



SEO:

Search Engine Optimization

S.E.O. OVERVIEW

Search Engine Optimization, or S.E.O., is an important and in fact vital part of any business's online presence. Put simply, S.E.O. is the "tweaking" of a website so that it'll be displayed right at the top of a Search Engine's results pages (y'know, on that first page of results you get on Google, Yahoo! or Bing etc. when you key in a search phrase or words and hit "Search").

This optimisation is an important aspect of any kind of Search Engine marketing that you do; the ultimate aim being to achieving the highest ranking possible for your targeted keywords and phrases. Basically, it works like this: When an Internet user runs a search using a Search Engine they'll more than likely only look over the first page of results laid out before them. Typically, they'll then either follow a link they found on that first page or they'll have another go and try another search. They'd only very, very, rarely make it as far as the barren wastelands of Page 3.

What this means is, if your website is not among the first listed in the search results, its chances of being found by potential customers are actually quite slim. Basically, there is little point in making a website submission to Search Engines if your site will never appear in the first few pages of results. Sorry.

By taking the time to think about the writing, formatting and organisation of your website and making the appropriate adjustments for S.E.O. purposes, your website will become more "digestible" to the Search Engines and will be ranked more favourably in their databases. The result is, with a little work (and it isn't that much work that you got to do), your site will be able to climb from the depths of Search Engine results Hell (page 2,569), right to the top of the list (page 1, yeah!).

This Search Engine placement will be highly beneficial for any entity seeking a truly strong presence online. The truth of the matter is that the vast majority of websites on the Internet are not optimised with the Search Engines in mind. The result here is that your competitors who DO possess well optimised sites will dominate the web traffic generated through the Search Engines. By optimising your own site, you and your company can leapfrog the competition and direct traffic away from competitors and toward your own site.

After the site is optimised it actually takes very little maintenance to keep your company's ranking and the effect of the optimization can be seen immediately and for years to come. Now, whether you've hired an S.E.O. guru or decided to attempt the S.E.O. work yourself, one of the



major challenges of a great Search Engine optimisation campaign is determining how much time to devote to specific techniques and certain areas of your website. Simply knowing what to do doesn't really solve the problem of understanding how much to do (it's that old conundrum: "how much is too much?"). Whether it's keyword research, website title optimisation, content development or even link building, often the missing link is the art of knowing which of your efforts will yield the greatest return on your investment of money and/or time.

Most of [Irish Business Websites](http://www.irishbusinesswebsites.com) own optimisation work is performed on client's websites in the design phase with full "on-page" optimisation and in nearly every case we are working to try and achieve improved rankings and increased traffic within a budget and timeline.

Our most typical scenario gives us 90 days to tackle the Search Engine Results Page (S.E.R.P.) and analytics for a group of medium to moderately difficult search terms (from a competitive standpoint). While every project is different, when you have to show some success in a relatively short period of time it is important to quickly identify the major issues which are holding back your site.

Page title optimisation is always very high on the list but even with that said, when you are working on a site with hundreds or even thousands of pages, spreading yourself too thin by concentrating on only one ranking factor will usually fail. Unless you have an overwhelming number of site architecture or duplication issues, you are normally better off focusing on just a portion of the site.

Along the same line is the amount of time you spend on research compared to time devoted to actual change suggestions, on-page optimisation tweaks or link building (for example). There are so many different ways to analyze a site or even one page on a site. There are also dozens of keyword research techniques and S.E.O. tools and you could spend countless hours dissecting the strategies that have seemingly worked on competitor sites.

At some point you simply have to be comfortable knowing you have done enough due diligence to dive in and begin making changes that will have an impact. Search Engine Optimisation IS a science. It's not like building a Large Hadron Collider but most S.E.O.s follow a set of tried and true practices that offer the greatest chance of success. What makes it not like building Large Hadron Colliders is that Search Engine Optimisation is also an art and all the S.E.O. research in the world won't do you a bit of good until you take that first step and actually begin making changes to your website.

