

101 COSTLY SEO MISTAKES



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WHY SEO MISTAKES PREVENT YOUR WEBSITE FROM SUCCESS

Every website owner wants to get a profit. You can bring your website to the top only by complying with SEO rules. No matter how wonderful your content is – if it's created in spite of all the rules, you never get to the top. In this report we gathered together the most popular SEO Mistakes, avoiding which you will move your website to the top.

SEO is an important promotional tool for any online business. If your website is not on Google, you will have troubles finding new customers, interested in your services. About half of surveyed marketers admitted that more than 45% of their customers find their website using search systems. Anyway, even if you follow all the basic SEO principles, your website still may not be indexed well, especially if you promote it for high-frequency queries.



CONTENT MISTAKES

The success formula looks like the following:

*Quality content -> Website positions growth -> Traffic growth ->
Increase of natural behavioral factors -> Sales increase -> Profit*

The success formula looks like the following:

In 2015, the [SEs ranking algorithms](#) continue to improve and focus on websites serving the people. Thus, the natural behavioral factors are taken into account, as well as content usefulness. In terms of SEO, the website should answer as many questions of visitors as possible and provide them with unique and high-quality text. After reading it, they will make a purchase. Here are the most common rules on content creation:

- 1 Each paragraph should represent a finished thought.
- 2 Text that contains more than three paragraphs should be made with subtitles.
- 3 It's highly recommended to make key properties and characteristics bulleted.
- 4 Keywords should be distributed moderately, using morphological forms and synonyms.
- 5 The narrative language should be simple and intuitive: avoid unnecessary structures and qualitative adjectives.
- 6 Your potential buyer should see the offer - use the font size of minimum 12pt.



Mistakes when optimizing the content

- 1 **Keywords in bold.** Yes, long time ago this was quite a common tactics. But today, it's useless and even harmful. Better use bolding to highlight the most important issues. Otherwise, the text will look like spam.

- 2 «**Crooked» formatting.** Your potential clients will never notice text arrays of unremarkable text posted thoughtlessly. So, produce the content that works, using headings, lists, hyperlinks and color selection. <h1>, <h2> and <h3> will help you.
- 3 **Grammar and spelling errors.** Texts with mistakes are not highly ranked in the top. Moreover, they are likely to seem at least strange to potential buyers. Who wants to pay the money to someone who is not able to write a readable text? Be sure to check the text, or hire an editor.
- 4 **Perception vs descriptiveness.** The perception and decision-making (like "to continue reading or not") are a matter of a few seconds. During this time, a reader should understand the following points: What the text is about? Does it provide relevant info? Can it solve my problem? Use so-called "hooks" (headlines, bolding, highlighting, uppercase letters, paragraphs, blocks, images, infographics, charts) wisely.



Remember, your services should be user-oriented, but not SE-oriented ones.



Duplication and content theft

Content is duplicate when two or more pages intentionally or accidentally contain the same information. For search "spiders" each unique URL which they can find is a single website page, even if different addresses refer to the same document. Search engine robots usually find new addresses for the links on the pages, which they already know. Links can be both internal (within the website) and external, i.e. from another resource. Webmasters often create different URL-addresses that lead to the same document. Usually, this happens unintentionally, but who cares?

The most popular CMS is [WordPress](#). Unfortunately, if you use its default settings, then you'll definitely have some amount of duplicate content. You'll meet problems with headings, tags, archives etc.



Why is it a significant SEO problem?

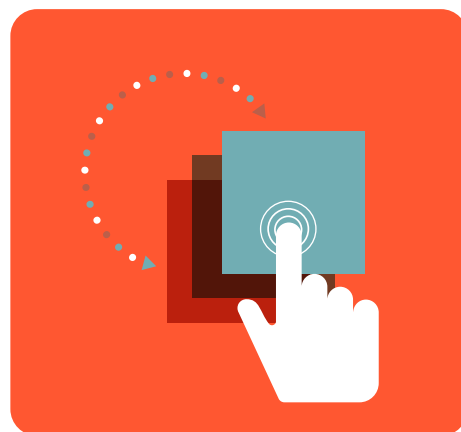
- 1 **Weak page indexing.** To load website information into the database, SE crawler does a lot of work. If the SE determines that the same information is located on many pages, it can stop scanning and indexing the website. At best, SE spiders will stop re-scanning the pages of the website as often as webmaster needs; at worst new pages won't be indexed, even if the information on them is completely unique.
- 2 **Increased likelihood of penalties from the SE.** Sanctions (filters) from SE lower website position for 30-100 places and stop traffic, coming from Google. Duplicate content increases possibility of being penalized.



