# SEO Myths BUSTED

**Content Marketing MeetUp**

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# The Myth Busters

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# With Commentary
## from Google



**John Mueller**
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Former Head
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# Where do SEO Myths Come From?

# Reported vs. What Google Said

## Click-Bait Title



**sitecenter**

📅 24TH JANUARY, 2018

➡ Google Introduces Penalty For Slow Websites

Google has announced that page speed will become a ranking factor for searches performed on mobile devices. Here's how

## How Google Describes this New "**Signal**"



.. starting in July 2018, page speed will be a ranking factor for mobile searches.

The "Speed Update," as we're calling it, will only affect pages that deliver the slowest experience to users and will only affect a small percentage of queries. It applies the same standard to all pages, regardless of the technology used to build the page. The intent of the search query is still a very strong signal, so a slow page may still rank highly if it has great, relevant content.

# SEO Myth # 1

## Keywords
A page must include the exact keyword phrase for which you want to rank.

# SEO Myth #1 | Exact Match Keywords

## Top Non-Brand Queries **Not** Found on the Page

**378 words**

| Queries from Google Search Console | Impressions | Position |
|---|---|---|
| meta description checker | 3,123 | 1.6 |
| meta description length checker | 2,347 | 2.7 |
| meta description tool | 1,343 | 2.1 |
| meta description tester | 507 | 1.2 |
| check meta description | 581 | 1.9 |
| meta title length checker | 1,247 | 8.4 |
| meta description test | 322 | 1.6 |
| meta description check | 303 | 1.7 |
| meta description checker tool | 479 | 1.4 |
| title checker | 3,249 | 6.8 |

# Google gets smarter

It uses machine learning to compare a user's search query with historical queries of a similar nature.

In this way, it can determine the content that best performed for each query.

# The Right Way to Search Optimize Content

Include your primary keywords as a **core page theme**, along with their modifiers and related synonyms, in a natural manner within the content.

# SEO Myth #2

**We did SEO once**
- that should do it!

# Google updates its algorithm every day



Gary "鯨理" Illyes ✓
@methode

we have 3 updates a day in average.

4:31 AM - 9 Mar 2017

SEO Myth #2 | We Already Did SEO

# Ranking signals change over time

… they change **from query to query, from day to day** and **from user to user.**

There's a lot of personalization involved.

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# SEO Myth #

Google maintains a **"domain authority"** score for my website.
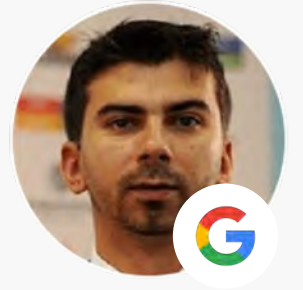
**3**

Domain authority is a concept that various SEO tools have put together

**…but Google doesn't use domain authority.**

…it can be useful from an SEO point of view to get a rough idea of how these tools see your site but take it with a grain of salt.

SOURCE: https://goo.gl/8wHtc2 @ 10 and 20 seconds

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# Google ranks pages – not domains

**PAGERANK**

PageRank is part of Google's algorithm and measures a page's relevance or importance.

It's called "**PageRank"**

Gary Illyes from Google confirms this in 2016 and again in 2017.

Google doesn't display "PageRank" in the toolbar

# SEO Myth #

**Page 1 Ranking**
You can get on page one of Google for $99

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# If it's too good to be true...

