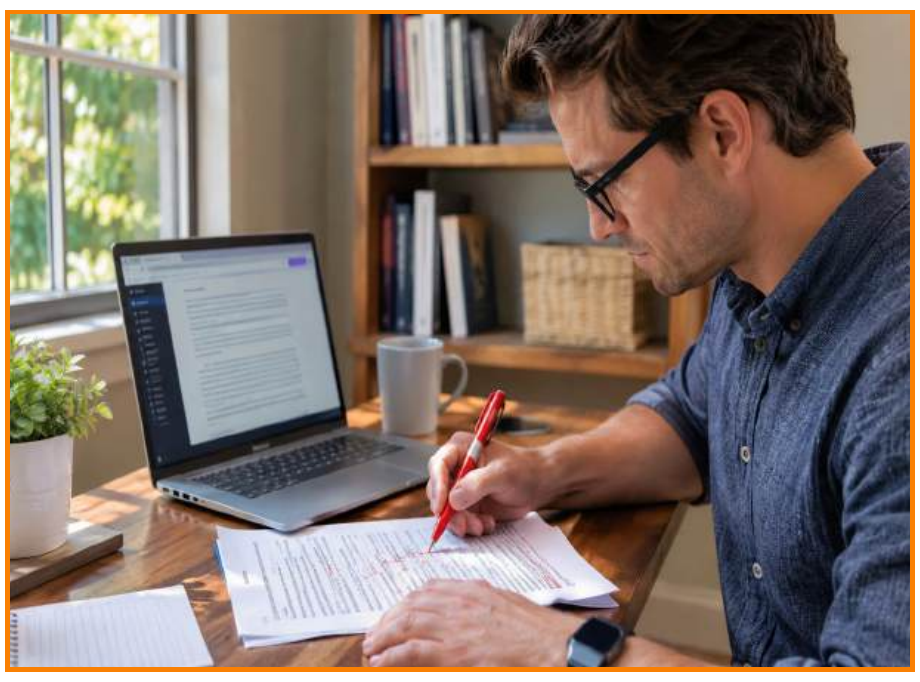


3 Overhyped SEO Trends and What Matters Instead

1. Publishing AI Content Without Editing It

AI-generated content that goes straight to publishing without editing tends to be generic. It rarely adds anything specific, personal, or original. A human editor who cuts, reshapes, and adds real substance to an AI draft is doing something the tool can't do.





2. Stuffing Keywords Into Every Sentence

Search systems now evaluate the full meaning of a page, not just how often a specific word appears. Repeating a keyword doesn't make content more relevant. It just makes it harder to read. A page that genuinely answers the question will outperform a keyword-stuffed page.

3. Chasing Links from Anywhere and Everywhere

Links from other websites are a real ranking signal, but any link won't do. A link from a trusted, relevant website sends a meaningful signal. Links earned the right way compound over time, while purchased or traded links tend to stop helping.





Bonus Trend: Using Tools That Promise Fast Rankings

No tool can make Google rank your pages faster. What tools can do is surface problems, organize data, and help you make better decisions. A tool that costs hundreds of dollars a month won't replace the effort of writing one genuinely useful article.

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