

5 SEO MYTHS

- DEBUNKED by SMILE media -



1. Links, links and more links. You can't have enough links!



Nope. Not true. It's not about the number of backlinks you have to your site.



It's about the quality of the website's that are linking to yours.



Links from spammy websites are not doing you any favors.



In fact, they're most likely hurting your website and keeping it out of the top search results.

2. Focus on quantity over quality.



The average Google first page result contains 1,890 words. But ultimately, it really comes down to quality.



The length of your content depends on where you are publishing it, its purpose, its intended audience, and much more.



The number of links to your website will depend upon how many other sites find your content relevant and useful to their audiences.



3. Create great content and they will come.



It's what you do with that content and how you optimize it for SEO that will make the biggest impact.



For example, if you want to rank for "shoe company in NH", you can't simply write a bunch of great content about whatever you like.



You need to create content that contains the keyword phrase "shoe company in NH" or something similar.

4. Exact match keywords are the only way to rank for a term.



Once upon a time, in order to rank for "discount shoes NH," you did have to include the exact term "discount shoes NH" in your content.



Google's bots are getting smarter, it's now possible to rank for "discount shoes NH" by using phrases that essentially mean the same thing, but are worded a bit more naturally.



Google will understand that terms like "cheap shoes in NH" or "discount shoes in New Hampshire" mean the same thing as "discount shoes NH".



5. You need to rank 1st or 2nd to see a significant increase in traffic.



When it comes to ranking for relevant search terms in your industry, it's okay not to come in 1st.



Even ranking within the top 10 search results for one of your main keywords will give you some tangible results.



Smile MEDIA

Need a professional and engaging website? Give us a call!

Boston, MA 1(617) 399-8216
Exeter, NH 603-758-4118