

Top 5 most common mistakes with do-it-yourself SEO

I look at a lot of sites on a daily basis. There are a lot of common problems I see on sites. Some people may have tags set-up improperly or use tags that have no real purpose. I have compiled a list of the 5 top do-it-yourself SEO errors. It's safe to say that many do-it-yourselfers may have at least one of these errors on their sites. These should help you omit these often costly mistakes and pull you up in the ranks.

- 1) **Keyword tag** A keyword tag is for keywords, but not for any keywords. **seo services** You can't just stuff this tag with keywords that your entire site is related to. The tags should reflect keywords only on that particular page; not the entire site and not every keyword you think your site might be searched on. Also, you should have no more than 20 words in the tag. You should not repeat any word more than 3 times. If you sell tickets, for example, don't write: Broadway tickets, circus tickets, hockey tickets, boxing tickets and so on. Do use Broadway, circus, hockey, boxing, tickets and so on.
- 2) **Abstract tag** It is sometimes used as a replacement for or combined with a description tag. However, more and more people are using these to stuff keywords. Search engines like Google are interested in what is on the page. More **blackhatseo.in seo company in punjab** specifically, what visitors can view. In my opinion, the abstract tag has no place on a site.



- 3) **Description Tag** The whole point behind this tag is to describe what the page is about. Keywords related to the page should be implemented as well. The limit on words should be 20-25. I see many website owners stuffing this tag with keywords, or having a description that is entirely too lengthy. Stay within these guidelines and you will be fine.
- 4) **Title tag** This, to me, is the most important tag. This is the first tag the search engine reads. It tells the search engine what the page is about. Don't put your web address here. Do not add your company name in the beginning of this tag either. It should not exceed 60 characters.
- 5) **Content**- If you notice, I have been commenting on relevancy to the page, not your overall site. Each page has its own keywords. Tag the title tag, description and keyword tags. All of these keywords should be the same. Add them to your content as well. Now your page should be fairly well optimized.



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-30% decline in SEO demand...



Why do sites fall short? Simple, content is not optimized. Search engines are, for the most part, pretty basic. You type in a search term and it retrieves sites containing those terms while also taking a few other factors into account. So, if your site doesn't have these terms, how will you be found? You won't. Overdo it with keywords and you will experience the same result, but for different reasons. Sometimes reading everything about SEO can be bad. Trying too many tricks, tips or methods is like too many cooks spoiling the soup. In the end they can do more bad than good. These are very basic rules that should be followed by all. In doubt? Always consult or hire an SEO professional.