

Top 10 SEO tips Webmaster should avoid

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Web promotion work, specifically optimized for search engines (*Search Engine Optimization*) is called SEO job quite comprehensively and complicated . By search engine algorithms, SEO tips are complex and constantly changing. For example, Google has hundreds of factors in the Web ranking algorithm. Moreover, search engines consider algorithms to be the top priority for two main reasons:

- They don't want opponents to know what they're doing.
- They do not want webmasters or spammers to design Web pages, apply abusive SEO tips to get high rankings.

There is another reason why SEO is complicated by SEO theories, the experience of SEO changes dramatically in recent years. SEO tips that Webmaster, SEO experts apply in previous years are no longer applicable for the present time.

The change in the Web appearance leads to a constant change of the search engine's environment and algorithms that makes SEO more complex. Many questions, many problems are still considered mysterious in SEO profession. This article will summarize for you 10 outdated SEO tips and should be avoided and hope to give some brief explanations of SEO people, Webmasters.



Keyword based in the MetaTags Keywords tag

This is the first taboo for the simple reason because search engines no longer rely on the MetaTags Keywords tag to determine the content of the Web site for more than 3 years. Instead, search engines will analyze the

content displayed to users to determine the content and classification, specifying rankings for the page. The hidden text for users, like the *MetaTags Keywords*, has not been meaningful since the past few years because they are overused by Spammers. However, some search engines still use this Meta Tags with very low weight. So you put in this Meta Tags tag the main keywords (as follows), then forget them.

Meanwhile, **Meta Title** tags - providing current magic for users, are one of the most important SEO tips of SEO jobs. It helps you significantly improve your page rankings.

In addition, you should fully and accurately declare the **Meta Description** tag compared to the content of the page. Meta Description tags don't help you improve page rank directly, but it helps Google build snippets that link to content in search results pages. In that case, Yahoo uses this description tag in the search results page in some cases. This increases the click rate of CRT. And in general, Meta Description tags are also indirectly involved in increasing the quality and increasing your website rankings.

Stuff keywords in hidden text

Taking second place because it will cause your Website to be penalized, banned or deleted from the index list. Inserting keywords with very small fonts, the same color as the background font or beyond the browser window or even using CSS HTML SEO techniques are also taboo SEO tips. Google's algorithms are quite complete in detecting these SEO techniques. And being punished is unavoidable especially when anti-spam is becoming the top concern of many search engines (Google, Yahoo).

Buying and selling links

This is one of the most popular and widely used methods by Webmasters and SEOs. Especially in Vietnam, when Alexa traffic index is highly appreciated by users and people think that linking, buying and selling links will bring traffic to the Website. vietSEO recognizes that many Webmasters in Vietnam still consider direct access from the link exchange rather than indirect traffic from search engines through the ranking of the Website.

The problem is, link exchange misrepresents the 'natural' URL path and it will make search results no longer accurate with user queries (Remember that Web page rankings are also heavily dependent. go to the external URL to point to the page). And search engines, especially Google, in an effort to improve search results for users, will find ways to combat affiliate purchases and they prioritize this. Matt Cutts, a Google engineer, also confirmed that Google's algorithms were perfect in detecting links that were traded. Typically, Google uses the following three methods to determine the purchase and sale of this link:

- The algorithm will search for suspicious patterns, such as 'advertisement' and 'sponsorship' words located near the link. It can also find a group of discrete links that have nothing to do with the topic of the page with this link.
- Google also has thousands of editors in Asia who manage search quality. And certainly some of them will be trained to discover and warn the link purchase and sale of websites.
- In addition, Google also has a tool that allows users to notify and complain about affiliate purchases. And they will be sent to the search quality management team located in Asia.

So what will Google do when it detects a link purchase? The links will be marked and no longer valid for the rankings for the pages linked to. In addition, if the purchase is discovered in the purpose of increasing rankings, Google will apply penalties, such as PageRank downgrades and even banning the Website.

So use time and money more reasonably. Instead of spending time looking to buy links, look for valuable links that relate to the topic of the page to provide useful information to users. And building an information-rich Web site or useful tools, you'll get users 'natural' links. That is keeping the old users and bringing in new traffic. This is a sure and long way to do it.

Lost PageRank rankings

This is one of the tips that vietSEO is most interested in because it is simply something that many webmasters do not understand. Especially in the context of Vietnam, Website administrators, or content administrators often because of the vicious circle of copyright rather than SEO aspect, so it is very 'convenient' to place links to pages. Other Web.

The misunderstanding of SEOs is when the Web site links to external sites, the page's PageRank will be 'broken down' and 'lost' to other pages. But the world has changed. PageRank is only a regular index in Web rankings.

