

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

10 Costly Search Engine Mistakes to Avoid

By suresh

If you have a website then you already know the importance of traffic. Traffic is to Internet marketing as location is to real estate. It's the only thing that really matters. If you cannot generate targeted visitors to your site, you will not make any sales.

Usually the owner or designer of the website is the person designated to drive traffic to the site. The chief ingredient in generating traffic is the search engine. Of course, you can use advertising, but it's going to cost you. Using the search engines to generate targeted (interested in your product) traffic is the least expensive method known.

Unfortunately, many website owners do not understand the importance of search engine visibility, which leads to traffic. They place more importance on producing a "pretty" website. Not that this is bad, but it is really secondary to search engine placement. Hopefully, the following list of common mistakes, made by many website owners, will help you generate more targeted traffic to your site...after all, isn't that what you want.

1. Not using keywords effectively.

This is probably one of the most critical area of site design. Choose the right keywords and potential customers will find your site. Use the wrong ones and your site will see little, if any, traffic.

2. Repeating the same keywords.

When you use the same keywords over and over again (called keyword stacking) the search engines may downgrade (or skip) the page or site.

3. Robbing pages from other websites.

How many times have you heard or read that "this is the Internet and it's ok" to steal icons and text from websites to use on your site. Don't do it. Its one thing to learn from others who have been there and another to outright copy their work. The search engines are very smart and usually detect page

10 Costly Search Engine Mistakes to Avoid

duplication. They may even prevent you from ever being listed by them.

4. Using keywords that are not related to your website.

Many unethical website owners try to gain search engine visibility by using keywords that have nothing at all to do with their website. They place unrelated keywords in a page (such as "sex", the name of a known celebrity, the hot search topic of the day, etc.) inside a meta tag for a page. The keyword doesn't have anything to do with the page topic. However, since the keyword is popular, they think this will boost their visibility. This technique is considered spam by the search engines and may cause the page (or sometimes the whole site) to be removed from the search engine listing.

5. Keyword stuffing.

Somewhat like keyword stacking listed above, this means to assign multiple keywords to the

description of a graphic or layer that appears on your website by using the "alt=" HTML parameter. If the search engines find that this text does not really describe the graphic or layer it will be considered spam.

6. Relying on hidden text.

You might be inclined to think that if you cannot see it, it doesn't hurt. Wrong.... Do not try to hide your keywords or keyword phrases by making them invisible. For example, some unethical designers may set the keywords to the same color as the background of the web page; thereby, making it invisible.

7. Relying on tiny text.

This is another version of the item above (relying on hidden text). Do not try to hide your keywords or keyword phrases by making them tiny. Setting the text size of the keywords so small that it can barely be seen does this.

8. Assuming all search engines are the same.

Many people assume that each search engine plays by the same rules. This is not so. Each has their own rule base and is subject to change anytime they so desire. Make it a point to learn what each major search engine requires for high visibility.

9. Using free web hosting.

Do not use free web hosting if you are really serious about increasing site traffic via search engine visibility. Many times the search engines will eliminate content from these free hosts. 10. Forgetting to check for missing web page elements.

Make sure to check every page in your website for completeness, like missing links, graphics, etc. There are sites on the web that will do this for free.

10 Costly Search Engine Mistakes to Avoid

This is just a few of the methods and techniques that you should avoid. Do not give in to the temptation that these methods will work for you. They will do more harm than good for your website.

Not only will you spend weeks of wasted effort, you may have your site banned from the search engines forever. Invest a little time to learn the proper techniques for increasing search engine visibility and your net traffic will increase.

Mehul vyas, is a founding partner and Director of Marketing for Vyas Infotech Pvt Ltd. The firm specializes in the development and implementation search engine optimization technologies and solutions for the improvement of web site placement within the Internet's top search engines. The company is regarded by many to be the world leader in its field, with clients in 57 countries around the world.

seo ahmedabad,gujarat

Search Engine Optimization : Top Ten Costly Mistakes

By SeoAmitPatel

You have probably read many articles which talks about SEO mistakes. There is actually no way to determine and weight the most costly mistake, so here I'm being biased by saying "Top Ten Costly Mistakes". Well anyway, by saying so at least I am able to make you read this article! Frankly speaking, there is no end of gaining knowledge! Even if you have read articles about the same topic maybe thousand times, there is no harm in reading a new one! Even today, when I see articles about SEO and other topics which interests me, I read them thoroughly, if not I just scan through to get new information and ideas.

SEO is a very popular topic, especially to webmasters. Many webmaster hires professional in SEO to achieve high rankings! Well honestly speaking, this is nothing but a waste because SEO is not something for which you need a PhD or Degree! There is no course in Bachelors in Search Engine Optimization as yet! SEO is something that you can do yourself, provided you have enough time and patience.

Here are my top ten SEO mistakes to avoid –

Mistake No.1 - Improper Planning

This is not totally related with SEO, but I think this is very important. If you don't know who your market is, and what they want then I guess your ranking is not going to help. Yes, they will probably give you some visitors on your site, eat up your bandwidth, and raise your cost. But your traffic won't be converted in revenue.

Mistake No. 2 - Too much Graphics and less Text is bad

If your website is too much graphics intensive then it won't be loved by the search engines, as till now

10 Costly Search Engine Mistakes to Avoid

search engines cannot process graphics to get the meaning out of it. However you can use the alt tag which can be read by the search engine and also by the users who cannot view your image.

Mistake No. 3– Not changing the Meta Tags and Title Tags

alt tag is very important when it comes to SEO. So change it on every page of your website, same goes for your Meta tag.

Mistake No. 4– Good use of and tags

Certain html tags (the ones mentioned on the title) have higher presidency than other html tags. So make sure you have good content inside these tags. For example, highlight your keywords using bold .

Mistake No.5 - excessive use of

Content inside iframe tag are usually not read by search engines. So make sure you use the NOFRAMES tag to give it some context.

Mistake No. 6 - Tweaking your site for only your preferred search engine

There are billions of users using the internet; just because you use Google won't mean that all the internet users are using Google for their searching needs. So don't forget about the other giants (Yahoo & MSN).

Mistake No.7 - A Site without a Sitemap

Sitemaps are not often used by visitors in most web sites, but they are very important to indexing crawlers and search engine ranking of new pages.

Mistake No. 8 - Relying too much on Keyword Density

This is a very commonly used technique by the spammers. Don't increase your keyword density to such an extent that the search engine starts disliking you! Instead, stay on–topic and fit in your keyword terms. How often do you use them? If you read your copy aloud, and it sounds odd, you've overdone it.

Mistake No.9 - Not enough Links

Links are perhaps the most important element in SEO. If you can get some links from high ranked sites they its fairly easy to get to the top.

Mistake No. 10 - Not enough content / Irrelevant content

If your page doesn't have enough unique content and most of them are irrelevant then you are not doing any good to your site. Copy and pasting from other websites won't really help. If it could, then every hour we would have copied the news from CNN and posted it on our site. In SEO, you will need

10 Costly Search Engine Mistakes to Avoid

fresh and unique content.

The Author SeoAmitPatel is a SEO Expert who owns a SEO Company

<http://www.theseoworld.com>

and which is working a major SEO Project

<http://www.gii.in>



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**