## It usually is.

**RiG SEO > SEO Ranking**

Top search engine ranking service in Google web search, local ranking

## Cheapest SEO package $99 USD ←
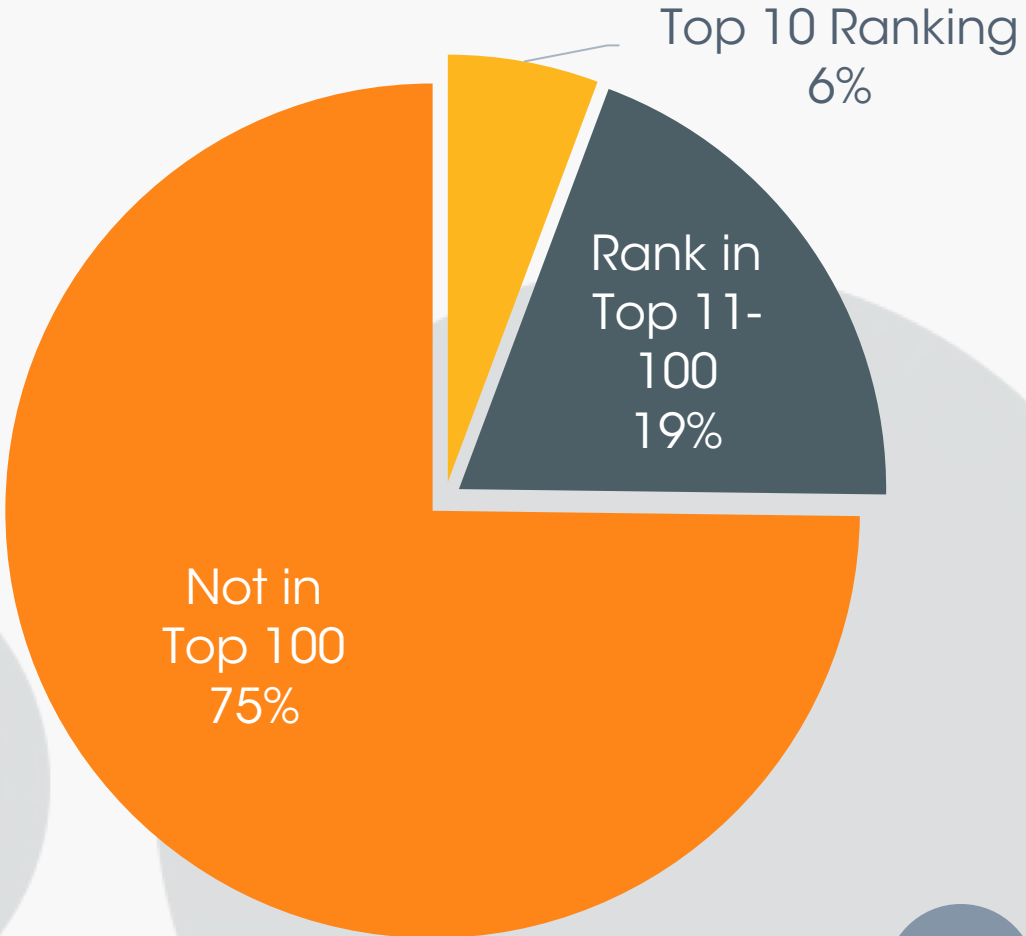
SEO Packages >> *$99 SEO*

Get Google Yahoo bing first page ranking on 5 keywords or more, guaranteed seo service

Complete seo service means you just need to pay your seo cost and you will get our full seo service, e.g – (1) Link building, 2) onpage content checking, 3) onsite link checking, 4) link profile building and many more. For a detailed information about our seo services visit this page & find out different types of seo service.

# **How** long does it take to rank on page 1?

**Only 5.7%** of all studied pages ranked in the Top10 search results within one year for at least one keyword.

Top 10 Ranking
6%

Rank in Top 11-100
19%

Not in Top 100
75%

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# SEO Myth #

## Content
The more content you have, the higher you will rank.

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Only **1 in 5** pieces of content is ever consumed by real people.

iProspect + Brightedge Research Source: https://goo.gl/LzLrGy

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# Optimize content to answer the searcher intent.

This is the single most important ranking factor that **you control**.

