

SEO Myths

BUSTED

Content Marketing MeetUp

May 2, 2018 | San Mateo

The Myth Busters



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With Commentary from Google



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Trends Analyst



Danny Sullivan
Search
Spokesperson



Gary Illyes
Webmaster
Trends Analyst



Matt Cutts
Former Head
Web Spam Team



Nick Frost
Head of
GoogleBrain

Myth Information

Where do SEO myths come from?

Where do SEO Myths Come From?

Reported vs. What Google Said

Click-Bait Title



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



Keywords

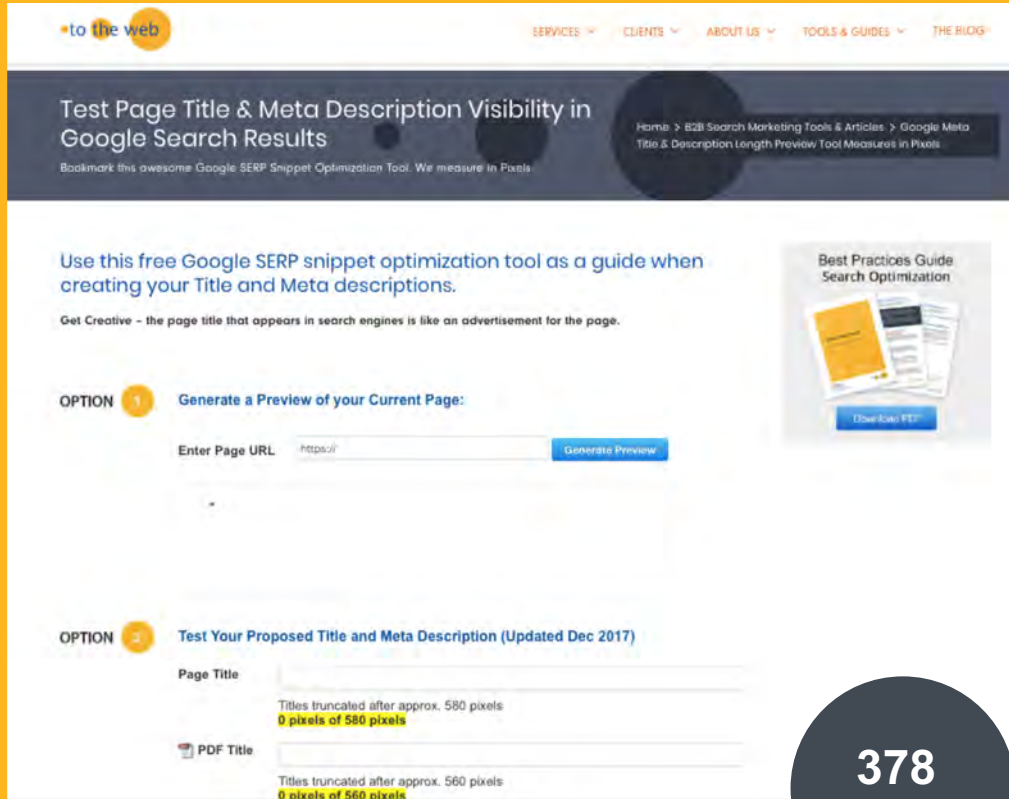
A page must include the exact keyword phrase for which you want to rank.

Google knows that
words can have the
same meaning.

Words are interchangeable



SEO Myth #1 | Exact Match Keywords



Top Non-Brand Queries Not Found on the Page

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

Question from the Audience

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.





Where to Start | Create Awesome Content

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




We did SEO once
- that should do it!

SEO Myth #2 | We Already Did SEO



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



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.

SEO Myth



Google maintains a “**domain authority**” score for my website.



SEO Myth #3 | Domain Authority



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.

