

REPUBLICATED CONTENT

Facts and myths about organic SEO

by [Mouhcine Azizoun](#)

September 21, 2010

Myths are always born with every new product or service and they are hard to disappear even if you disprove them. The organic SEO arena has its own myths and facts. Organic SEO or [search engine optimization](#) refers to all free tactics implemented to improve websites rankings. Webmasters must differentiate between organic SEO myths and facts to successfully increase visibility on the search engine result pages (SERPs). In this article, I am going to demystify some organic SEO myths.

Myth #1: SEO is the only method available for increasing exposure on [search engines](#).

Fact: SEO is only a part of Search Engine Marketing (SEM). Wikipedia defines SEM as: "a form of [Internet](#) marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of search engine optimization, paid placement, contextual advertising, and paid inclusion". There are other methods beside SEO like paid placement (Pay Per Click advertising), contextual advertising and paid inclusion (sponsored listings) that help you drive traffic.

Myth #2: Pay Per Click hurts your ranking.

Fact: PPC is a form of advertising in which advertisers pay when their ads are clicked. PPC is one way to get listed for the keywords you choose and it is not free. SEO is another way to get listed for the keywords you choose and it is free. Some people believe that you can either choose paid or unpaid methods. The truth is that you can use both of them.

Myth #3: SEO is a one-time activity.

Fact: search engines rankings are not eternal. If you have a website about 'graphic design' listed on search engine page one, it will not be there forever. If this was the case, a [new website](#) about 'graphic design' would never stand a chance to be number one on page one. To maintain the competitiveness in the e-business world and therefore ensure the quality of web pages, rankings

change constantly. This is why SEO is not a one-time activity but an ongoing process.

Myth #4: high ranking is everything.

Fact: high ranking is good. It can drive huge [web traffic](#) to your website. But if you have low conversion rate, your website is worthless. In other words, if you cannot convert the visitors you get into buyers, subscribers or clients, the traffic you generate is useless. There are other things you need to care about. Some of these are copywriting principles and tactics that will increase the conversion rate of your website. Your website does not need window-shoppers. [It needs](#) buyers.

Myth #5: SEO companies guarantee high rankings.

Fact: SEO companies and services help you optimize your website for the search engines. It does not guarantee high rankings on the major search engines. In fact, some SEO services use high-risk SEO tactics that will blacken your website's reputation.

Myth #6: there are some SEO tricks that improve your website rankings quickly.

Fact: nobody can outsmart the search engines. The search engine algorithm or the formula used to rank websites is more complicated than you think. Nobody can know all factors search engines rely on for four reasons. [First](#), there are hundreds of factors. Second, they are shrouded in secrecy. Third, they change constantly. Fourth, different search engines rely on different factors and the algorithms are not the same. Therefore, there are no magical tricks guaranteed to rank you better.

Myth #7: having white text on a white background or using CSS to hide text (invisible text).

Fact: this trick is used to hide keywords and it does not work. It may work for a very short time. Search engines [immediately](#) penalize websites that use it. All tricks wear out in no time.

Myth #8: image link is a bad SEO practice.

Page 1 of 7

STERN | BLOOM MEDIA, INC. | 425 NW 10TH TERRACE | HALLANDALE BEACH FL 33009 | [sternbloom.com](#)

Stern Bloom Media is a publisher and creative design agency.

All content in this document has been republished from several sources. All sources have been credited and disclosed and credits have been given to publishers, writers, web sites, and brands. This information is intended to be for reference use only and not for the purpose of obtaining business. All content is third-party and Stern Bloom Media does not warrant or guarantee authenticity. Great effort has been given to research the value of the sites and content republished here. All content is owned by their respective publishers and writers. Content has not been edited and appears as it was published.

REPUBLISHED CONTENT

Fact: text links are good. Image links are not recommended because search engines crawlers cannot read text on images. But if you add the ALT tag or ALT attribute to your images, the crawlers can read them. ALT tag provides an alternative text to an image so that the crawlers know what the image is about.

Myth #9: the Meta tag helps you rank better.

Fact: the Meta tag informs the search engine about the content of a web page and the keywords it targets. It is not one of the factors search engines look at when ranking websites.

Myth #10: you have to submit your website to search engines and directories.

