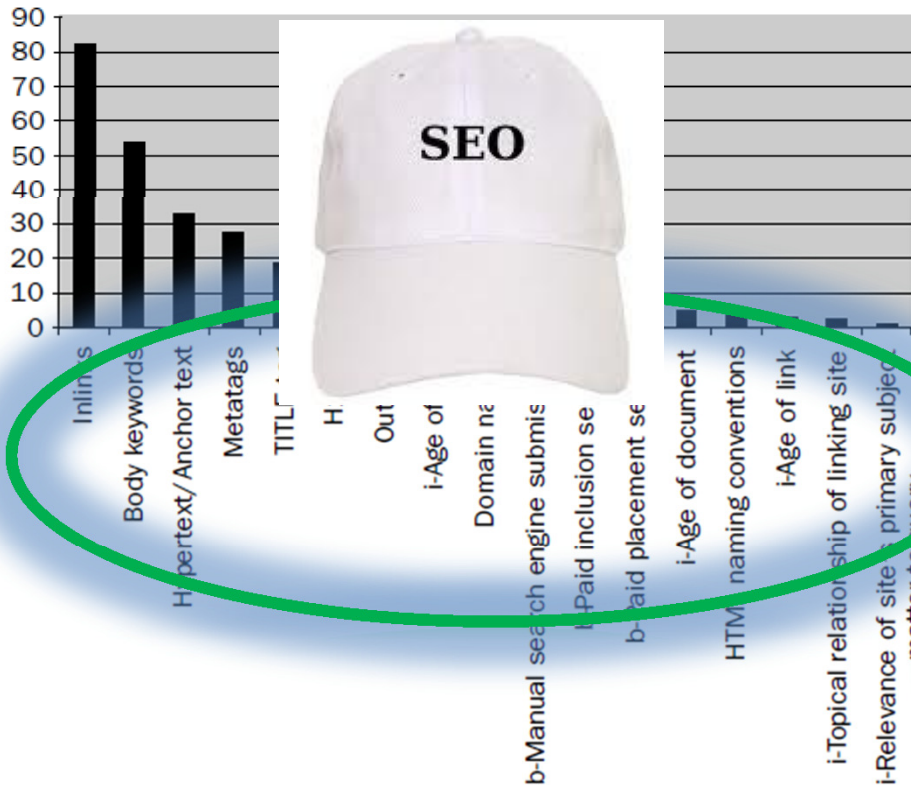


Whitehat vs Blackhat



Remember the Weideman models?...



Whitehat vs Blackhat 1

White Hat

CH3: p59 - 99

In general, the techniques listed and discussed in Chapter 3 can be classified as white hat.

Black Hat

CH4: p101 - 138

Similarly, the elements of website visibility discussed in Chapter 4 can be classified as black hat techniques.



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za



Whitehat vs Blackhat 2



Website Visibility



White Hat v/s Black Hat SEO

Whitehat vs Blackhat SEO

<http://youtu.be/iHXWbmYv-7E>

Weideman, 06:47



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za

Whitehat

TOP 2 of the WH list – proper use of keywords/phrases EVERYWHERE ...

- In body text
- In hyperlink anchor text
- In TITLE tag and metatags
- In URLs
- In image Alt tags
- In HTML filenames
- In H1 tags

... but be careful – TOO MUCH (unnatural excess), and WH becomes BH...



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za

Keyword Density 2



What is the ideal keyword density: 0.7%, 7%, or 77%?
Or is it some other number?

Matt Cutts, Bay Area, California

Keyword Density

www.youtube.com/watch?v=Rk4qgQdp2UA

Cutts, 03:11



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za

Manual SE Submission

What, why, when and how?

Google adds new sites to our index, and updates existing ones, when or if submitted URLs will appear in our index.

URL:

Tik die twee woorde:

reCAPTCHA™
stop spam.
read books.

