8 WordPress SEO Mistakes You Need to Avoid in 2020
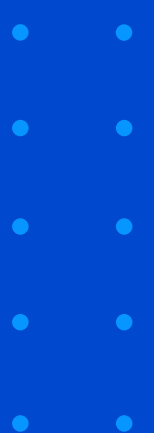
by **Plugin Poets**

INTRODUCTION

The Google algorithm constantly changes.

That's why some of the SEO techniques you used in 2019 may no longer be as effective in 2020.

What's worse is these old techniques can even get you penalized.

If you don't want to harm your ranking and online reputation, below are 8 common SEO mistakes to avoid in 2020:

1. Over-optimizing Anchor Text

Gone are the days when optimizing anchor text was a huge ranking factor in SEO.

Google has recently published a Link Scheme document warning against this anchor text practice as some SEO marketers are abusing this technique to rank online.
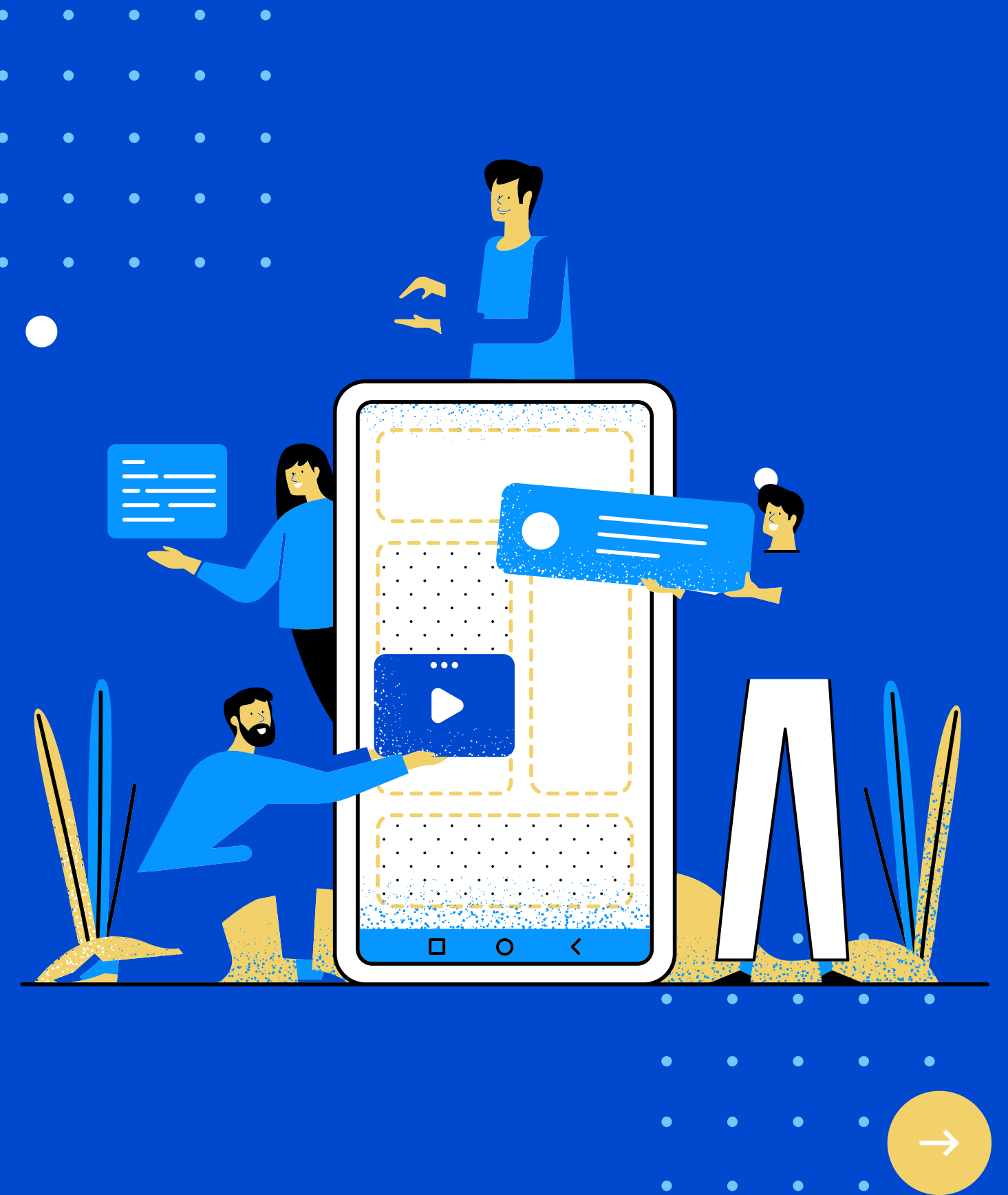
Instead of optimizing an anchor text for your keyword exclusively, you can use the following safe anchor techniques :

