

Debunking SEO Myths

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cleardesign.co.uk

clear

About us

We're a creative digital agency based in Shrewsbury

We've been established for fifteen years

Team of 18 and growing...

We specialise in branding, websites, e-commerce & offer a full marketing service



Our team

MD & Technical

Gavin

Sales & Account Management

Sherridan, Leigh and Zoe

Digital Marketing Director

Peter

Design

James, Kev and Chris

Technical, SEO, Social

Darren, John, Greg, Mike, George,
Tim, Russell, Nicola and Annabel

Accounts

Sandra

Who we've worked with



ARCONIC



Brands we've created



What we do

Creative

Branding

Packaging

Print Design

Web Design

Digital

Ecommerce

Strategy

Hosting

Support

Marketing

Email Marketing

Social Media

SEO

PPC

The image features two men, Adam and Jamie Carver, standing against a dark blue background with a starry, night-sky aesthetic. Adam, on the left, has a beard and glasses and is wearing a black t-shirt. Jamie, on the right, has a goatee and glasses and is wearing a white lab coat over a dark shirt and a black flat cap. They are both holding a large, rectangular sign that reads "MYTHBUSTERS" in a stylized, orange and white font. The sign has a distressed, metallic appearance with some white splatters. The background is decorated with faint constellation lines and small white stars. The overall composition is centered and framed by a dark, textured border at the top and bottom.