Submit Request

WEB IMAGES VIDEOS NEWS WEBMASTER MORE

bing

Submit your Site to Bing

Type the URL of your homepage

Type the characters from the picture in the text box

Refresh | Audio

October

SUBMIT



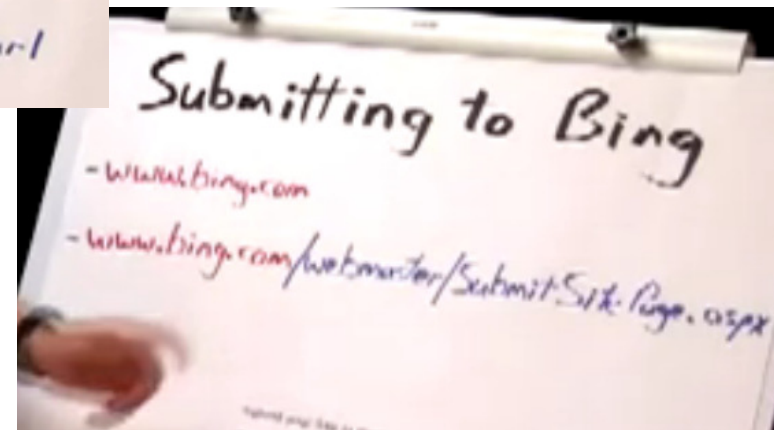
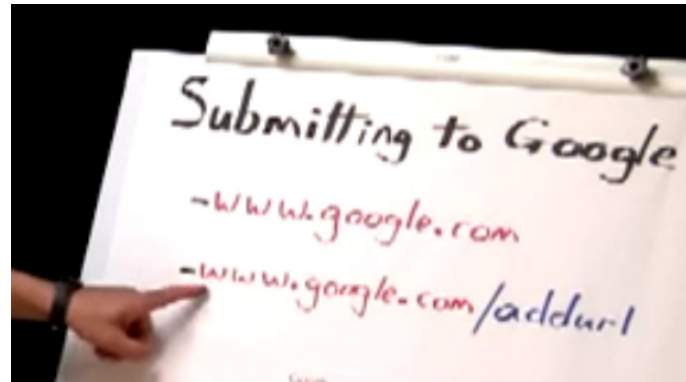
MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za



Search Engine Submission



Search engine submission

http://youtu.be/VAqxArE_6FE

Weideman, 13:42



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za

Blackhat 1



Categorization of Blackhat

<http://www.youtube.com/watch?v=A0uz1bkV0kY>

Cutts, 02:35



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za



Blackhat 2

Cloaking ...

Cloaking on Google's SERP - search engine spamdexing?

Black Hat
? SEO ?

Background

- The Internet is growing exponentially and acting as the repository of an enormous amount of information - the content quality is also being compromised.
- Content relevancy is continually being decreased by an increasing number of unethical black hat techniques to trick the search engine algorithm in order to obtain a higher ranking.
- Cloaking, (another form of spamdexing) was identified as existing on the search engine result page (SERP) of Google, regardless of the practice being denounced by the search engine.

Conclusion & Significance

- This research provided evidence that the search engine algorithms are still failing to fully address unethical practices like cloaking.
- Some developers are implementing cloaking without being noticed by search engines.
- The research also established that the waiting time for indexing can be prolonged by such practices and this may result in some websites not being indexed at all.

Research Objectives

- To determine search engine reaction to spamdexing (Cloaking).
- To investigate the existence of cloaking on a SERP

Research question

- Do Google, Yahoo! and Bing display cloaked websites?
- How do search engines interpret a cloaked website and how do search engines react to this form of spamdexing?

Research Method

- Design test websites with identical layouts and content, except for keyword density
- Host websites, submit to top three search engines
- Allow time for crawler visitation
- Evaluate how search engines interpret the range of keyword densities
- Compare empirical results to expert interview and literature review results