Every project and every website is different. This is what makes the process an adventure that is fun and exciting.

KEYWORDS

Even if you are relatively new to Internet marketing, it is very likely that you've already heard of keywords. They are one of the cornerstones of Search Engine Optimisation (S.E.O.) and combined with links to your site form an incredibly important part of how it will appear in the Search Engine Results Pages (S.E.R.P.).



Keywords themselves are single words, or even short phrases, which occur in a text more often than you might expect them to occur by chance alone. In terms of S.E.O. keywords are incredibly important because they actually describe the overall theme of any piece of published content such as an article, website, or blog post.

The key is that they are a big part of the way the Search Engines (Google, Yahoo!, Bing et al) “decide” how to categorise your website; in fact the keywords in your website’s content describe the “essence” of your website to the Search Engines. By focusing on the keywords alone, spiders and crawlers like the Googlebot can quickly pick up the “topic” of the content. You can think of it like the Googlebot were a detective and the keywords were its clues.

Properly deployed keywords should accurately reflect the theme of your entire piece of content or article and the point of using them is for that content to be found within the ocean of text that comprises the Internet.

Night and day Internet users across the globe are searching for information. How are they searching? For the most part, exactly the same way you do; they type specific words into a Search Engine (probably Google). If you haven’t thought ahead and incorporated these words into your web content, someone else will ... and then your reader is lost to someone-else’s text. Keywords are there to help them find you and your website instead.

The fact is a poorly optimised article, no matter how well written, will quickly fade into obscurity since the Search Engines will not recognize what the content is about as easily. Through the correct use of keywords, you are, in effect, leaving those 'obvious clues' for the search engines to notice when looking for content similar to yours.

Using keywords in articles that are submitted for the purpose of online promotion is the best way to maximise the desired exposure of the article itself. By correctly optimising any content you publish on the Internet your article will rank higher in the search engine rankings through the proper use of keywords.

How To Use Keywords To Optimise Your Content:

Learn the buzzwords. Every industry has its own jargon. If you're well-versed in a particular subject, it's likely that you already know the “buzzwords” and you don't need to read up on them too much. If it's a relatively new topic for you, do some research. Read four or five different articles to get an idea of the lingo used and the most popular sub-categories of the industry. I'll give you an example. Let's say your article is going to be about ... keyword articles. Some of your keywords might be: keyword, "keyword article", keyword-rich, "web content," "web article," RSS-feed, "keyword writing." How do I know this? In this case, not because I did a keyword look-up but because I read lots of articles. Reading is a great way to load up on catch-phrases and terminology. You can discover the keywords you need without even trying!

Write the article without paying any attention to keywords. Don't bother trying to plug keywords into an article the first time you write it. Just write it... Keep the flow going, craft your sentences without paying particular mind to word selection and be creative. It's likely that, if



you know what you're talking about, keywords will very naturally fall into place as you write. Those sneaky keywords... they seem to just sneak right in without your even knowing what happened!

Select your keywords. Once your first draft is written, you can concentrate on building a list of keywords to insert throughout your text. Sit down with a pen and paper (or a blank document if you prefer) and write down words that you frequently come across in the industry you're covering. Imagine if someone were doing a search on the web for your topic. What words and phrases might they key in to the search box? Don't forget search terms that contain two or more words. Such words work together and would be placed in quotes if someone were typing them into a search engine box. Suppose you were writing an article on email marketing. You would include terms like "drip list" and "email newsletter" to name just two.

Assess the popularity of your keywords. Find out how many times Internet users searched the web using specific keywords, with the Google AdWords Keyword Tool. The tool is free and available through this link: <https://adwords.google.com/select/KeywordToolExternal>. Just type in the word, fill in the Captcha and hit enter. The more global or local searches, the more popular the keyword and the more likely you'll want to use it in your article.

