Grid – Module f
Whitehat vs Blackhat

MW Sept 2014

Topic – WHAT?	Objective – YOU SHOULD	Book Ref. – READ!	Projects– DO!	Evaluation – CAN YOU?
Whitehat	To see all the Whitehat techniques as an approach to SEO	CH3: p59 - 99	Download Thesis: (2011); "The crossover point…" From the Thesis: what is the typical indexing time you can expect from a search engine crawler? : What are the blackhat techniques noted here?	Can you ID the Whitehat techniques, and the highest ranked 5, and know how to use them?
Blackhat	To know the Blackhat techniques, and how to avoid using them	CH4: p101 – 138 CH5: p139 – 147	Download Poster: (2011); "Cloaking on Google's…" From the Poster: What Is the conclusion on algorithms finding cloaking?	Can you ID the Blackhat techniques, and the highest ranked 5, and know how to avoid them?

Website Visibility:
The Theory and Practice of Improving Rankings

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