

7 Widely -Believed Myths of

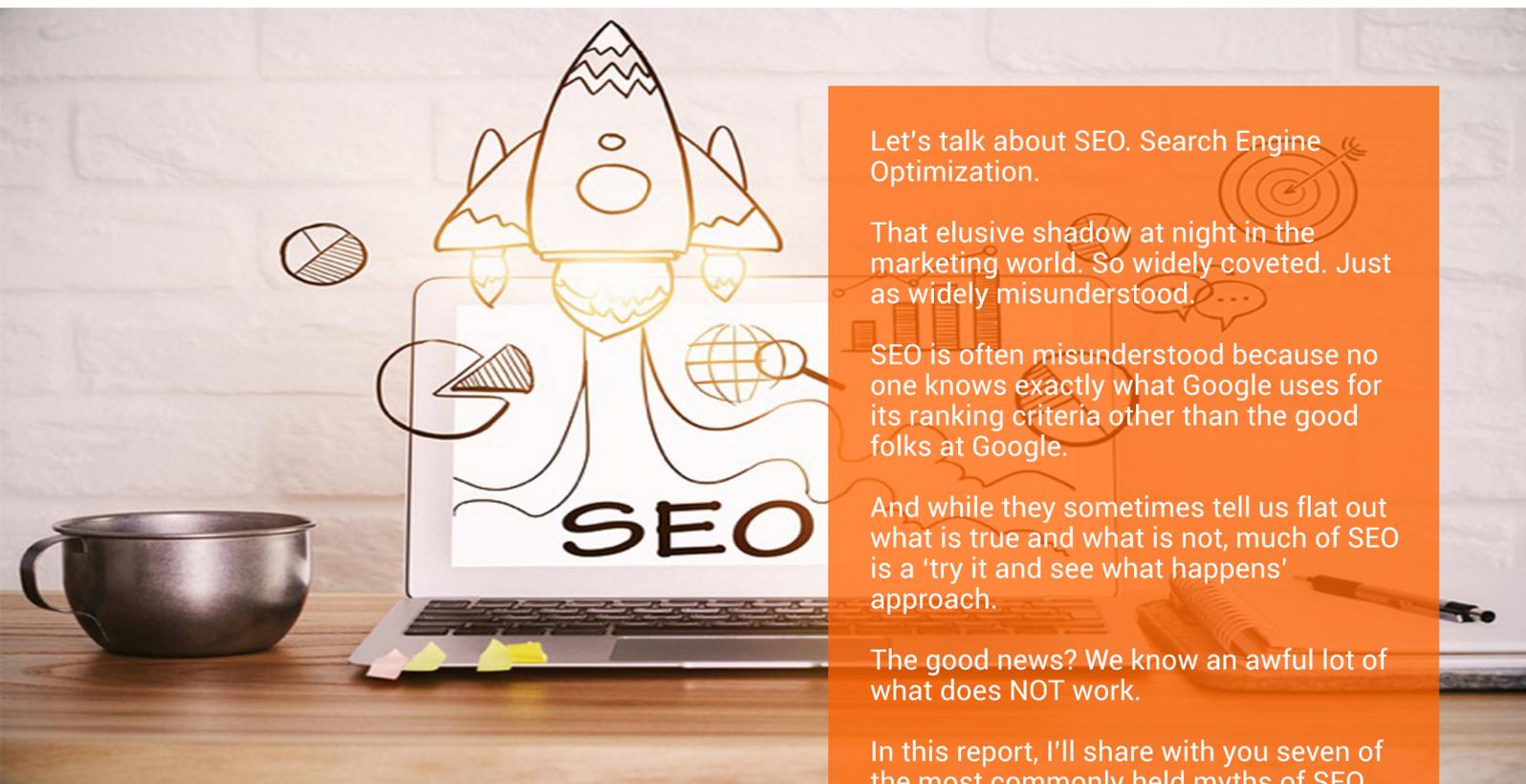
SEO...

BUSTED!



By Cris Johnson

Visit www.ThatDigitalMarketingGuy.com for services to
'super-charge' your company's online presence



Let's talk about SEO. Search Engine Optimization.

