

SEO is Changing – Common Myths Debunked

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Search engine optimization (SEO) has changed for the better in the last few years. White hat strategies dominate the SEO landscape and are paving the way to a quality-based web environment. Users want valuable content and search engines such as Google are striving to create a web that is spam-free and highly relevant to user expectations.

Google updates like Panda and Penguin proved to be instrumental in achieving this goal to a large extent by putting an end to fluff sites as well as manipulative and shady black hat SEO strategies.

Today sites that provide quality user experience are the ones that do well in search engine results pages (SERPs). But with so much being written about SEO and search ranking, it can get very confusing for brands to differentiate between best and current practices and those strategies that have become obsolete.

Myth #1 – SEO is Dead!

This is the one SEO-related myth that needs to be debunked quickly and with as much noise as possible. Google's search engine and algorithms updates are real and any digital brand that wants to stay relevant and visible in SERPs needs a strong SEO policy.

Myth # 2 – Quality Content is Everything

Quality content is king – there is no doubting that. However, search engines will not magically find your content unless you optimize it for discovery. To build site traffic and brand visibility, you need to look at all aspects of SEO and implement necessary best practices.

Myth # 3 – Mobile Optimization Important to SEO

Google says more searches happen on mobile phones than computers. And with mobile becoming the primary device among users for searching and discovering information, mobile optimization has become a huge part of the overall user experience. Also with Google's Accelerated Mobile Pages (AMP) program arriving in organic search results, veterinary brands will need to prioritize mobile quickly and in a big way.

Myth # 4 – Keyword Research is not Important

Keyword stuffing is a dead practice – the use of keywords is not. Just follow these 2 simple rules when using keywords;

- Use them naturally in your content.
- Don't overload your content with unnecessary keywords.

Myth # 5 – Link Building is a Waste of Time

Good links will always matter since they add value to content and build credibility. So whatever you may have read, keep in mind that links from quality sources not only help in promoting content, but they also help increase traffic and build website visibility. Best practice when it comes to link building is simple – ensure your links are “organic.”

Myth # 6 – META tags Don't Matter

While META tags are not a ranking factor, they are an important aspect of on-page SEO. They help in directing the description which appears under the search results of a page to make them more clickable.

Myth # 7 – More Webpages Equals Higher Rankings

Quality and not quantity should dictate your SEO strategy. And this is especially true when it comes to creating webpages for your veterinary site. As long as the pages add real value by way of quality content and useful information, adding more webpages is fine. So higher number of webpages will not increase search engine crawling activity, unless those pages are highly relevant to user needs.

Myth # 8 – Social media does not affect SEO

Social traffic is not a ranking factor for SERPs. However, it can influence your digital presence by opening up your veterinary brand to greater discovery and better indexing by search engines. Also bear in mind that social content is more readily shared which can help with link building and increasing traffic to your site.