

Gary's top 5 SEO mistakes

1) Non standard page titles and keyword stuffing in the title.

Search engines only recognize about the first 60 characters anyway. If you're stuffing too many keywords in the title you risk a Google penalty and don't see non standard characters or commas either - they're not going to help.

2) Missing or non-optimized Alt Tags

In short, use the alt attribute to describe, with keywords, the image content. No keyword stuffing!

3) You forgot to research your keywords

It might sound obvious but have a look at the traffic volumes and competition for the keywords which are most relevant to your business, then decide which keywords to go for.

Big value keywords such as "Mortgage" are going to require a lot more hard work and effort to rank than something specific like, "mortgage broker in Norwich". Employ a balanced strategy using some high value keywords and some more "tail end" specific terms.

4) Lack of relevant keywords in page content

It's simple, if you looking to rank for "compare current accounts" make sure "compare current accounts" appears in the page content a few times. You can also use "compare current accounts in the page title, heading, page description (this will help attract more relevant clicks) and meta keywords too. Again no keyword stuffing, unless you want to appear on page 50!

5) Non indication of content hierarchy and header elements

Header tags (h1, h2, etc.) establish a web site's important sections and the content hierarchy. Google states webmasters should "make a site with a clear hierarchy and text links". Top tip - using CSS allows you to modify the display of hierarchy tags.

Bonus mistake 6, Using JavaScript by mistake!

Don't use spider illegible JavaScript where basic code would do. Search engines love fresh, changing, original content make sure yours is legible.