

# SEO : 12 Myths

You will never want to follow



**Every industry  
has its myths  
and so does  
the SEO world.**



- ✓ **Claiming your google listings will increase your search traffic**
- ✓ **Paid serach improves organic results**



✓ **Links in comments  
and forums will  
attract google  
penalties**

✓ **Google hates black  
hat link building**



✓ A high number of links is all you need to rank on the top

✓ Long-form content = top rankings



✓ You don't need an  
SEO specialist;  
anyone can do it

✓ Social signal isn't a  
ranking factor





**It's better to have  
more links than  
more content**



**Content doesn't  
matter**



- ✓ **Xml sitemaps automatically improve your search rankings.**
- ✓ **Seo is all about ranking.**





# Double Tap



# If You Liked