MYTHBUSTERS

SEO is hard

SEO takes a
long time

SEO is fast

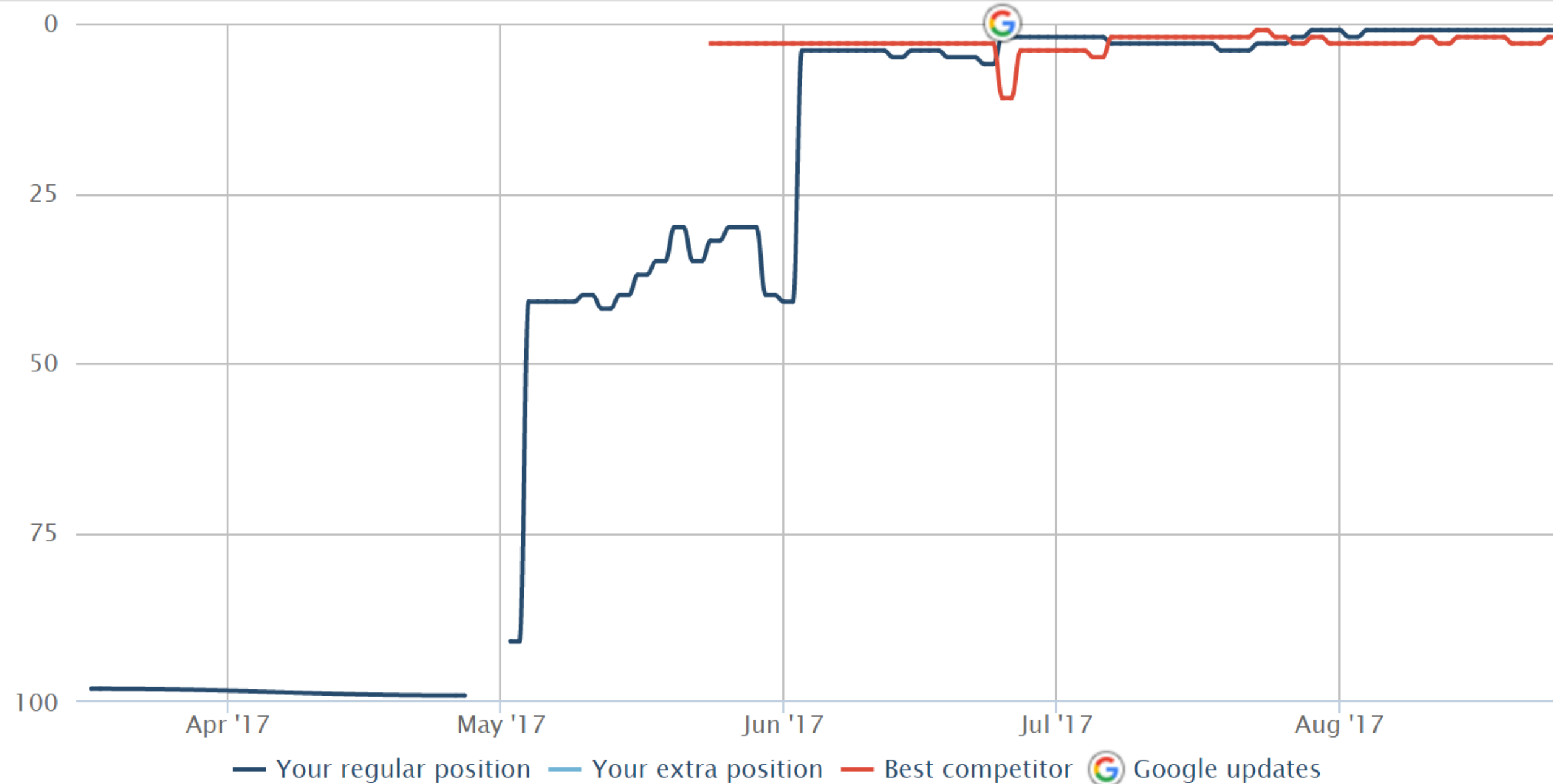
1. SEO is dead

SEO doesn't
work

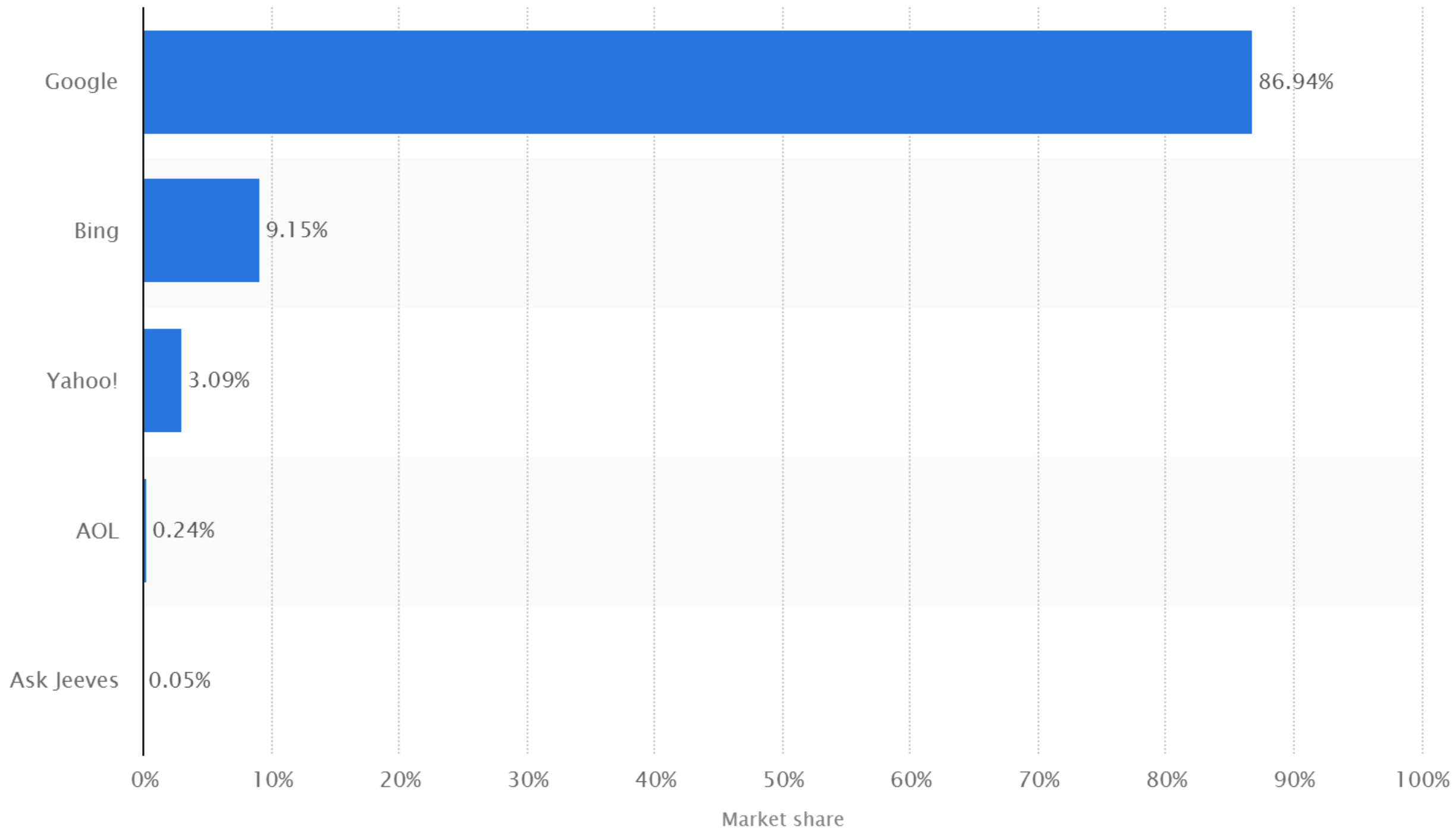
SEO is a scam

SEO is easy

Previous positions



2. You need to
be page one of
Google for
[keyword]





Google AdWords

Clear
Client • 150-7... ▼

Home

Campaigns

Keyword Planner

Where would you like to start?










Find new keywords and get search volume data

- ▶ Search for new keywords using a phrase, website or category

Your product or service

game of thrones, game of thrones merchandise, winter is coming t shirt, house stark t shirt, jon snow t shirt

Get ideas

Search Terms	Avg. monthly searches 	Competition 	Suggested bid 
game of thrones	 550,000	Low	£2.58
game of thrones merchandise	 3,600	High	£0.46
winter is coming t shirt	 170	High	£0.31
house stark t shirt	 90	High	£0.34
jon snow t shirt birhimgham	—	—	—



3. Meta tags
should be
characters
long



Meta Tags



This is a Title Tag | 600 Pixels or Less | Clear

<http://www.cleardesign.co.uk>

This is a meta description. It should describe your page and be less than 928 pixels long. Email russell@cleardesign.co.uk for a free template!

You can fit loads into a title tag these days, but don't make the mistake of...

<http://www.cleardesign.co.uk>

If you make your meta description too long, that's bad. Or if you don't have one, Google will use info from your page instead and it could end up looking like...





Meta Tags



<http://www.cleardesign.co.uk>

The title tag above is 70 characters long. It's an OK length, but there's more space you could be using! Use pixels not characters.



<http://www.cleardesign.co.uk>

The title tag above is 70 characters long. But the Ws don't fit. Around half of them actually display! Use pixels not characters.



File Home Insert Page Layout Formulas Data Review View SeoTools Tell me what you want to do

