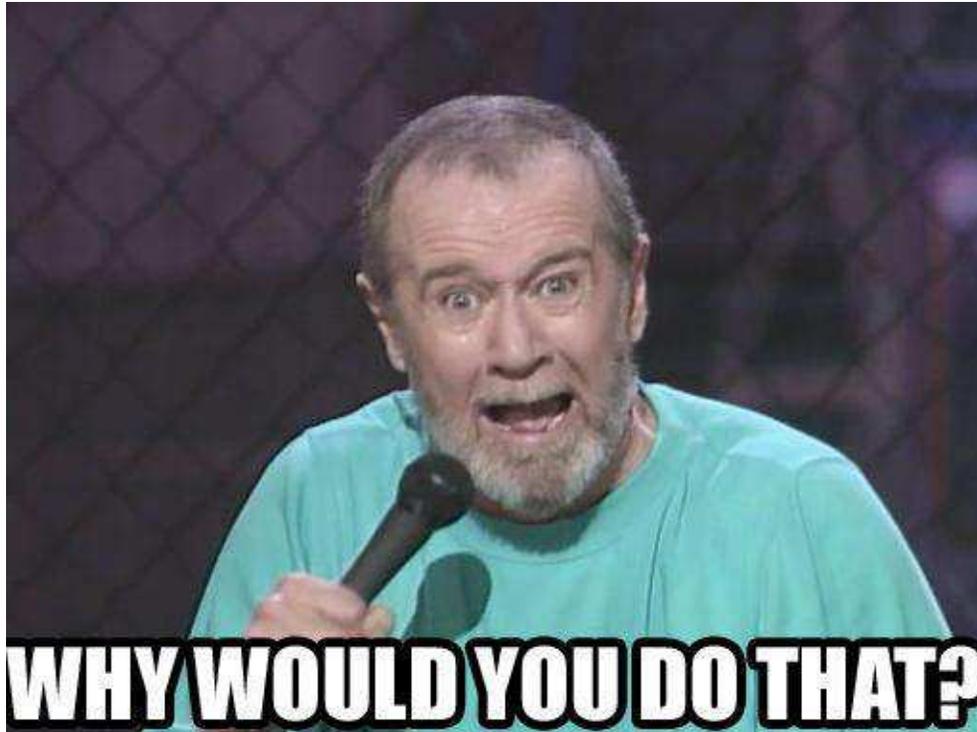


Internet Marketing: You're Doing It Wrong!



Over 900k people search for Reno Nevada related products and services each month. How can your business capture some of those people and bring them to your business, event or nonprofit?

In the online marketing world, you have two types of marketing companies;

1. Highly qualified marketing teams, with integrity, skill and professional dedication to expand their business.
2. Fly by night, black hat SEO ninjas, looking to make a quick buck and disappear as soon as they have properly banned your website from Google and other important search engines.

How is the average business owner to know what Internet Marketing company is qualified to manage your online marketing?

I have put together a quick list of warning signs in SEO and Marketing tactics that can cause serious harm to your online business, reputation and bottom line.

Review your website and make sure that your SEO or Internet Marketing company are not implementing these sneaky, effective in the short run ...but devastating in the long run SEO tactics.

Internet Marketing for Reno Business by Sandy Rowley of RenoWebDesigner.com Call to learn more 775-453-6120. Located in Mid Town. Reno SEO Company you can Trust!

1. DUPLICATE CONTENT

Did your SEO or marketing company make a duplicate of your website, slap a new domain name on it and call it good? Or worse, did they go to your competitor's website, copy their content and change a few words and added it to your website? This is the quickest way to get a lawsuit and banned from Google search. You can use this [free tool to check your website for duplicate content](#).

2. KEYWORD STUFFING

Sounds yummy, but will most definitely leave you with a bad taste in your mouth. Black hat SEO companies in Reno will use a word or phrase that they want to rank you for on the first page of Google, over and over and over and over again in the copy of your website. Using this technique will help boost your rankings in search, until Google catches you and then game over. Plus, your customers find it very difficult to read a website that sounds like a robot wrote the copy. You can use this free tool to check if your website pages are using the [Keyword Stuffing tactic here](#).

3. BUYING VIEWS, LIKES AND FOLLOWERS

Ok, have you seen online marketing companies advertising that they can get you 1000000 followers in one day, or a million visitors to your site this month and similar? Those are total fakes and could lower your quality score with Google. Why you ask? Google ranks a website for a keyword based on how engaged your website viewers are with your site. Example, Suzy searches for Reno SEO companies in Reno Nv. She finds our site, RenoWebDesigner.com and clicks on the link. If Suzy stays around on the site for a few minutes or longer...this tells Google that our website is a good site to rank in their search engine for the keyword Reno SEO companies. If she hits the back button, this can hurt our rankings. Hiring companies to buy fake website traffic, followers and likes can give your website a bad reputation with social sites like Facebook and with Google. Don't be tempted to do this. What's even worse? Your internet marketing company paid someone \$40 to send fake traffic to your website so you think their SEO marketing is actually working. Check out this article on Huffington Post on how to spot if this is happening to your [website here](#).

With SEO and Internet marketing, slow and steady really does win the race. If it sounds too good to be true, well, you know the rest.

Too busy to do this SEO work? I can help for as low as \$99 a month. Social Media Management, SEO and website updates as well.

Call anytime I can be reached at 775-453-6120 or

sandy@renowebdesigner.com

<http://renowebdesigner.com/seo-reno/>

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