The Ultimate Guide to Factors That Don't Affect Search Rankings

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1. Author's reputation

When it comes to SEO, the reputation of the author doesn't affect search rankings. Google authorship and Author Rank are not the same thing.

No matter how much experience or exposure you have, you can still rank in Google if you focus on creating the right content, building up a social following, and earning inbound links from industry blogs. You just have to be consistent.

In fact, the world is waiting to read your next piece of content. Just put everything you've got into it, and write to show your target audience how much you want to help them succeed, achieve more, and live a more fulfilled life.

2. Adding keywords to meta tags

- Meta keywords aren't displayed on the page itself, unlike the kind of keywords you put in your content itself. Meta keywords can only be found in the source code of your page, not on the page itself.

- There is no correlation between the keywords you stuff into a meta tag and your rankings.

- Unfortunately, however, most people still follow the old, dumb advice. When they write blog posts, they include tons of meta tag keywords, hoping that this will improve their web page rankings for those specific search terms.

- On-page optimization isn't just about targeting keywords. It also means paying attention to the user experience. In other words, you've got to give users what they want.

3. Stuffing keywords in your image alt text

- Though the alt text helps search spiders find their way in and around your web pages, you shouldn't use the same description on both alt text and image title.

- Since there is no rule for gauging over-optimization on alt text, I'd rather ignore it and spend that time paying more attention to the content of the page where the image is published.

4. Using Schema markup

- If you want long-term search engine results – i.e., a higher click-through rate and better branding – then you've got to spending time optimizing your rich snippets.

- Matt Cutts, Google's head of Webspam in his popular video Q&A segment said that the simple inclusion of Schema markup on a website won't necessarily provide any ranking benefit.

5. Implementing rich snippets

Rich snippets don't affect your site rankings. Use them to increase your click-through rate. And you've got to be careful not to overdo it or stuff keywords into it if you want to avoid Google's new penalty against spammy rich snippets.

6. Mentioning keywords several times in your content

- Repeating keywords several times in your content is not a good SEO practice.

- On the contrary, it could get you penalized when you over-optimize your web page.

- Write the way you talk, and you'll be amazed by the number of long-tail and seed keywords that your web pages will start to rank for.

7. Choosing a dedicated IP address

- There are some good reasons why you should purchase a dedicated IP address. For instance, you might need to speed up your site. In that case, since site speed is a ranking factor, a dedicated IP could prove useful.

- All of these are good reasons to get a dedicated IP address, but it won't directly improve your site rankings.