

How to Avoid Keyword Stuffing

Common SEO Mistakes To Avoid

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What is Keyword Stuffing

- **Keywords** are terms used when creating content to help internet users find related webpages of what they are looking for.
- **Keyword stuffing** is a web-based marketing technique that is intended to meet Search Engine requirements/criteria in order to help the webpage rank high for a certain keyword.
- Some ways of spotting Keyword stuffing is if:
 1. The content reads poorly
 2. Grammatically incorrect keyword association (e.g. juxtaposition)

WHITE IS A
WORD ON A **WHITE**
WEB PAGE THAT IS **WHITE**
BECAUSE THE BACKGROUND
IS **WHITE**. **WHITE** IS A COLOR.
WHITE IS NOT BLACK. **WHITE** IS
LIGHTER THAN GREEN. THERE
ALSO IS BRIGHT **WHITE**, DARK
WHITE, OFF **WHITE**, ETC. ETC.



Black Hat Techniques in SEO

- **Black hat** techniques are regarded as the overuse or aggressive SEO strategies and tactics that focus only on meeting search engines requirements and not the user experience. It usually does not obey search engines guidelines and is more of a short term strategy to rank higher for a certain keyword.
- It includes practices such as Keyword Stuffing, Content Automation, Doorway Pages, Hidden Text or Links, Reporting a Competitor (or Negative SEO), Sneaky Redirects, Link Farms, Link Wheels or Link Networks, Creating pages, subdomains, or domains with duplicate content etc.



White Hat Techniques in SEO

- **White Hat** techniques are the prescribed SEO practices by search engines that help the webpage rank high for certain searches.
- They are techniques that **SHOULD** be standard practices for websites such as:
 - Well written and researched content
 - Mobile-friendly and fast loading sites
 - Descriptive, keyword-rich meta tags
 - Easy navigation throughout the site
 - Most importantly, they need to be answer the query

Useful Tools to Use to Prevent Keyword Stuffing and Optimise Keywords Accurately

- There's plenty of tools that help writers optimize their content to avoid Keyword stuffing and ensure right keyword optimization.
 - SEMrush – helps you find related keywords (<https://www.semrush.com>)
 - SEOPowersuite – Gives you a score of how much you should use the keyword in your content. (<https://www.seopowersuite.com>)
 - Ryte – helps you understand which keywords your competitors are using and how they are using them. (<https://en.ryte.com>)
 - SEOLyze – Check your TF-IDF Score (<https://www.seolyze.com/en>)
 - Yoast – The WordPress plugin flags under and overuse of the keyword (<https://yoast.com>)

Keyword Density Research

- As part of your research for a specific page, you should use the aforementioned tools to get the precise range of keywords to use.
- Tools such as **Alchemy** help narrow down the general concept of an article and what keywords you need to be gunning for.

Consequences of Keyword Stuffing

- Search Engines are not lenient to sites that practice Black Hat techniques. Failure to follow their guidelines results in the following penalties:
 - Lose content authority – your site will not be regarded as the authority on a certain subject
 - No indexing – The website will be demoted and if these techniques persist, lead to no indexing.

6 Ways to Avoid Keyword Stuffing

- 1. Stick to the TF-IDF Recommended score
- 2. Use the tools to perform a thorough Competitor Analysis
- 3. Quality of Content – Answer the query prioritising user experience
- 4. Make sure your content is Grammar Proof
- 5. Research your keyword for a related topic
- 6. Use Long-Tail Variations of the keyword

The end



KEYWORD STUFFING