Review of "The Ever-changing Labyrinth: A Large-scale Analysis of Wildcard DNS Powered Black SEO"

by Xiang LING

Blackhat Search Engine Optimization (SEO) has long been developed to promote spam or malicious websites which exploit the blind side of search engine algorithms to gain a high search ranking in an unethical manner. To date, it has been lots of studies that how Blackhat SEO techniques work and how to detect and evade them. **The Spider Pool**, on the other hand, is a novel blackhat SEO infrasturcture that utilizes cheap domains and wildcard DNS records to actively trap search crawlers in it. Spider pool could manipulate the long-tail keywords to tunnel traffic to its customer sites, which leads to illegal page ranking value. Additionally, this paper also infiltrates one of spider pool and develops a detection system to identify the SEO domains used by spider pools.

This paper has a number of innovations as well. First was the shock factor associated with the power of spider pool attack. There are number of SEO domains, even amazon.com and eBay.com are abused to promote illegal messages. Second, authors actually have done a pretty comprehensive study of the analysis, detection and evasion of spider pools. In fact, more than 13 millions domains have been scanned to analyze the detailed features of spider pool and discovered 21 spider pool as well. Finally, through those discoveries, lots of practical recommendations have been proposed to search engines to circumvent the spider pool.

In summary, …