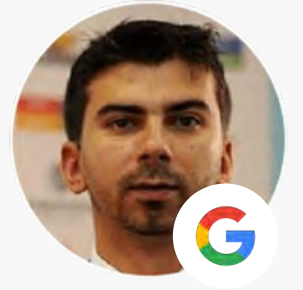
SOURCE: <https://goo.gl/8wHtc2> @ 10 and 20 seconds

Google ranks pages – not domains

It's called "**PageRank**"

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

Google doesn't display "PageRank" in the toolbar



PAGERANK

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

SEO Myth

Page 1 Ranking

You can get on
page one of
Google for \$99




4

SEO Myth #4 | Page One Ranking for \$99

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](#)



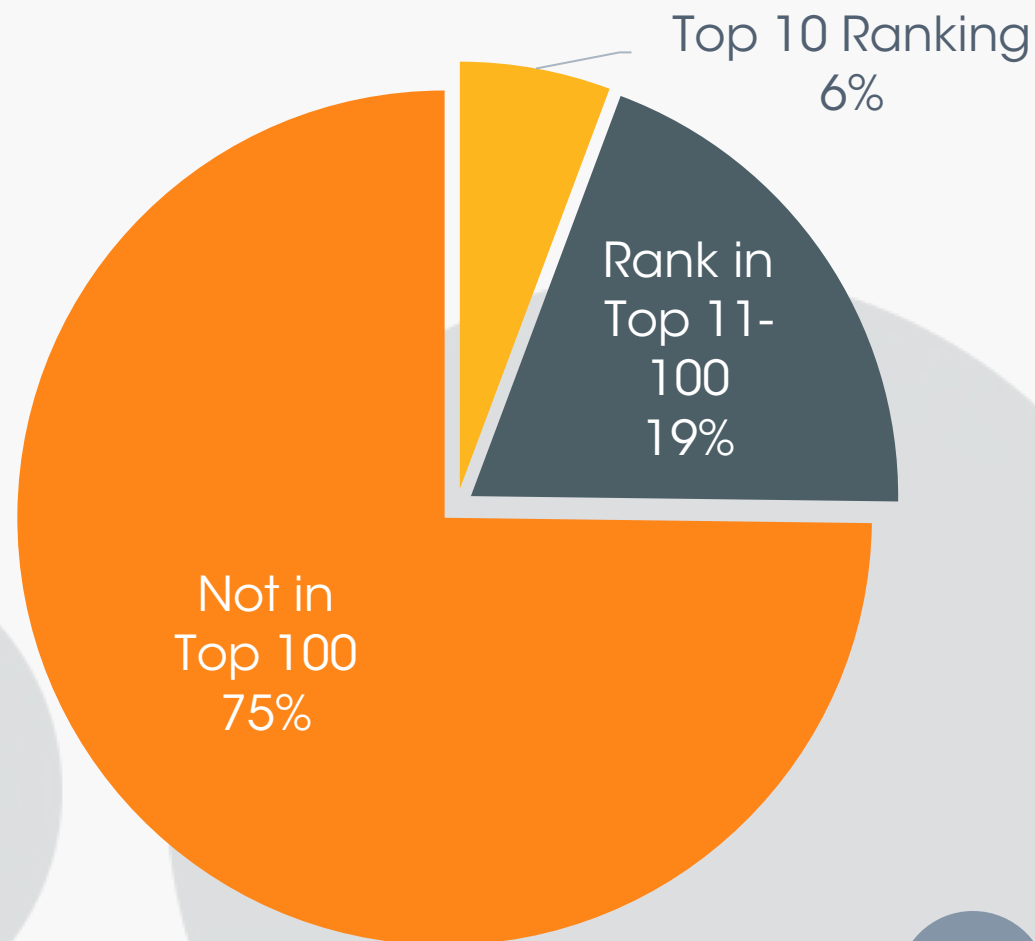
Get Google Yahoo bing first page ranking on 5 keywords or more, guaranteed seo service

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.

2017 Research Based on 2 Million Random Keywords

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.



SEO Myth



Content

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





SEO Myth #5 | Page #1 Ranking

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



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

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.

