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# 10 Costly Search Engine Mistakes to Avoid

If you've got a website then you already know the significance of traffic. Traffic would be to World wide web marketing as location is to real estate. It is the only factor that really matters. If you can't generate targeted visitors to your site, you will not make any sales. Usually the owner or designer of the web site is the person designated to drive traffic to the web site. The chief ingredient in generating visitors is the search engine. Of course, you are able to use advertising, but it is going to cost you. Utilizing the search engines to generate targeted (interested within your product) traffic is the least costly method recognized.

Unfortunately, numerous web site owners don't comprehend the importance of search engine visibility, which leads to traffic. They place much more importance on producing a "pretty" website. Not that this is poor, but it is truly secondary to search engine placement. Hopefully, the following list of widespread mistakes, made by numerous site owners, will help you generate a lot more targeted visitors to your site...after all, is not that what you would like.

#### 1. Not making use of keywords effectively.

This is probably 1 of most likely the most critical region of site design. Pick the correct keywords and possible customers will discover your site. Use the wrong ones and your site will see small, if any, visitors.

#### 2. Repeating the exact same keywords.

Whenever you use the same keywords over and over again (known as keyword stacking) the search engines may downgrade (or skip) the page or website.

#### 3. Robbing pages from other websites.

How many times have you heard or read that "this is the web and it's ok" to steal icons and text from websites to use on your website. Do not do it. Its one factor to understand from others who've been there and an additional to outright copy their work. The search engines are very smart and typically detect page duplication. They may even avoid you from ever being listed by them.

#### 4. Using keywords which are not related to your site.

Numerous unethical web site owners attempt to gain search engine visibility by using keywords that have nothing at all to do with their website. They place unrelated keywords in a page (like "sex", the name of a known celebrity, the hot search topic of the day, etc.) inside a meta tag for a page. The keyword does not have anything to do with the page topic. Nevertheless, since the keyword is common, they believe this will increase their visibility. This technique is regarded as spam by the search engines and may trigger the page (or sometimes the whole site) to be removed from the search engine listing.

#### 5. Keyword stuffing.

Somewhat like keyword stacking listed above, this means to assign multiple keywords to the description of a graphic or layer that appears on your web site by using the "alt=" HTML parameter. If the search engines discover that this text doesn't really describe the graphic or layer it'll be regarded as spam.

#### 6. Relying on hidden text.

You might be inclined to think that in the event you can't see it, it does not hurt. Wrong.... Do not attempt to hide your keywords or keyword phrases by making them invisible. As an example, some unethical designers may set the keywords to the same color as the background of the web page; thereby, making it invisible.

#### 7. Relying on tiny text.

This is yet another version of the item above (relying on hidden text). Do not attempt to hide your keywords or keyword phrases by making them tiny. Setting the text size of the keywords so tiny that it can barely be seen does

this.

8. Assuming all search engines are the exact same.

Numerous people assume that every search engine plays by the exact same rules. This just isn't so. Each has their own rule base and is subject to change anytime they so desire. Make it a point to understand what each main search engine demands for high visibility.

9. Utilizing free internet hosting.

Do not use free of charge web hosting if you're actually serious about growing site visitors via search engine visibility. Several times the search engines will get rid of content from these free hosts.

10. Forgetting to check for missing web page elements.

Ensure to check every page inside your web site for completeness, like missing links, graphics, etc. There are sites on the web that can do this for free.

This is just a few of the techniques and techniques that you should avoid. Don't give in to the temptation that these methods will work for you. They'll do more harm than great for your site.

Not just will you spend weeks of wasted effort, you might have your web site banned from the search engines forever. Invest just a little time to discover the correct techniques for growing search engine visibility and your net traffic will boost.

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