



Fact or Fiction: Six SEO Beliefs and the Truth Behind Them

By Welton Hong

Peruse lists of the most popular or well-known fictional characters, and chances are you'll come across Sherlock Holmes multiple times. More than a century after the original Holmes stories and collections were published, we remain enamored of this clever detective and his uber-observant ways.

Part of the reason for his continued popularity is that Holmes has a penchant for cutting through the distractions, red herrings, and falsehoods to find the truth in every mystery.

I have to think that if he were a real person alive today, *Sherlock Holmes* would be able to easily parse the facts and fictions that circulate about SEO. But that's not the case, so allow me to play Holmes to your Watson as we explore what's really true when it comes to search engine optimization:

1. SEO is free. *Fiction.*

This myth occurs because you don't pay search engines to appear in organic results. In that sense, it's "free" in a way that paid advertising is not.

Holmes would say that calling SEO "free" is a misnomer, though, because successful SEO costs something. Even if you do everything yourself, it costs you time to learn about

and keep up with SEO trends, create and publish content, design the right kinds of pages, and cultivate reviews and backlinks. And that's just for starters.

For most deathcare firms, it's actually less expensive to pay others to handle some of this work. After all, time is money, and SEO experts can usually do it faster and better than you can on your own.

2. Keywords can hurt your SEO performance. *Fact.*

Yes, keywords are important. But they can also hurt your SEO performance if you don't know how to use them.

The wrong keywords can hurt your page rank, your traffic, and your conversions. Holmes famously said, "I never guess. It is a shocking habit." Be like Sherlock: Do your keyword research or pay someone to do it for you instead of guessing about which phrases to include in your content.

And once you're certain you've apprehended the right keywords, put them in the right places. Google (and really, no one) likes keyword stuffing. Instead, place the key phrases in a few critical locations on the page, such as in the title, a subheading, and once or twice in the body text.

3. Someone can guarantee top placement in SERPs. *Fiction.*

Yes, some marketing companies are very good at helping businesses rank in search engine results. But no one can get every page to rank in the number one spot, and anyone that offers this promise should probably be regarded cautiously.

After all, even Sherlock Holmes didn't claim 100 percent wins. "I have been beaten four times," he tells another character in a story. And since there's only one top spot in SERPs for each query, chances are someone will beat you to it at least some of the time.

4. Great SEO means you don't need to pay for ads. *Fiction.*

Holmes often considered probabilities, and so should you. The more times your deathcare business shows up for someone conducting a related search, the more likely they are to click. Search engine ads are just another (very effective) way to boost that likelihood.

When people search using phrases with high commercial intent (keywords that indicate they want to make a purchase soon), paid advertisements garner 65 percent of the clicks.

The truth behind this myth is that great SEO and paid search engine marketing efforts typically go together. They support and bolster each other, increasing your ROI from each.

5. You need more than great content for stellar SEO. *Fact.*

I do believe that quality content is king, but what's a king without a castle, a court, and an army? You can't build an entire SEO campaign based solely on content, no matter how great it is.

As Holmes would say, you must also "concentrate yourself upon the details." The trends in SEO are constantly changing, but in 2020, some of those details include great site architecture, mobile-friendly pages, speedy load times, reviews, and backlinks.



Welton Hong

14K GOLD PENDANTS

Known for quality materials and craftsmanship, Madelyn Co. Keepsake Pendants are hand-made using jewelry-grade metals.



14K Gold Cross



14K Gold Heart



14K Gold Star



14K Gold Love Cross



14K Gold Cylinder



14K Gold Pilgrim Heart

Keepsake Pendants are available in 14K yellow and white gold, gold vermeil, sterling silver, white bronze, pewter, stainless steel and titanium.

CALL ABOUT MONTHLY SPECIALS OR VISIT OUR WEBSITE.

800-788-0807 Fax 608-752-3683 www.madelyncpdants.com e-mail orders@madelync.com

ALL PRODUCTS MADE IN THE USA!



PREMIER

Funeral Supply, Inc.

Serving Our Clients **SINCE 1999**

Satisfaction Guaranteed!

PREMIUM QUALITY EQUIPMENT

CHURCH TRUCKS DELUXE MODEL

\$567

Three Position Locking System



Remains Processor

Stainless Steel Safety Interlock

Run Timer with Light
UL Approved Components **MADE IN USA**



1.5 HP MOTOR
15.2 AMPS, 1800 RPM

 <p>Black, Gold or Silver</p> <p>1200 LB CAPACITY</p> <p>MADE IN USA</p>	<p>\$1,847 1-Year Warranty</p> <p>Cemetery Lowering Device</p> <p>850 LB CAPACITY 5-Year Warranty \$2,220</p> <p>Self-Braking LIFETIME LUBE</p> <p>Chrome or Stainless Steel MADE IN USA</p>
<p>Mini Oversize Stretcher</p> <p>650 LB CAPACITY</p> <p>1-Year Warranty</p> <p>\$1,714</p>  <p>MADE IN USA</p>	<p>Oversize Stretcher</p> <p>1000 LB CAPACITY 1-Year Warranty \$2,072</p> <p>Tall Boy Stretcher for Suburban Vehicles</p> <p>1-Year Warranty \$2,251</p> <p>Rails +\$255 MADE IN USA</p>
<p>#1 BEST SELLING Church Truck in America!</p> <p>CALL FOR DETAILS: 561-602-3330</p> <p>www.PremierFuneralSupply.com</p>	

6. You should delete pages that get low traffic. *Fiction.*

This SEO myth probably arises from the fact that businesses believe that low on-page traffic means the page itself is low quality. And it's true that low-quality pages don't do you any favors with SEO or online marketing.

Holmes would definitely disapprove of jumping to conclusions, though. A page might get low traffic because the keywords associated with it are low volume, not because the content isn't any good. But even if it gets 10 clicks a month, if five of those clicks convert, you have a 50 percent conversion rate. That's huge!

The Sherlockian takeaway here is that you should observe all the data via a proper SEO audit—or pay someone to do it for you—before you start deleting pages or content.

Make Sure Your SEO Theories Are Supported By Fact

In *A Scandal in Bohemia*, Holmes says, "It is a capital mistake to theorize before one has data." The problem, he explains, is that sometimes we try to make the facts fit our theories instead of the other way around.

Before you start planning your next SEO campaign, make sure you have the right facts so you can spend your online marketing resources on efforts that are most likely to succeed.

Welton Hong is the founder of Ring Ring Marketing® and a leading expert in creating case generation from online to the phone line. He is the author of Making Your Phone Ring with Internet Marketing for Funeral Homes. For more information, visit www.FuneralHomeProfits.com.