UNIT – 6

WHITE HAT SEO AND BLACK HAT SEO TECHNIQUES

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6.1 Introduction and Importance	6.2 Black Hat SEO Technique
6.3 Implementation of Cloaking	6.4 White Hat SEO Technique

2

TYPES OF SEO

White SEO

Black SEO

3

WHITE HAT SEO

White SEO
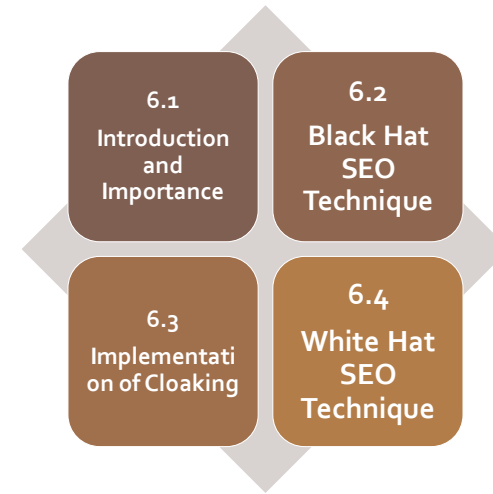
Techniques that are used to get higher search rankings in an **ethical manner**.

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Slide 5

BLACK HAT SEO

Techniques that are used to get higher search rankings in an **unethical manner**.

Black SEO

Slide 6

BLACK HAT SEO

o Black hat SEO techniques usually include one or more of the following characteristics:
  ✓ breaks search engine rules and regulations.
  ✓ creates a poor user experience directly because of the SEO techniques utilized on the web site.
  ✓ unethically presents content in a different visual or non-visual way to search engine spiders and search engine users.

Slide 7

BLACK HAT SEO TECHNIQUES

SEO

Higher Ranking

Slide 8

INVISIBLE TEXT

o Hiding the keywords/links to avoid user detection but search engine can still see keywords.

o Examples
  ✓ Same text and background color
  ✓ Hiding text behind an image
  ✓ Using CSS to hide the text from use visibility
  ✓ Setting font size to 0
  ✓ Using <noscript> element

KEYWORD STUFFING

- ✓ It is the mother of all other Black Hat SEO Technique.
- ✓ The idea is to acquire higher search engine ranking by using an artificially high keyword count in the page copy or in the html meta tags.
- ✓ Keyword stuffing increase page keyword density, there by increasing perceived page relevance.

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KEYWORD STUFFING

Types of Firepits

December 21st, 2012

Firepits can create a beautiful ambiance for your backyard. Firepits can be created in just about every area of your home; however backyard firepits are the most common. No matter what climate you live in your home will be able to benefit from a firepit.

Now you might be asking yourself how is a firepit built and do I need to set in on anything? The perfect addition to any firepit is a fire pit table. Fire pit tables can be made in different materials and patterns which will enable you to effortlessly blend your firepit and fire pit table in with your backyard landscape.

A very common type of fire pit table is the oriflamme fire pit table. The major benefits of these fire pit tables and the reason that they have become so popular is because they are lightweight, portable, and completely original. These tables are made in the USA and you can get your very own, one of a kind fire pit table! A major benefit of these tables is that they are easy to assemble, most will take approximately ten minutes to put together and the assembly process does not require any tools.

Another popular option for fire pit tables are wood burning fire tables. These tend to be smaller tables, much as you would have end tables next to your couch in the family room. These are small fire pit tables that are generally made out wrought iron. Wood burning fire pit tables are a great way to keep your back patio warm in those cooler months.

Fire pit tables also have another great function that can add some interesting décor to your backyard or front yard. The smaller fire pit tables are commonly used to enhance the beauty of their gardens and landscaping. A firepit and a fire pit table can make a grand impression on guests and can really liven up your homes garden.
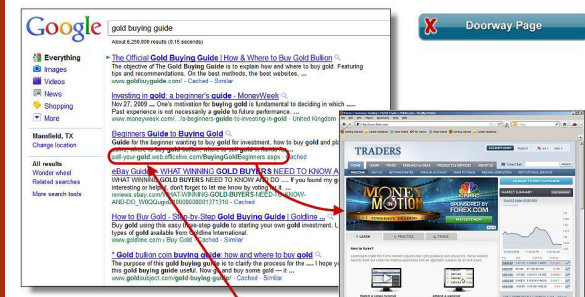
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DOORWAY PAGES

- ✓ Pages designed specifically for search engines to rank for certain search terms.
- ✓ Its include a redirect to the target page of interest.
- ✓ It's also known as Splash Page.
- ✓ It usually do not contain any content.
- ✓ The web spider would be stuck and would not have anywhere to go.

