

# SEO Mistakes to Avoid



- ☐ Purchasing Links
- ☐ Submitting to the Wrong Directories
- ☐ Article Marketing
- ☐ Keyword Stuffing
- ☐ Unnatural Anchor Text
- ☐ Broken Links
- ☐ Posts that are shorter than 300 words
- ☐ Allowing Links in Comments
- ☐ Not Using Anchor Text for Internal Links
- ☐ Duplicate Content
- ☐ Not Optimizing for Local Searches
- ☐ Poor Website Navigation
- ☐ Not Having a Mobile Friendly Site
- ☐ Unreasonable SEO Expectations
- ☐ Underestimating Content Marketing