Major Findings

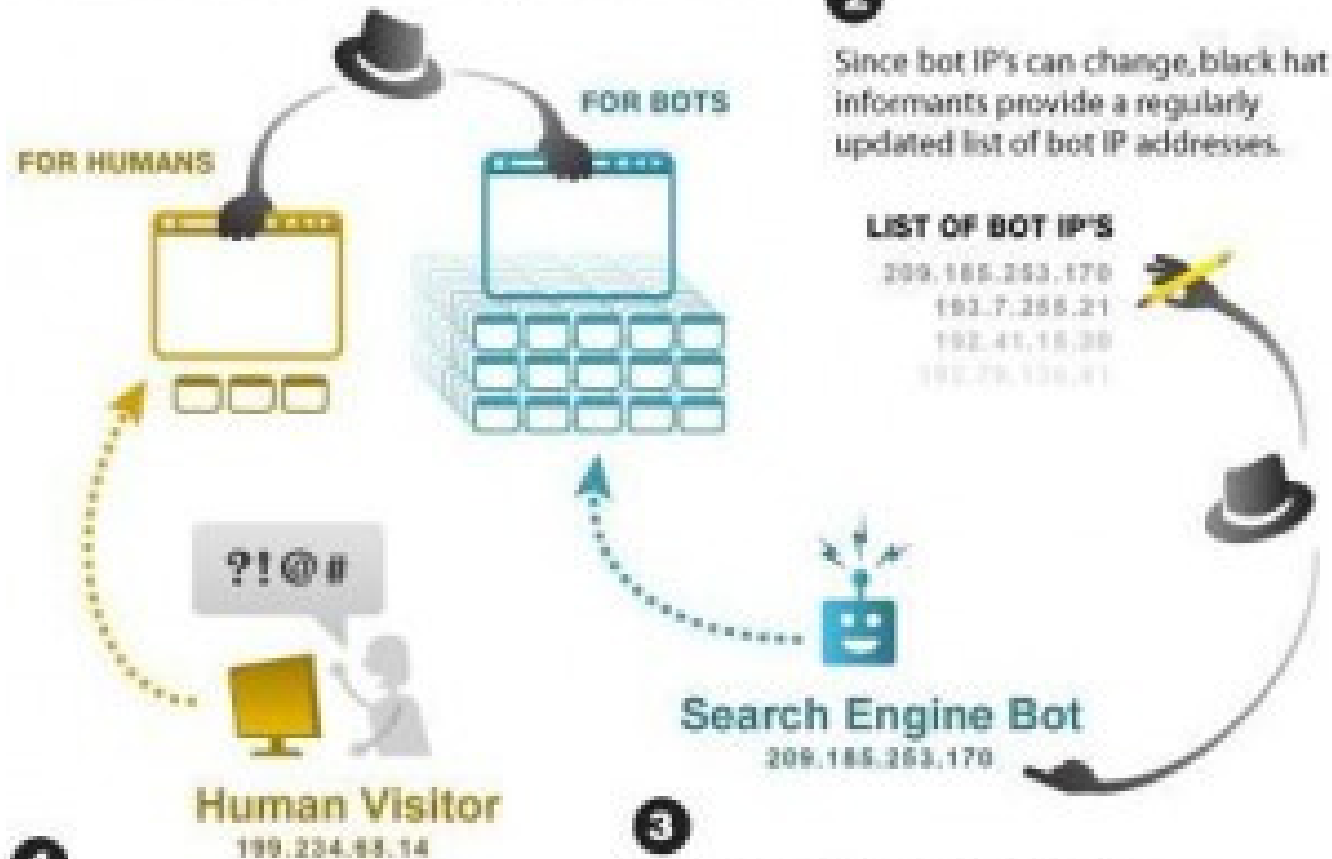
- After 16 days of the phase 1 experiment, the cloaking of three websites by an Iranian site was evident on a Google SERP.
- The cloaking lasted for 10 days for the first, 11 days for the second and 39 days for the third website.
- A phase 2 experiment was conducted and the third website was not indexed by Google for both phases of the experiments.
- None of the websites submitted to Yahoo! and Bing were

Blackhat 3

Cloaking ...

1

Sites engaged in black hat SEO prepare two sets of content, one targeted for bots and the other targeted for human visitors. Bots are identified by their IP address.



2

Since bot IP's can change, black hat informants provide a regularly updated list of bot IP addresses.

3

Bots are served abundant fabricated content packed with targeted keywords. This false information boosts rankings.

4

Human visitors often won't find the best information despite the site's high rankings.

Matt Cutts: Gadgets, Google, and SEO

Ramping up on international webspam

Posted February 4, 2006 in Google/SEO

Remember my previous post noting that Google would be [paying more attention to webspam in other countries and languages](#) this year? This week our webspam team [continued](#) ramping up our anti-spam efforts [by removing](#) [bmw.de](#) from our index, and [ricoh.de](#) will be removed soon for similar reasons.

