



3Q'S CMO SERIES

CMO Growth Insights: The 5 Biggest SEO Mistakes Inhibiting Growth in 2020

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Introduction

In almost every vertical, the SERP is getting more competitive. Position #1 and, in some cases, Position #0 don't matter nearly as much as they used to. We even have clients who have maintained Position #1 on core terms for 24 consecutive months with almost no loss on impressions but have seen click volume drop in half year over year. And, for some verticals, the trend will only become more egregious.

What's a marketer to do in such trying times? First, to quote Douglas Adams, "Don't panic!" Don't let these trends discourage us. We need to look forward in order to move forward.

So, what can you do to fight click attrition? How and where should you even focus your budget? And what mistakes should you avoid to prevent your future self from falling into this trap again? Well, I certainly don't have all the answers, but I suggest you start by fixing these all-too-frequent missteps.

