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Busting Top 5 SEO Myths

Search engine optimization or SEO as it is popularly known has no set standards. Since every search engine has its own algorithm, the ways to boost a websiteâ€™s ranking on a particular search engine may differ. Because of Googleâ€™s near monopolistic share of the search traffic, most SEO consultants devote much of their resources on optimizing their websites for Google search engines. Therefore it comes as no surprise that there are thousands of myths and misconceptions related to SEO for Google. Over the years, Google has changed its algorithms multiple times and that too very drastically. We have seen millions of top rankings sites just drop from the rankings overnight. This has resulted in feeding the SEO myths even more. With lack of official word on Google and so many practitioners of SEO, many myths have thrived and refuse to die down. In this article we will cover the most persistent SEO myths.

a) Page Rank is important factor in Search rankings: This tops the list and for a good reason also. Inspite of so many real world examples, many SEO consultants and general public continue to believe that Google PageRank affects search engine rankings. Maybe the fault lies with SEO companies who sell their services which claim to increase a siteâ€™s PR and claim that it will help the site rankings on Google search engine. Almost all industry leaders have been unanimous in their belief that a high Page Rank does not means higher rankings. Still, the myth refuses to die. That. Google still has not discontinued its Google tool bar for Page Rank only makes the matter worse.

b) Adwords help SEO: I donâ€™t know how it came to being. But itâ€™s very irritating! Google Adwords have no relation to the SEO and no it wonâ€™t help or even affect your rankings in any way possible. NEVER!

c) Link buying can incur penalty: As per the evidence, link buying doesnâ€™t incur the wrath of Google. Yes, there have been few high profile cases but the scale of their link buying was way bigger than any of us can even imagine. Personally, have seen too many â€œreputedâ€• websites indulging in link buying to boost their rankings. Still, it wonâ€™t harm if SEO consultants develop a good mix of natural link and paid links their link baskets. A good website with good unique content will also help you.

d) Keyword density matters: Nope. Various percentages have been bandied out by much quoted SEO company India. It has only now started to die out a bit but the damage has been done. Still a majority of SEO practitioners religiously adhere to these mythical percentages. A much better SEO technique will be to make highly relevant and original content.

e) Content will take care of SEO: Content is king. Yes, everyone agrees to it. Good content has been even more important after the Google panda updates. But that time has long gone when just content was enough to get you to the top of Google search results. With good content you should strive assiduously to build quality links from different sources.

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