Long-tail URLs: "Visit Plugin Poets for premium WordPress plugins"

Naked URLs: "pluginpoets.com"

Branded URLs: "Plugin Poets"

2. Focusing on Backlinks instead of Content

Backlinks are an important factor in SEO. However, having lots of them doesn't guarantee better ranking.

Think of it as just a factor in having a winning SEO strategy. Unless you are also working on other factors such as social signals, onsite optimization, and content marketing, having a lot of backlinks will do your ranking no good.
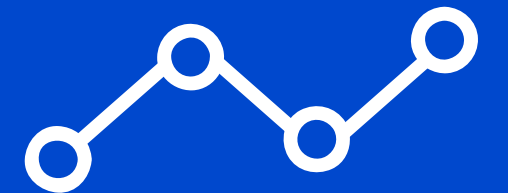
3. Publishing mediocre content

16%

84% of consumers expect brands to provide high-quality content

84%
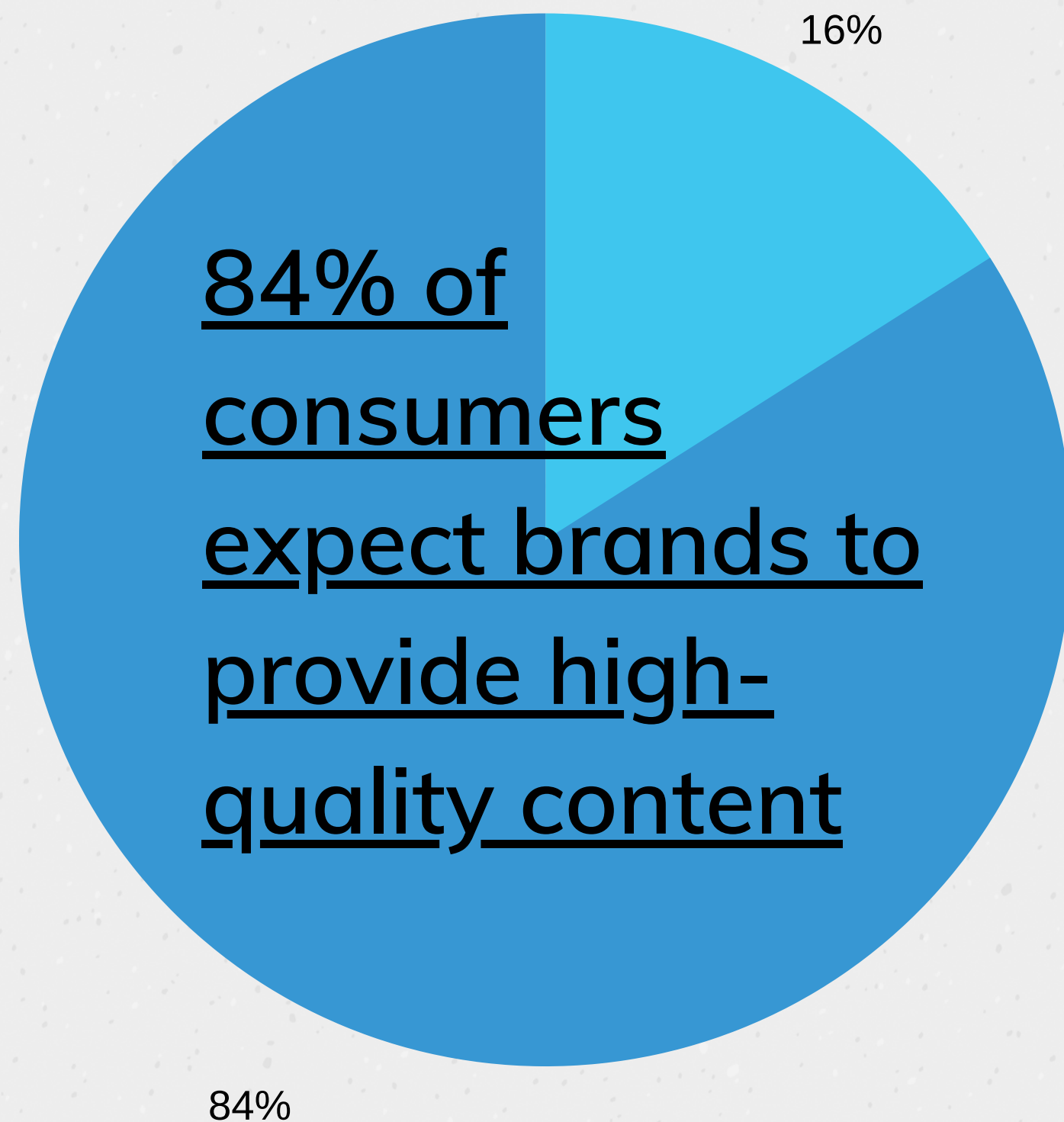
While producing high-quality content isn't easy, it's a great way to rank on the first page in search pages.

