

Top Five SEO Myths

There are many myths surrounding search engine optimization (SEO). The following are the top five SEO myths that we at **corecubed** encounter on a regular basis and the facts behind them.

Myth #1: We've already done SEO, so we're good.

Fact: SEO is a multilayered, ongoing process that must be implemented, evaluated, and updated over time to ensure you are meeting Google's ever-changing algorithms and best practices.

Myth #2: SEO is dead.

Fact: While Google has shifted in recent years to prioritizing quality content over things like the amount of keywords each of your pages has, keywords, link building, social metrics, and other aspects of SEO are still very important to how Google reads and ranks your website. As Google continues to change its search algorithm, the rules of SEO evolve to accommodate those changes, but they don't die.

Myth #3: We guarantee a #1 ranking on Google.

Fact: No one can promise a front page ranking, even if they're the best of the best at SEO. According to Google themselves, you should "Beware of SEO (companies) that claim to guarantee rankings, allege a "special relationship" with Google, or advertise a "priority submit" to Google."

Myth #4: SEO is something my IT guy can do.

Fact: There's often a misconception that SEO can be done by anyone with a tech background, and while there are a few technical elements to SEO, IT and SEO are two entirely different skill sets. You're better off leaving SEO to someone who fully understands and stays up to date on it.

Myth #5: SEO is overnight magic!

Fact: A quality SEO strategy takes time to implement and it takes months of dedicated SEO work to see results, not days. In short, SEO is a commitment, not a fling.



Need some help sorting out your SEO strategy? The SEO and content marketing experts at **corecubed** can help. [Contact us to learn more.](#)