

10 SEO MISTAKES TO AVOID

During Your Next Website Redesign

#SEOredesign

MISTAKE NUMBER

1

Not thinking about SEO
from the start

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MISTAKE NUMBER

2

Not doing an audit
of your existing site

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3

Failing to identify (and include)
commonly searched keywords

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4

Not setting up
301 redirects

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5

**Failing to consider
your URL structure**

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6

**Leaving shady backlinks
in place**

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7

**Not implementing
responsive design**

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8

**Forgetting to unblock search
engines from crawling your site**

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MISTAKE NUMBER

9

**Forgetting to add analytics
tracking to your site**

#SEOredesign

MISTAKE NUMBER

10

**Failing to think
like a human**