Full and partial duplicates

Full doubles contain 100% duplicate content and differ only by URL-addresses. Partial doubles is when the content of pages is in some way different. For example, a different small piece of text, pictures, or swapped text sections. How to prevent appearance of doubles? Let's name the ways to solve the problem:

- 1 **Removal of unnecessary pages.** This is the easiest and the most stupid way. After the removal, in response to requests from these pages, the server will throw 404 error. This way of dealing with duplicate content is recommended only if the page doesn't have traffic and, that is more important, quality backlinks from external websites.
- 2 **301 redirect.** How to solve the problem of duplicate content with 301? Redirect users from duplicate page to the original ones. It is assumed that when 301 redirect is made, 90-99% of the reference weight passes to the new page. 301 redirect is done by editing the file ".htaccess". But before you start, make a file copy. Save it on your local machine or on a remote "cloud". When editing a file ".htaccess", you have a very small risk to break the website work. Do not use 302 redirect because it transmits 0% of reference weight.
- 3 **"Robots" meta tag.** It allows controlling the behavior of SE robots at a single page level. With it you can disable the indexing of pages and/or scanning of backlinks, using which "crawler" can proceed to other pages.
- 4 **"Rel = canonical" directive.** You can regulate robot's behavior on your website. "Rel = canonical" is inserted into the page header. By "rel=canonical" webmaster defines canonical ("original") version of the page.
- 5 **Blocking URL parameters in Google's Webmaster.** It blocks indexing of the pages, URLs of which contain these parameters. This feature is located in Scanning -> Options URL.
- 6 **Internal linking.** The best way to solve the problem is not to create it. Review your website architecture and internal linking.



Low-quality content

Up-to-date content is effective not only in terms of classical SEO promotion, but also in terms of behavioral factors. If a webmaster publishes a unique text with optimal keywords distribution, he will definitely involve traffic from SE. However, if such texts would not meet the requirements of their readers, the resource will soon generate unfavorable behavioral characteristics that will drop its position.

- 1 **Excessive optimization.** Over-optimization is often considered as spam. Search engines keep track of these signals and try to lower positions of such websites.

- 2 **Lack of metadata.** Many people understand the importance of metadata, but do not know how to work with it. Your content strategy must focus on the target audience and SE behavior.
- 3 **Lack of adaptation to mobile traffic.** Mobile SEO means website optimization for mobile search. Now, more than 50% of all internet users use smartphones, tablets and other devices for web surfing. Google has already begun to mark mobile-friendly websites. Mobile-friendliness foresees:
 - **Adaptive design.** It allows the website to use the same HTML-code, with no matter on what device it is displayed. You just use "name=viewport" meta tag. Such design is displayed optimally on any device, regardless of its screen size. Adaptive design allows to use the same page address on different devices.
 - **Dynamic content** is another method of dealing with mobile traffic when server sends different HTML and CSS for different gadgets. Use the HTTP header "Vary: User-Agent".
 - **Different addresses** (for standard and mobile versions of the website). This option implies that the visitors who enter your website from smartphone or tablet are automatically redirected to mobile version.
- 4 **Low download speed.** Google confirmed that website loading speed affects ranking. Basically, optimization assumes changing the speed of image loading, caching, compression, graphics and pages on the server.
- 5 **Focusing on the high-frequency keywords.** Search engines do not welcome over-spammed with high-frequency keywords page.
- 6 **Lack of user-friendly error page.** Even if the error occurs, the user wants to see a good-looking well-designed error page.
- 7 **Excessive attention to technical SEO.** It is better to create and publish a new note than to endlessly optimize the code, install unwanted plug-ins and manipulate with the output.
- 8 **Website creation on the Flash base without HTML-version.**
- 9 **Lack of optimization for local search.** This is the case of websites offering products and services offline.
- 10 **Use of too "heavy" images.** If the images' weight is too heavy, the website won't load correctly.
- 11 **Lack of updates on the website.** Work on the website does not end with clicking on "Post" button. Creation of quality content, design revision and SEO are just some of the essential steps in creating a professional online project. Search engines like websites with active and constantly updated content. This can be done by working with a thematic blog, social networks, or simply updating the main page.