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DOORWAY PAGES

Clicking on the link redirects you to a site which is different than what is listed on the search engine

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DOORWAY PAGES-HTML EXAMPLE

```
<html>
 <head>
   <meta        http-equiv="refresh"
content="0;url=http://www.somedomain.
com">
 </head>
 <body>
   <!------SE spider optimized text -----!>
 </body>
</html>
```

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DOORWAY PAGES- JAVA SCRIPT EXAMPLE

```
<html>
 <head>
   <title>Some Page </title>
   <script type= "text/javascript">
     function performSpecial(){
     window.location=
http://www.somedomain.com/;
     }
   </script>
 </head>
 <body onLoad= "performSpecial();">
   <!------SE spider optimized text -----!>
 </body>
</html>
```

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LINK FARM

- ✓ The concept of link farm is fairly old.
- ✓ Free For All sites are a thing of the past.
- ✓ A site could get thousand of useless backlinks with the click of a button.
- ✓ It boost the popularity of the submitted URL.
- ✓ A link farm is a website or a group of sites whose primary reason for existence is to cross-link between themselves and other website.

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LINK FARM

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CLOAKING

- ✓ On the arrival of any visitor, a website that employ's cloaking checks the originating IP address to determine whether the visitors is a human or a web spider.
- ✓ Once this is determined, the page is served according to the type of visitor.
- ✓ Pages prepared for web spider are usually nonsensical collections of targeted keywords and keyword phrases.
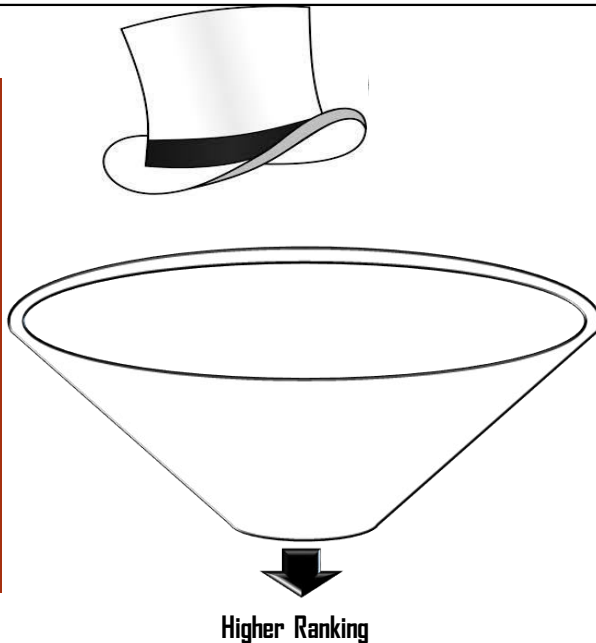
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CLOAKING

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WHITE HAT SEO TECHNIQUES

Higher Ranking

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WEB FEEDS AND SOCIAL BOOKMARKING

- ○ Two technologies that web site visitors can use to access and promote content that they enjoy.
  - ▪ Web Feeds
  - ▪ Social Bookmarking

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WEB FEEDS

o A web feed (or news feed) is a data format used for providing users with frequently updated content.
o It is a mechanism used to distribute content over the web in standardized XML – based format.
o It is used to distribute information automatically – to humans as well as other web sites.
o They make easy to read news, or recent blog posts, from his or her favorite sources.

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WEB FEEDS

o It is good to provide some amount of your content in feed.
o Because the full content appearing on various sites may present duplicate content problem.
o RSS (Really Simple Syndication) and Atom are standardize format for web feed.

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SOCIAL BOOKMARKING

o A social bookmarking service is a centralized online service which enables users to add, annotate, edit, and share bookmarks of web documents.

o Bookmarks can be private or public.

o When web page is bookmarked publically by many users, there are chances to increase ranking of that particular web page.

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SOCIAL BOOKMARKING

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SOCIAL BOOKMARKING

SOCIAL BOOKMARKING

o Social Bookmarking Web Sites
- ✓ Delicious (del.icio.us)
- ✓ Pinterest
- ✓ Reddit
- ✓ Scoop
- ✓ Digg
- ✓ Technorati
- ✓ Fark
- ✓ Slashdot
- ✓ Newsvine etc.