Select keywords that are specific rather than general. Let's say I'm writing an article about negotiating fees with a freelance copy-writer. My goal should be to include popular words related to that particular topic, and not just the general category of copy-writing. "Freelance copy-writing rates" is a much better keyword phrase to use because that's probably something a user would actually type in when searching for such information. "Freelance copy-writing" on the other hand, is more general and therefore might bring up thousands of higher-ranked sites than yours. Burying your article is no way to be found... so, keep it specific if you can!

Scan your existing text for keywords. Your article draft is complete and your keywords have been selected. Now, just put them together. Scan the article copy for the first keyword. Did you find it? Great! If you know your stuff, you probably slipped the keyword into a few places without even realising it.

"Find and Change". Suppose in your article about copy-writing, you included the word "writing" several times throughout the piece. That's no serious problem by any means, but "copy-writing" is the term of choice among marketers and advertisers. Consequently, it should be one of your keywords. Locate where you've used the word "writing" or "writer", and replace with "copy-writing" or "copywriter." Do this for each of your keywords and keyword phrases. You may have to reorder some of the sentences, but this shouldn't be a big deal.

Proof read your article. Now that you've added keywords, the article is probably somewhat different from its original form. Do a thorough read-through for mistakes, correcting as needed. Check for spelling errors, grammatical inconsistencies and repeated words. Hey, did he say "repeated words"? Yes, even in keyword articles, a good writer should try to vary his vocabulary. I said your article should be keyword-rich, not dull and repetitive!



Write a keyword-rich headline. Why did I wait until the end of this article to mention the headline? Because the best headlines usually come to the writer at the end of the writing and researching process. With all this talk of keywords, you should be primed to write hard-hitting headlines! You must always keyword article headlines! Get right to the point with a headline that uses your three or four most popular keywords at the beginning, not at the end. Allow me to critique an article. The headline: How to Negotiate Rates with a Freelance Copywriting Expert. I confess, this headline could have been better. Why? "Negotiate rates" is not a keyword term that someone might type into a search engine. "Freelance Copywriting," however, is. The better version of this headline: "Freelance Copywriting: How to Negotiate Rates." If the words were reordered, this headline would have been that much more powerful and achieved a higher web search ranking.

Using Keywords the Wrong Way.

When you place keywords into your content you should be careful not to overuse these words or phrases. This is referred to as "keyword stuffing" and the Search Engines will penalise you for this by their refusal to list your content in the search results. True as it may be that proper keyword placement is vital if you want to be found by the Search Engines to earn a higher search ranking, deliberate overuse can get the writer penalized disallowing your content to be shown at all in the search results.

About Keyword Density

Keyword density is a measurement or percent that reflects the use of a keyword within a piece of content. For instance, if you have a piece of content that is 300 words in length and you use a certain keyword 9 times the "keyword density" is 3%. Search engines use keyword density to score keyword use within content and generally dislike any percentages that approach or exceed 5%. In fact, as a writer, aiming for the mid-range of 3% or so should keep you in good standings while still maintaining a good search ranking. A handy tool you can use to measure the density of keyword usage in your content is <http://www.livekeyword-analysis.com/>. Just copy and paste your content at this site to check your keyword density.

Using Keywords Properly

Now that we've already discussed the acceptable percent range for our keyword use let's focus on the optimal placement of them within the content itself. In general, a higher concentration of keyword use at the beginning of an article as an immediate notification of their use and at the end as a closing reminder is the most effective placement for keywords.

Properly using keywords in articles can boost your search engine rankings. The higher you rank the more exposure you'll receive making your promotional efforts all the more effective. So, ready to jump on the keyword article bandwagon? Count companies are using keyword articles to help their exposure on the Internet. Whether you're a netpreneur marketing a product or a writer seeking freelance work, odds are you can benefit tremendously from keyword articles. Never written a keyword article before? Have no fear. The process isn't much different from writing regular articles. Don't let lack of experience stop you from profiting through keyword-rich content. Just follow the easy keyword-writing guidelines, and get ready to



key in some great article copy!

