

July 16, 2008

# Outrageous Tips & Tricks That Allow You To Quickly Fail at Natural Search



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# Explosive inbound link growth

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# Improper use of internal linkage

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Use of “marketing speak,”  
vs “consumer search speak,” in  
other words, using words that  
people actually search for

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# Shallow on page word counts

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Shallow content depth,  
in terms of unique site pages

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# No presence of a site map

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# Session ID's in URL string

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# Too many value parameters in URL string

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# Too much extraneous code (inline CSS and JS, etc)

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# Using Flash for navigation

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# Using images for text elements

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# Using Flash for text elements

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# Rebuilding on a new domain with a bad search history

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# New domain

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Site has 60% plus  
duplicate content

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# Cloaking irrelevant or non-identical content

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Same color text,  
same color background

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# Keyword stuffing in the title element

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Not having a directory listing in  
Yahoo, DMOZ, or business.com

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Not having any  
high authority inbound links



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# Linking from a bad neighborhood

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# Robots.txt – disallow

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Lack of “buy in” from all involved  
(management, IT, etc)

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Poor design -  
not accounting for header tags.

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# Poor approach to writing

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# Cumbersome IT Department regulations

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# Meddling PR departments/ language “style guide” police

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# Knee-jerking

(not waiting to see how the algorithm reacts to changes before they take affect)

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# Lack of keyword rich anchor text in internal linking structure

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Poor calls to action on pages  
(what good is the traffic  
that gets there if it does nothing?)

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Poor keyword targeting  
(keyword strategy is ultimately important from  
the beginning. You **MUST** target keywords  
your consumers are looking for!)

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**Lack of SEO process**  
(some small SEOs just do things  
and forget. Now they can't tell you what  
actually what did did/not worked)

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# Keyword stuffing in Alt text

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# Over aggressive Robots.txt

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# Improper Site Sculpting

(a great advanced technique that can go wrong  
if done incorrectly)



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# Redesigning a website and launching without 301 redirects

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# Thank You

Tonight's presentation will be uploaded  
to the DFW SEM web site