

Don't Hurt Your Rankings: Common Mistakes Made by Companies

Search engine optimization and even pay per click campaigns will surely be around for quite a while. Perhaps this is because they still remain two of the best strategies to obtain the most ideal search engine position for your website. However, because the results may take some time, there are a number of companies that unknowingly or deliberately sabotage their own SEO and PPC campaign. In the end, they have to suffer the consequences of their actions, which may be a decrease in their ranking and traffic or, worse, getting banned from search engines. Where You Can Go Wrong There are two types of mistakes a company may make in relation to SEO or PPC. First, there are a number of business website owners who actually don't have much idea about the technique that their demands are contrary to the best practices of SEO. On the other hand, there are also others who pretend they already know SEO and perform some tricks and changes that will only damage what they've started. So watch out for the following errors: 1. You make some updates on your site. You may ask yourself, What's the harm of doing this? Wouldn't it be a very clever thing to do, knowing that you're saving your SEO company some time and energy. You may have a point, but your actions may compromise whatever plans the SEO company may have for your site. Worse, your actions may spell a destructive process for you. Here are some possible scenarios: You decided that you want to add another content in your website, perhaps some news or press release about your newest product or service. Hence, because you thought that it doesn't hurt if you'll do this by yourself, you went on with your plan without consulting your SEO company. Unknown to you, however, you already have altered the tricks and codes that may have been used by the SEO firm so you can rank highly. You may have modified the right keyword density for your site. The bottom line is you could lower down your search engine ranking. There could also be a time when you wanted to create a new link for your site. However, you've forgotten to make proper redirection for the URL. Thus, what you have is a broken link, which makes it very difficult for search engine spiders to crawl and index the pages of your website. In the end, SEO companies would take the blame for the client's wrongdoings. To avoid getting misjudged, though, they would often monitor the performance of the site of their client, take note of the changes, and contact the webmaster right away. This is to prevent any bad consequences or to make the necessary repairs before the website suffers tremendous loss. 2. You want some change, but you don't want to make any modifications. This can be one of the most difficult aspects for SEO companies. There are a lot who want to make sure that they can rank highly in search engines and send traffic into their webpages. However, they don't want to make any type of modification for them to achieve these objectives. Here are examples: Keywords and keyword density are two important elements in a website. You want to drive targeted customers into your website. These are people that would likely buy your product or avail of your service. However, you don't want to make any changes in your articles and content. You don't like to identify the most effective keywords, and you don't maintain the most ideal keyword density. There are also a number of website owners who still believe that Flash and other forms of animation can drive traffic into their website. This could be true; however, what make these Flash sites searchable in search engines are their contents. You cannot simply depend on your animation. As a matter of fact, they make it very difficult for search engine spiders to index your Flash page. After all, they can only read text files. Moreover, they make the site very difficult to download. Flash files are known to be really heavy. Ethical SEO companies are usually very blunt about the right way to do things. And they wouldn't mind letting go of a client who will not likely listen to what the firm has to say about their website. 3. You apply your own techniques. Unless you're a certified SEO guru, you should avoid performing your own SEO tricks. First of all, it becomes an extremely difficult job for an SEO company to make the necessary repairs. Second, by the time they try to change what has been done, your website may already be suffering from a loss of ranking. If you don't like to get yourself hurt, allow the professionals to do their job and take care of these aspects.

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