A Warning on Keywords!

Remember that while the optimising of your website is almost a science, you should never let the statistics of keywords get in the way of the art and quality of your content! If your content reads badly as a result of the keywords that you have added to it, then you have done the wrong thing. No one will link to content that does not read too well and this is the other half of S.E.O. You're giving your visitors the keywords so that they can find your content to link to and it'll be those links that pack massive S.E.O. punch. That is why you must always write your excellent content first before you consider the keywords. Write award-winning content first, then once it's done, go back and optimise it.

S.E.O. TIPS AND TRICKS

S.E.O. copywriters have a pretty tough job but it's certainly not impossible to write excellent and more importantly, optimised content for your website. With this in mind, I decided to write a basic set of rules for S.E.O. copywriters to follow; rules that anyone can reference to produce website content that both readers and Search Engines will enjoy. Let's not mince words at this point ... this is by no means a complete and exhaustive list; other copywriters might have other lists or other S.E.O. tips and tricks... It's certainly not my intent to definitely "write the book" on optimised content. It's just a list of a few methods that have enabled us to achieve the desired results for our clients in a variety of industries.

Google doesn't appreciate Shakespeare – people do

Search Engines are exceptional consumers of content. They read everything on the Internet they can get their crawlers around. They've read every book in every language – twice (as well as several million books more worth of blog posts). Thing is, they don't really understand it... They couldn't tell you if the text and websites they read are any good from a critical standpoint. Google can tell you what a sentence or paragraph or article is roughly about without knowing whether it's prolific in a profound sense or a plentiful one. For the most part, a Search Engine such as Google will assign value to content according to the behaviour of human readers – not according to some arbitrary algorithm that projects an entry's staying power. If people like it, Google likes it. So certainly do your S.E.O. copywriting for people.

You can optimise and optimise and optimise, hoping Google will reward your efforts with premium rankings but if human readers don't enjoy it, then neither will Google. How does Google know if people like it? By following the links... A popular saying in the S.E.O. community is that "Content is King." Um, yeah but it's really not that simple. Try searching for a classic book, like Bram Stokers 'Dracula'. What ranks No. 1? The actual text of the book? A scholarly critique? An original book review? Nope. Nope. And nope! It's a Wikipedia entry. Why? Because Wikipedia has about a billion and one links pointed at its site. Is this a good thing for Search Engine users? Probably not. Is it good for the tens of thousands of book reports written by students who never read Mr. Stoker's book? Certainly not. I introduce this fact not to discourage



anyone or to underscore Wikipedia's considerable advantage. This extreme example is introduced to emphasise the fact Google rewards links, not great content.

How is this valuable to you? In most cases, you won't be competing with Wikipedia but with rival companies, organisations, groups and other bloggers. So just get more links than them. It's that simple. How do you do that? Write more engaging content than them. But isn't that contradictory? Didn't you just say content is worthless? No, S.E.O. copywriting is DEFINITELY in. What I said was to get more links. And you get links by writing better content.

Always write engaging content

At its very best, the Internet is a democracy and everyone connected to it has a vote. Those copywriters who compose the posts that receive the most links (or "votes" to Google) win not elections but great and powerful Search Engine rankings. Your best S.E.O. copy-writing strategy is to reach out to "voters" by writing content they will link to. You must write content people within your niche will blog about, share on Facebook or Tweet about. You must write content that gets people talking about your products, your services and your company.

