

Illegal SEO techniques

Contributed by Netresults
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When an SEO professional tells you that he or she will secure incoming links for you, ask them to tell you specifically how they will do so. The correct answer is that they will target specific, pre-existing and established websites to gain an incoming link from them to you (in most cases without having to link back to them). If a professional tells you that they will build you hundreds or thousands of pages across different domains that will link to your website, do NOT work with them as this will severely cripple your website.

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Also 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 websites 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.

LINK FARMS

Also known as Spamexing or Spamdexing.

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

Such websites are considered illegal in the eyes of Google and major search engines because they aim to achieve high rankings for websites that haven't earned those rankings through good content and overall quality.

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

Even if your website has great content, if you or your SEO consultant use this technique, your website will still get 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.

DOORWAY PAGES

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

Doorway Pages are a form of landing page that is designed solely for the search engine and oftentimes isn't even viewable to the human visitor. These pages often use a redirect script that automatically points the visitor to another

page on the website without the human 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 by search engines is if it is in the form of an informative, well written article that human visitors read and enjoy, where they are not tricked into clicking or being redirected to the website's main pages.

KEYWORD STUFFING

One of the original illegal SEO techniques, keyword stuffing occurs when you load a webpage full of particular keywords, either in the meta tags, other script tags, or in the content itself.

This is different from optimizing the page for particular keywords because 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 no human visitors can. Others will hide keywords in script tags. Still others yet will use CSS to position keywords outside of your visible screen area, again so that no human visitors can see it - but search engines can.

Though on the surface, using such techniques might sound like an attractive idea. However, search engines can detect whether a keyword is being used properly and will penalize or ban your site for using any of the above techniques to stuff keywords into your site.

SCRAPER PAGES

Also known as Auto Generated Pages.

Scraper pages are those comprised of search results or content automatically pulled from dozens or hundreds of websites 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 gotten very good at banning such sites from their results and human visitors can detect them easily as well.

Scraper 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.