Fact: search engines can find your website even if you do not submit it. They do that by following the incoming links to your website. As long as you have backlinks on other websites, the major search engines can find your website easily without submitting it to them.

Some people still believe the aforesaid myths. SEO myths are hard to disappear even if you demystify them. Novices must always conduct research to know the dos and don'ts. One must not believe something without scrutinizing it carefully.

Sources:

<http://websitehelpers.com/seo/myths.html>
<http://blog.directorymaximizer.com/2010/06/25/top-10-seo-myths-busted/>

Article published on:

<http://www.helium.com/items/1959350-facts-and-myths-about-organic-seo>

by [Brendan Meehan](#)

February 04, 2011

In many respects, search engine optimization (SEO) is still an emerging industry. The prominence of search engines on the [internet](#) has been strong since 1998, when Google.com formally launched. Slowly, as Internet marketing grew, online marketers began to realize the importance of search engines. The beginnings of organic SEO – optimizing websites for natural search engine results – produced a burgeoning trade full of both reliable facts and utter

myths. Unfortunately, some of these myths persist to this day, confusing website owners and leading them astray. Additionally, many would-be SEO professionals continue to promulgate various SEO myths, offering clients false promises and potentially dangerous online marketing tactics. A growing “Blackhat” (Spam) SEO industry also furthers these misconceptions. The following is a definitive list of organic SEO facts and myths. The facts have stood the test of time, guiding SEO campaigns towards success; while the myths have proven destructive, damaging, and ultimately a complete waste of money and time.

FACT: Quality Content Drives Successful Organic SEO

Content is king, and it has always been that way. A website that offers its visitors useful information, interesting opinions, or productive [e-commerce](#) will take strong positions in search engines. Remember, the goal of search engines is to connect users with relevant content. If your website offers its visitors truly useful, relevant information, it will slowly begin ranking in the search engines for important customer acquisition keywords. Websites that are poorly organized, out of date, or full of machine-generated content quickly fade away.

MYTH: Joining A Search Engine’s Contextual Advertising Program Will Improve Organic Results

When programs like Google [Adwords](#) launched a few years ago, there was much speculation in the SEO community that joining this program would help a website’s organic search results. The logic was simple: a website that pays Google for top rankings using the Adwords program would gain additional favor in organic search results. In time, this turned out to be a complete mistruth. Countless search engineers from Google have debunked this myth, making it clear that organic and paid results are two completely separate search applications. You don’t have to pay a search engine to achieve top organic results: you just have to produce a useful website that meets the search algorithm’s scoring criteria for top results.

FACT: “Spamming” Forums, Guest books, and Free-For-All Pages Can Get Your Website Removed from a Search Engine’s Index

A common Blackhat SEO practice is to plaster the

REPUBLISHED CONTENT

web with as many back-links possible, using websites that allow readers to leave comments or forum posts. The hope of these SEO spammers is that their website's link score will be artificially inflated the next time search engines index each victim website. In reality, this kind of SEO puts websites in the cross-hairs of the search engines. Now more than ever, search engines are adept at identifying patterns that don't match natural link growth, including random links on blogs and forums. Additionally, many search engines have spam complaint forms, where webmasters who experienced a link spam attack can report the offending websites. Ultimately, the spammer's website will be banned in a matter of days, shutting off its search engine driven traffic completely. There is no "quick fix" for quality link growth, and any SEO professional who advocates spamming the web to improve your website's rankings is naïve and harmful to your [business](#).

MYTH: Search Engines Update Every Month

There was some truth to this myth in the early 2000's: Google, for example, updated roughly every 30 days, and SEO professionals called it the "Google Dance". This "dance" – essentially an algorithm tweak displayed across various Google [data centers](#) – sometimes pushed websites higher or lower, and the positions they had after the dance finished were set for the next 30 days. Now, however, the days of the "Google Dance" are long gone. Anyone who professes to know when the next Google Dance is or pawns off poor SEO work as a result of a Google Dance is misinformed and probably scamming you. It's common knowledge that Google tweaks its algorithm almost daily, sometimes more often if they're implementing new features. If you experience a drastic change in your website's rankings, it's more likely the fault of your SEO employee than Google doing a dance. Stay on top of your website's SEO, and leave the dancing for the discotheques.

