

25+ Common SEO Mistakes



- ☐ 1. SLUGGISH PAGESPEED & RESPONSE TIME
- ☐ 2. POORLY DESIGNED LANDING PAGE
- ☐ 3. NOT OPTIMIZED FOR MOBILE
- ☐ 4. TOO MUCH CLUTTER ABOVE THE FOLD
- ☐ 5. NOT HAVING A SITEMAP
- ☐ 6. NOT TESTING DIFFERENT BROWSERS COMPATIBILITY
- ☐ 7. NOT OPTIMIZING FOR LOCAL SEARCH
- ☐ 8. ZERO SOCIAL MEDIA PRESENCE
- ☐ 9. UNCLEAR CALL-TO-ACTION
- ☐ 10. NOT UPDATING OLD CONTENT
- ☐ 11. WRITING CONTENT THAT IS NOT BENEFIT FOCUSED
- ☐ 12. INEFFECTIVE OUTREACH STRATEGY
- ☐ 13. INCONSISTENT CONTENT PUBLISHING
- ☐ 14. NOT PROMOTING YOUR CONTENT EFFECTIVELY
- ☐ 15. NOT USING ALT TAGS FOR IMAGES
- ☐ 16. UNINTERESTING HEADLINES
- ☐ 17. NOT CREATING ENGAGING CONTENT
- ☐ 18. USING BORING AND IRRELEVANT IMAGES

- ☐ 19. UNOPTIMIZED SOCIAL SHARING IMAGES
- ☐ 20. KEYWORD STUFFING
- ☐ 21. LACK OF PROPER INTERLINKING
- ☐ 22. NOT REPLACING BROKEN LINKS
- ☐ 23. INEFFECTIVE KEYWORD RESEARCH
- ☐ 24. FAILING TO TRACK AND ANALYZE RESULTS
- ☐ 25. NOT LINKING OUT TO QUALITY SITES
- ☐ 26. INEFFECTIVE USE OF 301 REDIRECTS

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