

Common SEO Problems

There are many challenges we've encountered when asked why a client's website doesn't rank higher in the search engine results pages. Here is a list of potential problems you may encounter with your existing website.

- 1. Flash:** Flash produces terrific interactive designs, controls fonts, and protects your assets, however search engines cannot read it; Rather than produce an entire flash based site, we recommend you integrate flash as a banner below your header and logo, but only as one element on the page, not the entire page.
- 2. Image only sites from Photoshop:** Photoshop produces fabulous looking websites, but if everything is a JPG or GIF the search engine spiders cannot read it, and your site will lose relevance. Any good website is full of images, but they should be used in the context of delivering a compelling message with text – text that can be read by search engine spiders.
- 3. Server technologies:** Your web pages may have been programmed as PHP or ASP. While technically superior for content management (maintenance) search engines have trouble identifying the important aspects of your message. As with Flash, we are not recommending you bail on server technologies, but to use them as elements within a properly structured page (one defined by CSS).
- 4. Lack of key elements:** Are your pages properly titled? Are your pages properly named? Do you correctly use heading CSS rules? Does the copy on the page deliver your message concisely or is there fluff? Do all your images include alt-tags? Are your links relative or absolute? Do you cross link to pertinent information elsewhere? Do you include PDF press releases? If you cannot thoroughly answer all these questions you likely would benefit from the assistance of a SEO Expert.
- 5. Strategy:** Do you have a plan to continually improve your search engine rank? If the answer is no then your organization would likely benefit from our SEO Expert services.
- 6. Failure to Monitor Traffic:** Do you run monthly traffic reports that: indicate page failures, measure the average time spent viewing pages, display search engine terms that lead visitors to your pages, understand what days and hours are your busiest.

If your organization needs help achieving higher organic search engine ranking, you will benefit by contacting us at 212-828-7089.