7 EASY STEPS TO AVOID KEYWORD STUFFING

Sambhav Shah

sambhav@thedigitalaura.com

What is Keyword Stuffing?

The term 'keyword stuffing' refers to the **practice of loading a webpage with keywords and numbers** to attempt to manipulate search rankings on Google and other search engines.

→

What is Invisible Keyword Stuffing?

Invisible keyword stuffing is a deceptive **SEO tactic that hides keywords from users, but search engines penalize it.** This can harm user experience and trust.

→

How Can Keyword Stuffing Affect Your Website?

Keyword stuffing harms your website. **Prioritizing search engines over readers reduces quality and loses audience.** Focus on informative, reader-friendly content to avoid penalties and lower rankings.

→

Eager to Learn?

Here are the Steps to Avoid Keywords Stuffing

→

Step 1

Assigning One Primary Keyword To Each Page

To optimize your web page for search engines, **choose a unique, popular target keyword for each page or blog.** This ensures clarity and avoids competition between your pages, making it easier for readers to find the information they need.

→

Step 2

Writing Content Over 800 Words

Quality and relevance matter to search engine rankings. Aim for over 800 words for meaningful content without keyword stuffing. **Focus on quality, not quantity, for higher rankings.**

→

Step 3

Using Appropriate Keyword Density

In online content, use your target keyword naturally to maintain readability. Keep the **keyword density under 2%** to avoid overuse and improve SEO.

Use these tools to find keyword density:

- **SEO Review Tools**
  seoreviewtools.com

- **Small SEO Tools**
  smallseotools.com

Step 4

Adding Secondary Keywords And More

In addition to using the main keyword, include secondary keywords to **boost content relevance and visibility.** Search engines consider secondary keywords when ranking pages.

→

Step 5

Placing the Right Keywords on the Right Page Element

To fully optimize your page for keywords, use the target keyword in these places:

1) **Page title**
2) **One subheading**
3) **Meta description**
4) **One image alt tag**
5) **First paragraph of content**
6) **Near the conclusion**

Doing so signals search engines for better rankings.

→

Step 6

Using Keyword Research Results

Keyword research with relevant tools helps avoid keyword stuffing. Choose **appropriate SEO keywords and use related terms** to improve your website's SEO ranking.

→

Step 7

Checking On-Page SEO

Create **SEO-friendly content,** run post-publish SEO check, avoid keyword stuffing, use keywords naturally.

Use these tools to check On-Page:

- **Semrush**
  semrush.com

- **Ahrefs**
  ahrefs.com

- **Screamingfrog**
  screamingfrog.co.uk

→

Was that helpful?

Feel free to drop the good, the bad & the ugly comments.

Repost if you find it useful.

Sambhav Shah

sambhav@thedigitalaura.com

+91-8141200284