So set up an enhanced link to content similar pages, which enhances the reliability of information on your Web site.



Join the link exchange system

It's a fairly old job, but it's no longer valid. The search engine that wants to link is essentially 'natural', citing when it comes to providing information and tools. In the meantime, link exchange exhibits change and they are very easily detected.

Do not waste time joining link exchanges to build this simple sub-link system. Link building is, however, very important as Web pages in link diagrams are useful for users. Build links to pages that have the same topic and are useful to users. And of course it would be better if the web page with this topic links to your website without necessarily linking back.

Intermediate content

There are two ways to create dual content:

- Many Webmasters deliberately create doorway pages, websites with similar content, even completely like the original page. These pages are presented in a variety of ways to promote the company's products or services.
- Sometimes, in the same Web page, the same content will appear in many different pages (different URL paths). For example, the same blog content can be found in the link to the article, category, archive, RSS and on the homepage.

The problem with dual content is that Google always wants to give searchers a wide choice of content, for example, Google only picks out a single page of duplicate content. So duplicate content wastes search engine time and wastes your Web server bandwidth. And sometimes the results displayed on the search page are not the content version that you want users to reach.

What do you have to do to avoid intermediate content? Please refer to the article on duplicate content above and find ways to reduce them. In addition, there are a number of tools to help you figure out which version needs to be indexed while excluding the extra versions.

Use Session IDs in URLs

Before going into the details, if you have not mastered the basic components of a URL hypertext link, please refer to the article of basic components of URLs, static Web and dynamic Web.

The fact that Google indexes Web pages is continuous. The frequency of Googlebot depends on the ranking of the Web site and the level of updating the page's information. To have a high ranking Web site is a long-lasting persistence. In addition, Google and other search engines like static Web sites. The parameters that appear at the end of the URL will be treated by the search engine as a component of the URL.

If your dynamic Web page contains a Session ID parameter, it is more likely that the search bug will fall into an infinite loop when indexing your page because each visit is assigned a new Session ID and GoogleBot will treat this as a new article. With Session ID, you will create as many duplicate content as mentioned. And Google will spend a lot of time uselessly indexing, while you spend more bandwidth on them. Session ID will reduce your page rank.

Although Google's algorithms have significantly improved the handling of session IDs, you should use cookies instead of using parameters on the URL. Remember that only 2% of users do not use cookies.

You also try to create friendly URL paths (keywords in the URL) using mod_rewrite URL with for example htaccess, or Permanent Link configuration for WordPress.

Website with Flash

On the technical side, a Web page that is completely covered by Flash can be eye-catching, but it is certainly hard to get high rankings on search engines. As in Flash Website SEO article for Google, even though search engines can read and index Flash, it is hard to see a Flash Web site has high rankings for hot, highly competitive keywords. . One of the simple reasons is that Google likes text. And if you display pages with lots of text, Flash just stops providing visual effects.

Using too much JavaScript

JavaScript can be very effective in Website design. The problem is that Google will have trouble understanding javascript source code. Although now and in the future, Google has and will make more efforts but the use of JavaScript will still lack the effect of contacting search engines.

For optimization, SEO people often separate JavaScript, but in case of using, insert the file (include) or use CSS to replace in the title or body of the Website. Help the machine understand the main content of the page and index them easily, so everyone benefits.

Cloaking technique

This is a 'black hat' SEO technique to display other content for search bugs than regular users. This is another old technique used by many spammers in previous years.

Search engines today easily detect this fraud by sending often signing new search bots for the purpose of detecting cloaking. There are many cloaking techniques, tricking search bots that cannot be listed in the article's limits. However, they were soon discovered. This is a 'black hat' SEO trick to avoid.

In case of discovery, the relevant Web site will be banned. So you should not use this technique. Let's solve the problem by other techniques.

Conclusion SEO tips

Through the above analysis, vietSEO summarizes two main issues that Webmasters, SEOs need to pay attention when applying SEO tips:

- Learn how search engines work to help them understand the content of your website. The issues that explored the above section all have one thing in common is that they make it difficult for search engines to index and define Web content. So build a website that interacts well with search engines to provide them with unique content.

- Don't use useless time to fool search engines. Because search engine algorithms are smart enough to detect tricks, not to mention human resiliency in fighting spam. Even if you are looking through the eyes, the search engine. It is only temporary for a short period of time and the price to pay when being turned over will be much more expensive. Fooling search engines is not a long-term way. Use your time, energy and money to invest in useful content, tools and participate in other promotions that you will do if you Search engines did not exist.

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