Consider it as your brand's investment. It may not give you instant results but the better content you produce, the more you will get out of it in the long run.

4. Focusing only on on-page SEO

SEO is more than just content, code, and links. Another factor you want to consider is social following.
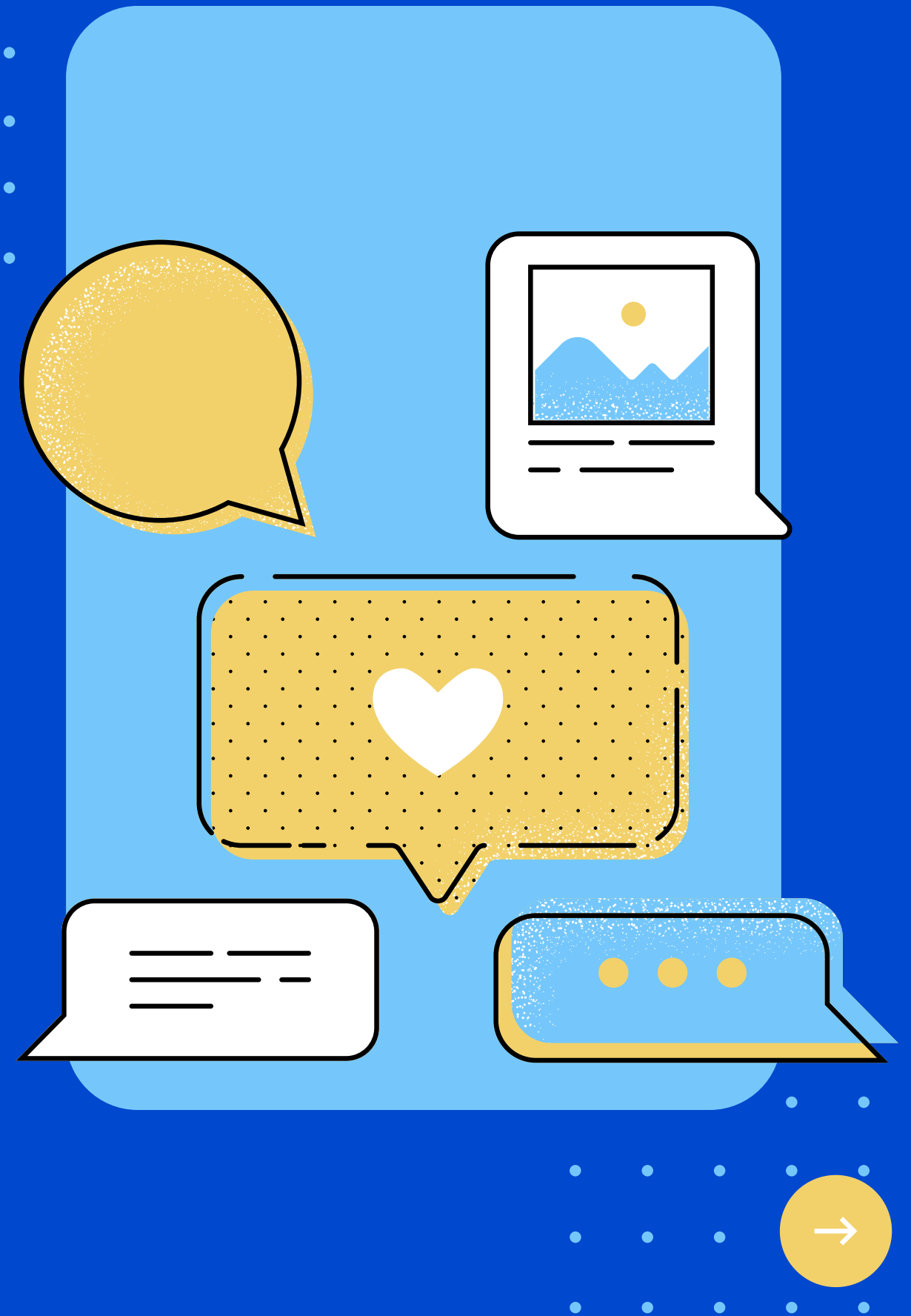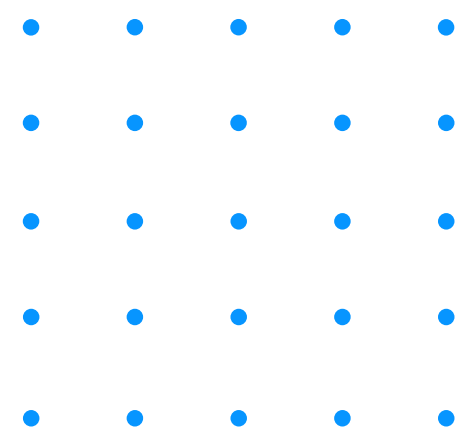
**By engaging with consumers on social media platforms, you can do the following:**