FACT: Fresh or Frequently Updated Content Gets Crawled More Often

Do you own a blog or a reference website that serves as a resource for others? If so, chances are your [data](#) is frequently indexed, especially if updates and changes are regularly posted. Search engines want to offer their users relevant, up-to-date information; in addition to newsworthy items that

would enhance user experience. Websites that are constantly changing and evolving tend to get more attention from search engines than sites that remain "stale" and unchanged. In some respects, this is a pragmatic issue for search engines: constantly indexing the entire [internet](#) would be a waste of resources. Instead, it makes sense to index sites that update more frequently first, and check on those that are more static later. If you're trying to get the search engines' attention, start a blog, XML feed, or weekly column that would interest your visitors. Eventually, the search bots will start indexing your website on a regular basis.

MYTH: Creating A Large Link Exchange Directory Will Improve a Website's Rankings

At this point in time, the benefit of link exchange as means to improve your website's back-links is debatable. Some SEO agencies continue to advocate link exchange as a cheap way to build links, in addition to small time website owners who can't afford a large link buying budget. As a general rule, search engines discourage any intentional effort to artificially increase back-links. At the same time, they hardly ever ban a website using link exchange unless the case is especially egregious. More is not better in this instance. If your SEO employee believes building a massive directory of link exchanges is necessary – some unrelated to your website's content – it's time to forge a new SEO link building strategy. The search engines will know right away that your website about cars containing a directory full of real estate, financial, and [travel](#) links is not "natural" or very useful for human visitors. Starting a large link directory is risky. There are much better, more creative ways, to build links successfully.

Some SEO myths will undoubtedly continue to persist in the search engine marketing industry. Joining a search engine's contextual advertising program will not increase your organic rankings. Search engines do not update monthly. Most update almost daily. Building an enormous link exchange directory with links unrelated to your content is risky and will raise red flags with the search bots. There are also some tried and true SEO best practices that have stood the test of time. Always offer quality content that is useful to your visitors. Don't use Black-hat SEO techniques to spam forums, guest books, or blogs. Update your content frequently to keep the search engines returning to your website. In most cases, much of SEO comes down to

REPUBLISHED CONTENT

commonsense. If someone is suggesting a SEO strategy that sounds dubious, chances are, it probably is. Avoid these risky [online marketing](#) methods and stick to best practice SEO methods.

Article published on:
<http://www.helium.com/items/2083910-organic-seo-myths-and-facts>

by [Gene Patterson](#)

September 09, 2010

Organic SEO ([search engine optimization](#)) is simply the best method to get your site, article or [blog](#) ranked well on Google. Unfortunately there are a lot of myths and misconceptions to go with all the facts about Organic SEO. This article will separate the truth from the fiction and let you know the facts and myths about Organic SEO.

What are the Facts of Organic SEO?

There are many facts about Organic SEO. Some are very well proven and others are only strong hypotheses. Google being the “gold standard” that all SEO works off of has never releases their exact ranking requirements, so while certain things have been proven to work by results it is something hard to prove ABSOLUTLY which method is worth more than another.

One fact of organic SEO is completely clear though. If you successfully get your site/article/blog to rank high in the Search Engine Results Page (SERP) You will subsequently get much higher traffic. The number one spot on a SERP gets 40% of all traffic on that page. Every spot down gets a little bit less, until you drop to the second SERP where an entry can be expected to get less than 1% of the #1 entries traffic.

Organic SEO takes effort, time, planning and execution. It is not often just writing something and moving on. The best part of it though is that when you do rank there can be incredible amount of traffic. The best organic SEO SERP entry will get far more traffic than the best Pay Per Click (PPC) and has the advantage of being FREE.

What are the Myths of Organic SEO?

Meta Keyword Tag: There is mistaken thought that using varying permutations of your keyword in your meta keyword tag is useful. In the Golden Oldies of SEO this was true. This method worked like a champ in the old BG days (Before Google). It is now almost completely worthless. Other meta tags, like title and description ARE used for ranking and absolutely need to be keyword optimized.

