



# SEO fact or fiction?

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SEO has a somewhat questionable reputation. Why is that? At Yoast, we advise you to make an awesome website. Our SEO advice always comes down to: make sure to outrank the competition by *being* the best result. We actually collaborate with Google in the development of our plugin. So, why does SEO have a questionable reputation? And what about all those ‘supposed’ SEO tricks that’ll get you instant rankings? In this post, I’ll take a look at what’s an SEO fact and what’s SEO fiction!

## The origin of this reputation

A lifetime ago, when Google’s algorithm wasn’t that good, you could trick your way into the search results. Putting down keywords in white (so nobody would see, but Google would crawl it) was an effective strategy back then. As was buying bulks of links from questionable sites. As Google evolved, these kinds of dirty SEO tricks started to backfire. If you’re wondering whether certain tactics of old school or blackhat SEO still pay off, just think about the following questions: does it give the user a better experience on your site? Does your website become a better result? If you can answer these questions with yes, then it’s probably a good SEO strategy. Anything that feels like a trick though, probably won’t be a good SEO strategy in the long run. So, let’s look at some SEO statements and find out if they’re fact or fiction!

## SEO fact or fiction?

### Fact or fiction 1: Content is King

[Content](#) is a very important aspect of any SEO strategy. After all, Google crawls texts and determines the ranking of your site on the quality of your texts. [High-quality content](#) also leads to lower bounce rates and more social media attention.

### SEO fact: Content is King

### Fact or fiction 2: Get as many links as possible

While backlinks are definitely [important for your SEO strategy](#), you should be rather selective in which kinds of backlinks you’d want to attract to your website. You shouldn’t buy large amounts of links. You shouldn’t exchange links. You shouldn’t use any automated programs to get links. You shouldn’t do guest blogging with very thin and off-topic content. You shouldn’t have links that are unrelated to the topic of your website. You shouldn’t have links from sites that have no real content. You shouldn’t have links from spammy sites whose only purpose is to advertise for gambling, viagra and porn (unless your website is about gambling, viagra and porn). You should [never pay for links](#). If you choose to [go overboard on link building](#), you’ll risk a [penguin penalty](#) and loose your rankings in Google.

### SEO fiction: Get as many links as possible



Here is a post from YOAST, whose plugin we use for Website Optimization on our server-based websites.

This post addresses some basic thoughts about SEO and is an excellent introduction to the concepts used in SEO.

OhainWEB.com enables SEO through judicious use of tools and tactics with the websites we design and deliver. We call this Website Optimization

The extent of our SEO enabling depends upon the website design platform and design options selected by our client.

### **Fact or fiction 3: Keyword density should be sky high**

Some people try to put [as many keywords in their texts](#) as possible. They hope that Google will notice the amount of keywords they're using and therefore will rank the text highest in the search results. However, their text will become unreadable. So they shouldn't do that! It'll definitely backfire. Never write content that's created for the search engines. Always write content with a real audience in mind. Invest in [high-quality content](#), that'll generate long-term stable traffic to your website.

### **SEO fiction: keyword density should be sky high**

### **Fact or fiction 4: You don't need high-end technical skills to do SEO**

Technical SEO definitely is an important element of an SEO strategy. And it doesn't hurt to learn a bit of code (it could even be great fun). However, if you're using WordPress and our [Yoast SEO plugin](#), your technical SEO is pretty much covered. Our plugin is designed to take care of all the [technical aspects of your SEO](#) strategy.

### **SEO fact: You don't need high-end technical skills to do SEO**

### **Fact or fiction 5: SEO is all tricks**

At Yoast, we propose an SEO strategy we refer to as holistic SEO. You should develop a long-term SEO strategy focusing on all aspects of website optimization in order to be the best result. You should [write awesome content](#), do great PR and [social](#), make sure your website is [properly secured](#) and create a superb [User Experience](#). And of course, your website should have technical excellence and an awesome [site structure](#). That's no trick. That's just a whole lot of hard work.

### **SEO fiction: SEO is all tricks**

## **Conclusion**

The final SEO fiction actually says it all. SEO is not all tricks. Not at all. SEO, in our view, is a long-term strategy, focusing on getting and keeping those high rankings in the search engines. It is a lot of work, but it will definitely pay off in the long run!

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