Learn more about your industry and customer needs

Nurture existing customers

Target new customers

5. Long-form posts are better

While there is [data showing that longer content gets more organic traffic](#), better social engagement, and higher SERP ranking, it doesn't automatically mean you need to always write more.
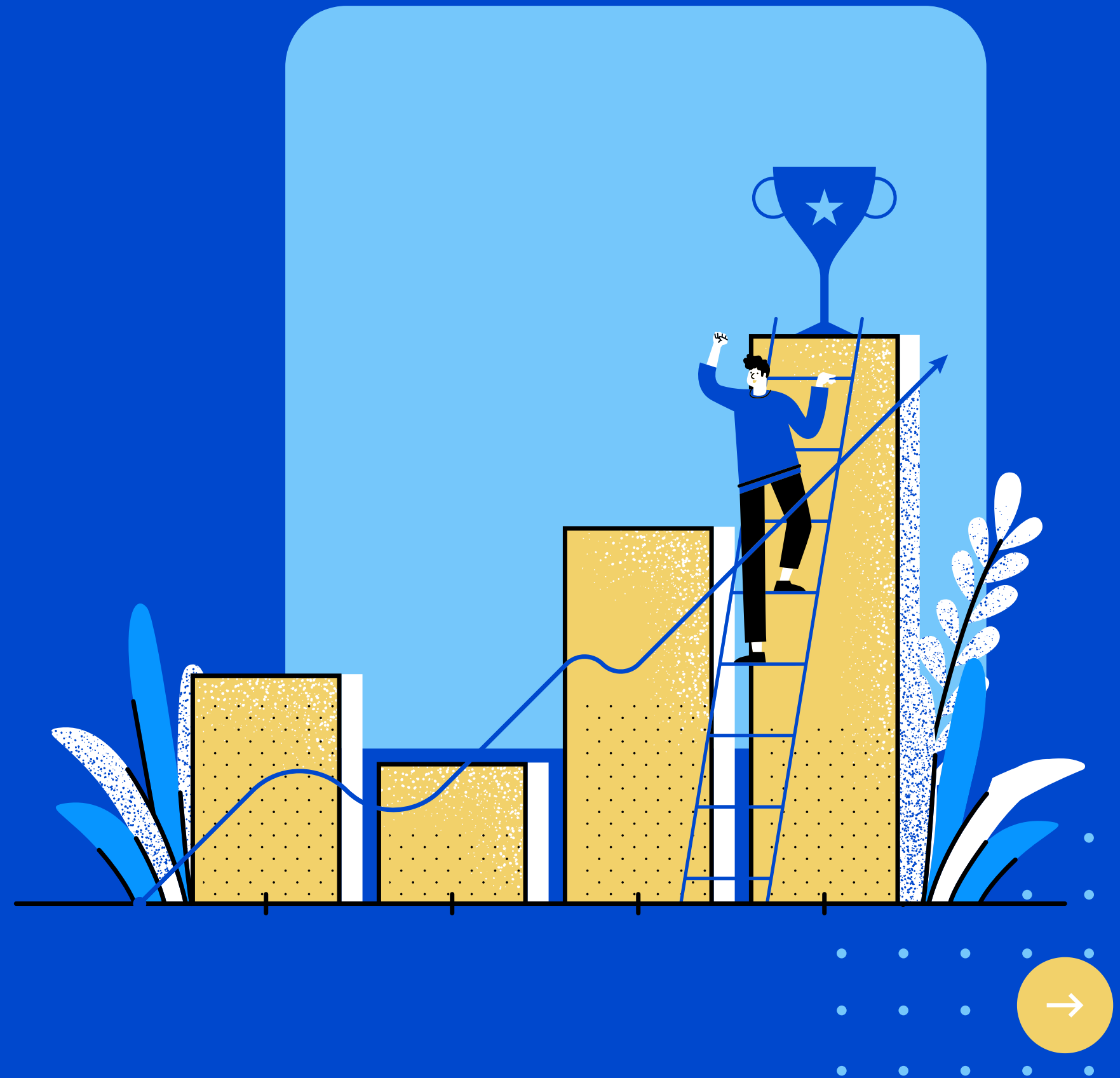
If length is not a deciding factor to influence high-ranking content, what other factors should you look into?