Don't be frightened to take a unique stance on a familiar topic to stir up a bit of controversy. Nobody ever really stood out by being the 700th person to agree with something. The people who generate buzz about the Internet are those provocative rogues who are brave enough to support a daring, perhaps even unpopular, position. Fresh will always win the fight. New angles are always the best, even if they're seemingly ludicrous, because they'll bring in the links. For instance, say Galileo had a blog way back when (now there's a thought!) and he wrote an incredibly controversial post about the world being round – not flat. People would think he was absolutely crazy. They'd bash him in the comments section. He'd be the laughing stock of every astronomy forum but I'm willing to bet that people would link to him. And I bet his blog would rank No. 1 for "The World is Round." And I bet a whole lot of people would be searching for that once they realised that he was probably right. So, WRITE ENGAGING CONTENT! Establish yourself as an authority on a subject or introduce a fresh argument.

THAT's already been written about 75 million times ... but THAT hasn't...

Everything (okay 99.9% of stuff) has been written about before at least once. The Internet is very much like The Simpsons where everything has been done before and yet there are still infinite questions left unanswered and there are countless arguments that haven't been made. There are countless viewpoints that haven't been introduced yet... As an S.E.O. copywriter, it's your job to find them. You can get started by identifying the hot topics and trends in your industry - then take an angle on them that nobody else has really considered.

In addition to spotting these Internet trends, perform some critical analysis yourself. Do your due diligence. Search Google for specific industry-related questions. Which ones have no adequate answers? What information might prospective clients or customers want that's so far been inaccessible to them? Don't know what information they want and can't find? Then ask them. Then, once you've identified a fresh topic, write the optimised content for it.



MY keyword density formula is WAY better than your keyword density formula

The question here is: What is optimised content? Is it content that follows an exact keyword density formula (so-many instances of a “keyword” per total number of words)? Should you incorporate keywords into every single sentence? Every paragraph? I heard you’re supposed to infuse one keyword into every seventh sentence – is that even true? Not really, no ... It’s nonsense.

My own thoughts on keyword density are as follows: forget keywords and write naturally (as I emphasised). If your content is about a topic you hope to rank for, odds are you’ll use these keywords or phrases quite naturally. Injecting keywords where they don’t belong will only produce choppy and spammy content that neither Google nor your audience will appreciate. It’s a waste of time. Furthermore, when it’s clear what your content is about, your readers will unwittingly know what keywords you want them to put in their anchor text links. If The Incredible Car Blog writes a blog about what cars will be like in 2020, odds are those linking to the post will put some variation of “2020 Cars” in the anchor text. And one link like that from a really reputable site is worth more than 1,000 instances of “2020 Cars” included in your original post. So write honestly and eloquently, be informative and entertaining. One of the best ways to do that is to write something you’d want to read yourself. Don’t worry about optimisation when you’re writing. Once you’ve completed the most engaging content in the world, that’s when you go back and optimise it.

The brutally honest secret to optimised content

How do I optimise content? Well, I’d love to tell you how. There is a huge S.E.O. Myth: Optimised content is merely content with keywords included. If writing optimised content was simply the process of stuffing a bunch of keywords between other words, you wouldn’t need writers. You could take existing content and scatter a bunch of keywords around. You might find this on a car dealership’s website: “It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was a great time to buy New Chevrolet Cars in Miami!” Does that mean you don’t want keywords in your content? Of course, not. You **MUST** have a few keywords. Just don’t overdo it. Let the opportunities present themselves naturally and then pounce on them, without remorse!

Let’s go back to that Miami car dealership. Maybe they already have some unique web content with 5 or 6 natural instances of “Chevrolet Camaro in Miami,” a phrase they rank No. 1 for in Google. Spectacular! But they’re missing out on tons and tons of related searches. Why? Because they have no instances of “New Chevrolet Camaros in Miami,” or “Used Chevrolet Camaros in Miami,” or “Pre-Owned Chevrolet Camaros in Miami,” or “Best Miami Dealerships for Chevy Camaros.” There’s any number of ways people in Miami will search for the same car but this dealership is only really taking advantage of one of them!

