

FACTS ~~MYTHS~~

Top 8 **SEO MYTHS DEBUNKED**

01

SEO IS A ONE-TIME OPTIMIZATION TASK

KEYWORD STUFFING IS A VIABLE STRATEGY

02

03

META TAGS DON'T MATTER

LONGER CONTENT EQUALS BETTER RANKINGS

04

05

GOOGLE IS THE ONLY SEARCH ENGINE THAT COUNTS

KEYWORD DENSITY GREATLY IMPROVES PAGE RANKING

06

07

GOOGLE PENALIZES DUPLICATE CONTENT

GOOGLE ADS WILL INCREASE RANKINGS

08