CONTENT "DEPTH"

- Deep content contains a large number of relevant terms. For example, If you're writing about "dogs", then you want to create content that discusses relevant terms like dog breeds or dog food.

COMPREHENSIVE "WIDTH"

- Mention other topics in the content to make it more comprehensive. For example, if you're writing about SEO, mention other related topics like marketing tactics or inbound marketing
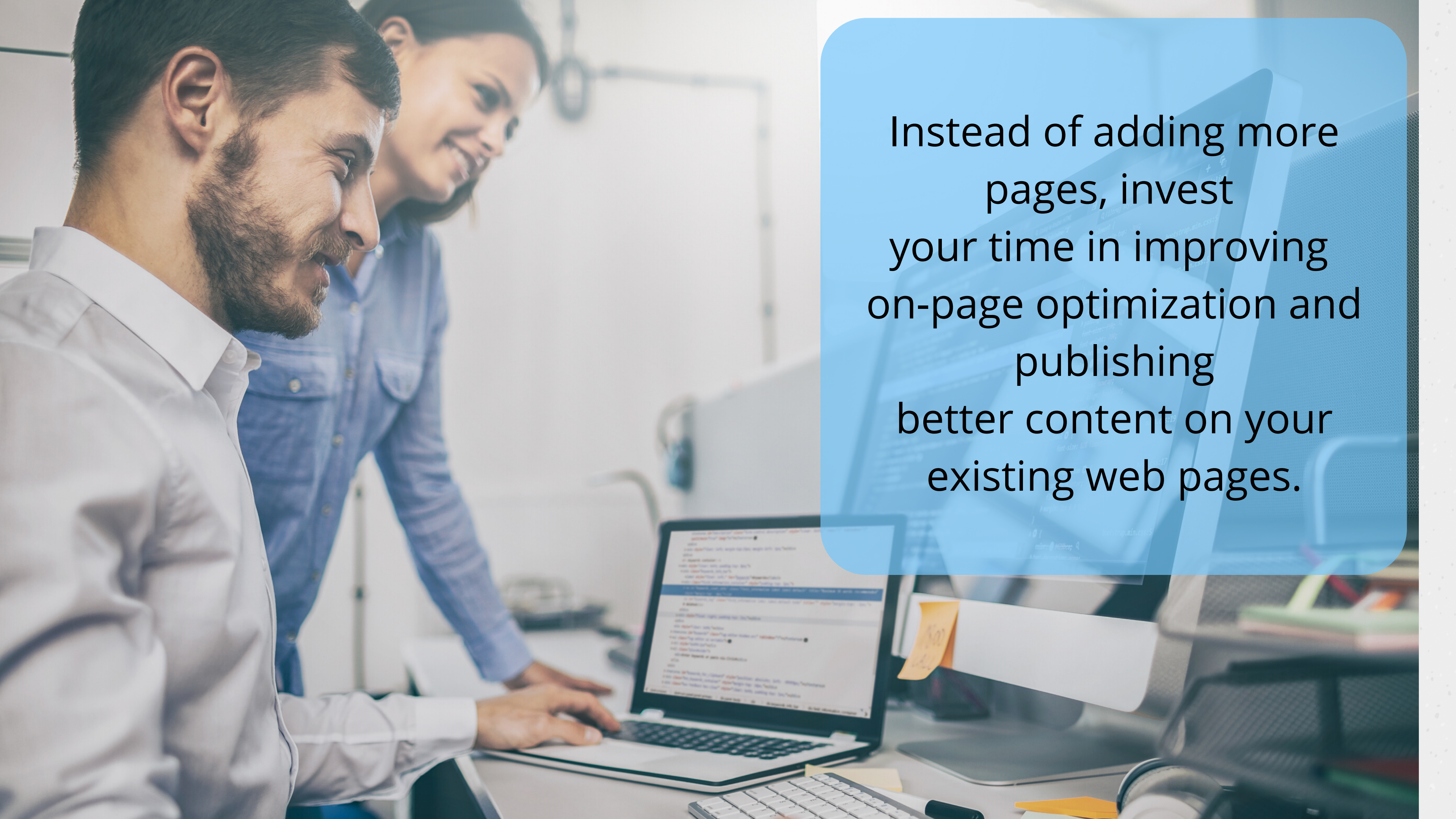
6. Thinking that the more pages the better