LINK BUILDING MISTAKES

As SEO professionals say, link building should not be ignored. You don't want to accept the risks that link building brings, right? Therefore, you should strike the right balance, avoiding poor-quality links.



What Google says?

Do not be afraid of backlinks. They do not lead to penalties. Such statements is a convenient way to intimidate people not to engage in link building.



The best advice we can give you is to buy quality backlinks. Do less, but better. Be selective. Create more high-quality content and build communication using special software.

To obtain good results in Google you need a lot of reference efforts. Seems like quantity finally turned into quality. [LinksManagement](#) offers you one-way backlinks of premium quality, as well as the ability to [calculate your SEO costs](#), use [SEO Expert services](#) and other interesting features on maintenance and improvement of your reference profile. Here are the mistakes you should avoid to always stay on top:

- 1 Automatic or manual website registration in directories.** Search engines consider the emergence of dozens of backlinks as a sign of manipulation.
- 2 Manual/automatic posting on the forums.** This link building method is outdated.
- 3 Dofollow-blogs commenting.** If you leave a few comments on different platforms, nothing will happen. Credibility of your website won't increase. But if you leave hundreds of spam comments, you can get penalized.
- 4 References in the footer.** If you are a web-developer providing web marketing services, your partners often refer to you, and search engines consider such backlinks natural. Otherwise, the large number of backlinks in the footer looks suspicious. If links in the footer are not closed by "nofollow" attribute and have [anchors](#) with keywords, you can get penalized.
- 5 Lack of relevant outbound links.** Put links that are open for indexing to authoritative sources. Natural link building is a two-way street.
- 6 Excessive use of links with optimized anchors.**
- 7 The use of unsuitable URL.**
- 8 Broken links.** Periodically check website for broken links, using [Free Link Checker](#) or a similar tool.
- 9 Do not wait for an immediate result** - If you hurry in building backlinks, it seems unnatural to Google and you may get into Google Sandbox, get penalized and waste too much time.



- 10 **Too much economy on backlinks.** Do not be afraid to invest money in your website's success. You will get your efficient result very soon.
- 11 **Failure to understand that the result won't come at once.** Don't act in a rush - buying links steadily and constantly is the most effective link building strategy.
- 12 **Absence of a well-thought strategic plan.** Be a man with a plan and stick to it - strategic plan helps to stay on top and get focused.
- 13 **Not enough budget.** Here everything is clear - no money, no links.
- 14 **No on-page optimization,** which is intended to help search engines to index the website.
- 15 The number of purchased links is **not enough** to get the Top 10 rankings on Google. Use the [Free SEO Cost Calculator](#) to find out the number of links which you need to get in the Top 10 and make sure to get them. Without building the amount of backlinks, necessary to [outrank your competitors](#), your investments are just useless and pointless.
- 16 Your newly purchased links stayed alive for **less than 3 months.** In this case you won't see any results because [Google ignores links, which are younger than 3 months old](#).
- 17 Your backlink profile may be [over-optimized with exact anchor text match](#). You can check whether it is or not using our [Free SEO Cost Calculator](#). If your website has this penalty, our tool will let you know how to get rid of it.
- 18 If new links were built, but your website has very low or no traffic at all, you won't see any positive improvement on Google either. The links cannot appear from nowhere, so when Google observes too low traffic on your website, but many new backlinks appearing, it will consider them as unnatural. Make sure to increase your traffic along with the number of backlinks.
- 19 Google has developed its algorithms so that it is now using psychological pressure – when you get new backlinks, at first your rankings drop down, and only with some time they come back and get higher than before. Our clients, as well as experts at SEOmoz and other SEO resources and forums, noticed this too. So when your rankings start to dance (drop down, improve, again drop down and again improve, etc.), it means that everything is going fine. Just stick to your planned link building plan and, with some time, your situation will become more stable. [Learn more about 4 reasons why your site rankings may drop](#).