Keyword density: Using your keyword and repeating it is good; but doing it too much is bad. It can be very bad. 2%-5% is where you want your keyword density to be, much more than 5% and you actually risk getting flagged as being, “spammy”. Besides putting keyword in title, description and some headers, the rest should be easy enough to get in writing organically. If you have too few uses of keywords, you can try to get a few in on redraft.

Submitting to search engines: Submitting your site to hundreds of search engines is a waste of time. Like in, “Field of Dreams”. If you build it they will come. At most you can ping a few and go on about [your business](#). The spiders from search engines will find you. More submissions have no bearing whatsoever on how they will actually rank you when they find you.

Reciprocal links: The search engines are pretty good at picking up telling the difference between “reciprocal” links and true organic and natural links. Exchanging links may get you SOME bonus but it could be discounted over time. Buying links can get your site banned by Google, so really beware trying that method.

Keyword choice: Understanding a product does not mean you know what good keywords for it might be. Often people that are “buyers” may not know all of the industry terms. The important part of keywords is being able to analyze WHAT phrases people are actually using to search.

Article published on:
<http://www.helium.com/items/1947379-facts-and-myths-about-organic-seo>

by [Effie Moore Salem](#)

September 20, 2010

Organic SEO ([search engine optimization](#)) is technology that is free and untainted with lies and

REPUBLISHED CONTENT

rhetoric. Non-organic is search engine technology that is both free and bought but is riddled with innuendo and nonfiction. Both of these are legitimate and depends on several factors. How much knowledge about SEO does the website owner have, what is the purpose, and how is SEO to be used. Both have their detractors and yes, both have both truth and lies told about them. What are they?

It is actually hard to distinguish the facts from fiction where SEO is concerned. There are absolutely so much written about it that no sooner than one writer writes their version of the truth of SEO, then another one contradicts that. To get at some facts, start with purpose. The number one fact then is this? In order to get at the top, or in the first three or four top listings in search engines, especially Google, there must be words that are recognizable to the spiders that wait to snare the most proficient words.

Fact number two is your website must be programmed in a way to attract a search engine. As an example, if you sell the world's most coveted perfume, and the website states only Ann's place, then Ann's perfume must be known world wide and is familiar to most everyone. To offset that lack in the url (universal [resource](#) locator) the meta description that the web retrievers - fetchers - read must at least have a sniff of the perfume they are selling, in order to even get considered. The best way to become more visible would be to alter the website and have it begin advertising its perfume, beginning with the address of the site. That is just plain common sense.

Myth number one in order to become successful at SEO you must pay huge sums of [money](#) to get your site recognized. That can be done, and still the results may fall short of what is desired. The best way to become visible to the search engines is to have a website that is meaningful, and is one that is needed by the public, and it would not hurt to have it two or three years old. The newcomers must know, that time will make a difference. They simply cannot jump right in start selling their wares immediately, no matter how much effort they put into it.

Myth number two is that the small guy has no chance against the big guys. Chances are, that a worthy bit of knowledge, expertise on certain

subjects, well prepared documents that actually tell something that needs to be told, sell something that people are willing to buy, will find its way to those asking for it. To make it easier, however good SEO technique must be used.

Truth number three is that no matter how much hype, expertise, tricks, rhetoric, putdowns, and out and out lies and superfluous information that floats around, SEO will change as the need dictates. Search engines will need be overhauled and kept up to date. A good example of this is the recent changes Google has done to make their customers find what they are looking for, faster. And the amazing thing is that they do this while not even admitting to any particular SEO advantage.

And those who are trying to wade through right and wrong ways of attracting attention, learning better use of SEO, and who are trying not to get sucked into believing much of it, would do well to do what Google does. Keep improving on their techniques, and be willing to change directions when something is not working, and willing to try new approaches to promote their products. And last, don't waste precious time moaning over who is ahead, or about to catch up. That is negative SEO, and is probably more non-organic than organic. And, finally, eating one's words is not a bad thing, especially if they aren't toxic. [To learn more...](#)

Article published on:
<http://www.helium.com/items/1958281-facts-and-myths-about-organic-seo>

The Difference Between SEO and SEM

By [Dee Banheh](#)

SEO is an acronym for Search Engine Optimization. This is how a website purposefully designs its content, including their titles, content and meta tags, for the sole purpose of getting the attention of search engines like Google, Yahoo and the lesser

REPUBLISHED CONTENT

known Bing. What SEO wants to achieve is an organic or natural flow of traffic to their websites that is not bought or paid for like we do when we pay for advertising. A search engine result is free.