More pages on your website won't do your website's ranking any good, especially if the pages are not optimized properly.

Small sites with high-quality content will rank higher in Google than large websites with irrelevant content.
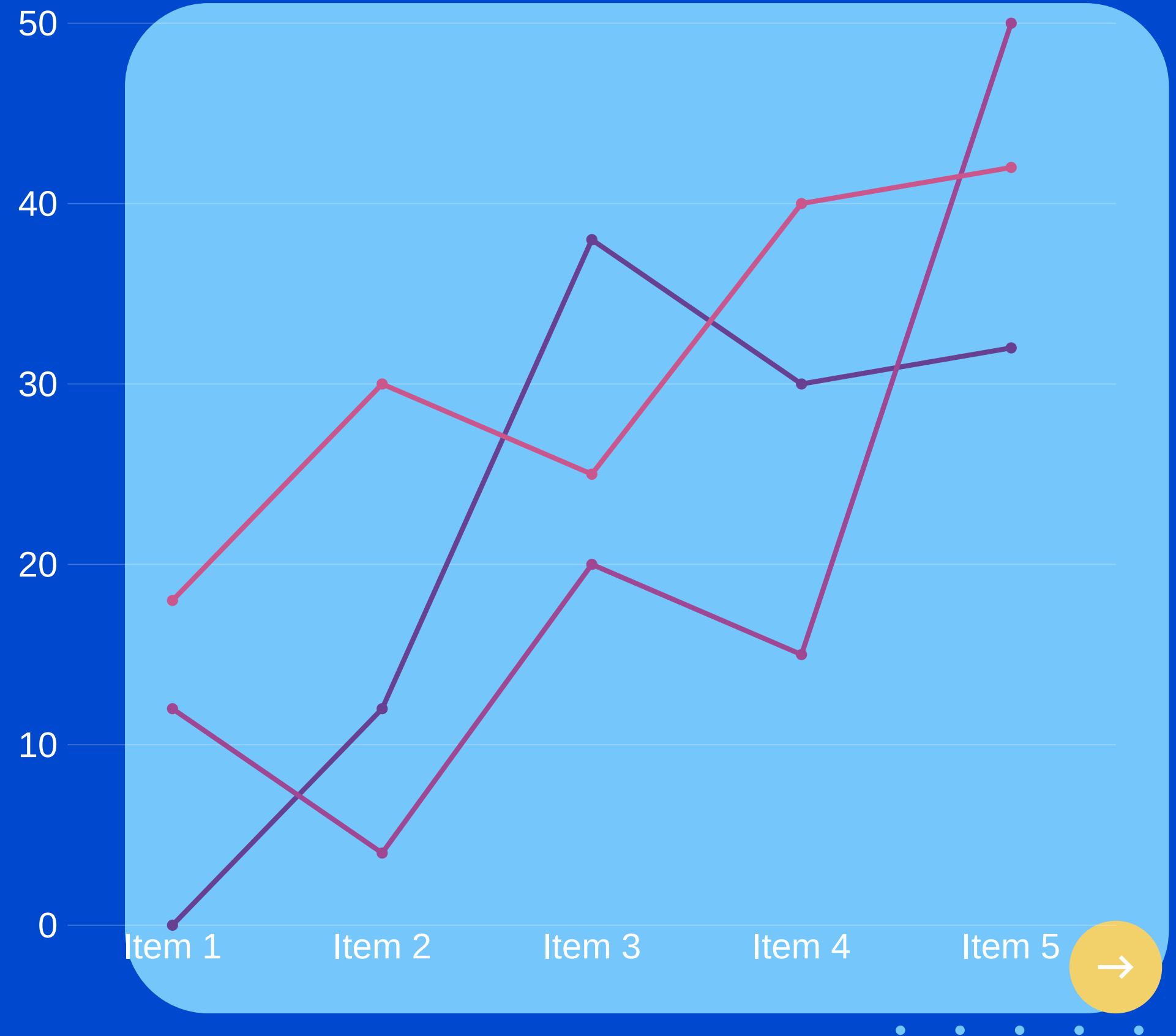
Instead of adding more pages, invest your time in improving on-page optimization and publishing better content on your existing web pages.

