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Myths Review: a Rundown of Common SEO Misconceptions by [Glenn Evans](#)

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Search Engine Optimization or SEO, as many people refer to it, is one of the industries where you can find more than enough information that can either be true or should be taken with a grain of salt. Because of this, confusion about almost everything related to SEO is still common among many Internet users. Take a look at some of the most common SEO myths “ and what they really ought to mean.

SEO is nothing but a collection of tricks to fool search engines.

If you think that this is true, consider this: fooling search engines could mean fooling users too. Obviously, it’s not a good way to do business. SEO may involve tricks and tactics, but these are intended to help users “ not fool them into believing anything they can find online. Aside from optimizing content, SEO involves other strategies such as web analytics, conversion analytics, ongoing link building, creative copy writing, keyword analysis, and ongoing content development.

Content should contain 250 words.

For most SEO experts, a 250-word count is a fallacy. There is no such thing as a perfect percentage of keywords, because there are factors that contribute to better ranks. Instead of worrying about keyword density, businesses should focus on producing copies that are informative, persuasive, and punchy. Repetitive words in a page won’t pull your ranks to the top.

SEO is a one-time effort.

Keep in mind that Indianapolis search engine optimization is an ongoing process. Good rankings can’t be achieved overnight, and cannot be maintained without any further optimization. The only way you can maintain your ranking is to constantly update your content and optimize your websites according to the regulations set by search engines.

Constant reposting of content is a must.

Most people think that constant posting of new content is the only way to succeed in Indianapolis SEO. What is actually important for search engines is relevance “ and not all new articles posted online are relevant to every user. The more relevant your content is to the user’s search phrase, the higher your website ranks.

SEO is only handled by IT people.

Although Search Engine Optimization started out in IT, most companies now hire people outside of it to handle SEO-related tasks. SEO Indianapolis businesses involve many fields such as public relations, legal, marketing and creative to help reach company goals. The point is to manage the tasks well whoever handles them.

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