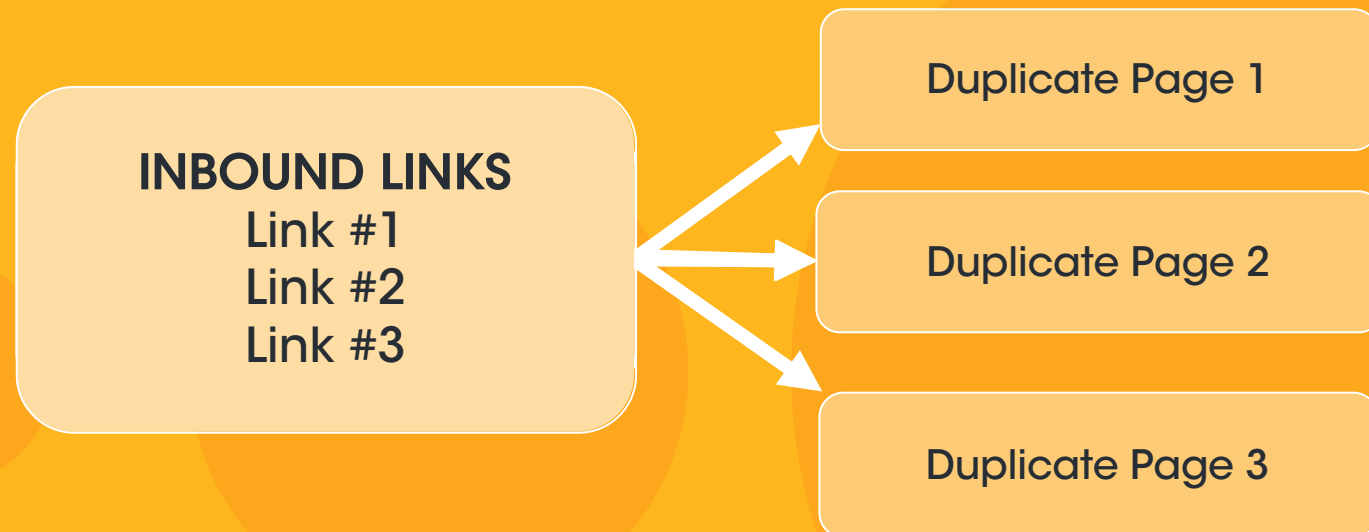
What is duplicate content?

Original content that is duplicated within a website

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



Original duplicate content **dilutes link equity**



Original 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)



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.