SITEMAPS

✦ A sitemap is a list of pages/URLs of a web site which is accessible to crawlers and/or users.

✦ Easy way for both humans & search engines to reference pages of your website from one central location.

✦ Useful to refer pages that are not linked anywhere else in a web site's navigation.

✦ Format of sitemaps file can be HTML, XML or Text File.

HTML File

Sitemaps

XML or Text File

Traditional Sitemaps

Search Engine Sitemaps

Created By, Abha Damani
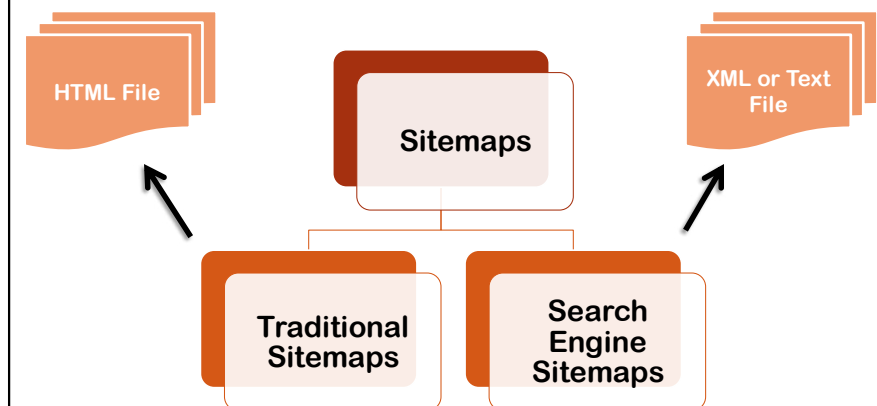
TRADITIONAL SITEMAPS

TRADITIONAL SITEMAPS

✦ Sitemaps are particularly beneficial when users can't reach all areas of a website through a browser able interface.

✦ The sitemap page should be linked to in the navigation or footer of every web page in your web site or at least on the home page.

✦ For larger sites, it is good to create multiple-page sitemap, partitioned into sections.

✦ Because it is recommend not having too many links on a single page.
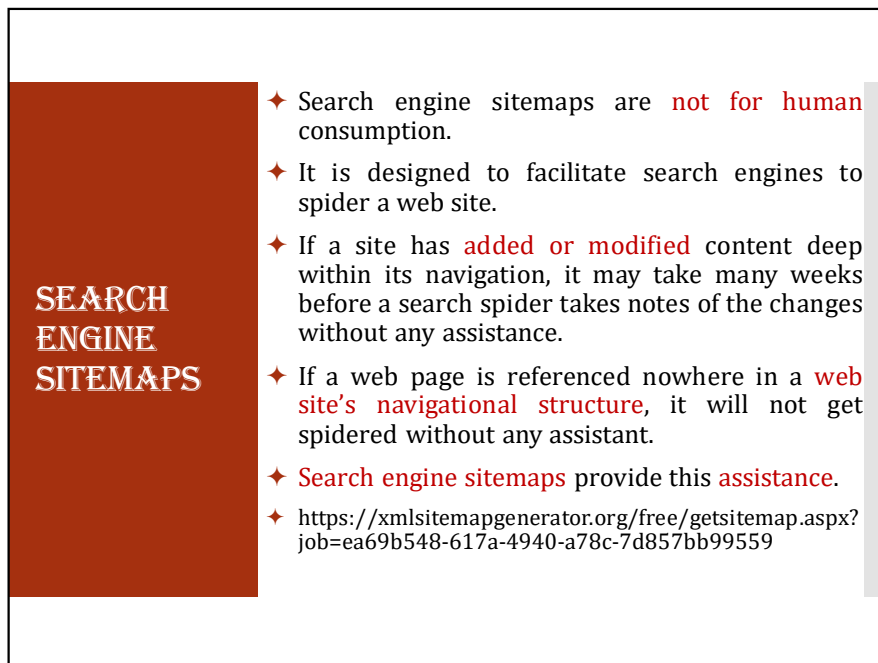
SEARCH ENGINE SITEMAPS

✦ Search engine sitemaps are not for human consumption.

✦ It is designed to facilitate search engines to spider a web site.

✦ If a site has added or modified content deep within its navigation, it may take many weeks before a search spider takes notes of the changes without any assistance.