That elusive shadow at night in the marketing world. So widely coveted. Just as widely misunderstood.

SEO is often misunderstood because no one knows exactly what Google uses for its ranking criteria other than the good folks at Google.

And while they sometimes tell us flat out what is true and what is not, much of SEO is a 'try it and see what happens' approach.

The good news? We know an awful lot of what does NOT work.

In this report, I'll share with you seven of the most commonly held myths of SEO.

But first, you might be wondering...

Who Is This Guy?

My name is Cris Johnson and I'm a Certified SEO Copywriter Specialist from the SEO Content Institute.

I have the training to research the right keyphrases for companies like yours.

I also know how to take that research and use the findings to help your website rise in the rankings with time-proven, ethical strategies.

For nearly two decades, I kept my own sites ranked on page one of search engine results for multiple keyphrases. In my former life, I was an entertainer, a magician!

Although I've pretty much left the entertainment world behind, I still keep that site optimized to show clients what I can do for them.

My entertainment site is www.ElementarySchoolAssemblies.com. But instead of typing in the domain, go to Google and type in "school assemblies" or "elementary school assemblies." I'm sure I'll be on the first page of search results.

After traveling 200 days a year as an entertainer, I decided I wanted a new career, one that kept me home.

Now I use the success I had in ranking my entertainment site to help businesses just like yours rank higher in Google search results.

On to the myth-busting...

02

SEO is a One-Time Process

Search Engine Optimization is (and always will be) an ongoing process.

What people search for will change.

Google's algorithms will change.

Trends in industry and commerce will change.

All of that means the SEO work on and for your website is a continuing process.

Even if trends and searches never changed, SEO would still be an ever-changing process.

Why?

Google likes seeing a website's pages updated and changed over time.

Updates and other changes show Google that a site is an organic, growing thing.

If the web copy never changes, Google begins to think the site is dormant and no longer active.

Never believe an SEO 'expert' if they claim you only need to optimize your company's site one time.

Just like going to the dentist or for your annual checkup, your website needs to be monitored and maintained.



03

03

You Can Buy Backlinks to

Rank Higher

Because having quality links to your site helps determine rankings, there are still shady companies out there claiming page one rankings with their services.

One thing they do is get 100, 1000, or even 10,000 back links for you very quickly.

The problem is these links are very low-quality.

Put bluntly, using services like this gets your website linked to porn and other unsavory sites.

So, Google penalizes you on two fronts:

1. First, you get penalized for shacking up with bad partners, "businesses" with bad reputations.

2. Second, your company's site gets pinged for linking to sites that don't have anything to do with yours.

Google wants sites linked together to share something in common. To be from the same niche or industry.

If it's not, Google recognizes this and penalizes accordingly.

Think of it from the viewer's perspective.

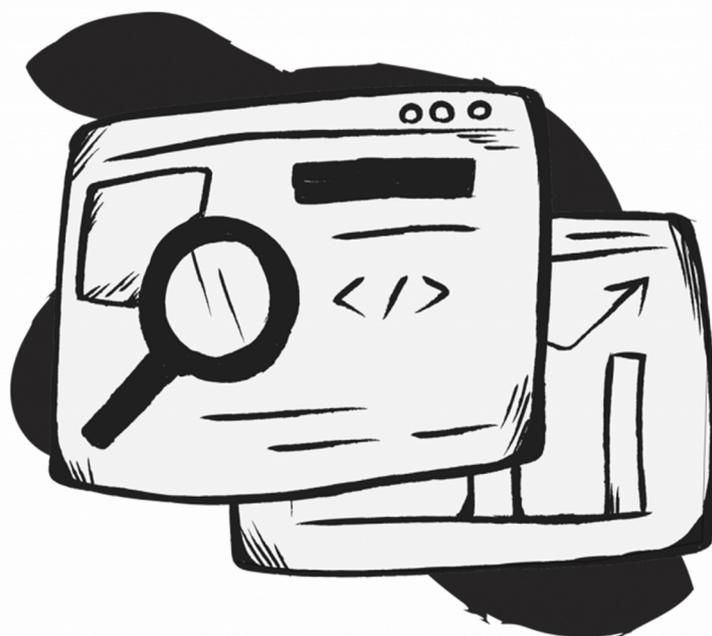
Here's a 'non-sleazy' example.