WEBSITE INDEXATION MISTAKES

Here are the main bullets of what you should do to prevent your website indexation mistakes. Read them carefully and start implementing them in your SEO campaign.

- 1 **Improper filling of "robots.txt".** If you do not want to close pages from indexing, do not fill this file.

- 2 **Prevention of the website indexing in CMS administrative console.** Sometimes resource owners temporarily prohibit indexing and then forget to lift the ban.
- 3 **No website map.** Without it, the SE spiders can index your website incorrectly.
- 4 **Improper use of "noindex" tag.**
- 5 **Lack of references to a new website or a page.** If you've just created a website, make sure that it is referred to by several other resources.
- 6 **Absence or incorrect use of redirects.**
- 7 **Improper processing of error messages.** If the user enters a nonexistent address, the website should show a 404 error and redirect visitors.
- 8 **Use of multiple H1 headers on the page.**
- 9 **Ignoring SEO when changing the design.** Website update may sometimes lead to loss of important data.



DO NOT IGNORE USER'S INTERESTS

Your readers are your potential clients and customers. They are interested in your content and they want to make a purchase from you. NEVER ignore your readers' interests. Show them that you care about them. Get rid of:

- 1 **Excessive amount of advertising blocks, banners, or links.** Do not publish more than three blocks on the page.
- 2 **Masking advertising as website content.** You can get a refusal twice. Firstly, the contextual advertising system will deprive you of the pay, and secondly, search engines will drop website position.
- 3 **Publication of the invisible content.**
- 4 **Involvement of non-targeted traffic.**
- 5 **Lack of functionality and usability.**
- 6 **The pursuit for TIC and PageRank.**



MISTAKES IN WORKING WITH TOOLS FOR SYSTEM ANALYSIS

System analysis tools are not the easiest ones to use. Though, if you could learn how to properly use them, you really can perform a perfect SEO campaign and boost your website traffic. Isn't it what you aim to do? Here are the most costly mistakes in working with system analysis [tools](#).

- 1 **Incorrect code.** Service code is put between the tags "<head>" and "</head>". Make sure you added the actual code.

- 2 Incorrect evaluation of bounce rate.** Bounce rate is an important web metrics. It reflects the matching of a particular website page with the needs of the audience. Bounce rate shows the percentage of users who have left the website after viewing one page. If there are about 100% of failures, one can say that the page does not meet the expectations of visitors. However, this is not always true, because user can read the manual for 15-20 minutes, get necessary information and close the browser. To smooth over the differences, search engines and web analysts introduced adjusted bounce rate. Google Analytics bounce figure appeared in 2012. After adding the code in analytical service tag, you can at random set the term of failure, for example, at 15 or 30 seconds. In this case, the service does not include a failure, if the user stays on the page for 15 or 30 seconds, respectively. Sometimes, after the implementation of the adjustment, bounce rate on the website is reduced from 80% or more to 20% or less. This allows the owner to evaluate the resource's effectiveness more accurately.
- 3 Focusing on metrics, not on the users' interests.** GA reports should be analyzed in the context of the website's marketing effectiveness. The measurements allow you to report visits, conversion, etc.
- 4 Wrong selection of promotion efficiency indicators.** If you've just created a website, it's enough for you to follow the basic indicators of the effectiveness of marketing campaigns:
 - **Number of unique visitors.** (users who visited your website for a certain time period; follow-up visits do not come into account).
 - **Page View.** This indicator shows the average number of pages a visitor viewed in a single session. Number of views in the majority of subjects should exceed the number of unique visitors (it can be considered an indicator of a high-quality content: the audience is interested in your materials viewing more pages per session).
 - **Search engine traffic.**
 - **Number of refusals.**
 - **Conversion Rate.** It shows the percentage of visitors, which performed certain actions (for example, subscribed to a newsletter). Conversion rate depends on the industry in which your business operates and the goals you are tracking. On average, it is 2-3%, but may reach 10-20%, and even more.
- 5 Incoming natural links.** The number and quality of backlinks affect the level of website confidence. Search engines have learned to differentiate natural links from unnatural ones more accurately. We recommend you to monitor the number of natural links. Incoming backlinks show that your marketing campaign is effective.



