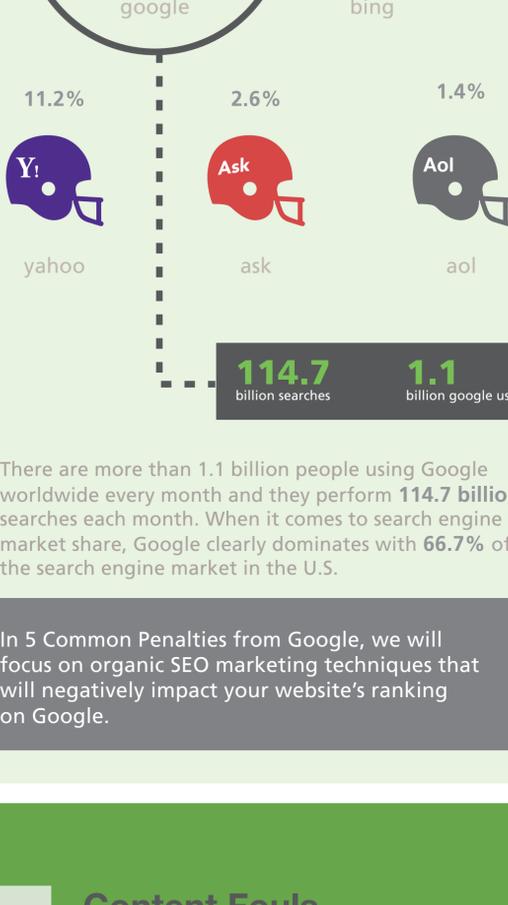


5

common penalties from **GOOGLE**

Search Engine Market Share Percentage:



There are more than 1.1 billion people using Google worldwide every month and they perform 114.7 billion searches each month. When it comes to search engine market share, Google clearly dominates with 66.7% of the search engine market in the U.S.

In 5 Common Penalties from Google, we will focus on organic SEO marketing techniques that will negatively impact your website's ranking on Google.

01 Content Fouls

Website content is important for the user experience and for overall search engine rankings. Content includes text, images, and video.

The Penalty Call:



"Borrowing" content from another website or from another page on your website is always a bad idea because:

- X** it's plagiarism
- X** it does not specifically reflect your business
- X** it's repetitive (if copied from your own site)
- X** it can get your site blacklisted

The Professional Fix:

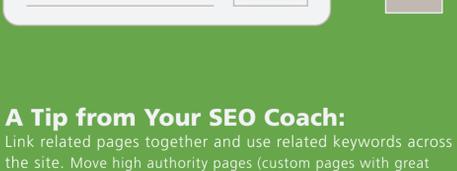
A website should have quality, custom content. A website should include a custom homepage, bios, clear explanations of services or products, contact information, and ideally a blog as well. Use the appropriate keywords on each page for consistency and usability.

A Tip from Your SEO Coach:

When including keywords on your custom pages, tailor them to what end users are searching for when they want to find your business. For instance, while veterinarians do not refer to themselves as "Vets," pet owners will typically search for "Dog Vet" or "Cat Vet."

02 Poor Site Structure

There are two sides to site structure: structure for the end user and optimized structure for a search engine's crawlers.



The Penalty Call:

A complicated website structure with pages that are upwards of 5 clicks away from the homepage. On the user end side, a common error is to structure the website in a way that doesn't make sense for a visitor.



The Professional Fix:

Flatten the structure of your website so that pages are no more than 3 clicks from the homepage.



A Tip from Your SEO Coach:

Link related pages together and use related keywords across the site. Move high authority pages (custom pages with great content about your services/products) closer to the homepage.

03 Outdated Website with No Activity

A neglected website is a major oversight for a business, but is also very common. Often, when a website for a business is launched, the owner has high hopes for it, but then life and work gets in the way.



The Penalty Call:

A website is built and then forgotten about. A neglected website says a lot about a business. Websites that are outdated, have old information, or haven't been refreshed in a while are also negatively viewed by search engines. Search engines want to see websites that are fresh and up-to-date.

The Professional Fix:

Update your website. Review all the content to make sure it's still accurate. Write fresh content to replace outdated text, add new photos of your staff and office, and delete irrelevant pages.

A Tip from Your SEO Coach:

Schedule a website audit once a month or every other month to keep all the content current and up-to-date. Refresh pages regularly and look at your Google Analytics! If a page has low on-page times, fix it up.

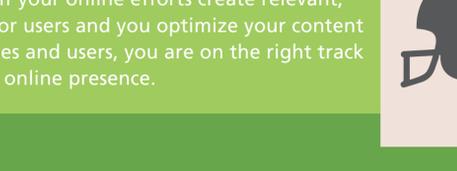
04 Bad NAP Across the Internet

NAP stands for Name, Address, and Phone Number. A business needs to ensure the Name of the business, the Address, and the Phone number are all consistent across the internet. This includes website(s), social media pages, review sites (like Yelp), directory listings, YouTube, digital advertising, etc.



The Penalty Call:

The NAP for a business is not consistent across multiple online sources. A non-standardized address will have negative SEO consequences. If a business has multiple numbers, they need to select one main number to publish online.



The Professional Fix:

Determine standardization for your Name, Address, and Phone number. Update all online resources with this standardized version of your NAP. Clearly post your NAP in your office for your staff so they know what form to use when managing any part of your business (including yellow page ads, association memberships, etc).

A Tip from Your SEO Coach:

Complete NAP audits of your business at regular intervals. There are a variety of tools to assist with this. A simple Google search of your business name is a great place to start.

05 Bad NAP Across the Internet

A great SEO professional is aware of black hat tactics and will NEVER use them for a client. Black hat tactics are dishonest, unethical techniques that will damage a business' online presence dramatically.

The Penalty Call

Keyword Stuffing: When a keyword is used more than 6 times on a page—it's keyword stuffing. Putting "best optometrist" 50 times in a page will cause your rankings to drop dramatically.

Link Farming: A website or group of websites that are created for the sole purpose of adding incoming links to a website is called link farming. Links to a website should not be bought (this does not include paid press releases) or artificially created.

Keyword Cloaking: A sneaky black hat tactic is to put content or keywords on a page that are not visible to users, only search engine crawlers. Webmasters will put white text on a white background because only crawlers can read it. Any content hidden on a page in this manner will negatively affect rankings.

There are many other black hat tactics, but these seem to be the most commonly used by inexperienced or unethical SEO marketers.

The Professional Fix:

Everyone has been duped at least once. It's unfortunate when someone calling themselves a SEO Professional dupes a business using black hat tactics. The business always pays the price, whether the tactics were used purposely or unknowingly. The only fix is to enlist the help of a qualified, experienced SEO professional.

A Tip from Your SEO Coach:

Schedule a website audit once a month or every other month to keep all the content current and up-to-date. Refresh pages regularly and look at your Google Analytics! If a page has low on-page times, fix it up.

If your online presence has suffered a penalty from Google, don't panic. Correct the error and be patient. The goal of a search engine is to return relevant, useful results to users. If your online efforts create relevant, useful content for users and you optimize your content for search engines and users, you are on the right track to an optimized online presence.

