

SEO TIPS - Things To Avoid

1. Strange color combinations that make it hard to read for a viewer.
2. Text that is too small.
3. Unrelated advertisements - that will provide distraction to viewers.
4. Hidden text (Normally text that matches the color of your page background).
5. Instances of 5 or 6 keywords being repeated in a row.
6. Submitting your Website to FFA sites.
7. Duplicate pages, doorway pages and cloaked page.
8. Re-direction from the home page to another.
9. Automated submission to search engines.
10. Submitting to search engines more than ONCE a month!
11. Keyword stuffing in comments tags, Meta keyword tags and image alt tags.
12. Participating in link farms.
(A link farm consists of sites that link to other sites for the sole purpose of increasing their link popularity score.).
13. Use of <Meta refresh> tag in HTML page header.
14. Using trademarks or company names belonging to others in your Meta tags.

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