MISTAKES IN WORKING WITH SOCIAL NETWORKS

Use social networks (Facebook, Twitter, Google Plus). After all, SEO affects not only your reputation, but also your social activity. If you have an active page in each of these social networks, they can become an additional source to get traffic. The developers of social networks identified such references as "no follow", but they still appear in search. For an effective use of social networks, avoid making the following mistakes

- 1 Formal impersonal text.** In social networks people use conversational language. Don't be too official, this can push off your readers.

- 2 **Quantitative estimation and focus on information coverage.** Social networks provide an opportunity to create completely autonomous communities or groups containing all the necessary information about the company or product. Target your audience and show your readers the information they want to see. You may have a group of thousands, but only 1-3% will make a purchase. On the other hand, it may be a group of a few hundreds, but each of them will be your regular customer.
- 3 **Incorrect setting the ultimate goal.** First you build reputation and only then sell. Sales should not be the ultimate goal of SMM-campaigns; otherwise, all efforts are reduced to a banal advertising. Building a reputation, positioning yourself on the market and keeping in touch with customers are your three main goals. The company with a good reputation and loyal customers will always sell a lot.
- 4 **The brand name is the forefront.** Customers can find you a replacement, but you will come through hard times if clients leave you. Give people what they want. Put clients' desires on the first place and make yourself a loyal brand.
- 5 **Failure to understand the necessity of two-way communication.** Consumers want not only to listen, but to speak. Let them speak - this will help you to improve in your service or product.
- 6 **Mass approach.** One negative feedback is enough to spoil your reputation. Show your each customer that you cherish him and care of his or opinion. Individual approach is the only true way of communication with your client.
- 7 **Fear of being transparent.** People want to know everything about what they buy. And if your goods come to their homes, they want to know who you are. Don't be afraid to show your face, your history and your approach to doing business.
- 8 **Timeframe.** The work with social networks audience is daily and systematic. If you need a permanent loyal audience, prepare for long-term relationship building. This process is endless.
- 9 **Don't think you're unique.** Even if your product is really good, market is expanding and today there is at least a couple of other companies offering similar products and services. If you have something that does not please the customer, he can easily find a replacement.
- 10 **No mission.** What can you give to the society? Is there something useful you can do for the whole audience and for a particular buyer? People are not interested in your income, sales increase and market position – they're interested in what you can give them. Tell them about it. Present yourself.

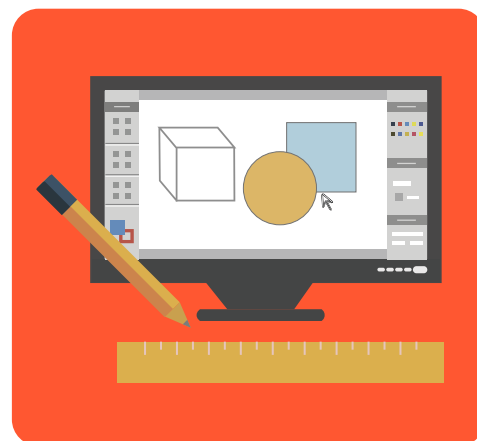


DESIGN MISTAKES

Visual appearance of your website is crucially important to your clients. Still do not pay attention to this component of your website? Your SEO campaign may really suffer from this. These are the main mistakes that make your website a complete disaster. Avoid them.

- 1 **Introductory pages.** Too bright introductory page can decorate the website or become a barrier between SE and the website. SE robots usually ignore Flash, Java applets and the non-textual content. It seems better to include some textual information to the introductory page.

