

12 SEO Myths BUSTED!

**12 Cold, Bitter Truths about
Search Engine Optimization!**



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The point of this report is to help you streamline your approach to SEO and clear up some of the confusion regarding search engine optimization. With the information in this report, you can zoom past others in your niche and save precious time on your marketing efforts.

As you know, search engine optimization is an important part of any marketing business. Without search engine optimization, your website will be floating out in the massive collection of websites out there without being found. Since search engine optimization is so important, it's definitely a topic of interest for many marketers. The only problem is that the frenzy over getting search engine optimization right has resulted in a lot of misinformation.

In this report, we'll cover twelve myths that exist about SEO. These twelve myths are so pervasive that you may be one of the many out there who believe they are true.

Don't be fooled! By debunking these myths, and applying my suggested variations, you can save yourself a lot of time and energy. Nothing is worse than taking a bunch of steps that you think are going to help only to have them be useless, or worse, they can hurt your search engine ranking. Let's get started!

Myth#1 – Posting Comments on Big Traffic Blogs will Help Your Search Engine Ranking

This is a common myth that is fed to new website owners as a quick way to get backlinks and traffic. If you've got a new site, the best thing to do is to find a lot of related blogs and post comments, right? Wrong. Most, if not all, blogs have nofollow tags within their code. Nofollow tags will stop the page rank and SEO from one blog from going into the other.

This means that any traffic that you are expecting to get from commenting on a related blog post just won't show up. Google doesn't follow nofollow tags, so the link in your comment will be completely ignored from the view of the search engine. You won't get any "Google juice" from a related blog if it has nofollow tags.

In addition to nofollow tags, the other main problem with posting comments in order to get trackback traffic is that you have to be really careful about what you post. If your post is considered to be too spammy and self serving, the blog author will most likely delete the comment – meaning that you just wasted your time!

It can be difficult to come up with ideas for insightful blog comments, especially if you are attempting to comment on many blogs that day. You need to make your comments relevant to the blog post, which means that you'll need to actually read each and every blog post you want to make comments on.

This brings us to another important point – time. When you are trying to use blog commenting as an SEO strategy, you'll want to post on as many related blogs as possible. But in order to not get your comments deleted, you'll have to read the blog posts and take time to craft a relevant comment. You're looking at hours of work each day for something that may or may not work!

If you're thinking that you can get away with using a trackback building program to quickly get blog comments out there on blogs without nofollow links, think again. Search engines and blog creators are onto these forms of traffic building. You may be penalized by Google if you all of a sudden have 500 backlinks to your site within a matter of a few days.

On top of that, Wordpress has a plugin that will tap into global commenting systems and check for spam. You can see how using a trackback building program can be a detriment to your search engine ranking.

So what does this mean for blog commenting? In some cases, it can help, but you shouldn't rely on it for your sole method of traffic building. If you want to put this method to work for you, you need to find blogs without no-follow tags. This way you may get some traffic boost by having a backlink on that blog. If your comment is insightful and original, you may get some manual clickthroughs from your link within the blog post.

An even better strategy for getting backlinks from related blogs is to find blogs that accept guest posts. You can write a quality guest post for a related blog and get the benefit of a backlink and some publicity.

Myth#2 – You have to wait to complete certain steps of your backlink strategy until after a pagerank update

This is a common misconception about Google pagerank. It stems from the fact that Google's toolbar lets individuals see the pagerank of specific websites. If you download Google's toolbar, you'll see that there is a green bar that will show the pagerank of a website. Individual pages can be ranked on a scale from one to ten.

The closer a site is to ten, the more pagerank it has. Pagerank is a value of a webpage's importance. Although the exact nature of Google's algorithm is kept under wraps, it is theorized that pagerank contributes to the search engine results ranking of a site.

Here's where the confusion comes in. Google updates the pagerank display on the toolbar every three to four months. This causes a flurry of excitement around the Internet as people see how their sites have increased (or decreased) in pagerank. The pagerank update is seen as such a big event that many people would be surprised to find out that it is not that big of a deal.

Pagerank is important but the pagerank update three or four times a year is not. What makes this so? It's because the updating of pagerank within the Google system and the updating of pagerank within the Google toolbar are two completely different updates. The Google toolbar may only be updated three or four times a year, but the actual Google pagerank is updated continually.

This will be a welcome relief to marketers who have been advised that they need to wait a month or two in order to build a supporting domain or update links on their existing website. You can go forward with your plans without fear that it is damaging your SEO efforts.

Myth#3 – If I buy a domain with high PR on eBay and redirect it, I will get a boost in PR to my main domain

This is a myth that is domain sellers on eBay and other domain markets are really hoping that you believe. They profit from clueless website owners by selling them high PR domains each and every day. In addition to eBay you'll find domains for sale at Sitepoint and Digitalpoint. There are so many domains for sale out there; you might think that this is a good idea for your traffic building.

A lot of webmasters make the same mistake, so don't feel like you are alone in getting fooled if you have purchased a domain and tried to do the same thing.

In theory, this process works. According to what most people think about pagerank, having a link from a high PR website to your website should increase its PR. However, buying a domain with a high PR does not mean that you have a quality domain that you can build a business on.