# SEO Myth #

**Duplicate Content**
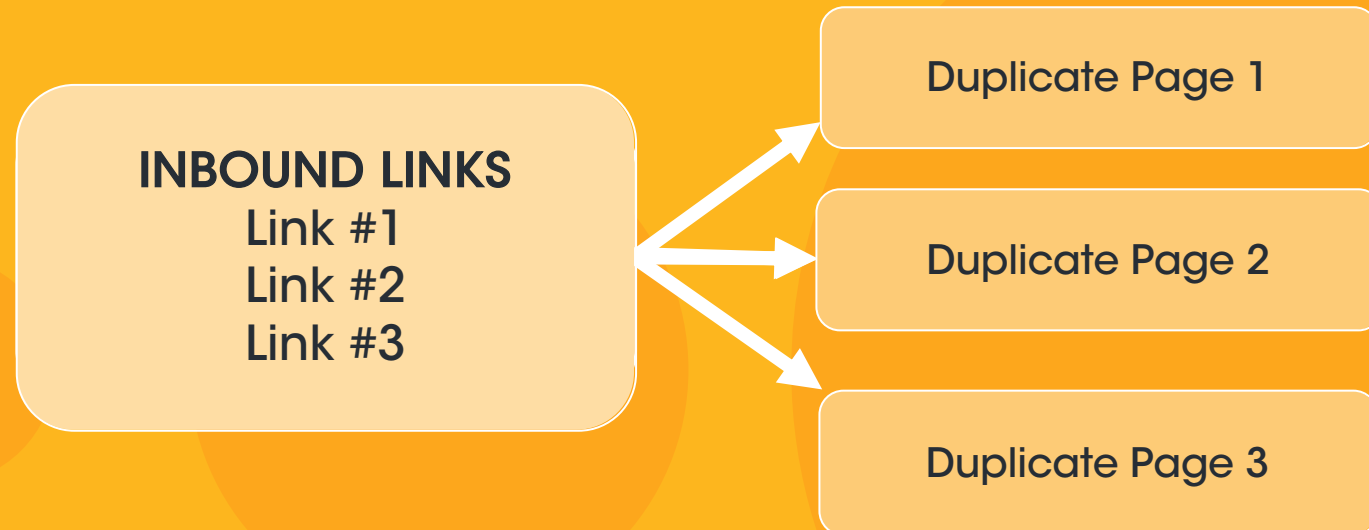Google will penalize my site if I have duplicate content.

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# What is duplicate content?

**Original content** that is duplicated within a website

**Copied content** that has been pulled from other websites (even if it is lightly edited)

# Orginal duplicate content **dilutes link equity**

Concentrate link equity around **a single page**.

**INBOUND LINKS**
Link #1
Link #2
Link #3

**Original Content**
(use rel canonical tag)

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# Copied Content

When the majority of the content on a page is copied from other sources or is rewritten or repurposed from other sources, then when our algorithms look at your page they're like...

