

## SEO Mistakes

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A good tip is a great gift to those who are in need of "search engine success". And if the tips are on SEO, they are bound to attract attention. So, we've compiled a list of eleven of the best SEO tips to be found on the Internet. This article is compiled by Joel McLaughlin, the owner of Dataflurry Search Engine Marketing. Don't believe us? Find out for yourself now!

### Content Optimization

Let your content drive your website. Content is the king, the absolute truth and nothing but. Well-researched, authoritative and unique content that uses the keywords strategically to convey the right meaning is a MUST! Never compromise with the quality of your website's content.

### Link Building Systems

Another royalty you can't do without are Links! Focus on building a network of the best quality backlinks for your website using your top keyword phrase(s). Only link with sites that can offer you something substantial to chew up on. If it's not good, don't bite the bait!

### PageRank Worries

Are you suffering from Pagerank obsession? DON'T! Pageranking, despite what many search engine optimization experts say, are just a small part of your SEO plan. The ranking algorithm is complicated; believe us when we tell you, a lower pageranked site can actually surpass a higher ranked site. A higher ranking is worth more than a high page rank. We have optimized sites for the search engines with a 1 page rank that obtained over 25,000 unique visitors per month. Page rank is a good quality when obtaining links from other sites, along with alexa ranks and link popularity research. So get a good night's sleep and don't worry too much about your own page rank.

### Regular Site Updates

Stay fresh and update regularly. Yes, if you want to climb higher on search engine ladder, make sure your site has fresh and useful content. Regularly updating your website's content is the best way to catch the eye of the search engine robot.

### Compete For Popular Phrases, Not Single Keywords

Dig for top search phrases instead of single keywords. The search phrases used by people and incorporated in your content will make it easier for your website to show up as a relevant search result.

### Get Local Search

Getting localized is also a very important SEO tip that few may share with you. When developing the content for your site, make sure you keep "localization" in mind. This helps you win brownie points with the local users and the cherry on the top is that you get local customers.

### Use Text Links, Not Images

Always use text links on your website pages if using Java script for image maps, image links, or drop down menu. Since spiders don't follow Java script, text links are crucial from SEO point of view.

### Search Friendly Design

Always keep search engine optimization in mind when designing your website. More importantly, your website designer must be an expert at Organic SEO. Try to design a simple website that doesn't have heavy Flash. Lesser the graphics the better as search engine robots crawl the text rather than images or Flash. Use good meta & title tags.

### Careful With Redirects

Use redirects carefully and wisely. Decide if you want to use www or non-www domain and use 301 redirect for the other. Ex. If you choose <http://www.websitetrafficonline.com>, use <http://www.websitetrafficonline.com> for redirect. Ensure all your URL's are keyword rich, but keep each file name under 30 characters if you can.

### Proof Read - Create Quality Content

Finally, proof read your all your content including taglines, copy etc. and make sure all the links are working before you go live with it. Always understand that the sites that succeed in the long run provide value for their website visitors. So create compelling content and create an enjoyable experience.

### Research Before Working On Search Engine Optimization

One more point, always perform quality keyword research before jumping in knee deep with your search engine marketing plan. I have seen many companies that would have had much larger success online if they started with in depth research and search marketing plans. A working and complete website is the best way to score BIG points with

search engines&hellip;so keep this in mind.