THAT is what optimised content is. It’s writing naturally and then searching through your content for ways to improve it. Anticipate the ways your audience would search for you and



then give it to them. Don't set out to write content just so you can stuff it with 50 instances of a phrase you want to rank for. Write something of value to prospective clients and consumers and then go back and optimise content accordingly.

Duplicate page titles confuse Search Engines

Attention must be paid to every facet of Search Engine optimisation but perhaps no single factor is as fundamentally important to Search Engine rankings as page titles. While page titles might seem an incredibly obvious area of concern when optimising websites, duplicate page titles can actually diminish Search Engine rankings and quite drastically too.

Duplicate page titles can be the result of laziness, a lack of awareness, a limited website publishing program, or any number of other reasons but the bottom line is it's simply imperative that unique and descriptive titles be used on your web pages in order to maximize Search Engine rankings. The more information Search Engine crawlers can deduce from each page heightens the likelihood your site will be pinpointed for a specific keyword or phrase. There are numerous ways to determine the different (or in some cases duplicate) page titles in your website. But whether you manually click through every page of your website, explore your entire site per a "site colon search" on Google or Yahoo! (for example typing "site:discovernewcastlewest.com"), or extract your site's data from utilities such as Google Webmaster Tools, the first step to rectifying title page redundancy is learning exactly which pages bear what titles. As page titles offer arguably the most telling description of page contents for Search Engine crawlers, it is essential that each page title be unique to the contents of that respective page. For instance, you should try to tailor individual pages according to topic. Therefore, a page displaying an article about the S.E.O. Value of Keyword Rich Anchor Text is aptly titled "Keyword Rich Anchor Text for S.E.O. | Anchor Text Link Optimization".

E-commerce websites would be wise to title each web page according to the particular products and category being advertised on that page. This adds notable value to each page, which consequently strengthens the website as a whole.

No matter what the contents of your website are, we recommend titles that accurately reflect the page content and contain the keywords or phrases you ultimately hope to rank high for in the Search Engines. If you try any search query on the major Search Engines, you will notice the page titles cut off around 60-70 characters, so try and stay within that range. As an example, the homepage of an S.E.O. firm might have a title something like:

Website Design | Search Engine Optimisation | Website Development

Again, page titles might seem such an obvious and mundane concern that little should be written or said about them; however, neglecting page titles will undoubtedly have one of the most negative impacts on even the most polished websites. Contact [Irish Business Websites](http://www.irishbusinesswebsites.com) if you need help.

BLACK HAT S.E.O.



Black Hat S.E.O. (named from those pesky bad guys in western movies) is a set of methods (which are seen as wholly unacceptable to the Googlebot and therefore Google) used to create false and transient valuations to confuse and unfairly influence the Search Engine ranking of the website employing black hat S.E.O. Used one at a time or together, these methods may initially result in elevated website rankings and positions but are rarely sustainable or completely ignored by the Search Engines. It was quite common in the earlier days to use these methods to “trick” the Search engines to advance a website into a more favourable position and then to re-apply them using different values and terms (also Black Hat) before the Search Engines returned to penalise the website after running a validation script --- this was the model for the early S.E.O. services ruse: to create a monthly cycle of false favour and then to change the site dynamics once again before being caught red-handed and penalised.

Understandably, this is why these so-called “S.E.O. 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 robot visits timing, some of these Black Hat methods remain “core” to unethical strategies of the majority of S.E.O. providers. Irish Business Websites S.E.O. is dedicated to 100% ethical and manually created Search Engine Optimisation and as such, is able to create advanced values and results for client websites that is measurable, sustainable and progressively performing.

Black Hat S.E.O. 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 user-agent sniffing.



Impersonators (fake C.E.O./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 penalising (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 other's 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 Keywords drastically!

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 penalised.

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 engines 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.

Can you trust your SEO to apply "White-Hat" SEO (as opposed to "Black-Hat") techniques?

Contact a company that can deliver... [Irish Business Websites](http://www.IrishBusinessWebsites.com)

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