***I've seen this before,*** *there is nothing of value here that we would miss if we didn't Index this content because all of this content is based on something that's available on different parts of the web.*
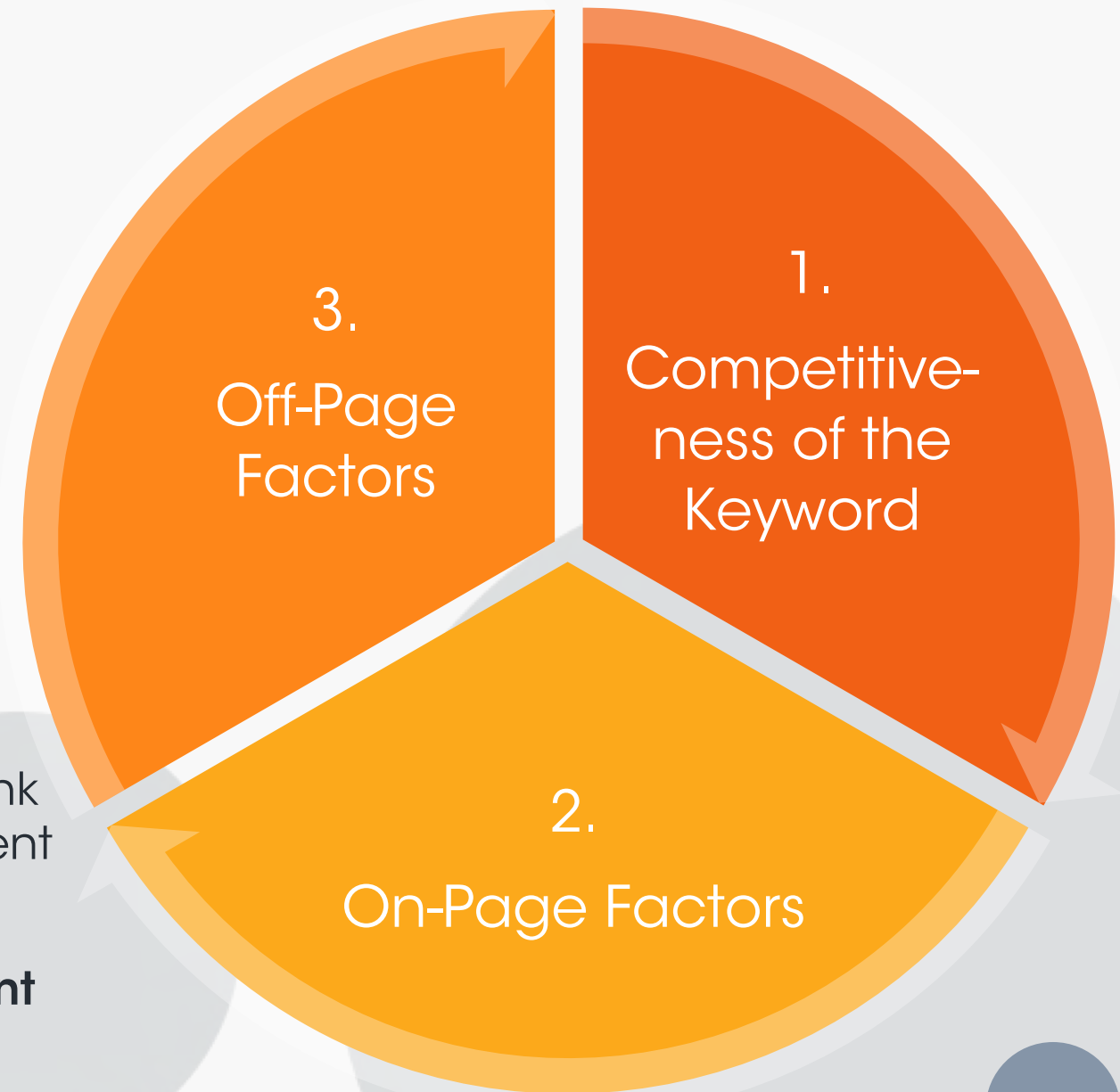
# SEO Myth # 7

**Social media** doesn't affect SEO.

# Factors affecting ranking

1. **Keyword Competition:** The more competitive a keyword, the more difficult it will be to rank.

2. **Page content and topic relevance**, link text, site structure and user engagement from Google (bounce rate).

3. **Quality and quantity of links that point** to a page, and social signals such as authorship & viewership.

3. Off-Page Factors

1. Competitive-ness of the Keyword

2. On-Page Factors

# Social media isn't a ranking factor

Yes, I can confirm we do use Twitter and Facebook links ... but we're also trying to figure out a little bit about the **reputation of an author or creator** on Twitter or Facebook.

If we can't see a page, then we can't assign a PageRank to it.

# Two Perspectives on Social

How Your Social Sharing Has an Impact, Even When There's No Data to Prove It

Dennis Shiao

Stop All Social Media Activity (Organic) Solve For A Profitable Reality

Avinash Kaushik

# SEO Myth #

If visitors stay on my page for a long time that tells Google my page is important.

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# Dwell Time

> Google uses dwell time — **the length of time a visitor stays on a page from organic search** — in A/B testing to see how the algorithm changes are working.

Source: https://goo.gl/bwB1XL @ 10 min

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# Dwell Time

"Google is using machine learning to figure out the relationship between when a visitor clicks on a page and (then) stays there...

Nick Frost, Head of GoogleBrain

GoogleBrain is a deep learning AI research project at Google.