A mom is online looking for children's clothing.

She finds a site and clicks on it. As she searches the site's pages, she clicks on a link that takes her to a page selling snow tires for cars.

Other than both items being products for...uh...people, there's no relation. No reason why those two sites should be linked together.

Linking is great but buying back links only gets you into trouble.





04

Keyword Density Improves Rankings

Once upon a time, keyword density seemed to be an effective strategy.

Calculating how many times your chosen keyphrases needed to appear based on the total word count of your page was the idea.

The result was a page that read very clunky to viewers.

Fortunately, Google's algorithms are sophisticated enough to read synonyms of keyphrases, plurals, and so on.

As Google marches forward, the main thing it's looking for (yes, I've mentioned it before) is user experience.

In this case, your company's web copy must be informative and read naturally.

In short, what your site says must make sense to a real human.

Don't bother trying to calculate your keyphrases versus word count. Just have the copy make sense and inform the reader. Make it clear. Make it understandable.

Oh, here's a sub-topic to consider.

I can't believe I still need to write this but there are some 'experts' still pushing the idea that you can keyword-stuff your web pages by placing keywords over and over in the background.

The 'trick,' they say, is to make your words the same color as the background. People don't see them, so it doesn't hurt your site's 'readability.'

Google will nail a site big-time for that one.

05

The Longer Your Content,

the Better

This one is more nuanced than just a flat "no."

While many studies do indeed show that longer content helps search rankings., this comes with a red flag.

If the ONLY criteria was the amount of content, I could easily write pages and pages of words strung together in a nonsensical way.

That doesn't work.

For content of any length to help search rankings, it must be quality content.

That means, once again, focusing on the user experience.

The content on your site must be informative and helpful to your readers.

Also, it must also be unique.

Because there is so much content being generated these days, Google is becoming sophisticated enough to determine when content is simply copied from other sources.

So good content will always trump rehashed content.

Of course, the scam artists out there create all kinds of shifty ways to convince neophyte website owners to hand over their hard-earned money.

One method that caught a bit of traction years ago was "article spinning." The way it works actually sounds quite clever.

Here's the scam.

A low-grade company advertises hundreds or thousands of back links available to you at rock-bottom prices.

Not knowing any better, the head of a small company has heard of how important blogging is and takes the bait.

This company now has to produce. Goggle doesn't like the exact same article being posted thousands of times on the internet.

So, these scam artists have to produce original content. But it must be cheap.

Maybe they try outsourcing the writing of articles to people in foreign countries who are willing to work cheap.

The folks writing the articles have a basic (at best) grasp of the English language, meaning the content quality is low.



Even though these people are only paid a few pennies for their 'articles,' it's still too much money for some of these scumbag companies.

So, the other trick is to 'spin' the article. Change out certain words for synonyms.

"Ball" becomes "sphere." "Man becomes guy." You get the idea.

This allows the clowns at this 'black hat' SEO company to take that one poorly written article and kinda sorta create hundreds or thousands of supposedly unique articles for SEO goodness.

Trouble is, the geniuses at Google are on to them.

Once again, they are constantly updating their algorithms to make the user experience a positive one for viewers.

And outwit the black hat scammers.

The moral of the story?

Don't try to trick Google.

06

If You're Not #1, You Don't Matter

So many company owners, both big and small, stress themselves out worrying about getting to position one on page one.

