



14 SEO Mistakes To Avoid

By: Alex Barclay

From the Author

As an online marketer I speak to many business owners and hear some pretty crazy ideas on how they think SEO works. In this short eBook I hope to squash some of the most popular myths and show you things to avoid with your own website. SEO strategies are constantly changing, but the basics generally remain the same. I hope these tips will help you to create a better SEO strategy for your own website.



About the Author

Alex Barclay started his career in internet marketing when he was only 16 developing websites for local small business owners. As the internet began to grow exponentially, he seen the opportunity to help small business owners

become large business owners. A few of his clients are now millionaires because of his marketing efforts. He now runs a full service internet marketing agency Barclay Digital headquartered in Beverly Hills, Ca. You can usually find him with a caffeinated beverage in hand.

SEO mistakes are very common, and they are made by both experienced SEO specialists, and the individuals who are unfamiliar to it alike. SEO is an exact practice, along these lines there is no such thing as a minor SEO mistake. The purpose behind this is that all SEO oversights, huge or little, all produce repercussions, which could influence the positioning of your site somehow. Follow the tips below and start ranking for your keyword in no time.

Keyword stuffing

This is one of the more basic errors out there, despite the fact that it is totally unethical and really winds up harming your ranking. Target separate pages for each keyword, don't utilize shrouded substance and concentrate on making valuable pages. Placing your keyword on every page or many times on one page makes your content look unprofessional and hurts your rankings.

Lack of anchor text for incoming links

Lack of anchor text on incoming links is an oversight that many people make. Incoming links must have anchor text to be good as they guide the user on what the link is all about. If you don't have anchor text for incoming links, all of your diligent work to get links will be futile.

Duplicate content

Duplicate content are frequently mistakes usually committed. Due to the need to keep sites routinely upgraded, substance are regularly sourced out, yet these are not thoroughly screened such that copy substance frequently come up, since substance are in some cases spun or rewritten badly.

Minimal substance

Many online journals have a tendency to be loaded with posts that are essentially too short. The principle way that this damages your SEO technique is that it can influence your reader loyalty- they will start to anticipate a certain quality from your posts and you can't adjust this.

Purchasing links

Whilst you may get some kind of transient boost to your buying links, you are playing a hazardous game by settling on this kind of choice. Google's bots are trained to search for sketchy linking pattern and you will be gotten. This may have worked 10 years ago, but advances in search engines have rendered fake links useless.

Ineffective navigation

You can't generally control how others link to you however you can have all control on how you link to yourself. In the event that you are in a non-aggressive keyword enclosure, proper navigation of your site will bring you guests.

Unnatural anchor text

Keep in mind, Google is looking for patterns that look unnatural. One example that is profoundly unnatural is that everyone links to your site utilizing the same anchor text. In the event that there are no "click here read more" sort of links, then your anchor text will seem unnatural.

Submitting to the wrong directories

Linking through article directories is an exceptionally critical part of website streamlining. Web crawlers consider the quantity of incoming links to a site as a sign of their prominence and give them priority rankings. Numerous people fail to understand that it is links from legitimate and quality article directories and sites that are vital and they erroneously link to wrong directories for higher rankings.

Use of Broken links

A regularly committed error is to utilize unsubstantial links when linking your material to comparable industry information. It is vital to make sure that you are utilizing links which guide your guests to extra substantive substance. Such links strengthen your believability in the industry.

Article marketing

Article promoting is another mistake that people make in SEO. It gives your objective market the capacity to gain from you and to know you have knowledge in your field. On the off chance that you don't show your market and demonstrate to them you know what you're saying, they will sidestep you for somebody that does and that is not what you want.

Not having a mobile friendly site

With the adjustments in innovation throughout the years most people in the world has a mobile device. In order to be a step in front of your market and reach your clients, you need to have a mobile friendly site.

Unreasonable SEO expectations

Some people expect to be at the top of the rank within days. That doesn't and one needs to be patient.

Underestimating content marketing

Writing content is not all that required. One has to an extra mile to promote the content so as other people are aware of its existence.

Allowing links in comments

This can bring about malicious people linking your site to unrelated markets that are immaterial to your own. Web crawlers value quality and precision when turning-up search results. Neglectfully linking to sites will hurt your rankings.

One should avoid the above named SEO mistakes as they can affect the success of ones blogging and ranking hence affect the profits of the business if it's a business site.

I hope these tips were simple to follow. If you feel overwhelmed, don't worry, our agency is here to help. Visit our website and request a free website analysis. Let us do the heavy lifting for you.