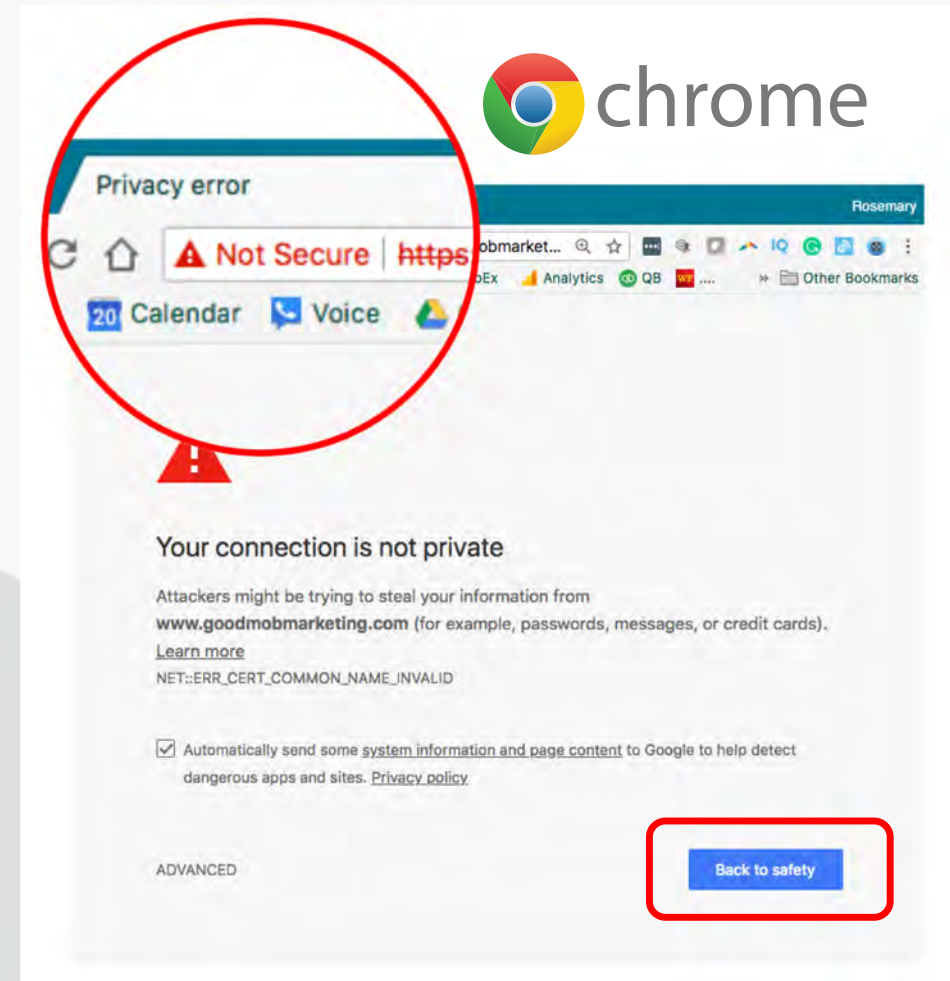It doesn't make the ranking algorithm.

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SEO Myth #

Google **doesn't care** if my site is not secure.

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# How many of you have seen this page?

Still believe Google doesn't care?

# This warning comes in different flavors.



🔓 **This Connection Is Not Private**

This website may be impersonating "www.goodmobmarketing.com" to steal your personal or financial information. You should go back to the previous page.

Show Details    Go Back

# Migrating to HTTPS

Google has given website owners several years to adapt to this new ranking signal.

In 2014, Google officially admitted that having a website **secured with HTTPS** is now a ranking signal.

# SEO Myth #10

**404 errors** will hurt my site's ranking.

# 404 Errors

**... don't hurt the ranking on the rest of your site.**

When you relaunch a site and don't set up page-to-page 301 redirects, it can take a **significant amount of time for Google to figure out the content.**

If you do a relaunch without redirects you are starting from scratch.

