

July 16, 2008

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



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LeadMaverick
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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