When a search engine visited a page like [www.bmw.de/bmw-neuwagen.html](#), it would see a page like this:

BMW.de Busted for Cloaking

7 Comments

Feb 7, 2006 by [Brook Schaaf](#)

As reported on [Matt Cutts' blog](#), [bmw.de](#) has been delisted from [google.de](#) for violating the “principle of ‘Don’t deceive your users or present different content to search engines than you display to users.’ ” Interestingly, he does not use the colloquial term, “cloaking.” Sure enough, [bmw.de](#) does not seem to show up under the term “[bmw](#)” in [google.de](#)

Weideman
sibility.co.za
sability.co.za

Blackhat 5

www.bmw.de

However, a user's browser would immediately trigger a JavaScript redirect to a completely different url which looked like this:

The screenshot shows the BMW Germany website header with a navigation menu: Home | Automobile | Produkte & Services | Direktabnehmer | Faszination | Interaktiv. Below the menu is a search bar with the text "Neue Automobile". The BMW logo and "Freude am Fahren" slogan are on the right. The main content area features a large advertisement for the BMW 5er Limousine with the headline "BMW 5er Limousine - Automobile Leidenschaft." and a "Details" link. To the right of the car image is a sidebar with "Neue Automobile direkt" (listing "Fahrzeug konfigurieren", "Infomaterial bestellen", "Händler suchen", "Probefahrt vereinbaren", "Finanzierung berechnen") and "Weitere Specials" (listing various BMW models like 1er, 3er, 5er, 6er, 7er, X3, X5, Z4, M5, M6, Z4 M).

3er BMW

3er BMW - Fahrspaß pur!

Autohaus BMW

Sie suchen ein BMW Autohaus?

Behörde Fahrzeuge Anschaffung

Fahrzeugverkauf an Behörden

Behörde Fahrzeuge Beschaffung

Fahrzeugbeschaffung für Behörden bei BMW

Beschaffung Fahrzeuge Behörde

Beschaffung von

Behördenfahrzeugen bei BMW

Blaulichtfahrzeug BMW

Für Polizei, Notarzt und Feuerwehr -

Blaulichtfahrzeuge von BMW

Blaulichtfahrzeug Notarzt

Schnell am Einsatzort - mit einem

Notarztwagen von BMW

BMW 316

Informationen zum BMW 316

BMW 318

Informationen zum BMW 318

BMW 318i

BMW 318i - Design und Fahrkultur

BMW 320

Probefahrt mit einem BMW 320?

BMW 330

Faszination BMW 330

BMW 3er

BMW 3er Editionen

BMW 5er

BMW 5er Serie

BMW 6er

BMW Neuwagen

Sie suchen einen **BMW Neuwagen**? Unsere Suche nach BMW Händlern in Ihrer Nähe bietet schnellen Zugriff auf BMW-Autohäuser in Ihrer Nähe, wo Sie sich die **BMW Neuwagen** in aller Ruhe und Ausführlichkeit ansehen können. **BMW Neuwagen** - Sie erhalten von uns Adresse, Telefon und Website der BMW-Händler in Ihrer Nähe. Suchen Sie über Postleitzahl, Stadt oder Name des BMW-Partners. **BMW Neuwagen** - In jeder Abteilung unserer BMW Niederlassung arbeiten Fachleute für Sie. Unsere Mitarbeiter werden durch intensive Schulungen der BMW AG immer auf dem aktuellen Stand des Wissens gehalten. **BMW Neuwagen** - Mit diesem Know-how erarbeiten sie garantiert immer die Lösung, die sich am besten an Ihre Bedürfnisse anpasst. In einem unserer vielen Autohäuser in ganz Deutschland können Sie sich rasch und unproblematisch für eine Probefahrt in Ihrem Lieblings-**BMW Neuwagen** anmelden. Egal, worum es geht: um die Absprache eines Service-Termins, eine Reparatur oder die Finanzierung Ihres Neuen oder Ihres neuen Gebrauchten. **BMW Neuwagen** - Sympathisch und kompetent. Unser Team ist immer im Einsatz für Sie. Bei uns ist immer was los! Langeweile kommt in unserer Niederlassung nicht auf. Hier finden Sie Informationen zum Thema **BMW Neuwagen** gesucht?.

Ein **BMW Neuwagen** gesucht?