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# SEO Myth #

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**News releases** will improve my site's ranking.

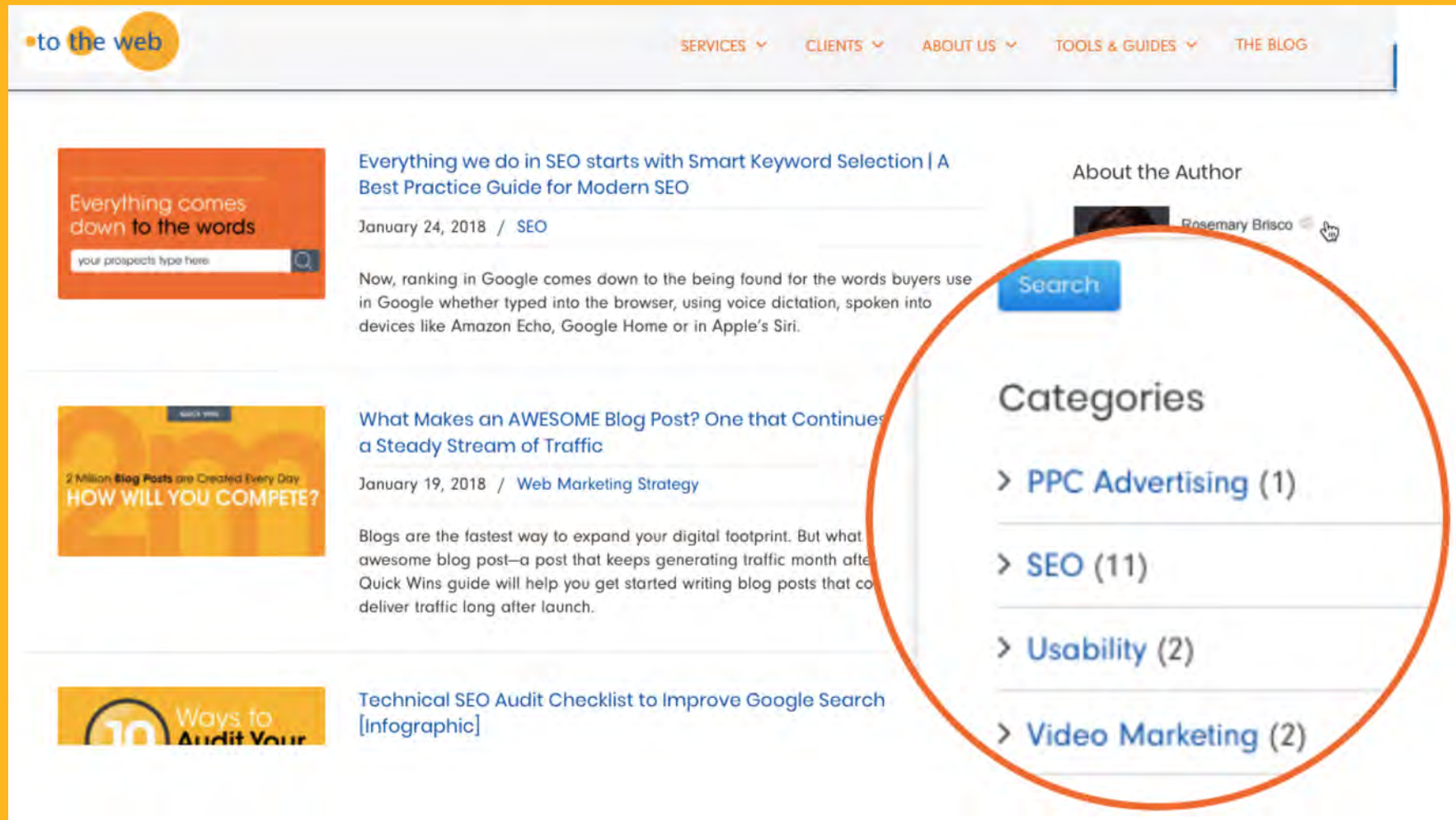A lot of the press release content and press release links that we find – **we ignore**

... we see them as something that the webmaster released so we probably shouldn't be treating that link as other natural links.