Remember, pagerank is continually updated and if you have a high PR domain with bad content on it, it will probably lose that PR pretty quickly.

In fact, many unscrupulous people out there use sneaky methods of inflating PR in order to flip a domain. Within just a few months and some underhanded methods, a domain owner can pump up the page rank of a domain and flip it for a few hundred dollars. By using a 301 link to an established site, waiting for a pagerank update and then posting some content on the new site, the new site can get a pump in page rank.

Even though during the last page rank update the site had the 301 link, the seller presents it with content on the buyer's market. The pagerank is falsely inflated between the first pagerank update (where the 301 link was in place) and the second pagerank update (after the sale when the content is evaluated).

Even though the Google Toolbar may report a page rank of 5 or more for a website, that is not based on the content that is currently on the page. The next time the page rank is updated, the page rank will be adjusted to what it is worth (zero) and you'll be left with a useless domain.

Long story short, don't try to take a short cut to a high page rank. You'll only end up wasting your money unless you are very, very careful.

Myth#4 – Content and PageRank go hand in hand

Many people buy into the myth that the quality of your content contributes to the PageRank that your websites receive. They use this false assumption to claim that once you've gotten a high page rank you can turn your website into a link farm or other type of spammy site.

Although Google would like to eliminate these kinds of sites, they can't do it with PageRank.

The common assumption that PageRank is determined by the quality of content is directly refuted by the algorithm that is used to create PageRank. This algorithm is clearly expressed in Sergey Brin and Larry Page's "The Anatomy of a Large-Scale Hypertextual Web Search Engine." This was the paper that explained their "Google experiment" that launched the company and revolutionized the way that search engines work.

In that paper it clearly explains the formula used to determine PageRank. The links that are pointed back to the page are the biggest factor that determines PageRank. Since PageRank is solely the result of a mathematical calculation, it's totally impossible for it to take the quality of content into account.

On the other hand, Google does employ thousands of "quality raters" who look at the quality of content to determine how well a website fits the terms that it is appearing for.

Although these quality ratings aren't used as part of the PageRank determination, you can be sure that eventually the quality of content you are putting on your page will come into play on how your website does in the search engine results.

Myth#5 – Google will penalize your site if you have too many backlinks

This myth keeps a lot of webmasters from building links too quickly, or building them at all! Sometimes this myth keeps people from trying to artificially build links at all. There is so much fear over backlink penalization that it can cast doubt over any type of backlink building strategies.

However, the fear of building too many backlinks at once is really unfounded. There is no evidence of a filter that will penalize your backlinking strategy. This filter would have to be extremely sensitive in order to determine when backlinks were created. It could not work on the amount of backlinks alone. Many sites have more than 1000 backlinks, so obviously Google doesn't have a problem with the amount of backlinks that a site has.

Google also knows that webmasters are not in control of who backlinks to your site. If there truly were a ban on sites that received a large amount of backlinks from spammy sites, this information could be used to launch an attack on a competitor's site. Since Google doesn't want to give hackers a weapon that they can use against webmasters, you can safely build as many backlink as you can.

Building slowly may give you a few benefits, especially when you are using social bookmarking sites and the like in order to boost your traffic. But you can feel free to build backlinks to your site at whatever rate you'd like to!

Myth#6 – The Pagerank of your site helps determine where you will be in terms of the search engine rankings

Many people assume that Pagerank is important because it determines where your site will show up in the search engine rankings. However, Pagerank is not a factor in determining search engine placement. Backlinks, and not Pagerank, are part of the algorithm that determines the order of search engine results.

The confusion comes from the fact that the Pagerank of the sites that are linking to your site are a factor in your search engine placement, but your actual Pagerank is not. However, since your Pagerank may be a factor in whether or not someone will link to your page it's a good idea to improve your Pagerank.

Myth#7 – Google cannot read non-textual content so there is no point in building a site in flash or java

This is a myth that is mainly being perpetuated by people who have been at the Internet marketing game for a long time. It falls into the category of facts about search engines that used to be true but just aren't anymore.

While it was true that search engines couldn't process information that wasn't in textual form, it's very naïve to think that modern search engines can't process and understand more complicated forms of code.

Sometimes this myth persists because people feel they have been penalized for using flash or other forms of non-text code on their sites. However, we have to look at whether or not the person is providing quality content. They may feel like they are being penalized for the java script when in actuality they are not delivering the same quality of content that other people are using in the niche.

In fact, in a blog post in June of 2008, Google announced that the search engine has learned to crawl flash-based sites. Google has also been working on properly evaluating and processing java script and AJAX. Considering these programming languages have been around for years, doesn't it make sense that Google would find a way to process the information?

Anyone who is telling you that Google can't understand these languages is learning from a very old playbook. There's no reason that you should limit yourself to only text. In my opinion, to get the best of both worlds, you should provide a text equivalent to all the non-text files that you are using.

