

6 Unintentional Mistakes That Will Kill Your Website

Search Engine Optimization is a complex and changing science. Search algorithms have become like the secret “Coca-Cola” recipe, a closely held trade formula known only to a few strategists. Everyone wants to know what it is that gets your business that top ranking position on search engines, but no one really knows the exact method. SEO specialists have had to reverse-engineer the correct composition of strategies and techniques in an effort to uncover the secret to raising clients’ positions. “There are many practices that are inadvertently put in place by website owners and developers that create big obstacles for being page ranked on search engines.” says Kelly Cutler, CEO of Marcel Media, a strategic interactive marketing firm. “Flashy sites may be appealing to the eye but web crawlers (spiders) cannot find them.”

Here are 6 things to avoid that Cutler says will instantly kill your website and keep it from being search engine friendly:

- 1. Utilizing session or user IDs**

Session and User Ids create new pages that appear to be spam to search engines every time its crawlers visit a new page.

- 2. Generating multiple URLs with navigation-driven URLs**

This technique also creates the impression of a site that is generating spam. This will result in search engines lowering your link popularity.

- 3. Deploying meta title and description tags on all pages across the website**

Web crawlers have a hard time distinguishing pages that have the same meta title and description tags. Web crawlers will determine that your site lacks content and will penalize the website.

- 4. Creating an all JAVA or flash website**

JAVA and Flash websites are not indexed by search engines. Many site owners believe that hi-tech websites will create appeal and engagement. Content becomes buried in these sites. As a result, they become invisible to web crawlers and are essentially obsolete.

- 5. Participating in reciprocal link farms and web rings**

One important thing to remember is that although having several inbound page links is advantageous for websites, the inbound links must be from quality, relevant sites. Participating in web rings link your website to low-quality sites.

- 6. Failing to update website content on a regular basis**

Stagnant or stale website content diminishes stickiness and can kill a site. Engaging your audience is a key to search engine optimization. Regular content updates make your website search engine friendly. Continuously fresh content draws in new visitors and increases the number of returning visitors.