The most frequent root-cause of defective solenoids is improper adjustment. You should be sure that the mechanical linkage is adjusted so that when the solenoid is engaged it is completely bottomed out in its housing. If the solenoid is not allowed to complete this level of travel, it strains the hold coil and eventually burns up the solenoid.

Adjustment process is:

1. Loosen linkage so solenoid can move freely.
2. Mechanically hold solenoid in “energized position”.
3. Adjust linkage so that throttle is 1/16” from maximum stop (you can do this by placing a dime (or feeler gage thickness of 1.35mm) between the throttle and the stop).
4. Lock down linkage between throttle and solenoid.
5. Release solenoid to “de-energized position”.
6. Move solenoid back a forth a few times to insure no binding of mechanical parts.
7. Start engine and ensure proper operation of solenoid.

The hold coil (RED WIRE) should only draw around 1A when engaged; much more than this indicates improper adjustment.

Need to also be sure the PULL circuit (WHITE WIRE) is only being engaged during starting.  You could have all the above correct but if the Pull circuit remains engaged after starting, the solenoid will burn up.