

White Hat SEO and Black Hat SEO

Difficulty Level : Medium • Last Updated : 04 Sep, 2019



What is White Hat SEO?

White hat SEO (Search Engine Optimization) aims to furnish search engines with relevant information about the content on the site and present it. White hat SEO refers to the utilization of optimization strategies that emphasis on a human audience contradicted to search engines and completely follows search engine principles and policies. White hat SEO is more frequently used by those individuals who mean to make long haul speculation on their site.

White hat SEO procedures are altogether intended to gathering organic search traffic with high-quality content. It focuses on people first, and then on search engines. White hat SEO methods convey no risk of being punished by Google. A few instances of White



hat SEO methods include using keywords, backlinking, third party referencing to prove link popularity, and writing content for human readers.

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Guest Blogging	It means writing blogs for another person's site. It helps in getting backlinks.
Quality Content	Write original and relevant contents. Quality contents attract users to visit a website from now and again.
Rewriting	Modifying metadata to include more relevant information.
Link Baiting	It is the creation of content that impels people to link to your page from another website. The purpose is increasing the number of inbound links to content and in this way improving its performance in search engine results.

What is Black Hat SEO?

Black hat SEO refers to the untrustworthy strategies utilized by certain website admins to get higher search engine ranking. Black hat SEO techniques are typically geared towards search bots first, rather than human readers. This procedure conveys a high risk of being penalized by Google. A few instances of Black hat SEO techniques include keyword stuffing, invisible text, adding irrelevant keywords to the page content, etc.

Black Hat SEO techniques:

Technique	Description
Cloaking	In this strategy content as viewed by users is different from that of search engines.
Keyword Stuffing	It is an unethical SEO method. It means inserting numerous instances of specific keywords into content to try to get better search engine

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Doorway Page Fake pages that the user will never observe.

Hidden text Hidden text can't be viewed by users but it is readable by search engines bots.



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Interesting Facts:

- *46% of all Google searches are local.*
- *97% of page-one outcomes have at least one image on the page.*

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