



CHOICE PRO SEO

LEADING RESULTS-DRIVEN PRO SEO

BLACK HAT SEO DEFINED, page 1

BLACK HAT SEO METHODS TO AVOID, page 2-3

BLACK HAT SEO DEFINED

“Black Hat” SEO is a set of unacceptable methods used to create false and transient valuations to confuse and unfairly influence Search Engine rankings. Used individually or in combinations, these methods may initially result in elevated website rankings and positions, but are rarely sustainable or ignored by Search Engine sanctions.

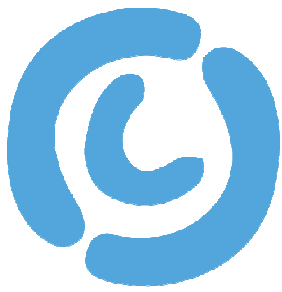
It was common in the earlier days to use these methods to “trick” the Search engines to advance a website into a more favorable position, and then to re-apply them using different values and terms (also Black Hat) before the Search Engines returned to penalize the website after running a validation script --- this was the model for the early SEO services ruse: to create a monthly cycle of false favor and then to change the site dynamics once again before being caught red-handed and penalized.

Understandably, this is why these so-called “SEO Providers” insisted on long-term services agreements and high costs associated with them: they were compelled to run a whole set of baseline values each month to install before being discovered.

This is why Google and other Search Engines continually change their validation algorithms and evaluation techniques, and despite shortening bot visits timing, some of these Black Hat methods remain “core” to unethical strategies of the majority of SEO providers.

Choice Pro SEO is dedicated to 100% ethical and manually created Search Engine Optimization, and as such, is able to create advanced values and results for client websites that is measurable, sustainable, and progressively performing. A **Choice Pro SEO** typical program *may* require greater client investment in months 1-6 (depending on the website status and work required to optimize in full compliance), but after the majority of foundational SEO is performed client websites are migrated into our SEO Maintenance programs where the costs are reduced dramatically, since the usual average of updates represents an average of only 10-20% of total the Core SEO Metrics. *Any other SEO Provider that does not disclose or detail programs similar to the example above should be avoided at all costs: not only are they pretending to know SEO, they are most likely engaging in Black Hat methods to “fake it” just to get your money!*

Choice Pro SEO specializes in 100% ethical, manually generated SEO, which is the ultimate methodology to create the high value metrics required to achieve the dramatic results that are prized by our clients. It is no wonder that **Choice Pro SEO** clients consistently attain top positions and retain our results-driven Core SEO services *two times* as long as the industry average before migrating to our popular SEO Maintenance programs! *(Core SEO Industry average: 9 months, reported 6-2009)*



CHOICE PRO SEO

LEADING RESULTS-DRIVEN PRO SEO

BLACK HAT SEO METHODS TO AVOID

- **ASTROTURFING** This is when a false public relations campaign or fake social media in the blogosphere generate increased attention to a site, blog, or wiki.
- **BUYING EXPIRED DOMAINS** Domains that have expired can carry a large Page Rank. By purchasing the domain, throwing up repetitive content, and linking to your other web sites and domains, you may be able to use “link juice” to distribute the page rank to those other sites.
- **CLOAKING** Cloaking is when a site is designed to show one set of content to your users, while showing a completely different set of content to crawlers, robots, and spiders. This is considered misrepresenting your content.
- **CONTENT SPAMMING** This method is implemented by leaving comments on sites with high Page Ranks. These comments can be in the form of blog comments, guestbook entries, forum submissions, wiki pages, etc. The comments are filled with high density keywords, and have links back to the spamming site.
- **DOORWAY PAGES** A doorway page is a “fake” page that the user will never see. It is purely for search engine spiders, and attempts to trick them into indexing the site higher. This method is dependent on *useragent* sniffing.
- **IMPERSONATORS: FAKE CEO - CELEBRITY AVATARS** This is when a blogger or forums user registers as if they are a person of significance, i.e. a CEO or celebrity. These people leave damaging messages that can sway a user in a specific direction about a product or service. This can swing the other way. A Celebrity or high level executive can act as an anonymous user to leave disparaging remarks about another person, company, or product, drive traffic to their site, and ultimately increase sales.
- **GOOGLE BOMBING** This is accomplished by creating links on multiple sites linking to the same page with the same text. The text link may not necessarily be relevant to the linked site, thus creating the Google Bomb. The most common Google Bomb can be seen by searching “miserable failure” and seeing sites for George Bush appear at the top of the results page.
- **GOOGLE BOWLING** Google is penalizing (or even banning) sites that purchase site-wide links. A site-wide link is a link that is on every page of the entire site. Google Bowling is buying site-wide links as a competitor to get them banned.
- **INVISIBLE or HIDDEN TEXT** This Black Hat method manifests itself in many forms. One method is to put lists of keywords in white text on a white background in hopes of attracting more search engine spiders. Another method is to embed and overload keywords into unseen places that crawlers look will get you banned as well. Places like alt tags, comments, JavaScript tags, *noframe* tags, div tags that are hidden, etc.
- **INTERLINKING** When multiple web sites are built by the same person or company, with similar content, with links pointing back and forth between them, in an attempt to increase each others' page ranks.
- **KEYWORD STUFFING** This is when you fill your page with long lists of keywords in an attempt to rank higher for those words. You don't view this as high quality content, and neither will Google. This method is typically accompanied with the Hidden Text and Redirecting Black Hat methods. *As a matter of fact, as of October 2008 Google has reduced the SE values of Key Words drastically!*