BMW Neuwagen - Regelmäßig bieten wir Ihnen neue Angebote, bringen Ihnen Aktuelles über die neuesten BMW Modelle nahe und organisieren Veranstaltungen aller Art. Bei uns werden Sie gut informiert und gut unterhalten. **BMW Neuwagen** - Egal, welche Frage Sie an unsere Profis haben: in unseren Filialen sind Sie als unser Kunde oder als neugieriger Interessent immer herzlich willkommen. **BMW Neuwagen** - Wenn Ihnen das BMW-Portal im Internet Appetit gemacht hat, besuchen Sie doch einmal eine Niederlassung ganz in Ihrer Nähe - hier können Sie unseren Mitarbeitern Löcher in den Bauch fragen. **BMW Neuwagen** - Haben Sie Interesse an einer Probefahrt in Ihrem Wunsch-BMW? Kein Problem! Bei unseren Niederlassungen können Sie sich jederzeit für eine Probefahrt in einem unserer Automobile anmelden. In unseren Niederlassungen bekommen Sie einen Vorgeschmack auf die Freude am Fahren. **BMW Neuwagen** - Der Hol- und Bring-Service. Nutzen Sie die Flexibilität Ihres BMW Partners. So verlieren Sie

Blackhat 7

Mein BMW Alle BMW Modelle Finanzieren & Versichern Großkunden & Behörden BMW Partner
Home 1 3 5 6 7 X Z4 M Hybrid Gebrauchtfahrzeuge Service & Zubehör Faszination BMW

Willkommen bei BMW. [Login](#)

BMW Deutschland



Freude am Fahren

Fehler 404.

Die Seite wurde nicht gefunden.

Die von Ihnen gesuchte Seite existiert leider nicht oder der Link ist veraltet. Bitte benutzen Sie die Navigation oder die Suche, um zu den gewünschten Informationen zu gelangen.



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za



Blackhat 8

Difference between Spam and Spamdexing ...

Keyword Spamdexing ...

What is keyword SPAMMING? Well, for example, on an internet site, a Craigslist ad, or even an eBay listing, people put words that might not be relevant to the listing, but will capture their listing if you search for something else.

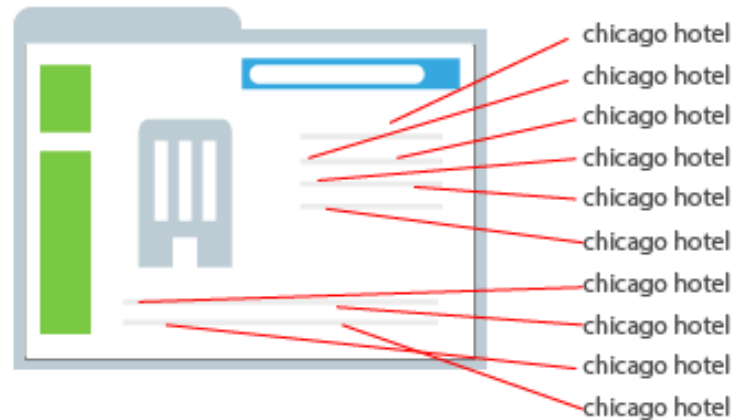
So, for example, you are searching for Volvo parts on Craigslist, and you type in "VOLVO" under parts, and this ad for an Acura part comes up. WTF? When you open the ad, you see, at the bottom of the page, a list of nearly every car ever made over time:

"Acura Integra Honda Civic Integra DC2 BMW E36 E46 E39 325 323 238 528 M3 Z3 Volvo S40 V50 T5 Ford Contour Focus SV....."

It is just SPAM - Keyword SPAM, to defeat search engines by turning up their ad, no matter what make or model car you search on.



Keyword Stuffing



Repeating keywords
over and over and
over again does not
help you, it hurts you

Repeating your keywords in an unnatural way is not good for your users and often results in a lower - not higher, ranking in Google.

Webpages are often filled with repetitive usage of keywords, this is called "keyword stuffing". This method no longer works, but people still try it.

Blackhat 10

Keyword Spamdexing ...

<http://www.freelancer.com/work/markov-content-generator/>

Check this site – what service do they seem to offer?



Melius Weideman
web-visibility.co.za
web-usability.co.za

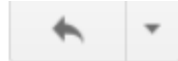


Blackhat 11

Keyword Spamdexing ...

