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# Old SEO vs. New SEO

*Adapting to Evolving Search Algorithms*





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# Keyword Stuffing

- By Daniel - A2dd Branding & Digital Marketing



## Old SEO

*Stuff as many keywords as possible into your content, regardless of readability or relevance.*

## New SEO

*Focus on natural keyword integration and semantic search. Prioritize readability, relevance, and user experience.*

# Exact Match Keywords

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Rely heavily on exact match keywords to rank content.*

## New SEO

*Use a variety of related terms and long-tail keywords to capture the broader context and intent of the search query.*



# Quantity Over Quality

- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Produce a high volume of content with the primary goal of ranking for various keywords.*

## New SEO

*Prioritize high-quality, well-researched content that genuinely satisfies the user's search intent.*



# Link Building via Directories and Blog Comments

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Build links by submitting to directories  
and leaving comments on blogs.*

## New SEO

*Focus on earning high-quality backlinks through  
relationships, guest posting, and creating  
shareable, authoritative content.*



# Over-Optimization

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Optimize on-page elements excessively, including overuse of exact keywords in titles, headers, and meta descriptions.*

## New SEO

*Ensure on-page optimization is user-friendly and contextually relevant. Balance optimization with user experience and engagement.*



# Desktop-Centric Approach

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Prioritize website optimization for desktop users, with less consideration for mobile users.*

## New SEO

*Embrace mobile-first indexing and ensure websites are fully optimized for mobile devices, reflecting the shift in user behavior.*

# Ignoring User Experience

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Focus solely on search engine rankings without considering user experience.*

## New SEO

*Enhance user experience by improving site speed, navigation, and mobile responsiveness. Google now rewards sites that offer excellent user experiences.*



# Thin Content Pages

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Create multiple low-quality pages targeting different keywords.*

## New SEO

*Develop comprehensive, in-depth content that covers topics thoroughly, providing real value to users.*

# Single Focus on Google

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Concentrate only on ranking well in Google search results.*

## New SEO

*Optimize for multiple search engines and platforms, including Bing, YouTube, and social media, to diversify traffic sources.*



# Manual SEO Practices

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Perform most SEO tasks manually, from keyword research to link building.*

## New SEO

*Leverage advanced tools and AI to conduct thorough keyword research, analyze competitors, and automate repetitive tasks.*



# SEO as a One-Time Task

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Treat SEO as a one-time setup process.*

## New SEO

*View SEO as an ongoing strategy, constantly adapting to algorithm updates and changing user behaviors.*

# Focus on Meta Tags Alone

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Rely heavily on optimizing meta tags like meta titles and descriptions.*

## New SEO

*Optimize for a wide range of on-page elements, including structured data, rich snippets, and voice search optimization.*

# Isolated Content Creation

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Create content in isolation without considering broader marketing strategies.*

## New SEO

*Integrate SEO efforts with broader content marketing strategies, ensuring all content aligns with business goals and user needs.*

# Ignoring Local SEO

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- By Daniel - A2dd Branding & Digital Marketing

## Old SEO

*Neglect local search optimization.*

## New SEO

*Prioritize local SEO, optimizing Google My Business profiles, acquiring local citations, and garnering positive local reviews.*

# SEO Optimization

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*By embracing the principles of New SEO, businesses can stay ahead of algorithm updates and maintain strong search engine visibility, ultimately driving more organic traffic and achieving sustained online success.*

*Feel free to get in touch with us for a free 30-minute consultation.*

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