Clipboard Font Alignment Number Styles Cells Editing Add-ins

Clipboard: Cut, Copy, Paste, Format Painter
Font: Arial, 10, Bold, Italic, Underline, Text Color, Background Color
Alignment: Wrap Text, Merge & Center
Number: General, Percent, Decimals, Rounding
Styles: Normal, Bad, Good, Neutral, Calculation, Check Cell, Explanatory..., Hyperlink, Input, Linked Cell
Cells: Insert, Delete, Format
Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select
Add-ins: Office Add-ins

	C	D	E
1	Title Tag	Meta Description	
2	This is a Title Tag 600 Pixels or Less at Arial 13.5 Clear	This is a meta description. It should describe your page and be less than 928 pixels long, at Arial 10. Email russell@cleardesign.co.uk for a free template!	
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4. Meta
keywords do
something



meta keywords google



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About 2,930,000 results (0.54 seconds)

Google does not use the keywords meta tag in web ranking

<https://webmasters.googleblog.com/.../google-does-not-use-keywords-meta-tag.html> ▼

21 Sep 2009 - At least for Google's **web search results** currently (September 2009), the **answer** is no. Google **doesn't** use the "keywords" meta tag in our web search ranking.





MozBar

offered by [Moz](#)

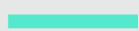
★★★★★ (1500)

[Search Tools](#)

456,355 users

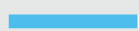


PA: 95



198,668 links

DA: 94



Spam Score: 3/17



Unlock More Features with MozBar Premium

On-Page Elements

General Attributes

Link Metrics

Markup


Http Status

Tag/Location

Content

#

URL

 <https://www.amazon.co.uk/>

Page Title

Amazon.co.uk: Low Prices in Electronics, Books, Sports Equipment & more

Meta Description

Sign up to Amazon Prime for unlimited One-Day Delivery. Low prices at Amazon on digital cameras, MP3, sports, books, music, DVDs, video games, home & garden and much more.

