

10 SEO Mistakes to Avoid in the Post-pandemic World

Search Engine Optimisation is an integral part of [web designing](#). It makes the website search engine friendly so crawlers can interpret the content of each page effectively to index them in their database. Here's how to avoid ten SEO mistakes that you might be making unintentionally.



1. Keeping Your Headings Short and Generic

All headings should be specific and not fragmented. They should form a complete meaningful sentence and be more than a few words, enough to cover the industry-relevant buzzwords. For example, change *Web Development Blogs* to [Web Development Blogs for Beginners to Up Your Programming Skills](#), and you will be more likely to hit long-tailed keywords.

2. Not Having Enough Headings

Break up your content instead of compiling it into a single chunk under a collective heading. It's best to segregate content instead of clumping it together and have more distinct headings to grab all possible searchers. It will help the reader have a better understanding of what the text contains.

3. Avoiding Lists in Your Content

Both bulleted and numbered lists are great for readability and SEO. If there are more than two items or examples, break them down into a list. Featured snippets have become controversial in SEO, but lists appear at the top of the SERP. They are far easier to skim through, and you get the gist of the content covered faster.

4. Not Using Marketing Terminology

Remember the optimal format for SEO title and meta description formatting, like keeping the keyword in the first half of the title and including the keyword phrase in the meta description. Furthermore, use convincing and relevant technical terms in the title and meta description because that prompts them to open the site.

5. Not Adding Keywords Early in the Content

It is better to introduce keywords earlier in the content rather than later. Try to include keywords in the first paragraph of the content, only if they can be accommodated organically to get a higher ranking.

6. Not Varying Any Keyword Phrases

While including the keywords, add variations of the same keyword phrases to reach the searches using less common phrasing. For example, trip and fall can also be written as slip and fall. A motorbike accident could be a motor accident. You may not be able to incorporate them into shorter texts, but for texts longer than 1000 words, there should be at least two variations.

7. Writing Complicated Text

A larger audience can understand more readable content, and a lower reading level is vital for SEO content. Sometimes, jargon may be unavoidable, but try to replace more wordy sentences with clearer and concise text.

8. Providing Low-value Content

Content should always provide some value; otherwise, it is just a bunch of words written to fill up blank spaces. Informative, engaging content can catch the attention of readers and offer insight into the topic covered. It helps them grasp the objective of the text better and retain essential information.

9. Creating Content Only for Promotions

Various pages will be focused on promoting products and services, but you need to have several core content forms for link building. This type of content is what other websites will want to link to, so you can have a group of solid backlinks for your SEO campaign.

10. Multi-purposing the Same Content

Sometimes amateurs offering [digital marketing services](#) forget that individual pages of your site also need to rank higher, not just your homepage. Hence, the content needs to focus on different aspects of your business. Instead of lumping all the information on a single comprehensive page, create separate pages with specific keywords and use internal links to support navigation. This will not only boost rankings but also provide details and more information on each topic.

This may seem like a lot of information, but the chances are, you have already made at least one of these mistakes. These are just a few issues that companies struggle with, and you can always correct them and keep them in mind. If you are looking for a [digital marketing agency in India](#), contact Adaan Digital Solutions to create the perfect SEO strategy for your company with the help of our dedicated SEO experts.