

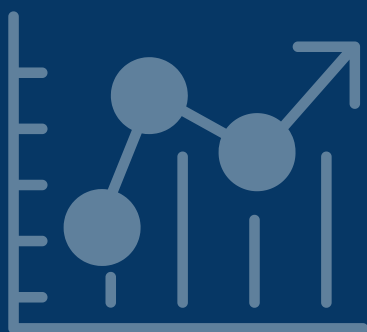
Foundational SEO with Stephan Spencer

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10 SEO Myths

- ☐ **SEO is a black art.** SEO is not done in a dark room by some rogue SEO consultant without requiring the client's involvement.
- ☐ **SEO is a one-time activity you complete and are then done with.** SEO is ongoing. Just like one's website is never "finished," neither is one's SEO. The "set it and forget it" misconception is particularly prevalent among IT workers — they tend to treat everything like a project so that they can get through assignments, close the "ticket" and move on, and thus maintain their sanity.
- ☐ **Automated SEO is black-hat or spammy.** There is nothing wrong with or inappropriate in using automation. Indeed, it signals a level of maturity in the marketplace when industrial-strength tools and technologies for large-scale automation are available. Without automation, it would be impossible for the enterprise company to scale their SEO efforts across the mass of content they have published on the Web.
- ☐ **Using a service that promises to register your site with "hundreds of search engines" is good for your site's rankings.**
- ☐ **The number of top 30 rankings for your site is a good metric for success.** Once you start talking about rankings at the bottom of page 2 or worse, it's largely irrelevant. How often have you seen traffic significant to a page based on its ranking #26? Does that mean it's folly to track rankings beyond the top 10? Not at all. It's useful for tracking progress on efforts expended on a poor campaign.



"Great content on its own is only half the equation. The other half is where you place your content and how you can leverage it."

-STEPHAN SPENCER

- ☐ **Spending lots of money on paid search helps your organic rankings.** Maybe this one is too old and hoary to include here, but people still ask it. I still hear that all the time. Sometimes I wish it was that easy but no. The two are unconnected.
- ☐ **It's either SEO or PPC.** Nope, both have their place, and both have strengths and weaknesses.
- ☐ **SEO should be owned and managed by IT.** While SEO implementation has its roots in most companies' web development and IT departments, it's a marketing discipline more than a web development discipline. Accountability for effective SEO might be multi-departmental in theory. Still, the reality is that most organizations budget, staff, and manage SEO programs as part of customer acquisition, i.e., marketing and sales. Do not let IT lead your SEO programs. IT is the wingman for Marketing when it comes to SEO.
- ☐ **SEO is a subset of Social Media.** There are plenty of intersections between SEO and social media, but SEO is no more a subset of social media marketing than public relations, customer service or media relations. Effective SEO can boost social network growth, and social media can facilitate link building.
- ☐ **SEO is a standalone activity.** Many facets of web design, hosting, and so on can impact your organic results more or less. People tend to think that SEO sits in a silo, and other things can go on around it without influencing the work required to increase rankings.

For the complete interview, transcript, and important links, visit www.marketingspeak.com/349-A

Thank you!