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There may be logical reasons for the examples which we are unaware of, but these have been used in order to highlight where SEO mistakes are commonly made.

URL structure

Ideally you want to keep your URLs concise and keyword descriptive. So automatically generated, ID-based URLs aren't going to help your SEO.

Multiple homepage URL

This is a common mistake â€“ which is getting better across many sites, but if you click the logo or homepage link on some sites, you'll find that rather than getting sent back to the root domain, you're taken to a duplicate copy of the page on a new URL. See this example on House of Fraser:

Poor title tags or meta descriptions

I've worked with a CMS before that didn't allow you to edit title tags at all that was a bit of a problem! Hopefully your site won't be quite that bad, but too often people just think about SEO for generating rankings â€“ what about click through rates and conversions though

Lack of static on-page content

Many websites struggle when it comes to having good, optimised content deeper in the site. For example, product pages which have very little descriptive text written about them could be much better optimised for search. See this example from Monsoon, which showcases the product reasonably well, but does little towards telling users and the search engines about it:

Pulling search results in as category pages

As above, sometimes category pages are very weak on content and often these are just search results which are being pulled into a page.

Webpage & content too image-based

From the websites I've reviewed today, I've actually been quite impressed that most of these have now moved away from having content which is too image or flash-based. This is a clear SEO issue to avoid, as you want your site's content to be as well optimised as possible which means it should be text-rich. When doing SEO for your site, be honest and provide information to your viewers that is of value and is true to your product or service.

Duplicate content â€“ same product, multiple categories

I've seen several retail sites in the past where they have caused duplicate content issues by having category-level subfolders within the product URL. Here's one example from Blacks, where they have a product which is listed under two different categories, so they've ended up with two URLs for what is exactly the product.

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