

# SEO Mistakes

## **Not Targeting 1 Keyword Per Page**

This is the most important facet of on page SEO yet so many people are either unaware of its importance or forget to do it. It's easier to target a single keyword per page than to target 10 keywords per page. At the very maximum, you can target 2 keywords, but you should try to keep it to just one.

## **No Keyword In URL**

The URL of each page should have the keyword you are targeting for that page. If it doesn't, then it's just going to be harder for you to get that page ranking for that target keyword.

## **No Keyword in Title Tag**

Make sure the target keyword is in the title tag. The title tag is what appears at the top of your browser when you're on a webpage. This is the one mistake I see the most because it is so obvious when I visit a webpage. It's surprising how many home pages of websites have the word "Home" in their title tags.

## **Bad Use of Meta Description and Meta Keywords**

The most common mistake regarding meta description is people not using it at all. You should use it to encourage people to visit your website when they find you on the search engines. It also doesn't hurt to have your target keyword there. Regarding meta keywords, the most common mistake people commit is putting too many keywords there. You should limit yourself to a maximum of 5 to 8 keywords because putting more will only get you punished by the search engines for keyword spamming.

## **Bad Keyword Density**

Some are mentioning their target keyword as much as possible on their webpage to try and get it to rank highly. It used to work in the early days on the Web when engines were not intelligent, but these days it can only result in your websites getting penalized or even banned. On the other hand, there are also people who do not use their keyword enough on their webpages. This is equally bad because it means that the search engines have no idea as to what keyword your webpage is trying to rank highly for. The goal should be a keyword density of 3% which is not too much and just enough for good SEO.

## **Bad Keyword Research**

Keyword research is the basis for SEO success. If you target keywords with a high level of competition, then your ability to rank highly and get traffic will be diminished in the short term. On the other hand, you should not simply target keywords because of low competition because there may not be enough people searching for that keyword. It's all about finding a balance between the number of searches and the number of websites competing for that keyword. Using tools such as the Google Keyword Tool can help you achieve that objective.

## **No Keyword in Anchor Text**

Off page SEO is all about building backlinks to your website. Nevertheless, while doing that, most people forget to put their keywords in the anchor text of the backlink.

## **No Anchor Text Variety**

While it's great to use your target keyword in the anchor text of your backlinks, you must also mix and match with other keywords. In other words, if you use the same keywords in the anchor text of 100 links, then the search engines will regard this as suspicious and will penalize your website. For this reason, you should find about 5 other related keywords and use them in your anchor text too. The greater the variety, the better your SEO results will be.

## **No Link Source Variety**

One of the top 10 SEO mistakes committed, however, is using only a minimal number of link sources. For example, some people simply use article marketing to get their backlinks. Others just use social media. You need to be using a variety of sources to get your backlinks. The reason why this is the case is that the more sources you utilize, the more natural the backlinks will appear to the search engines, and the higher your site will rank.

### **No Natural Build Up of Links**

Building on the previous mistake, you have to make sure that the number of backlinks your website gets takes place in a natural, human-like manner. For instance, getting 300 links in just a single week will certainly grab the attention of the search engines and as a result, they will punish your website accordingly. However, if you get 300 links over the course of a month, then that will appear to be more natural and they will more likely than not reward you. - *Martin Sejas*