✦ If a web page is referenced nowhere in a web site's navigational structure, it will not get spidered without any assistant.

✦ Search engine sitemaps provide this assistance.

✦ https://xmlsitemapgenerator.org/free/getsitemap.aspx?job=ea69b548-617a-4940-a78c-7d857bb99559

SEARCH ENGINE SITEMAPS

SEARCH ENGINE SITEMAPS

◖ <loc> specifies the URL

◖ <loc> specifies the URL
◖ &= &
◖ "= "
◖ '= '
◖ >=>
◖ <=<

USING GOOGLE SITEMAPS

◖ Importance of individual pages of your web site.
◖ The value is a number between 0.0 and 1.0.
◖ Only has significance over the relative importance of pages within a website.
◖ It does not affect overall ranking of a website.

Slide 1 — USING GOOGLE SITEMAPS

```xml
<?xml version="1.0" encoding="UTF-8"?>
- <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xsi:s
  http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd" xmlns
  - <url>
      <loc>http://www.123greetings.com</loc>
      <priority>1</priority>
      <lastmod>2015-03-30T09:45:02-08:00</lastmod>
      <changefreq>hourly</changefreq>
    </url>
  - <url>
      <loc>http://affiliates.123greetin
      <priority>0.8</priority>
      <lastmod>2015-03-30T09:45:02
      <changefreq>hourly</changefreq>
    </url>
  - <url>
      <loc>http://studio.123greetings
```

USING GOOGLE SITEMAPS

◖ <lastmod> specifies the last modification of time and date for the URL.
◖ Date written in ISO 8601 format, which is YYYY-MM-DD.

Slide 2 — USING GOOGLE SITEMAPS

```xml
<?xml version="1.0" encoding="UTF-8"?>
- <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xsi:s
  http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd" xmlns
  - <url>
      <loc>http://www.123greetings.com</loc>
      <priority>1</priority>
      <lastmod>2015-03-30T09:45:02-08:00</lastmod>
      <changefreq>hourly</changefreq>
    </url>
  - <url>
      <loc>http://affiliates.123greetings.com</loc>
      <priority>0.8</priority>
      <lastmod>2015-03-30T09:4
      <changefreq>hourly</changefr
    </url>
  - <url>
      <loc>http://studio.123greetin
```

USING GOOGLE SITEMAPS

◖ <changefreq> tells Google how often the page changes.
◖ Possible values are always, hourly, daily, weekly, monthly, yearly, and never.

Slide 3 — USING GOOGLE SITEMAPS

1) Creating a Google account.

   https://www.google.com/accounts/NewAccount
2) Creating a sitemap file.
3) Adding the sitemap to your account.
4) Verify the site.
   ◈ This implies making a certain change to your site, so that Google will know you're a person authorized to modify the site.
✦ Google sitemap service also allows you to see if there are any issues with the crawling of a site.
✦ https://support.wix.com/en/article/verifying-your-site-with-google-search-console-4430965

Slide 4 — USING YAHOO! SITEMAPS

✦ Simpler than Google's API.
✦ Supports several formats including news feeds.
✦ Format: URL list using plain text file.
✦ Text file contains only list of URLs delimited by linefeeds.
✦ File named urllist.txt and appear in the root directory of a website.
✦ You can submit using your Yahoo! account.
✦ Does not include information regarding last modified dates, estimates of update frequency, or the importance of the pages.

INFORMING SE USING ROBOTS.TXT FILE

✦ Can inform any search engine about sitemaps using robots.txt file.

✦ Syntax to add sitemaps file into robots.txt

Sitemap : <Path of Sitemaps File>

✦ E.g.

Sitemap : http://examples.com/mysitemap.xml

INFORMING GOOGLE ABOUT UPDATES

✦ Google does a pretty good job at reading your sitemap at intervals and taking note of any updates.

✦ You can tell Google that your sitemap has changed by making a request to this URL:

http://www.google.com/webmasters/sitemaps/ping?sitemap=http://www.example.com/sitemap.xml

✦ Creating such a request programmatically is simple.

✦ Program logic can be implemented to ping this URL when changes occur to your Google sitemap.

