Dealing with Common SEO Potholes by Davidsmith

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When companies try to conceive and deploy an SEO campaign they can come across all manner of issues and potholes that can cause the SEO plan to become stuck and possibly disbanded altogether. Small firms and one man operations often find SEO plans easier to action whereas larger corporations come across a number of challenges on their way to becoming an optimised presence.

1. SEO Budgets

Quite often the biggest killer of any SEO campaigns and without a decent budget it wonâ€™t even get off the ground. Not that SEO necessarily costs a fortune but depending on the type and scale of optimisation there needs to be an appropriate budget applied to make sure it is done properly and actually gets results.

In large companies all the executives may have to agree in order to secure the budget required. In such case full understanding and cooperation is required throughout the firm and common goals defined.

2. IT Departments

The relationship between IT and SEO departments can sometimes become a strained one yet this is one crucial link that must work in order for SEO to be successful. SEOâ€™s should give detailed and reasonable workloads to the IT staff that are not going to create any issues or bad feeling.

The other issue is that IT staff have a wide range of duties that must be catered to and will not always hold SEO as a top priority. Detailed and defined plans of action should be put to IT so they can place timescales and raise any objections at an early stage.

3. Technical Problems

A website and database may work on old systems that are sensitive to change and even modern websites may have a long list of problems such as duplicated content, poor indexing, bad link structure or flawed navigation. In order to fix such problems a wide site audit is required to flush out any problems at any early phrase so they can be fixed.

4. Content Management

The work involved in just preparing for SEO can be somewhat daunting especially when it comes to content. New content must not only appeal to the user but also be SEO friendly. A suitable plan of action is required that may involve using SEO addons or hiring copywriters to assist with speeding up the process.

5. Target goals and Prospects

This can be a big problem; a company decides to do optimisation, throws time and money at it only for a future review to uncover that the results are not as expected. The issue depends on what people expectations and goals are. If these vary widely then chances are there is going to be conflict and disagreement over budgets, approach or whether to even pursue with SEO.

The pre-agreement of well defined goals will make problems in the future much easier to tackle and allows for focus on the stronger aspects of the strategy.

6. Keeping Momentum

Itâ€™s one of the most common stories about optimisation. Gets off to a good start, slows down in the middle and grounds to a halt before its even fully got going. Marketing teams in particular need a good level of motivation and consistent effort in order to allow SEO to flourish.

7. Always look for changes on the horizon

Many companies have been caught out in the past by becoming too complacent with their setup only to suffer a rankings downgrade due to an algorithmic change, Panda being one of the best examples. Always stay on top of the newest developments and trends in the SEO world and ensure all SEO teams are well briefed.

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There are so many things that can go wrong in an SEO campaign which is why a company should always look to work with an a SEO London firm that understands such issues and can save lots of wasted time and effort.

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