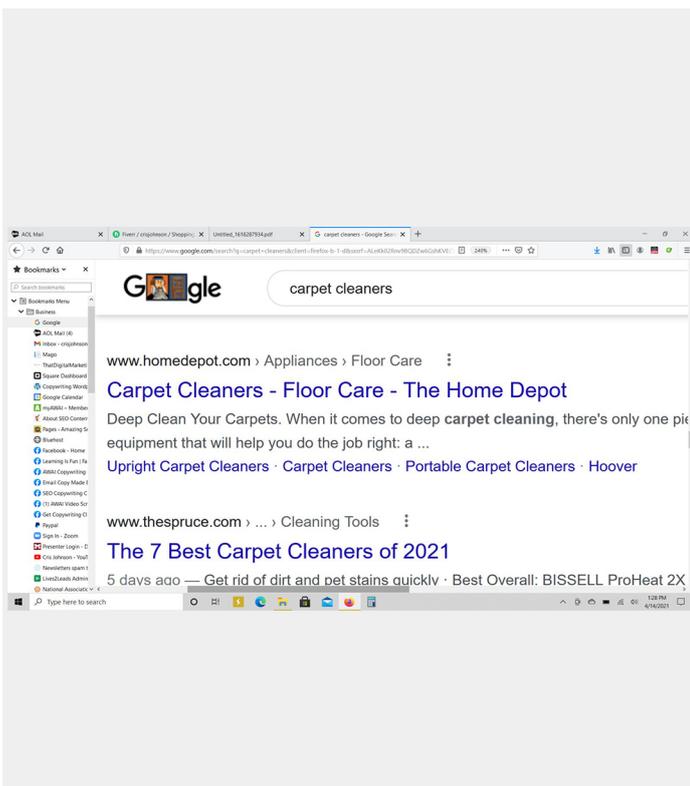
Guess what? It's not worth tying yourself up in knots.

Being on page one is good enough.

Why?

Simple: With a well-written display ad, you'll attract plenty of clicks even if you are not at that coveted number one position.

When I say, "display ad," I'm talking about the title and text that is displayed in the SERP (Search Engine Results Page) after entering a search query. Like this:



The text in the ad in blue that says, "Carpet Cleaners - Floor Cleaners - The Home Depot" is your "meta title."

That's something in your website's 'under the hood' code that tells Google what to display as the title of your search result display, or your 'ad.' It also shows up as your page title on the tab when your visitor is on your site.

The text in black in the body of the ad comes from your "meta description," or your website's code to Google that explains what the page's content is about.

Here's the exciting news: You can decide what text is displayed for both the title and the description.

That means if your title and description is focused on the human beings reading the search results (and not just hyper-focused on Google) then you have a better chance at getting the click because your ad draws the prospect in more effectively than the other ads (or search results) on the page.

Even if your ad is further down the page.

The point is, focus on best serving your prospects. Google rewards that and your potential customers will show their appreciation by clicking on your ad.

By choosing what your meta description says, you're doing your best to take control of what Google displays.

This is better than letting Google take a snippet of the web copy to display.

One caveat: Google doesn't always choose to display your meta description.

But more often than not, Google will use your description.

And if what you wrote is compelling and focused on helping your potential customers find what they need, you'll get results.

Even if you're not at number one.



01

You Need to Blog Every Day

Blogging on a regular basis is important as the ongoing added content can:

- Show your prospects that your company is an expert in the field.
- Give your regular visitors useful content.
- Help establish your website as an authority site and thus rank higher.

Most effective copywriters estimate a great blog article takes a minimum of four hours to create.

A 'content mill,' a company that just cranks out articles for pennies per page is not going to help you rank higher.

Google is sophisticated enough to distinguish between the hack-job garage that is being published from thoughtful quality writing that is designed to be truly informative.

But...and this comes with a big "but," Google only rewards websites with good quality blogging.

Here's the bottom line: It's indeed an effective strategy to blog once a month *with high quality original content*.

As long as you're not cranking out poorly written drivel that is recycled from other sites.

In an ideal world, blogging daily with rock-solid, original, helpful content is a highly effective strategy.

But here's the harsh reality: Because so many websites are cranking out similar content, it's becoming harder to stand out from the noise.



What to Do Next

So, there you have it – seven of the most common SEO myths busted.

In reality, SEO is not difficult, but it is time consuming.

If you'd like to find out how I can make this time-consuming, yet effective and necessary marketing channel work for you, I invite you to call me at (716) 940-8963.

I look forward to hearing from you!

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Cris