# 10 SEO MISTAKES TO AVOID

## During Your Next Website Redesign

HubSpot

**#SEOredesign**

Mistake Number

**1**

Not thinking about SEO
from the start

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**#SEOredesign**

Mistake Number

**2**

Not doing an audit
of your existing site

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**#SEOredesign**

Mistake Number

**3**

Failing to identify (and include)
commonly searched keywords

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**#SEOredesign**

Mistake Number

**4**

Not setting up
301 redirects

HubSpot

**#SEOredesign**
MISTAKE NUMBER
**5**

**Failing to consider your URL structure**

**#SEOredesign**
MISTAKE NUMBER
**6**

**Leaving shady backlinks in place**

**#SEOredesign**
MISTAKE NUMBER
**7**

**Not implementing responsive design**

**#SEOredesign**
MISTAKE NUMBER
**8**

**Forgetting to unblock search engines from crawling your site**

**#SEOredesign**
MISTAKE NUMBER
**9**

**Forgetting to add analytics tracking to your site**

**#SEOredesign**
MISTAKE NUMBER
**10**

**Failing to think like a human**