



## **SEO: Myths and mists!**

April 9th, 2013

My friend and I were we're talking about SEO and there were many myths which needed to be clarified. Have a look at handful what we came up with that we thought might be useful to discuss.

### **Myth #1: Which SEO tools should we use?**

MYTH #1 Which SEO tools should we use? Google is the most popular search engine. We need to use Google Webmaster tools and Google Analytics traffic tracker in order to get the most of the free SEO tools available. Guidelines for these tools might be tricky, but worth trying to understand and master.

### **Myth #2 SEO is all about ranking**

MYTH #2 I have no problem with Myth #2. It definitely makes sense. Why, do you ask? [ CUT HERE]

When you think SEO what do you think about? You think ranking. Thus the myth is born. SEO is more than ranking. IT is about choosing a good strategy to give you good hits and place you high on the coveted Google search results list.

### **Myth # 3: We must rank number one.**

Myth # 3 more or less makes sense to me. I believe it takes more than just high rankings to make a lot of money. Personally, I am set fairly high in the rankings and I am NOT making any money. I know someone who is number 1 in the rankings for a long time and they aren't making any money either from being first. The idea here is, if you are number one, then you have a lot of traffic which comes from many hits. This isn't always the case. You can get lots of hits on the net, but unless visitors actually will go to your store or will deal with the service, you will never know for sure. The best way to know for sure is to read customer reviews on the site, or create customer review log. This beats the 'holy grail' of ranking number one.

### **Myth #4 SEO is something I can Out Source**

Myth #4 is unclear with me. There is always an idea, that some technical guru knows all ins and outs of SEO techniques. Obviously, there are always people more knowledgeable in SEO field, than some of us. It is your choice, whether ranking is important for you and how much time and money you are willing to spend.

It is technical dealing with all the different files. There are some tools that could help you with SEO. The problem is these tools can be quite expensive. It would give you a very good start you would not have to hand off your projects to a technical team what's a 50 percent of it. My tools might not be your tool – again research is required so that preferences can be taken into account.

### **Myth #5: More links are better than content**

Myth # 5 needs a little bit of explanation. Use links to backup your content. Use in content links to connect the words with origins of the article, or give a broader explanation. For example if your article is about the bananas – Link the word with its description in Wikipedia. Use links like a bibliography and footnotes. Show visitors, that your contacts and connections are

a solid base. Beware, if you have more links than good content, people will say you aren't original and possibly disregard your message. The links so add value, not just links!

This is a start to demystifying the myths and mist that shroud SEO. Questions? Send them in and we may try to clarify.

The article is a coloration of Larry, Tatiana and Mat.

Regards,

As always we welcome feedback, so please share your thoughts!

Keep smiling.

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