10 SEO Myths That Makes us Cringe



- [ ] 10. Great content is all you need. - Great content is the foundation of a successful online marketing campaign but without SEO, your great content won't get the exposure it deserves.
- [ ] 9. Google hates SEO. - Google doesn't hate SEO, Google depends on it to help better match high quality content to user search intent.
- [ ] 8. You'll lose traffic if you link to other websites. - Linking to strong websites will help boost your web ranking, which in turn bring in more organic traffic.
- [ ] 7. Guest blogging doesn't work any more. - Writing a strong piece of content for another website will attract the attention of that website's reader.
- [ ] 6. Social activity doesn't matter. - Google takes into account the social signals when determining page ranking. Content that is shared.
- [ ] 5. Length of content doesn't matter. - Longer contents are more in-depth than shorter content and people are much more likely to link to an in-depth piece of content.
- [ ] 4. Meta tags don't matter. - Without them, users are less likely to click on your link if it shows up in their search results.
- [ ] 3. SEO is a one time effort. - SEO is something that needs to be consistently worked on because of link degradation, evolving search engine algorithms, competition content.
- [ ] 2. SEO is all tricks. - "Tricks" is that boost your page ranking are considered black hat tactics that Google not only frowns upon, but penalizes.
- [ ] 1. SEO is dead, again - SEO becomes more complicated and competitive with each google algorithm update, but never dead.

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