the content once as a result. That means we actually have to share the spotlight. But here's something interesting: because Technotape often has a higher score than our customers, our content will appear more frequently in the search results.

But wait a moment, let's take a look at the benefits of creating unique content. By creating your own original texts, you improve the **Search Engine Optimization (SEO)** of your website and Technotape's as well. Instead of having to share the spotlight, we can stand on the stage together. That's a true win-win situation!

Now you might be wondering why it's actually prohibited to copy texts. Well, creating content takes a lot of time and money. At Technotape, we have a whole team that develops unique images and product texts. There are substantial amounts involved in selling this content, ranging from hundreds to thousands of euros. In some cases, you even risk getting fined. And believe me, those fines can be quite high! So, the fact that you can use our content to rewrite is actually a significant gesture.

What is then the best solution?

Well, we highly recommend creating original content. We understand that this may not be feasible for everyone in terms of time and finances. Another solution is to use Artificial Intelligence tools that can rewrite texts for you. However, please note that the use of such tools is still relatively new, so keep an eye on how search engines handle them.

What definitely doesn't help is simply modifying a few words. Search engines can quickly see through that and still mark the text as duplicate content. So, let's strive together for unique and amazing content, so that we can shine on the stage together!