

## Good Versus Bad SEO Summary

There are the ugly, good and the bad!!! SEO currently falls into two specific areas, White Hat and Black Hat SEO. The proper way of optimizing any web site is to ensure that white hat techniques are adopted, and followed. Using Black Hat techniques can result in being banned from search engines, and leaving you in the corner to cry!

Following is a list of do's and don'ts when it comes to Search Engine Optimization.

White Hat ~ GOOD SEO Practices		Black Hat ~ BAD SEO Practices
Meta Tags	Descriptive, not too long, and same as content	*Cloaking, deception
Paragraphs	Logical Use	Content theft, scraping
Limit page size	Less	Doorway Pages
Spelling Check	Proper spelling	Hidden Text
Validate code	HTML compliant? WC3	Keyword Stuffing
Fast loading graphics	No huge files (.gif, .jpg etc)	Sneaky Redirects
Verify Links	Repair bad links No bad *neighborhood	
ON SITE		LINKS
Structure	Logical, well laid out menu	Link to bad neighborhood
Duplicate content	Advised NOT to duplicate	Buying Links
Site Map	Concise, complete	Reciprocal Links can lower your ranking
Back links	Good to back link to sites of similar association	Rapid link accumulation can penalize your site
ON NET		
Acquire good links	One-way, and slowly	

\***Bad Neighborhoods** - Text links are an important factor in today's search engine optimization, and exchanging links with other websites is a good way to get them. However, doing a link exchange with a website that is penalized may have negative SEO results.

Resource to check bad links: <http://www.bad-neighborhood.com/text-link-tool.htm>

\***Cloaking** - Cloaking works when a hidden web page is armed with a script that scans the IP address of incoming visitors. If the IP address is that of a human user, then they will be directed to the home page of the site. However, if the cloaking page determines the visitor to be a crawler, then they will be directed it to a page loaded with keywords and optimized content (high keyword ratio) designed to trick the crawler into believing the site is of more value than it is, and thus award it a higher ranking.

\***Doorway Pages** - Doorway pages are keyword focused pages that link to your main web site. Doorway pages are designed to score well on search engines, and then act as a bridge between traffic from the engines and your main site.

*There are "ways" that these can work both for the visitor as well as search engines, that is if the webpage has strong in content. Remember, Google focuses on content, content, and more rich content.*

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