

Spider pool: A new type of blackhat SEO with low cost, less risk and more flexibility

Search Engine Optimization(SEO) mainly aims at increasing the PageRank(PR) and reducing the indexing latency of sites. Whitehat SEOers use legitimate methods while blackhat SEOers use techniques forbidden by search engine(SE) companies, such as content spam, link farm and cloaking. The keypoint of all the above techniques is to have a large number of incoming links to improve the popularity of the promoted site. Actually, it is cheating web users into visiting the sites which are not really valuable. Different blackhat SEO infrastructures, including SEO botnet, link exchange and private blog network, are usually costly and can not work for a long period as SE vendors update their algorithm frequently.

This paper promotes a new blackhat SEO model: spider pool. This technique uses cheap domains with low PR to construct link networks and poison long-tail keywords. By using wildcard DNS to create massive sites virtually and trapping SE crawlers in visiting them relentlessly, the promoted sites will get fast growing visits and importance score. As the name indicates, the spider pool works by attracting SE crawlers, also called spiders, in a loop of visiting the dynamically generated SEO pages. The crawlers are always trapped in the ever-changing labyrinth till arriving the promoted site.

The remarkable features of spider pool is wildcard DNS, content generation and link structure. Wildcard DNS inflates the size of spider pool by 86 times. Content generation can dynamically generate different sites with long-tail keywords to construct SEO pages. Link structure refreshes as SE crawlers visit each site in the sitemap, which is important for a successful trap. Due to these features, spider pool is much cheaper, less likely to be detected and easier to change the underlying structure.