



HUB Spot's Top 20 SEO Myths for 2020

1. I must submit my site to Google.
2. More links are better than more content.
3. Keywords matter more than anything.
4. Having a secure site isn't important for SEO.
5. You shouldn't link out to other websites.
6. Meta descriptions have a huge impact.
7. Pop-ups will always hurt my rankings.
8. SEO is something I should pass to IT.
9. You can only have one H1 per page.
10. My homepage needs a lot of content.
11. The more pages I have, the better.
12. Good user experience is an added bonus.
13. Local SEO doesn't matter anymore.
14. Images don't require optimization.
15. I don't need a mobile strategy.
16. The age of my domain will help me rank.
17. Google holds grudges.
18. Video doesn't have any SEO benefits.
19. I only need traffic from Google.
20. Low-volume keywords aren't worth it.

See the details at the link: <https://offers.hubspot.com/seo-myths>

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