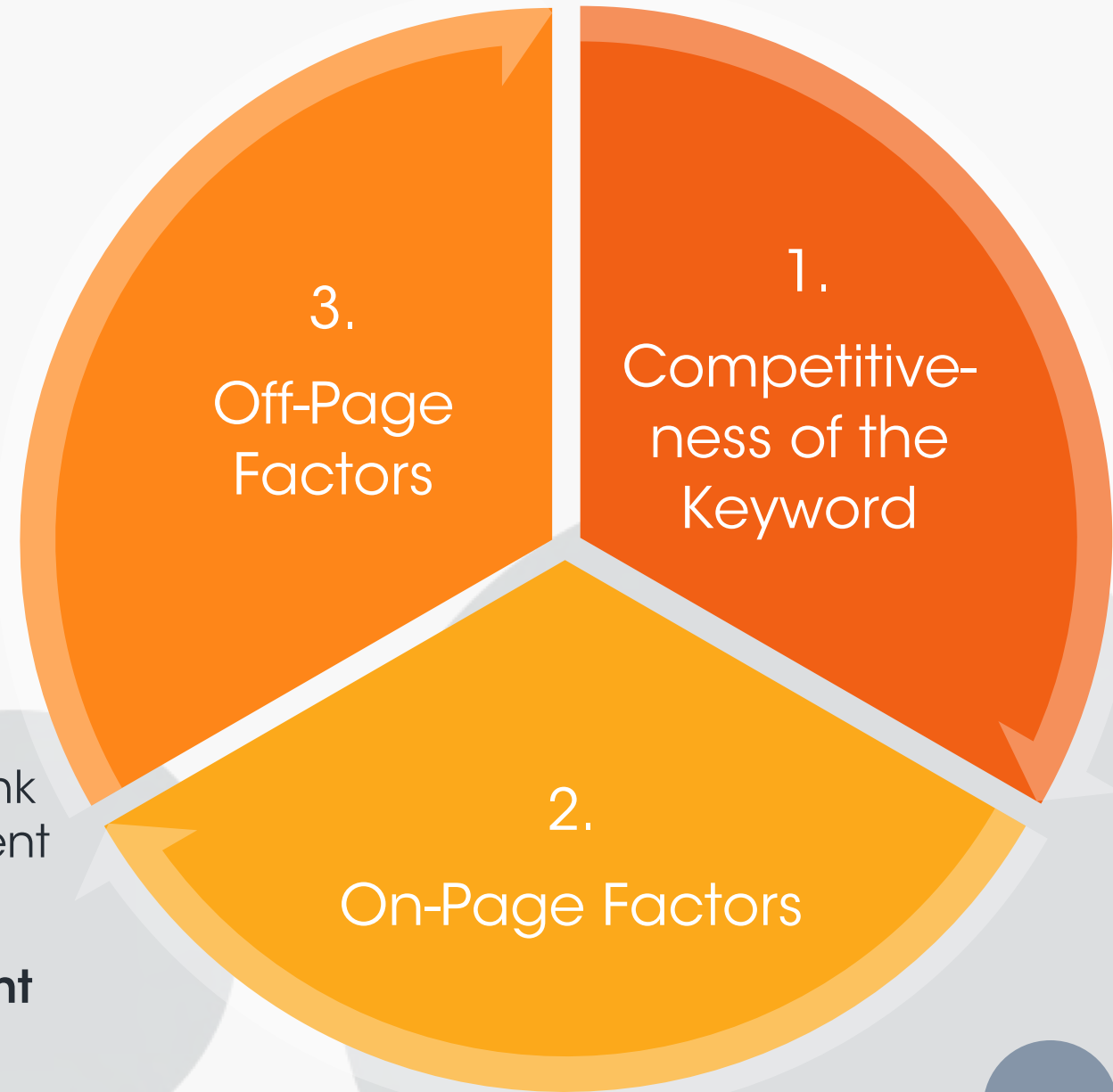
SEO Myth #

Social media
doesn't affect SEO.

7

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.





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.





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



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.

SEO Myth

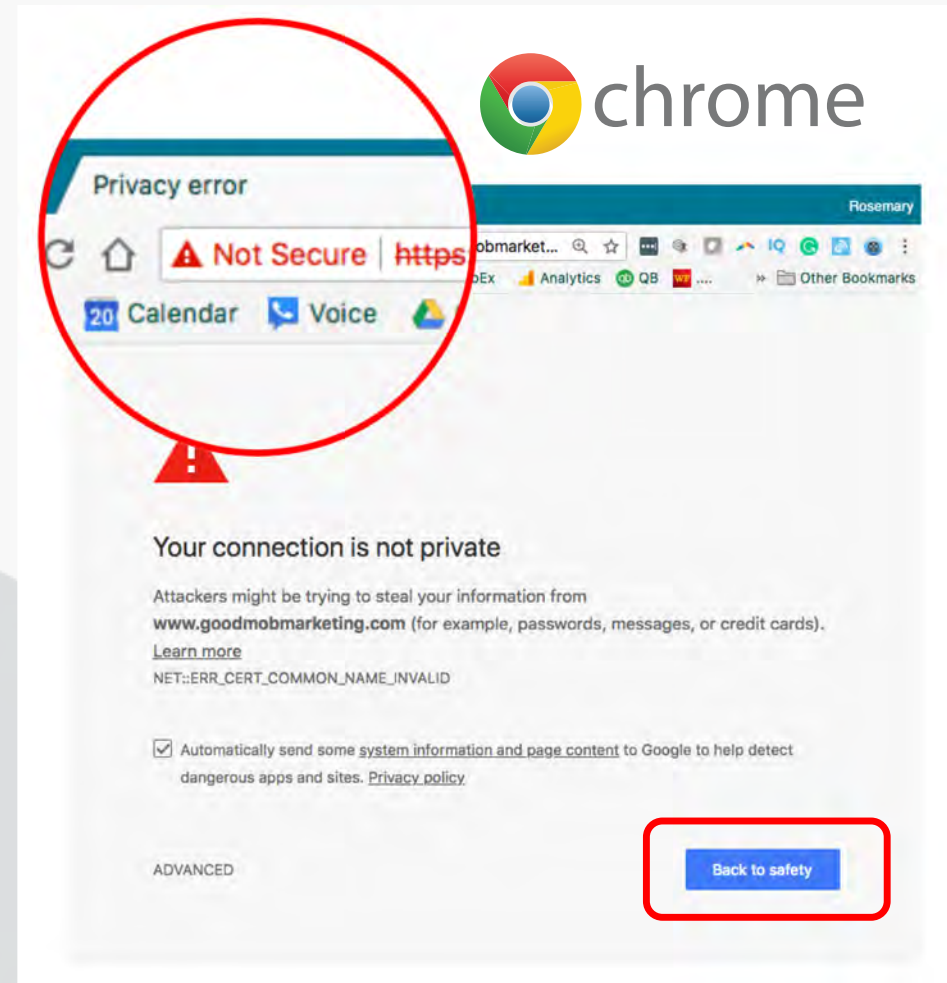
Google
doesn't care
if my site is not
secure.



