

## Debunking Organic SEO Myths

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Search engine optimization or SEO has been used widely across the internet as individuals and companies try to create and establish the right image and reputation that will entice their target market. If you want to gain long term stability in the industry, you have to understand which methods are working and which ones are just wasting your time and money. Debunk organic SEO myths and improve the way you attract your target clients.

### **Initial Myths**

Some people say that you should submit your URLs to search engine first. This used to be true, but now, submitting these do not really lead to increased search engine rankings. Some individuals also require you to get a Google Sitemap. If your web site was created the right way or is crawler-friendly, you do not need to do such. The sitemap can be an added bonus, but you can also indulge in other tools online to help you rank better.

Another requirement which is now considered insignificant in getting better page rankings includes updating the web site frequently. Updating the web site a lot can boost the crawl rate of search engines, but your rankings will not change. If your web site provides sufficient information and is easy to navigate for human users, you do not have to keep changing it with the hopes of getting better search engine rankings.

### **Getting Ads and Affiliates**

It is a myth that PPC ads can either hurt or improve your search engine ranking. A lot of users actually believe that running Google AdWords can affect the organic rankings or cause their standing to go down or up. PPC ads and getting more affiliates can help you stay visible to your target market through other web sites, but the approach does not immediately lead to better page results.

### **Banning Myths**

It is a myth that your web site can be banned if you buy a lot of links. Search engines do not find anything wrong with buying advertising on web sites. Another myth involves having your web site banned for ignoring the guidelines of the search engines. Guidelines actually provide you with helpful tips on how to rank better on search engines, but you have to be careful not to use the methods that they truly despise. If you go for black hat SEO techniques, you may be penalized. Banning of sites requires a lot of negative feedback that may involve several actions during different times.

### **On Words and Limitations**

It is a myth that words in the meta keyword tag have to be incorporated on the same page. It is true that you can improve visibility of your site by using the right meta tags and keywords in the title, but you should not try to overstuff the page with the keywords. Invest in secondary and tertiary terms instead to stay visible.

There are also no rules on which number of words is optimal for better search engine ranking. Some say that SEO copies have to be at least 250 words long. It is good to use just enough words in your

content to provide sufficient information. A marketing copy that can be optimized for 3 to 5 keyphrases or keywords is ideal. Go straight to the point in your articles and pass on the message of your company with each one.