7. Keyword density helps you rank

Google released the Panda update in 2011 to put an end to keyword stuffing.

SEO marketers then resorted to using keyword density to reach their ranking goals.

However, according to [Backlinko](), keyword density is no longer as effective as it once was.

You can still use keyword density to target the keywords you want to rank for but remember not to go overboard.
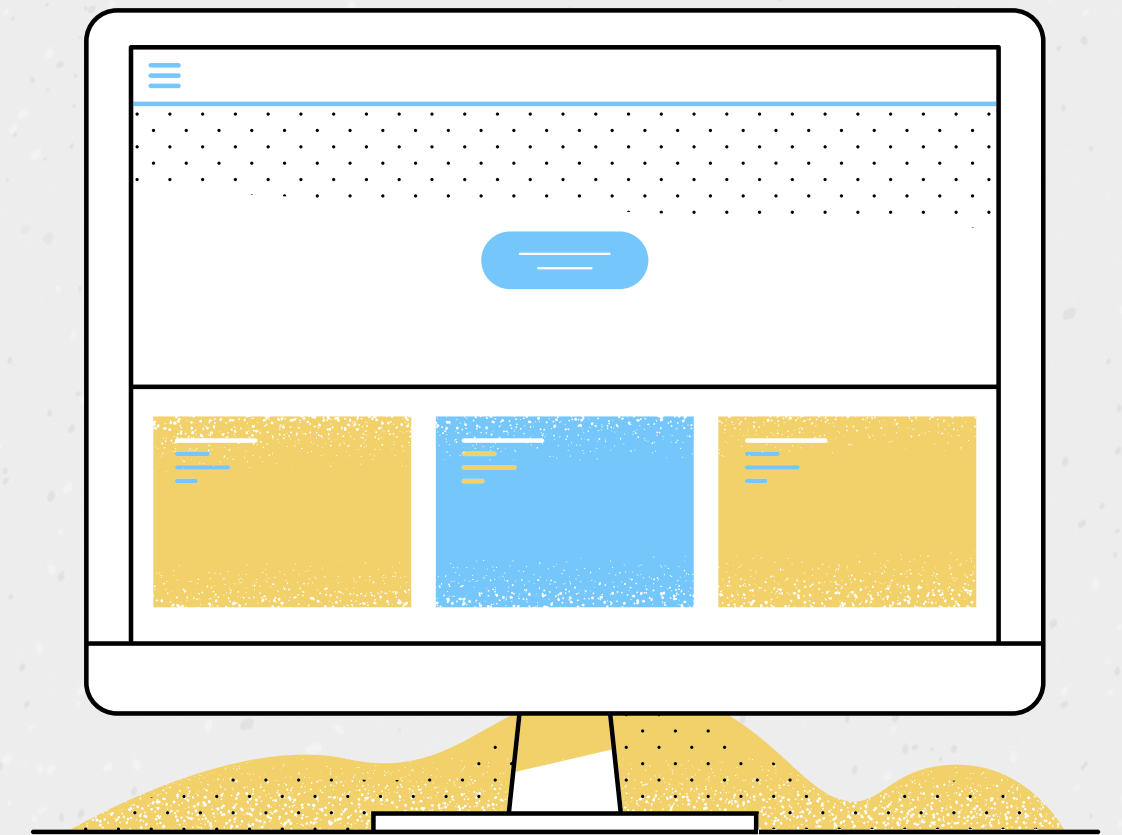
18. Keyword Density: Although not as important as it once was, Google may use it to determine the topic of a webpage. But going overboard can hurt you.

