

7 mistakes when developing content as SEO

To embark on SEO, the first thing is that you need to study how to write content, with a topic that appeals to readers, a clear, clear way of writing, capturing the readers' needs properly. The use of long-winded writing is one of the mistakes that affect the whole article content. And many jobs become useless when you try to do it while making content ...

To embark on SEO, the first thing is that you need to study how to write content, with a topic that appeals to readers, a clear, clear way of writing, capturing the readers' needs properly. The use of long-winded writing is one of the mistakes that affect the whole article content. However, that is quite a lot of people make when doing SEO. Besides, there are quite a few other errors in the process of building content, affecting the search rankings that we will take the following:

1. Consider content only as a tool for sales:

Content really brings values ??in many ways, not just for sales. Considering the content is as simple as a leaflet or leaflet, while it is still very wrong to be able to navigate customers and convince them. Content should be rich and extensive, require investment, not merely a tool for sale. When you create content for marketing, you are attracting customers for your company / business.

However, if it is only for sale, it is certain that the conversion rate is not stable for a long time. Because the true purpose of the content is to bring great value to the lives of readers. A quality and proper content must gather useful information for readers, to broaden their awareness and make them more confident in your business. That's what you need to be aware of when doing content marketing. Don't focus on the immediate benefits but forget the solid foundation of your business.

2. No purpose when writing content:

When you create content without determining what is the main purpose of directing it to the reader, you are doing something very meaningless. A content needs to identify who it is writing to serve, what class, for the purpose of entertainment, education, news or promotion . Yes, then the content after being completed and posting will target users, making the conversion process much faster.



3. Forget about who my readers are:

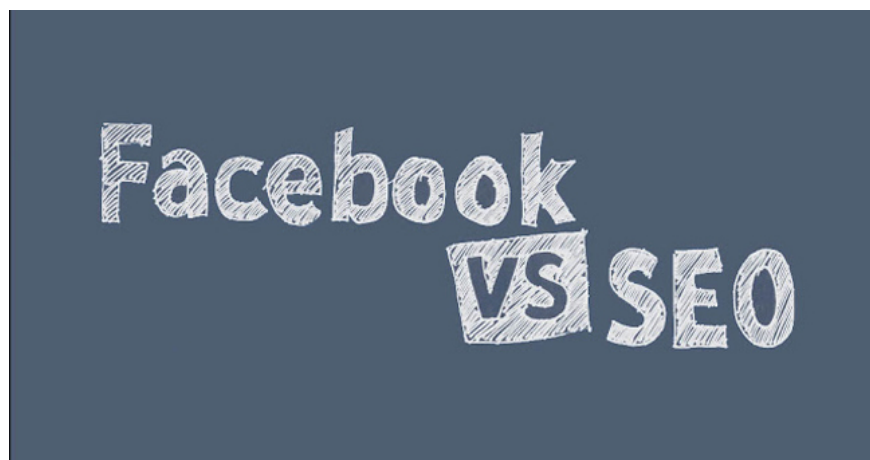
Similar to article 2, this mistake also makes customers - who decide your income, will not go to the website because the content you upload is not right for their search. This also means that you need to interact and connect with readers in different ways and levels to give them the right comfort and attention.

Emotional responses are a useful way to help readers feel attracted to your product, but the content is different. You need to serve your customers with respect and don't talk too much about a boat.

4. Track the number of likes of content available on Facebook:

The statistics are always the best way to assess whether the content is really noticed by many people, however, the amount of likes on Facebook is the most meaningless data to rely on. Facebook allows users to click "like" for a post without having to click on the link to read it. When you use social networks like Facebook as a tool to share content, you need to be alert, so pay close attention to the click to the page, not too focused on the amount of likes.

However, the usefulness of having lots of likes is that articles will tend to be showing up more and more newfeeds. However, like that data is not really accurate in assessing the popularity of the article, when you do not know whether the reader has clicked on the link or just see the title or click "like".



5. Count the frequency of ads (Ad Impressions):

The frequency with which ads are displayed is an erratic variable. Their code can be done in a way that misleads many content marketers when using them to evaluate. Some ads appear and are counted after each page load whether or not users see it. And this also makes this data more or less affect the evaluation correctly.

6. Blog comment:

The comment data on the blog is also not exactly correct because sometimes many comments are spam and not related to that article, and it does not mean the number of people who have visited your site.

Although this is the number of comments that advertisers still use but for businesses, this is not the exact number to believe.

7. Reports analyzing the entire database:

Many marketing content developers spend hours hours mulling their databases and creating a series of subsequent reports. The sad thing is that although these reports are completely useful, they are only useful when limiting a sub-element to a common database.

The reason is because the database includes all types of users from all geographic regions, IP addresses in the world that it includes and does not include the object you are actually targeting to the website. That's why when you create reports about the entire website of the website, that information is too thin. What you need to do is identify each specific area or field you want to design (eg age, gender, occupation, etc.) and you are also more convenient to work with a few numbers. material rather than overall.



Refer to the following articles:

1. SEO website process on Top Google

1. Some basic concepts to know about Search Engine Optimization - SEO (part 1)

1. Check SEO onpage with SEOQUAKE tool

Hope the above article is useful to you!

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