✦ https://superdevresources.com/ping-sitemap/
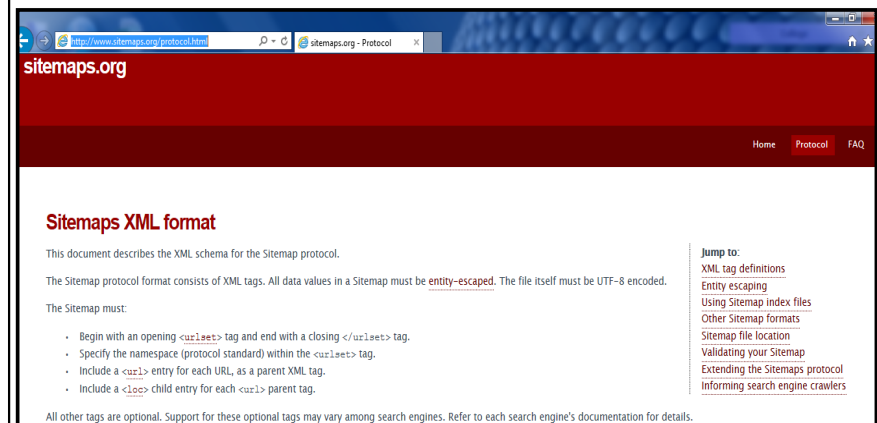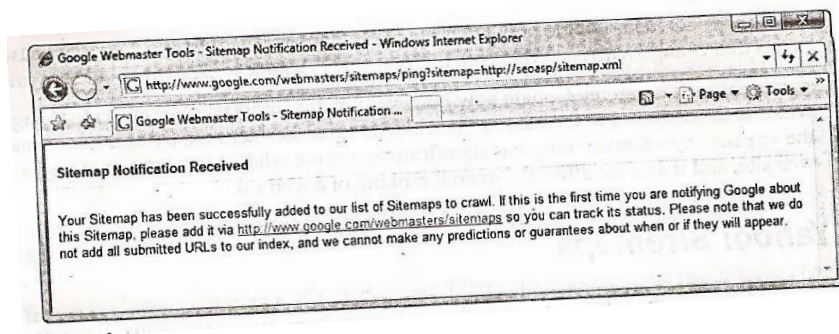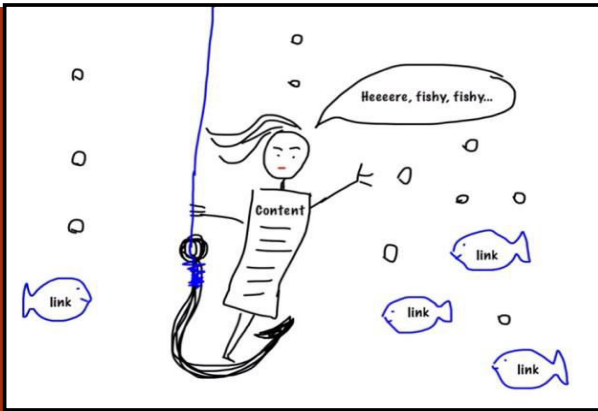
LINK BAIT

LINK BAIT

✦ **Link bait** is any kind of content in any medium (article, image, video, app, feature, etc.), on a website, designed with the purpose of getting people to link to your website.

✦ It is an extremely powerful form of **marketing**.

✦ Link bait creation is one of the newer popularized concepts in link building.

✦ It is an **economical** and **ethical** way to get links to a web site and considered to be a white hat SEO technique.

COMMON APPROACHES FOR GOOD LINK BAITS

✦ Information
✦ News
✦ Gifts, contests, awards, sales, discount
✦ Humor, controversy
✦ Software and widgets
✦ Games

COMMON APPROACHES FOR GOOD LINK BAITS

✦ **Information**
✦ News
✦ Gifts, contests, a
✦ Humor, controv
✦ Software and w
✦ Games

• You can provide information in many different formats, including white paper, case study, research and various statistics.
• Include information which can be very useful to readers

COMMON APPROACHES FOR GOOD LINK BAITS

- ✦ Information
- ✦ **News**
- ✦ Gifts, conte...
- ✦ Humor, co...
- ✦ Software a...
- ✦ Games

- • Providing timely news information on any topic can be the main catalyst for retaining and gaining visitor traffic.
- • Put out fresh information and get citations and links when the news is spreading.

COMMON APPROACHES FOR GOOD LINK BAITS

- ✦ Informatio...
- ✦ News
- ✦ **Gifts, contests, awards, sales, discount**
- ✦ Humor, controversy
- ✦ Software and widgets
- ✦ Games

- • Enticing people with gift, contest, awards and discount are traditional way to attract attention.

