

8 COMMON SEO MISTAKES TO AVOID

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NOT CREATING CONTENT

Your SEO traffic will not grow without consistent content creation. If you aren't creating content, your SEO strategy will fail.

FIX: Publish new content frequently.

POOR KEYWORD RESEARCH

If you aren't focusing on the best keywords for your niche, you will struggle to grow traffic.

You also must understand search intent.

FIX: Create an organized keyword list.

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NO KEYWORD MAP

Each keyword should be mapped to the page on your website that is targeting that keyword.

FIX: Match keywords to pages.

NO KEYWORD FOCUS

Your keyword should be in your URL, page title, meta description, image alt tags, first paragraph, and throughout blog post.

FIX: Optimize your on-page SEO.

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NO VISUAL MEDIA

Blog posts contain no original images or videos to enhance the written content.

FIX: Add images and video to blogs.

NOT MONITORING TRAFFIC

You should monitor your search engine traffic with Google Analytics 4 and Google Search Console to see what's working.

FIX: Analyze search engine traffic.

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TECHNICAL PROBLEMS

No HTTPS, site crashes, broken pages, missing images, and slow pages provide a poor user experience.

FIX: Avoid technical issues.

OLD CONTENT & POOR CONTENT

High-quality content leads to higher rankings and more backlinks. Content should be user-focused and helpful.

FIX: Spend time creating great content.

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