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Four Mistakes to Avoid in SEO by [Julia Roger](#)

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When thinking about internet business and its success one thing that comes with it is SEO. Search engines like Google are the best way that anyone can know about a new business or a company. In case of Birmingham, based business seo birmingham is an important thing but there is some restriction which needs to be maintained so that you actually get great results.

Keywords Stuffing: Though keywords are quite important for gaining great ranking in search engine it should not be stuffed in the content or the tag for the simple reason that you are making the content for the public. The content should read good and understandable for the viewer. Until and unless it is good, your users will not be interested on the product. The keyword density needs to be around 7 to 10% and unwanted keywords may be problematic for you as the search engine may ban you.

Time Trial: Many people think the ranking increases with time. But time alone cannot serve the need. You need to be proactive and give your domain chance to get up the ladder faster.

Social Media: Today there are a lot of social media such as Facebook, Twitter and many more which has become an avenue of advertising. But that is not enough. Relying only on social media will not do. Have a full range of advertising campaign and also do article submitting, back linking and many more to achieve the desired result. Directory submission is a great thing too.

Unethical Link Building: In the urge to succeed, many companies get involved in this. If you get involved in it and the search engine recognized it then you may be penalized for your action. Link building is important but by using proper channel and keywords.

While appointing a seo company birmingham asks them to follow these points.

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