

SEO Is Dead, Long Live SEO

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10 SEO Myths

- ☐ **SEO is a subset of social media.** There are plenty of intersections between SEO and social media. Still, SEO is no more a subset of social media marketing than public relations, customer service or media relations. Effective SEO and social media strategy can boost social network growth and facilitate link building. In this way, they are yin and yang but not super- or sub-ordinate to each other.
- ☐ **SEO is a standalone activity.** Many facets of web design, hosting, and so on can impact your organic results to more or lesser degrees. 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.
- ☐ **SEO is separate from SEM, social, etc.** SEO is but one part of a larger overall marketing plan. It's NOT the center, nor should it be. It remains a single tactic. Treating it separately and investing only in it is to run the race with blinders.
- ☐ **SEO is a major, time-intensive, costly IT initiative.** Again, this can be the case, but not necessarily. Typically, IT barriers slow the programs down, but they don't have to. There are simple, cost-efficient technological workarounds: server modules, proxies, SaaS solutions, etc.
- ☐ **Kicking off an SEO program is a slow, many months long process.** This self-serving myth can buy the SEO firm or consultant a lot of time to keep you paying while they aren't performing. "Be patient, just give it more time" can be a great stall tactic. This can be the case, but it doesn't have to be. One can counter this tendency using automation and software solutions.



Search engines are the fastest way from point A to point B, and if you haven't figured out how to optimize your website for search engines, your business will be dead on arrival.

-STEPHAN SPENCER

- ☐ **Using a minimum of 40 tags per blog post helps to increase your ranking in search engines.** Tags are not important in SEO. There is no need to use them if you've done the work to create user-friendly categories and subcategories. This was from a self-proclaimed marketing guru and SEO expert, if you can believe it.
- ☐ **Google uses the bounce rate as a ranking signal.** The bounce rate metric primarily reflects how well-targeted a traffic source or keyword is or isn't for the destination page. It doesn't say much about the overall quality of the site, and is too noisy to be used as a ranking signal unless it is part of the personalization feature.
- ☐ **Any agency can truly offer SEO without including some form of link-building effort.** Many agencies (perhaps the majority) claim to offer superior SEO and do not engage in link building. With links thought to account for more than 50% of the algorithm, link building is crucial!
- ☐ **You can keep all your PageRank/link juice by not linking out.** This may be conventional wisdom, but the math doesn't work this way. While keeping most/all links internally can help increase the overall PageRank of a site, the way the original PageRank formula forces every site to give out link juice whether it does so explicitly or not.
- ☐ **Having country-specific sites creates "duplicate content" issues in Google.** Google is smart enough to present your .com.au site to Google Australia users and your .co.nz site to Google New Zealand users. Not using a ccTLD? Then set the geographic target setting in Google Webmaster Tools; that's what it's there for. Where's the problem here?

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Thank you!