

ILLEGAL SEO TECHNIQUES

DANGEROUS, UNETHICAL STRATEGIES THAT
WILL GET YOUR SITE BLACKLISTED BY SEARCH
ENGINES

Provided by **Follow Media Consulting, Inc.**



LINK FARMS

**Also known as Spamexing or
Spamdexing.**

A link farm is a series of web sites created solely for housing gratuitous links that point to a collection of web sites. It can also be a network of web sites interlinking with each other.

Such web sites are considered illegal by Google and other major search engines because they aim to achieve high rankings that are not deserved because of bad content and low quality.

As a strategy, utilizing link farms, or spamdexing a search engine is dangerous.

If you or your SEO consultant uses this technique even if your web site already has great content, your web site will still be penalized or banned, because the engines figure that if you did have good content you wouldn't resort to such sneaky tactics designed to trick them in the first place.



HOW TO GUARD AGAINST IT

When an SEO professional tells you that he or she will secure incoming links for you, ask them to specify how. The correct answer is that they will target specific, pre-existing and established web sites to gain an incoming link from them to you (in most cases without having to link back to them).

But if they tell you that they will build hundreds or thousands of pages across different domains that will link to your web site, do NOT work with them as this will severely jeopardize the integrity of your web site.

Periodically search your domain name in the major search engines to see which sites are pointing to you. If you see anything out of the ordinary, such as web sites whose domains are extremely long or gibberish (lots of numbers and random or inappropriate words) or pages that are

simply long lists of links, approach your SEO professional about getting your site removed from these pages and find out how they appeared there in the first place.

DOORWAY PAGES

Also known as Advertising Pages, Jump Pages, Gateway Pages, etc.

Doorway Pages are a form of landing page that are designed solely for the search engine; often times they aren't viewable to humans. These pages use a redirect script that automatically points the visitor to another page on the web site without the visitor ever seeing the doorway page. This is also known as cloaking and is clearly defined as an illegal practice by Google and other search engines.

The only time a landing page is acceptable to search engines is if it is an informative, well written article that humans would read and enjoy, do not trick people into clicking, or redirect them to the web site's main pages.

HOW TO GUARD AGAINST IT

Make sure you understand exactly what kind of pages are being added to your web site and study them.

Ask your SEO professional if any of these pages will automatically redirect to your web site's main page. If they say yes, then they are breaking the rules and are well aware of it. We recommend you do NOT work with them.

It doesn't matter if they say they use a special javascript or other redirect that is "legal" or acceptable to Google. This is never the case and though Google may not know about that particular trick yet, it will find out eventually and your site will get penalized.

KEYWORD STUFFING

Keyword stuffing is one of the original illegal SEO techniques. It occurs when you

load a webpage full of particular keywords, either in the meta tags, script tags, or in the content itself.

This is different from optimizing the page for particular keywords. Keyword stuffing means the same words are being repeated dozens or hundreds of times in no credible or informative way.

Keywords are hidden several ways. For instance, some people will make the text the same color as the background so search engines see it, but not humans. Others will hide keywords in script tags. Still others will use CSS to position keywords outside of your visible screen area, again so that humans can't see them. Search engines can.

On the surface, using such techniques might sound like an attractive idea. However, search engines can detect whether a keyword is being used

improperly and will penalize or ban your site for using any of the above techniques to stuff keywords into your site.

HOW TO GUARD AGAINST IT

Often times, the only way to find out if your site has been stuffed with keywords is to view the source code of your web site (visit your site in your favorite browser, click "View" and then "Source Code." A page of HTML will display.

If you see the same keywords repeated hundreds of times anywhere, then your page has been stuffed and will be considered in violation of search engine rules.

SCRAPER PAGES

Also known as Auto Generated Pages.

Scrapper pages are search results or content automatically pulled from dozens or hundreds of web sites or search engine results. This is a form of plagiarism as no

part of the scraper page is original content.

Most often, such sites are used to display Google AdSense Ads or other ads that pay the site owner every time a visitor clicks on it. However, search engines have become quite good at banning such sites from their results and humans can detect them easily as well.

Scrapper sites are easy to spot as they are largely illogical. They are snippets of other webpage content, or search results, and therefore have no sensible point and do not make sense when read.

HOW TO GUARD AGAINST IT

It's important to ask your SEO professional whether unethical techniques will be employed. Monitor their work. Make sure you have access to your web site's hosting service so that you can view all pages that are hosted on your site's domain.

Periodically view pages at random to be sure they do not contain illegal content. Also get reports of your site's rankings and search the keywords you rank for. Click through from the search results and check the landing page's source code and content for anything fishy or inappropriate.

Here's an interesting fact: When search engines index pages, they put these pages in their main indexes. Google, for example, also has a supplementary index – what some insiders call the “graveyard.” Pages that get “buried” in this graveyard are pages with plagiarized content, low trust pages and pages with scripting errors. You want to make sure, therefore, that none of your web pages makes it to the graveyard.

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