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# SEO Myth #

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Adding blog posts to multiple **tag & category pages** will boost your search visibility.

# SEO Myth #12 | Tag + Category Pages Boost My Site's Ranking

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# Verified in Search Console

Category pages are generally **invisible** in Google and generate low search volume and clicks.

| G | Pages | Clicks ▼ | Impressions | Position |
|---|---|---|---|---|
| 1 | /blog/category/website-tools/ ⬈ | 1 | 132 | 90.0 |
| 2 | /blog/category/web-marketing-strategy/ ⬈ | 1 | 127 | 62.6 |
| 3 | /blog/category/usability/ ⬈ | 0 | 115 | 60.1 |
| 4 | /blog/category/seo/ ⬈ | 0 | 340 | 56.5 |
| 5 | /blog/category/ppc-advertising/ ⬈ | 0 | 1 | 99.0 |
| 6 | /blog/category/video-marketing/ ⬈ | 0 | 176 | 81.8 |

# Tag Pages

Tag pages tend to be fairly low quality and they look a lot like search results pages. It doesn't make sense to show those in the search results.

Instead we focus on the **actual content on the website** because tag pages don't really provide a lot of extra value.

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# How do we know this is true?

Answer: Very few **entrances** come from organic search.



| Page | Pageviews | Entrances |
|---|---|---|
| 1. /blog/2013/07/seo-best-practices-for-optimizing-pdf-files/ | 2,168 (95.00%) | 1,837 (99.62%) |
| 2. /blog/category/seo/ | 34 (1.49%) | 1 (0.05%) |
| 3. /blog/category/website-tools/ | 23 (1.01%) | 2 (0.11%) |
| 4. /blog/category/web-marketing-strategy/ | 21 (0.92%) | 2 (0.11%) |
| 5. /blog/category/ppc-advertising/ | 9 (0.39%) | 0 (0.00%) |
| 6. /blog/category/usability/ | 9 (0.39%) | 0 (0.00%) |
| 7. /blog/category/video-marketing/ | 9 (0.39%) | 1 (0.05%) |

# Where to Start

It works better with a six-month optimization plan.

# It starts with **great** content

- **Determine who your targeted audience is** and where they can be found online, preferably in large numbers.

- **Develop ideas for great content**, tools, and/or resources that your targeted audience would be interested in but which can't be found on tons of sites online.

**Buzzsumo**

**Identify questions** where there is an opportunity for you to **write the best answer**.

Then, **create the most authoritative and comprehensive answer** you can.

The data shows that, on average, **long-form content performs better**.

## Where to Start | Create Awesome Content

**Write in-depth content focusing on the challenges you solve:**

- Consider the topic and keywords for which you want to rank.
  - Search for topics/sub-topics found on top-ranking pages for your search query.
- Create content with a long shelf life.
- Use bullet points and graphics; break up long paragraphs and add sub-headings that contain keywords.
- Use BuzzSumo to find the best networks for your buyers.
- Make your content easy to share.
- Include strong CTAs.
- Repurpose, repurpose, repurpose.

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**Start** every piece of content using the keywords for which you want the page to rank.

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# **How** will you use your keywords?

- As a central focus of a page
- Title tags and Meta descriptions
- Body copy, headings and in <H> tags
- Within file names
- Internal links to another page on your site
- Images Alt text.

**TIP**
Store the optimized keywords in the Meta Keyword Tag on each page for convenience

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Cross-Platform Promotion

# Build visibility across platforms

Turn one blog into multiple assets

- SlideShare
- LinkedIn post
- Podcast + iTunes
- Infographic
- Guest post

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# Is **your** homepage a bouncer?

If more than **50%** of youhomepage visitors immediately leave…

**You have a problem.**

# Thank You

Next MeetUp: June 7th
**How to Get Started with Search Engine Marketing**

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# visitors into leads

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with lead generation challenges.

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