# 8. Letting authority sites republish your content

Authority sites publishing your content used to be a good thing.

But since it creates duplicate content online, it could hurt your online ranking.

If you want to avoid getting penalized for duplicate content, make sure to ask authority sites to use canonical tags when republishing your posts.

This tells Google SERPs where the original version of the post appeared.
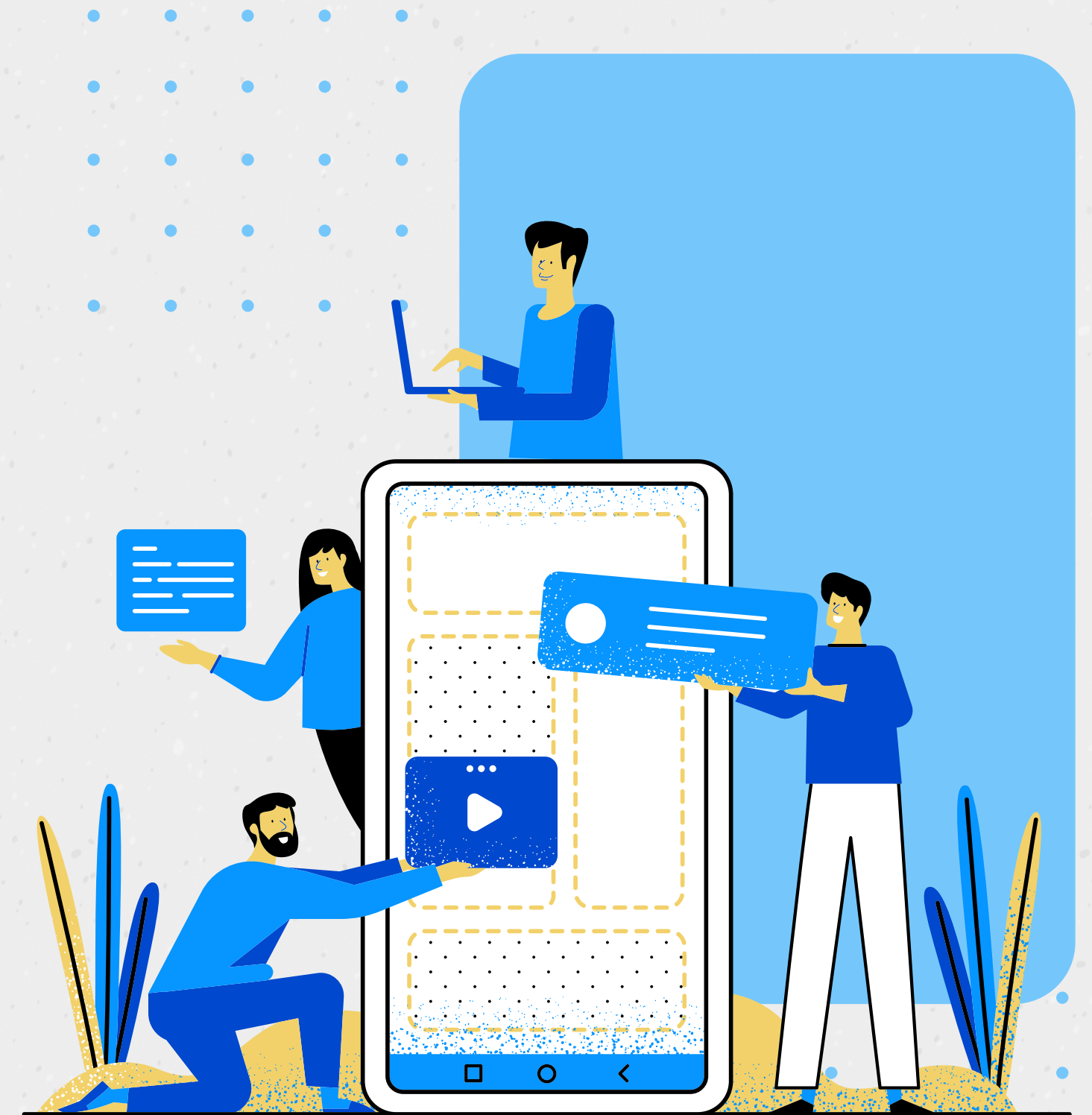
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Our mission is to help online entrepreneurs like you build WordPress sites that get traffic and sales.

Check out our free online-business training - and 2X your online business in half the time.

SOCIAL MEDIA LINKS