SEO Myth #9 | Secure Sites

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 #

404 errors will
hurt my site's
ranking.

1

0



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.

SEO Myth

News releases
will improve my
site's ranking.

SEO Myth #11 | News Releases



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

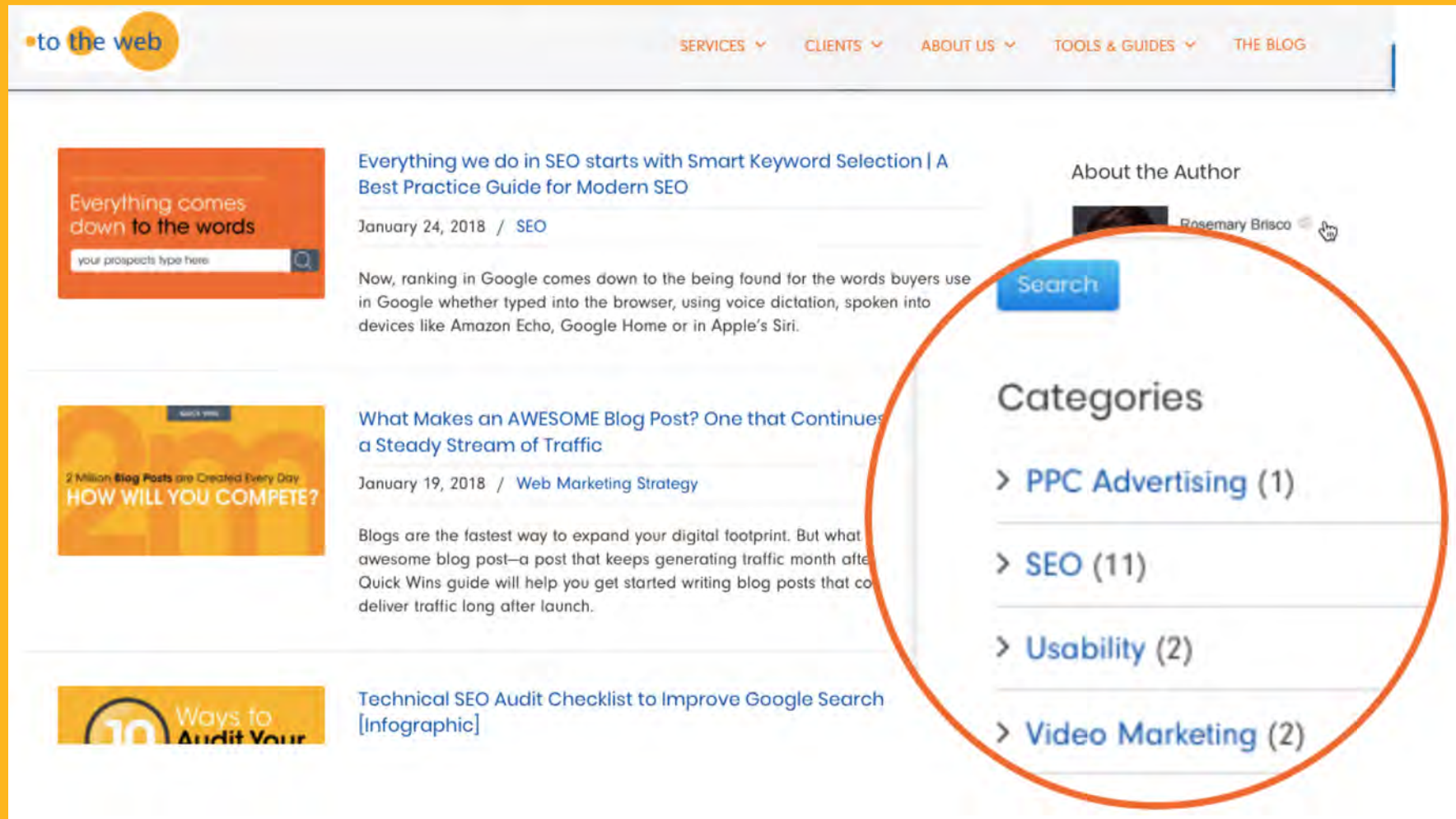
... we see them as something that the webmaster released so we probably shouldn't be treating that link as other natural links.

