

SEO Myths Revealed

The Web is crappier and extremely vindictive than ever before and with competition at a global level, the fight for a high search engine ranking gets every day more intense. Marketing for any online business eventually becomes a fight for a good positioning on Google, Yahoo! or any of the crowning search engines. After all, most surfers begin browsing with a search engine, making search engine improvement primary for every e-businesses. The logic is ultimate – higher rankings translate to increased traffic with results in higher exposure and sales. SEO remains the number one priority of any online marketing strategy. SEO techniques are tried and tested methods employed by professionals who have gained a lot of experience in web development, IT and Internet-related fields. There are no free lunches in the SEO world! Most “tips and tricks” posted online have been used and abused by web designers everywhere. In addition, some SEO firms offer services that are in conspicuous violation of search engine policies. These forbidden practices, dubbed black hat SEO,

often result in the modification of search engines – a forbiddance from a major search engine. Thus SEO remains a tricky business, often misunderstood by websites, but still primary for competing over the web. The Internet remains the maximal repository of aggregation anywhere, and like every other topic, SEO has its set of hoaxes and myths.

- Resubmitting URLs: This ancient practice endorsed by novice SEO consultants may have helped a little some time ago. It is common knowledge that most search engines’ databases are not erased every few weeks. So, a once submitted website’s ranking will not change if resubmitted a few weeks later.
- Meta Tags: Keywords remain essential, but the meta keywords tag has been ignored by major search engines for a while now. It is not uncommon to read SEO advice proclaiming meta-tags to be a primary SEO practice.
- Impact of PPC ads: Another common misconception is that pay-per-click advertising on a search engine has an effect on organic SEO rankings. PPC ads have no direct effect on the positioning of a website on the SERP.
- Linking: This practice falls into a very grey area, considered by some to be black hat. Link farms have long been blacklisted by Google, but some naïve developers fall for the old tip that says “linking with any category of website is essential”. These are but a few of the many SEO myths that still persist across the Web. Only an experienced SEO company can properly handle your website’s SEO ranking. Choose an SEO firm that understands well the implications of its practices, and will neither jeopardize your company’s search engine positioning nor risk its state with black hat tricks.