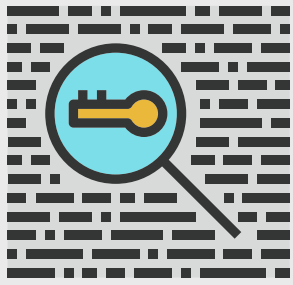


TOP 6 MISTAKES KILLING YOUR SEO

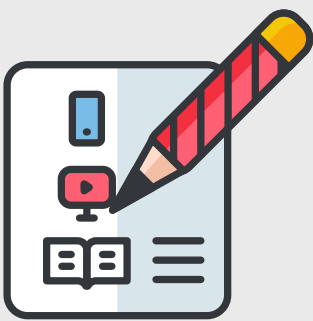
How to Catch Issues Before They
Become Major Problems



1

CHOOSING THE WRONG KEYWORDS

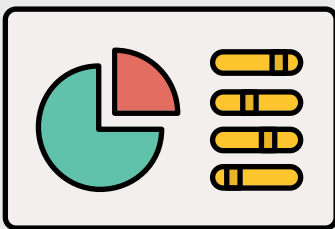
The best way to stop choosing the wrong keywords is to start choosing the right ones, and you can accomplish this by setting up a solid keyword research strategy.



2

KEYWORD STUFFING YOUR WEBSITE

If you fear that some of your pre-existing content may be overrun with a few too many keywords, the best thing to do is run a site audit.



3

NOT UTILIZING ANALYTICS

The analytics of your site allow you to actually see what's going on behind the scenes—there's no guesswork involved.



4

HAVING LOW-QUALITY, NON-OPTIMIZED CONTENT

An audit will allow you to see what your weaker pages are (look for high bounce rates, low page views, little time spent on page, broken links) so that you can edit them to become optimized.



5

POOR INTERNAL LINKING WITHIN YOUR SITE

Instead of writing your content and finding previously published pages to link to within it at random, use the organizational strategy of “topic clustering” to be more systematic about it.



6

NOT HAVING MOBILE-FRIENDLY PAGES

A page that is slow to load is a page that doesn't convert. Use a tool like Google's PageSpeed Insights to determine the main causes of your low page speed (which can range from too-large images to unused or excess bits of code to formatting issues) and set about fixing the issues.