Meta Keywords

digital camera, LCD TV, books, DVD, low prices, video games, pc games, software, electronics, home, garden, video, amazon

H1

Welcome

**5. You can only
have one H1**

<h1>Heading 1</h1>

<h2>Heading 2</h2>

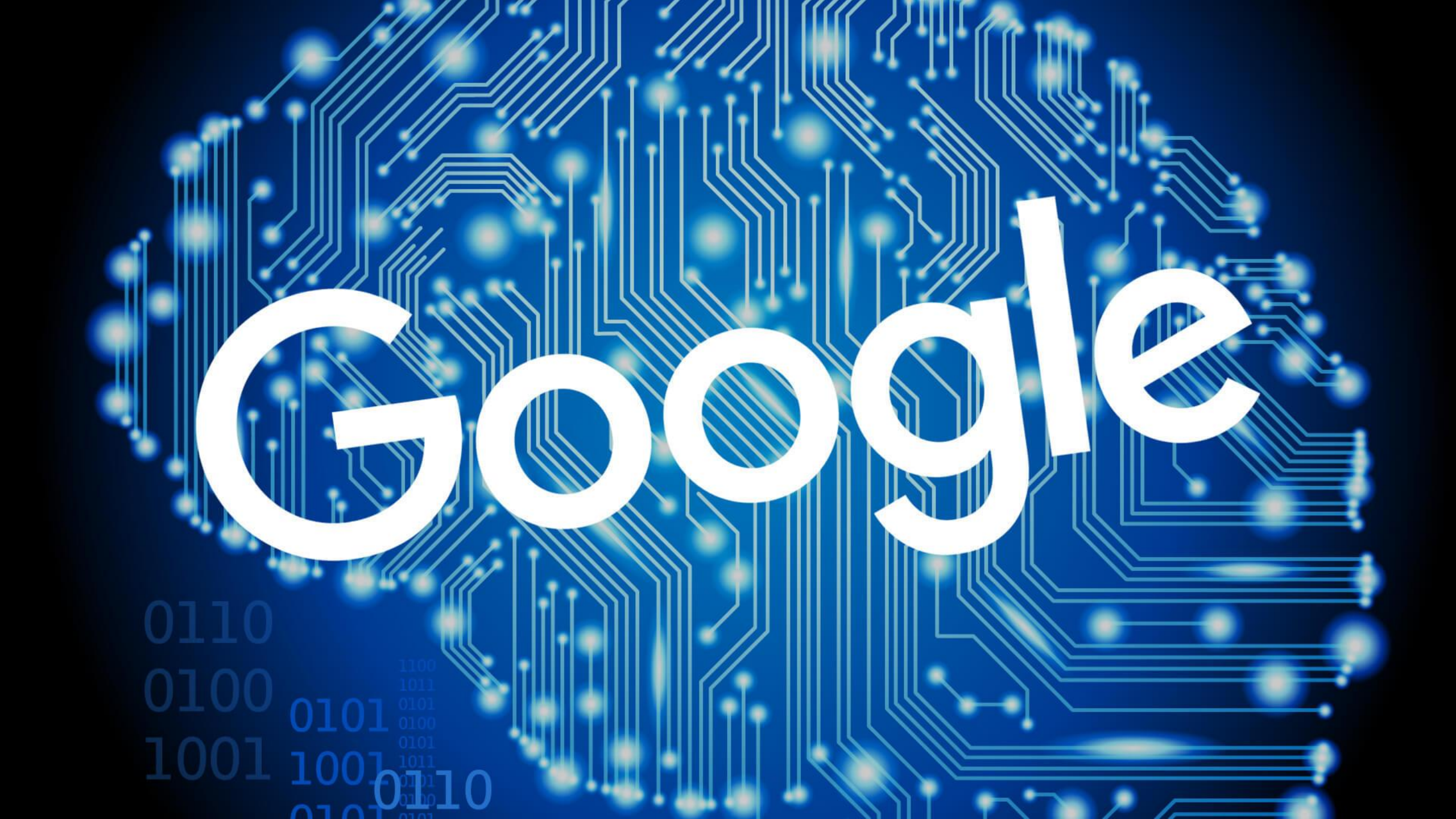
<h3>Heading 3</h3>

<h4>Heading 4</h4>

<h5>Heading 5</h5>



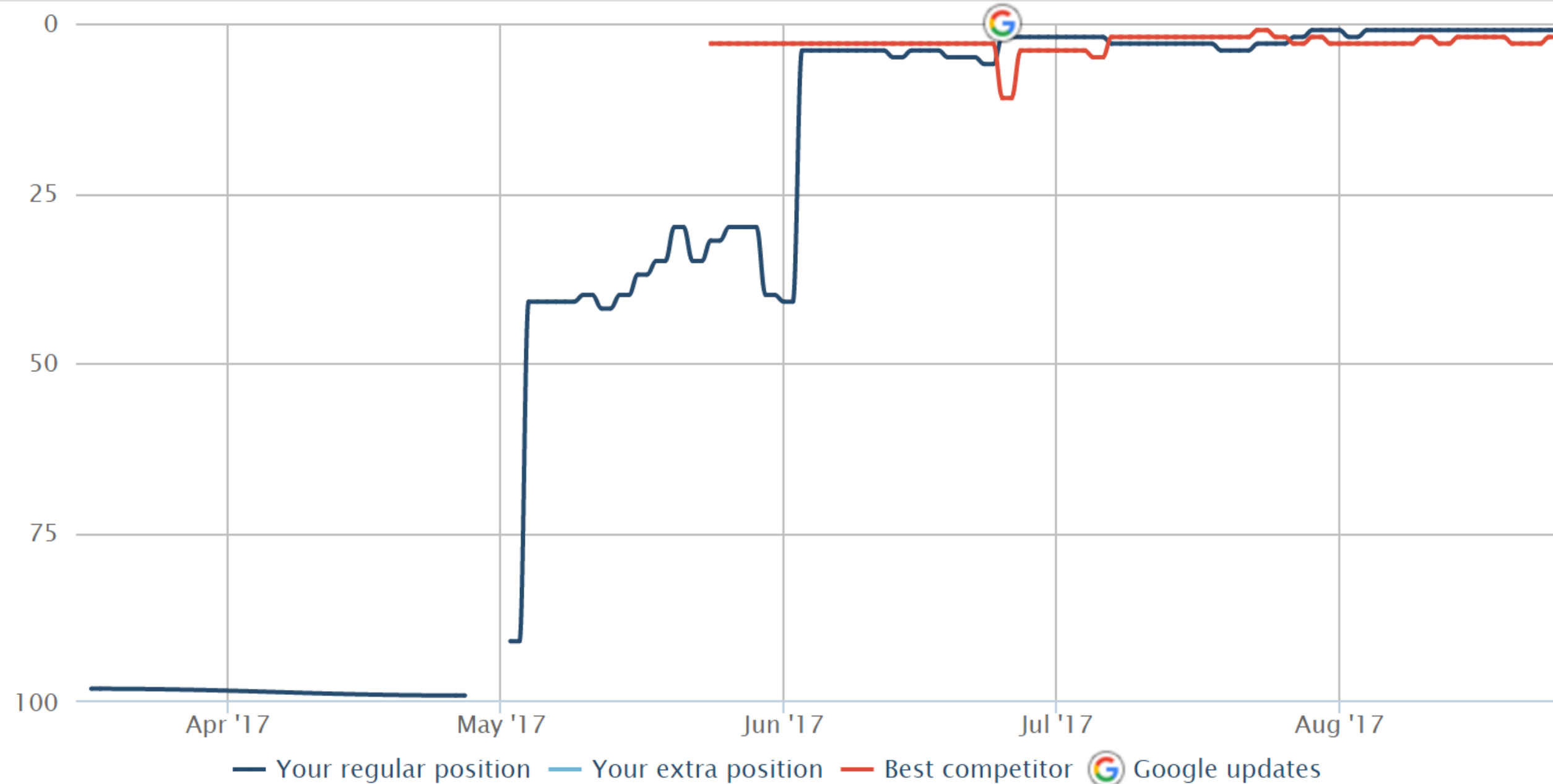
6. Google's
really clever
now

The image features the word "Google" in its signature white font, centered against a vibrant blue background. The background is a complex network of glowing white lines that resemble a circuit board or a neural network, with numerous small, bright blue dots at the intersections. In the bottom-left corner, there are several lines of binary code (0s and 1s) in a light blue, monospaced font, arranged in a grid-like pattern. The overall aesthetic is high-tech and digital.

Google

0110
0100
1001
0101
1001
0110
1100
1011
0101
0100
0101
1011
0101
0110
0101

Previous positions



You need lots
of links

Links don't
work anymore

7. Links don't matter

You shouldn't
disavow links

Links are spam

New Google link study shows links are as important as ever for ranking well in search

A link study done three years in a row shows how links continue to be a powerful ranking signal and will likely remain that way.

Barry Schwartz on September 13, 2017 at 9:13 am





-site:yoursite.co.uk "your brand name"

All

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Questions

russell@cleardesign.co.uk

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