

Published based on [Don't Make These SEO Mistakes They Will Hurt Your Site Ranking.](#)

Don't Make These SEO Mistakes They Will Hurt Your Site Ranking.

Want your site to rank higher? Following are a few mistakes that you might be making while optimizing your site for the search engines.

Creating a professional site is important in order to make a good impression on your visitors. Flash is no substitute for search engine optimization. Search engine spiders index only those sites that have text based content. And when you have flash on your site, it won't be readable by the search engines. To a search engine flashy graphic don't mean anything. SEO is not assisted by those flashy graphics. Use HTML to attract search engine traffic rather than using flash. You should use lots of well written keywords for your site so that search engines can accurately rate it. But if you aim to only have a flash site, then best of luck, because all the search engines will be able to index will be the homepage. Do you finally want to be rid of your day job? Anik Singal's goal is to free one thousand people of this burden so be sure to see his latest offering at this [Empire Formula Review](#) page.

The second SEO mistake that webmasters make is they don't focus on crafting out an effective title tag of their website. Even though some people think that the title tag isn't significant, when you consider that this is what the search engines use when your site is listed in the results, it obviously does make a difference. The fact is, some websites that don't appear to be very well optimized have a high ranking, and this is often for the very reason that their primary keyword appears in their title tag. You should also have a title for your site for the sake of your visitors and the image it conveys. It's not really that difficult to have a creative title tag that has your keyword embedded in it. The most effective title tags are short, so there's no point in making it long. You can have up to two main keywords in the title so that the search engines know what you want to rank for.

Some webmasters put JavaScript menus on their sites, thinking that it improves things. In truth, this is not helpful for SEO purposes, as search engines cannot read them. But if you are still keen on using JavaScript on your site, then make sure you have a sitemap on your site that makes it easy for the search engine spiders to crawl your links. Keep the navigation on your site as simple as possible, which will make it easier for the search engines to identify everything. Still using antiquated affiliate marketing methods? Get the newest and most innovative methods from Anik Singal at this [Empire Formula](#) web page.

These are some of the SEO mistakes that can ruin your efforts, so make sure you avoid them when planning your campaigns.

Additional Resources:
[Affiliate](#)

You can also find this article published on [Don't Make These SEO Mistakes They Will Hurt Your Site Ranking](#), and on the tag pages [index](#), [search engine optimization](#), [search engine spiders](#), [search engine traffic](#), [site](#), [title](#).