CHOICE PRO SEO

LEADING RESULTS-DRIVEN PRO SEO

BLACK HAT SEO METHODS TO AVOID, continued

- **LINK FARMING** Another name for a link farm is a free-for-all site. The objective of these sites is strictly to generate inbound links to your site at any cost. This will typically work in the short term, but hurt your site (or get it banned) long-term. These kinds of sites are also known as 'mutual admiration societies' and other names, but the practice is uniformly penalized.
- **REDIRECTING** Redirects are commonly used along with doorway pages, or spam pages filled with advertising. They are designed to take a user to a page that they did not want to go to. These can be both server -side redirects, or client -side redirects. Vicious redirect pages often get the user into an infinite loop that IS difficult to break from.
- **SCRAPER SITES** Also known as Made-for-AdSense Sites, these pages are similar to spam pages, except that they are designed to scrape search engine results and dynamically "create" content pages. These may also be used in conjunction with malevolent software utilities (malware) that records any identifiable User Data from unsuspecting visitors.
- **SELLING PAGE RANK** Sites can explicitly sell "advertising" (read inbound links) to your site. This essentially distributes some of the Page Rank to the newly linked site, and its position in search engine results pages. This has been in the news a lot lately. Google has dropped the Page Rank of anyone doing this. Both the buyer and seller of the link are dropped in Page Rank.
- **SPLOGS: SHILL BLOGS, SPAM BLOGS** Spam Blogs are when one person is paid to act as a fan for those who hired them. Generating a source of positive feedback and link sharing will increase inbound traffic and Page Rank. These methods are similar in effect to a link farm.
- **SPAM PAGES** Spam Pages are web pages that rank well for specific keywords, but actually hold no content. They are typically full of advertisements, listings to other sites, or are part of a pay-per-click scam.
- **SYBIL ATTACKS** When a single user creates multiple identities to generate additional traffic. This could be in the form of multiple web sites with similar, if not identical, content. This could be in the form of multiple social bookmark accounts, multiple comments, etc.
- **WIKI SPAM** Wikis, just like blogs, are intended to be an easy way to create and organize content for non-developers (read anyone). But the distributed and open 'editability' of wikis make them susceptible to spamming. By placing links in wikis back to the spam site, you hijack the link juice of the wiki, pass the page rank on, and increase results frequency. The subject of the wiki page is typically irrelevant. This is why large wikis like wikipedia have added the *nofollow* attribute to all of their links.

Resources:

1. http://www.businessweek.com/bwdaily/dnflash/content/oct2006/db20061009_579137.htm
2. <http://www.webpronews.com/expertarticles/2005/10/27/google-bowling-how-competitors-can-sabotage-you-what-google-should-do-about-it>
3. <http://copywriteink.blogspot.com/2007/08/silencing-crisis-whole-foods-market-inc.html>
4. <http://www.beanstalk-inc.com/tactics/black-hat.htm>
5. <http://seoblackhat.com/>
6. <http://www.syndk8.net/>
7. <http://websitehelpers.com/seo/blackhat.html>
8. <http://websearch.about.com/od/seononos/a/spamseo.htm>