- 2 **Too much of Flash.** Flash is poorly indexed, but there is no doubt that it looks interesting. This does not mean that you need to remove all animation from the website. Just do not replace important information and navigation elements with flash-objects.
 - Frames.** Some websites are still built on frames. This technology is already obsolete. Moreover, frames interfere with SEO. As a result, search engines do not always find important information on the website. Furthermore, the websites based on frames use three html-files instead of one, that leads to conflicts in indexing.
 - 3 **Images instead of the important website elements.** The simplest solution is to place text over an image by means of CSS.
 - The lack of a backup navigation.** Smart navigation matrix significantly improves website ranking. Robots perfectly read text links and reflect the hierarchy structure of the website.
 - 4 **Popup windows.** Using pop-ups is tasteless. This is an annoying element and it repels the users from the website, so the search engines do not index it.
 - Ignoring the navigation standards.** Proper navigation is essential for visitors and search engines. Its absence is a sign of poor internal linking that negatively impacts the website ranking and the reputation.
 - 5 **Advertising with audio.** It irritates users, especially if the advertising does not correspond to the subject of the website.
 - 6 **Ignoring the colors display on different monitors.**
 - 7 **Absence of a sitemap.** It complicates navigation through the website.
 - Lack of ability to change the text size.**
 - 8 **Too sophisticated navigation system.** Navigation structure should be as simple as possible. The visitor should be able to get to the homepage from any section.
 - 9 **Pages that are not yet fully ready.** It is better to deny access to such pages.
 - Technical mistakes,** due to which some website functions may not work properly.
 - 10 **Ignoring the fact that the reflection on different monitors may be different** and the page may not be displayed correctly.
- This may seem strange, but the 60% of your success is assigned to the proper visual design, 30% – to presentation of the material, and only 10% – to the text quality. Remember that when working on your website design.



HOW TO REVEAL SEO MISTAKES

There is a big variety of special tools that you can use absolutely for free. They can help you in revealing SEO Mistakes. Here we will talk about Google webmasters tools and Google Analytics.

- 1 **Google webmasters tools.** GWT offers the following tools for the website promotion:

- **"Site configuration".** Include subtopics: SiteMap files, access to scan, change of address,

settings (you can set the base URL – with or without “www”, adjust scanning frequency and some other parameters such as SID, ID, etc.).

- **“Your site on the Internet”.** You can analyze the website structure, rankings, reference weight, etc.
- **“Diagnostics”.** It displays information about the viruses, indexing mistakes, etc.
- **“Labs”.** With it you can see how Googlebot sees the website and to compare your website speed with the others.

5 Google Analytics. GA is a Google service, which collects statistics about website visitors and their behavior on the resource. At the time GA is free, but has a limit of 10 million page views per month for a website. GA allows you to collect a lot of data:

- The number of visitors, distributed by time, region, technical means, channels and traffic sources.
- The duration and depth of browsing.
- Sources of transition.
- User behavior when performing the target action on the website.



SEO AS A SET OF ACTIVITIES FOR AN EFFECTIVE WEBSITE PROMOTION

Effective optimization allows you to reach the top and attract more customers. A significant effect is achieved only by a combination of on-page and external optimization. SEO as a set of activities and on-page optimization only is ineffective. External optimization is the final step, and it is aimed only at increasing traffic and website ranking in the search results.

The most effective method of external optimization includes gradual link building, advertising campaigns and website promotion on the specified queries in popular search engines. This form of SE optimization is time-consuming, but final result is great.

Backlink building is quite a laborious job. [Linksmanagement](#) provides an expert help in buying backlinks and bringing your SEO campaign to perfection. Our SEO professionals care about your time and money. We work to satisfy your needs. We offer a full link building service to make your website get to the Top and your business prosper.

Try Our Service!

[LinksManagement](#) is designed for online business owners, marketers and SEO specialists in USA, UK, Canada, Australia and Europe, who want to improve their website rankings on Google with high quality and relevant **PR1-PR8 contextual backlinks**.

 WHAT WE OFFER:

- **PR6** Backlinks with **DA60-DA90** from Actual **PR Pages** for only **\$15**.
- **PR1-PR8** Contextual Links From Actual **PR Pages** with **DA40-DA100** Static, Permanent, In-Content From \$1 per Link.
- Open inventory of more than 8 mln. pages.
- Money Back Guarantee.
- More than 150 success stories - Learn how www.1trikes.com got 35,880 visitors / month from Google with only 57 authority backlinks.
- **Free SEO Cost Calculator Tool** - find out **how many links you need** and **how much it will cost** you to outrank your competitors.
- **Free Dedicated SEO Expert** selects the best PR1-PR8 backlinks for you from our inventory or even manages your entire SEO campaign, performing **11 SEO services** for you, for FREE.

Contact us with all your questions and concerns and we will do our best to satisfy your needs and perform an efficient link building campaign for you!

Contact Us