Myth#8 – You need dozens of backlinks in order to build a high PageRank

There's a lot of frenzy over building backlinks because of this myth. Many newer webmasters think that they need dozens and dozens of backlinks from websites to even think about having PageRank. They used grey hat techniques and build up massive amounts of backlinks to their sites within a short period of time.

When they don't see the page rank increase that they think they should, they blame it on building backlinks too fast. They don't realize that they would have been better off getting quality backlinks from a few key sites than trying to get tons of backlinks all at once.

When it comes to backlinks and PageRank, quality over quantity is what matters most. Having one properly linked PR4 backlink with the right anchor text is going to do much more for you than 10 PR1 links.

If you take the time to build up a relationship with other people in your niche or build backlinks from quality websites instead of spending time creating spammy backlinks, you'll see much more return for your efforts.

The next time you see some hot looking ebook or report that tells you the more links you have, the better, you'll know what to think about that advice!

Myth#9 – Reciprocal linking strategies are the way to go when it comes to building up quality PR

Reciprocal linking strategies are something that was very popular when webmasters first began to realize that linking to one another would do something for their search engine ranking. They fell out of fashion for a while, but they are coming back to the forefront of interest as more Internet marketers are looking for a way to increase their rankings. Reciprocal linking works something like this: You link to someone's website on your website.

In response, they link directly back to your website. The theory is that both of you are getting backlinks, so you should both get a boost in traffic and a boost in PageRank.

The belief in this myth has led to a lot of reciprocal linking databases where people can find each other to trade links. The myth has also resulted in hundreds of websites having crowded links pages with thousands of links that were traded in reciprocal linking arrangements.

This isn't to say that reciprocal linking strategies can't have some benefit to your overall Internet marketing strategy. You can't discount the benefit of a well placed reciprocal link on a related webpage. You can get a huge boost in traffic from a website that is closely related to yours.

However, despite the boost in traffic, trading reciprocal links really does nothing for you in terms of PageRank. When Google sees traded links like this, they just end up canceling each other out. Neither of you will receive a boost in PageRank because you are linking to one another.

With this in mind, should reciprocal linking be part of your strategy? Of course! There are many benefits to trading links with a website that is in your niche. However, PageRank isn't one of those benefits. Just make sure that you are trading links for the right reasons.

Myth#10 – Build up a bunch of sites up to PR4 and then link them to your site. Voila! You'll have PR 10

This is a common assumption about Pagerank because people think that the levels of PageRank go up at an even amount. For example, if it took 200 links to get to PR2 it is assumed that it would just take 400 links to get to PR4. If this was the case, it would be very easy to use this myth to build up PageRank.

However, this is not the case. PageRank goes on an exponential scale. It will take much more effort (in the form of quality backlinks) to move a site from PR3 to PR4 that it does to move a site from PR0 to PR1. Popular sites like Apple that have a Pr 9 have millions of backlinks.

If you think you'll easily be able to throw up a handful of shoddy websites and move them to PR4 in order to link back to your main domain, think again.

This plan has a few flaws. First of all, you are putting all of your energy into building up domains that you don't really care about. These throw away domains are only artificial supports for your main domain, but you'll have to spend a lot time working on these domains in order to move them all the way up to PR4.

The second major flaw is that no one knows how many links or how many links with pagerank it takes in order for a site to increase in PageRank. You could spend all this time building up these sites only to have your main site reach PR5. It makes a lot more sense to build up PageRank the correct way instead of trying to exploit the system and ending up worse off for it.

Myth#11 – My links pages will never get any PageRank boost because of all of the outgoing links

There is a bit of truth to this myth, but it can be easily worked around with some smart steps on your links pages. First, let's look at the truth. Yes – Google has recently started treating links pages and web directories differently than other sites. 2008 saw many major web directories and listings drop in PageRank. The drop wasn't much (in some cases it was only one level) but it definitely raised red flags around the 'net as marketers realized that links pages were worth less than they used to be.

However, this doesn't mean that your links pages are destined to be PR0 forever. You just have to be smart about your links pages. The first step is to call your links pages something else besides links. You can name it my-keywords or something similar. On the actual page, you need to mix your links with some quality content. Add a paragraph description for each of your links. You can also use an image with the word "links" as long as there is not the word links in the image tag.

Myth#12 – If I have a bunch of sites, I can link all of them to six sites and then all of those to three sites and eventually feed them into one site to increase my PageRank

This method is often called the pyramid method of building PageRank because all of the sites are stacked together to form a funnel of links. In theory, this would work because the PageRank from the first few sites would all pile on top of each other and on to the second tier, and so forth and so on.

However, Google has taken steps to reduce the effectiveness of this technique. When you link one page to another page, the PageRank of that first page isn't passed on completely. The PR3 at one end of your funnel isn't going to make the site at the end of your pyramid have a PR3 too.

You can't create PageRank out of nothing, so you'll have to spend some time building up the sites in your pyramid and getting them their own backlinks independent of the sites in the pyramid. With all this work, you'd be much better off just building backlinks to your main domain instead of trying to support a pyramid full of junk sites.

As you can see, there are a lot of myths floating out there regarding SEO and, more specifically, PageRank. Now that you're armed with the truth you can apply these techniques and increase the ranking of your website.

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