



Do's & Don'ts

Taking care of a few do's & don'ts while formulating an SEO strategy can help improve the efficiency of the strategy.

The Do's of SEO

The Don'ts of SEO

01

Post unique content & stay consistent

01

Avoid black hat strategies like spam comments

02

Establish social media links

02

Refrain from keyword stuffing

03

Tailor the website for multiple devices & screen sizes

03

The website should not have long loading time

04

Formulate strategy around target audience

04

Don't overlook voice search in the SEO strategy



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