



10 Fatal WordPress SEO Myths

by [Plugin Poets](#) 

Introduction

SEO is the best marketing strategy to deliver organic results. With the right knowledge, you'll understand SEO more.

There is a lot of false information revolving around SEO. Here are the top 10 SEO myths debunked ...





Myth #1: SEO doesn't work

“SEO doesn't work” is the most popular myth there is.

The truth is, SEO is a powerful tool; many just don't fully understand it.

Here are some reasons others think SEO doesn't work:

1. They got scammed by someone promising to land them on the first page fast.
2. They do not spend as much time or money on SEO enough to see results.
3. They are impatient and expect to land on page 1 overnight.
4. They do not adapt to the ever-changing algorithm of search engines.

SEO is not an overnight pill to success. It requires plenty of dedication and patience to see results. Also, don't believe people who promise to deliver fast results because most of the time, it's a scam.

Myth #2: Keyword research is unnecessary

The "golden keyword" will not simply fall on your lap. Keyword research is still an important factor in SEO.






Proper keyword research helps you:

- **understand your audience better**
- **reach more people**
- **see a profitable market**
- **get ideas for your content**

Many keyword research tools are available for free or at a price these days. Don't neglect the importance and benefits of a properly researched keyword.





Myth #3: Content is everything

Great content is important, but it's not the be-all and end-all of your WordPress site.

While publishing quality content consistently definitely helps in gaining returning audiences, SEO doesn't just revolve around it.

Other than content, other factors key to SEO success include:


- **A fast-loading, user-friendly and secure website**
- **Effective backlinks**
- **Optimized media**
- **Optimized title and meta descriptions**

Each of these is equally important in helping create a high-ranking page.

Myth #4: The more keywords, the better

Truth be told, there isn't a "magic number" of keywords you're supposed to use in your content. (However, Yoast SEO, a WordPress SEO plugin we use, suggests having a keyword density between 0.5% and 3%.)






Beyond calculating keyword density, what matters more is where you use your keywords.

You should use your main keyword in the following places:

- **Title**
- **Meta description**
- **Beginning of content**

You can add other keywords as you go along. But be sure to make it sound natural and not forced.



To optimize your site, you can also add keywords in the following places:

- **URLs**
- **Media name**
- **Media Alt tag**

Remember: Your content should be made for your audience before search engines.



Myth #5: Links don't matter

There are three major types of links:

1. **Internal Links** - links from one page of your site to another on your website
2. **Backlinks** - links from another website to yours
3. **Outbound links** - links from your website to another

These links – especially backlinks – will greatly impact your SEO rankings.




However, not all backlinks are created equal.

A good backlink comes from relevant, trustworthy, and well-known sites. This type of backlink makes you rank higher

Be warned though: backlinks that don't come from such websites may hurt your SEO ranking.

That said, pay attention to the links you add and the websites linking their content to you.



Myth #6: Speed isn't important

Site speed has a direct effect on user experience. This makes loading time a determining factor for a higher-ranking site.

A slow-loading site has a higher bounce rate, lower dwell time, and lower conversion rate.


Bottom line: Better user experience equates to a higher SEO ranking.





Myth #7: Social integration is useless

Many marketers think social media
doesn't affect SEO performance.



On the contrary, integrating social media gives you more organic traffic. High traffic is often seen as a sign of an authoritative site. This will make your page rank higher.

Social media helps create better engagement. It could also help give you ideas for popular and attention-grabbing content.


Keep your SEO and social media goals aligned to enjoy its full potential.



Myth #8: Only being #1 matters


Being on top has its perks, like getting more traffic and having a better business image. Staying on top is as difficult as reaching the top, which is why some people get too obsessed with maintaining their first-page status.





Some sites only think about ranking first in search engine results that they forget about the purpose of their sites. Don't be fixated on being #1 at the expense of your content quality.

Think about what gives your audience a better user experience first. Keeping your audience in mind helps you earn top rank and, more importantly, stay there.







Myth #9: Pay an agency to rank higher fast

There are plenty of SEO agencies claiming they can get you to rank higher fast. But higher ranking isn't something you get overnight, even with the help of an SEO firm.



Working with SEO agencies has its own benefits, but is usually costly. Only consider hiring one for the following reasons:

- You don't have time to learn and execute what you learned.
 - You want to focus on what you're good at.
 - You want to invest in something long-term.
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SEO techniques are ever-changing and require some learning curve. But investing time learning SEO is ultimately beneficial for your business. In doing so, you can focus more on your long-term goals by developing a high-quality website on your own terms.

Remember: No one knows and understands your business goals better than you do.



Myth #10: Paying for Google AdWords helps ranking

This is probably the most controversial myth there is. Without a proper understanding of AdWords, you may be putting good money to waste.




First, investing in Google AdWords doesn't guarantee a higher ranking or even a higher traffic rate. In fact, results tagged as ads have been shown to receive less traffic. Expert searchers skip the paid results and look further into the unpaid ones.

Second, Google AdWords doesn't directly affect ranking; it only triggers some factors that will.

For instance, buying AdWords exposes your content to more users. If they find your content appealing, they may link back to your site. If a relevant site with higher authority backlinks to your site, it ranks higher.

Bottom line: Google will lose its credibility if it allows AdWords to directly and significantly affect ranking, so don't look to it as the magic pill for overnight SEO success.



Undoubtedly, SEO is a powerful tool to gain exposure for your WordPress site. But without understanding how it works, you may end up wasting your time, effort, and money. Knowledge is half the battle, and with SEO, the other half is implementing what works - and avoiding what doesn't.

To always improving SEO skills!





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