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# **How do search engines know the different between text and hidden text?**

Just wondering because I have some text on a page of my site that I had to hide because of company policies, but all I did was make the text the same color as the background. But I heard that this could lower your search engine ranking when they find out. How do they know?

Hidden by using the same color is only from what the USER sees.

The search engine compares the color CODE of the text to the color code of the background. If they detect that is the same, they know you are only trying to override their default rating by using the words more than the user actually sees. Too small of letters also trigger rejection by the search engines.

A way around this is to make the keywords in a different color code at the bottom of the web page...that is out of the viewing area of the user.

You can also find this article published on [How do search engines know the different between text and hidden text?](#), and on the tag pages [color code](#), [company policies](#), [default rating](#), [different color](#), [different color code](#), [hidden text](#), [how do search engines know the different between text and hidden text](#), [search engine ranking](#), [Search Engines](#), [Web Page](#).