SEM is an acronym for Search Engine Marketing. It is a concept often associated with SEO, sometimes even confused with SEO. They have some goals in purpose but are very different in technique. SEM has come about because large search engine websites like Google have offered fees to show case ads on the top of their page listing. These are pay per click or PPC ad campaigns. SEM is closer to traditional advertising in that you pay for the direct exposure you are receiving. SEM has made it possible to be a website with high visitor content just because they pay more to be advertised and promoted by Google. Both SEM and SEO are sets of strategies to bring in visitors. Except you pay up front for SEM, it is a direct advertising strategy. While with SEO, you look for indirect ways to get noticed.

Optimizing a website for search engines, will mean evaluating particular keywords and keyword phrases the internet users may type into search engines to look for service and products that an ecommerce based business may offer. The grit of SEO is editing website content with keywords. Including keywords and keyword phrases in tags and meta tags. Even links and HTML is edited to suit SEO. HTML and links are worked out in a way to get the website user to move a certain way within your website. Ideally, the website visitor is presented with links around the website, going from page to page to read information they are interested in. This design makes it so the website user does not leave the website immediately.

SEO works best when the SEO professional does not try to find underhanded ways to cheat the search engine system. Such tricks will get a website flagged by the search engines, since they use practices that are discouraged. Even if the website does rise to prominence for a moment on the Google rankings, reading content over peppered with keywords will get the website pulled down even faster. SEO tricks like link farming, keyword abuse and page cloaking get picked up by the search engine algorithms and they push the website to the top of search results. You can trick the machine. But after people start reading your content, it becomes apparent that the website is a fraud.

The best way to climb to the top is by following ethical SEO guidelines. Write good content with proper technical guidelines. You can learn to do this yourself. You can also hire a writing service who will do this for you. But if you want to really get out there the fast way, consider SEM. A Pay Per Click ad campaign means that you only get charged for clicks on the link to your website. You know exactly what you are getting for your money.

Search Engine Marketing is guaranteed promotion for any business. Pay per click is one of few guaranteed strategies for success in attract the coveted targeted consumer. But you can and you should use both SEO and SEM at the same time. Both are invaluable resources. Here is a list of benefits that will be available to your website with the help of SEM:

1. When somebody types in a query into a search engine, the search engine will present them only ads and banners in the same industry or interest of the query.
2. Pay Per Click is great for corporate awareness, aside from online sales. It increases the value of the brand name.
3. Pay per clicks and sponsored links are transparent. You know what your money is paying for, as presented by the numbers.
4. Keeping well written and informative landing pages will lead readers to explore your website and see what else is available.
5. You only pay for the traffic volume that the pay per click ad has brought in. And this traffic is select, meaning they have interest in your service or product.

In a way SEO and SEM are the same concepts wrapped in different presentations. SEO will last longer because it is content based. You do not pay for it every time it shows up in search engine results. If the competition is low, your website will be highly ranked for a very long time. SEM operates with the same traffic volume objective buy in a different way using paid Ads, banners, sponsors and Pay per click services. It brings in traffic too over a shorter period of time, unless you can keep payments indefinite. But the websites that gain the most use both SEO and SEM aggressively.

1. They get more traffic that increases exponentially if they keep up content.
2. They keep up with rankings over a long period of time

REPUBLISHED CONTENT

3. They keep it innovative and fresh, so loyal visitors have something new to see and come back to visit again.
4. Content keeps up with relevance to search engine guidelines.
5. They cultivate repeat visitors who also become repeat customers.

Being SEO ready means your website is easy to access, user friendly, and easy to navigate for the average user. There are gimmicks, games, polls, promos to entertain the internet user and keep them coming back. This attracts visitors and other websites to link to your own website. Both SEO and SEM are great resources. But do SEO first before even considering SEM. And when you do avail of SEM services, only pay for results. Advance payments are not the norm when dealing with SEM services. Pay after the service.

Article Source:

http://EzineArticles.com/?expert=Dee_Banheh

As published on: <http://ezinearticles.com>