COMMON APPROACHES FOR GOOD LINK BAITS

- ✦ Information
- ✦ News
- ✦ Gifts, contests, awards, sales, discount
- ✦ **Humor, controversy**
- ✦ Software and widgets
- ✦ Games

- • You can promote your site by using jokes,funny pictures and even controversial information.

COMMON APPROACHES FOR GOOD LINK BAITS

- ✦ Information
- ✦ News
- ✦ Gifts, contests, awards...
- ✦ Humor, controversy
- ✦ **Software and widge...**
- ✦ Games

- • Providing free software and widgets is another way to promote your online assets.

COMMON APPROACHES FOR GOOD LINK BAITS

- Information
- News
- Gifts, contests, awards
- Humor, controversy
- Software and widgets
- **Games**

• Online game and multiplayer games can be addicting and can bring visitors back to your site and again.

HOOKING LINKS

- Link bait is a hit-or-miss techniques.
- Do not expect success with every attempt.
- Social bookmarking sites can help to promote content.
- Including hooks to such services may provide an easy "call to action" for users to promote you.

HOOKING LINKS

1. Link baiting starts with creating content that is highly entertaining or remarkable.
2. The content is published on the web and gains popularity.
3. A successful link bait can increase inbound links, traffic, and brand awareness.

Digg
Del.icio.us
Technorati
Stumbleupon

HOOKING LINKS

- There are many ways to "hook" a link.
  - Informational hooks
  - News story hooks
  - Humor/fun hooks
  - "Evil" hooks

HOOKING LINKS

✦ There are many ways to "hook" a link.
- ◈ Informational hooks
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- ⧫ Resources that people will tend to link to by virtue of the fact that they provide useful information.
- ⧫ E.g. Posting article for how to set up a web server.
- ⧫ So user will read the article and will post a link to it somewhere indicating that it was helpful.

HOOKING LINKS

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- ◈ "Evil" hooks

- ⧫ Being a first web site to report a relevant news story will typically get your web site mentioned as a source via links as the news spreads.
- ⧫ Posting a different and refreshing opinion on news may also get some attention.

HOOKING LINKS

✦ There are many ways to "hook" a link.
- ◈ Informational hooks
- ◈ News story hooks
- ◈ Humor/fun hooks
- ◈ "Evil" hooks

- ⧫ People love to laugh, and humorous content.
- ⧫ Fun games also work, because people send those around as well.

HOOKING LINKS

✦ There are many ways to "hook" a link.
- ◈ Informational hooks
- ◈ News story hooks
- ◈ Humor/fun hooks
- ◈ "Evil" hooks

- ⧫ Saying something unpopular or mean will likely get links and attention.
- ⧫ But it may be the wrong type of attention.
- ⧫ Be careful with this technique.

INTERACTIVE LINK BAIT

✦ It is an interactive application that attracts links.

✦ Common examples of electronic link bait are RustyBrick's Future Page Rank Predictor.

✦ It is a tool that foretell your page rank on the next update.

✦ Another example is Link Value Calculator.

✦ A tool to approximate the value of a link on a page should attract many relevant links from the search engine marketing community.

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BLACK HAT SEO PROS & CONS

- Achieve top ranks very fast
- Target many keywords
- Very easy for low competition keywords

- Easily detectable by SE.
- Permeant ban of site
- All connected sites may be affected

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WHITE HAT SEO VS. BLACK HAT SEO

BLACK HAT

BLACK HAT STRATEGIES
- Duplicate content
- Invisible text and stuffed keywords
- Cloaking or re-directing the user to another site or page
- Links from sites with non-relevant content

WHITE HAT

WHITE HAT STRATEGIES
- Relevant content
- Well-labeled images
- Relevant links and references
- Complete sentences with good spelling and grammar
- Standards-compliant HTML
- Unique and relevant page titles

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WHITE HAT SEO	VS.	BLACK HAT SEO
ALSO CALLED Ethical SEO		ALSO CALLED Unethical SEO
TARGETS Human Audience		TARGETS Search Engines
GOAL Long term goal to rise in organic search results		GOAL Manipulate search results for a quick and high return
TACTICS Keywords, link building and writing quality content		TACTICS Keyword stuffing, invisible text and page swapping

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DOES BLACK
HAT
SEO WORKS?

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CONCLUSION

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