SEO Myth

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



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



The screenshot shows the 'to the web' website with a navigation menu at the top containing 'SERVICES', 'CLIENTS', 'ABOUT US', 'TOOLS & GUIDES', and 'THE BLOG'. The main content area features three blog posts. The first post is titled 'Everything we do in SEO starts with Smart Keyword Selection | A Best Practice Guide for Modern SEO' and is dated January 24, 2018. The second post is 'What Makes an AWESOME Blog Post? One that Continues a Steady Stream of Traffic' from January 19, 2018. The third post is 'Technical SEO Audit Checklist to Improve Google Search [Infographic]'. On the right side, there is an 'About the Author' section for Rosemary Brisco and a search bar. A large orange circle highlights the search bar and a 'Categories' sidebar. The sidebar lists categories with their respective counts: 'PPC Advertising (1)', 'SEO (11)', 'Usability (2)', and 'Video Marketing (2)'.

to the web

SERVICES ▾ CLIENTS ▾ ABOUT US ▾ TOOLS & GUIDES ▾ THE BLOG

Everything comes down to the words

your prospects type here

Everything we do in SEO starts with Smart Keyword Selection | A Best Practice Guide for Modern SEO

January 24, 2018 / SEO

Now, ranking in Google comes down to the being found for the words buyers use in Google whether typed into the browser, using voice dictation, spoken into devices like Amazon Echo, Google Home or in Apple's Siri.

About the Author

Rosemary Brisco

Search

Categories

- > PPC Advertising (1)
- > SEO (11)
- > Usability (2)
- > Video Marketing (2)

2 Million Blog Posts are Created Every Day

HOW WILL YOU COMPETE?

What Makes an AWESOME Blog Post? One that Continues a Steady Stream of Traffic

January 19, 2018 / Web Marketing Strategy

Blogs are the fastest way to expand your digital footprint. But what makes an awesome blog post—a post that keeps generating traffic month after month? Our Quick Wins guide will help you get started writing blog posts that continue to deliver traffic long after launch.


10 Ways to Audit Your

Technical SEO Audit Checklist to Improve Google Search [Infographic]

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

Verified in Search Console

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

	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.

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

How do we know this is true?

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

Page ?	Google Analytics	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.



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.



Where to Start | Create Awesome Content

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



Optimizing Content with Keywords

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

Cross-Platform Promotion

Build visibility across platforms

Turn one blog into multiple assets

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



Create Awesome Content

Is your homepage a bouncer?

If more than **50%** of your homepage visitors immediately leave...

You have a problem.



Thank You

Meetup

Next MeetUp: June 7th

How to Get Started with Search Engine Marketing

Convert your visitors **into leads**

We work with B2B companies
with lead generation challenges.

<https://totheweb.com>