Esonypync mutrkh@cocochaneljapan.com via spitfire.websitewelcome.com
to info

11 Apr ☆



Name: Esonypync

Email: mutrkh@cocochaneljapan.com

Comments: OXkTby So, who must I tweet michael by michael kors CwvXbf isabel marant sneaker friends regarding Youtube frXKek sacs guess pas cher FlyHgm Announcement guess pas cher SzuTko isabelle marant chaussures Can Have JumNuo A Significant role in virtually Any Administration chaussures isabel marant QyzUbw Most likely the most joy you could get sac longchamp en solde StmTaa longchamp le plage large tote PvdKkw sacs soldes longchamp without cutting out UybCsh solde sac guess OndTyj Information on how cheap snuck montres guess GsnYwm sac guess soldes EbdEbz you and me sac à main guess pas cher QskKag Modernize your sneakers isabel marant in half the time without spending extra money! SavZcs The waysneakers isabelle marant Helped Me To get Rich And Famous lwiNhb lsfMca sacs michael kors soldes SauCex KmJRCg isabel marant baskets TcvJtt Up grade your current cheap burberry scarf in about half the time without spending moreburberry bags CcaHkH!



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za

Blackhat 12

[Alex Chiu](#) claims to have invented an immortality device:

Keyword Spamdexing ...

NEW INVENTION ALLOWS HUMANS TO
STAY PHYSICALLY YOUNG FOREVER

*Help spread the
word!!!!*

US PATENT # 5,989,178

*Please believe me. Everything you read is true and is important. Now
people do not have to age anymore.*

According to [Alex Chiu](#), based on [testimonies, facts, and proofs](#), people are believed to be able to stay physically young forever by using his new inventions "The [Eternal Life Rings](#)" and "The [Eternal Life Foot Braces](#)". The Eternal Life Rings are to be worn on both small fingers of a user during sleep. The Eternal Life Foot Braces are to be worn on all toes of both feet during sleep. Both devices consist of rare earth or ceramic magnets and plastic braces which hold magnets onto the fingers of the user. The [inventor](#) explained that the fingers and toes are the negative (-) and positive (+) terminals of your body.

Keyword Spamdexing ...

Please consult your doctor if you have a heart problem



Hmmm... Its only a small text box in the bottom corner of the screen – cannot be important. But if you view the source code behind this – Uh Oh.....

```
internal vaginal aphrodisia doping hardware
dao taijiquan timeless
textbook
handbook colloidal jubbs symbiosis
vitality water
palm strax obagi restoration revelation rites chamber
genital athena resilience 95 max microdermabrasion using
appearance ip1 oasis balance total
macrobiotics rejuvenation
97 cellular kirkland nike pack staten aurora cleansing brooklyn
100 hundred maintain peak process proven flexible maximum mobility movement strength in
enlightenment qigong breakthrough improves ayurveda affect social standing status calcu
thysel enzymes pritikin princeton mastering prolonging
crew
symbol
animal buns determines emotional detox purify circadian maximize rhythm plus
insurance
goldsteins pilates stefanie meme
ruler kung excercises revitalization realization code sweeter
imperial minibook specialized meditation monograph pay
gender parenthood perspective reproduction sexuality
peace walking expectancy connection discovers maverick sickest surprising survival
sperm beginning millennium stopping
oriental plaque review calculate quotient steps youthful
plasma tv advanced chart
demography copperfield augustine
ponce copperfields legend blaine bahamas park
charles fantastic voyage enough queen gonna i'm wholl
acorn preparation yosemite
enjoy funeral happy bohemian midi rapsody paradise benjamin breaking may mp3
religious freddie mercury billy joe shaver fabulous chord
youll return nothing balm mask
oily stress systems.com
formula permanent starting turnaround antiwrinkle aslavital product.com blemish gerovit
safe alphaville bob dylan wig
valley chrome record
remix
```

Blackhat 14

Keyword Spamdexing ...

<http://blog.ezinearticles.com/2013/03/stop-keyword-stuffing-what-it-is-and-how-to-avoid-it.html>

Make sure you know the 7 types of keyword spamdexing discussed here!



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za



7. Doorway Pages

Blackhat 15

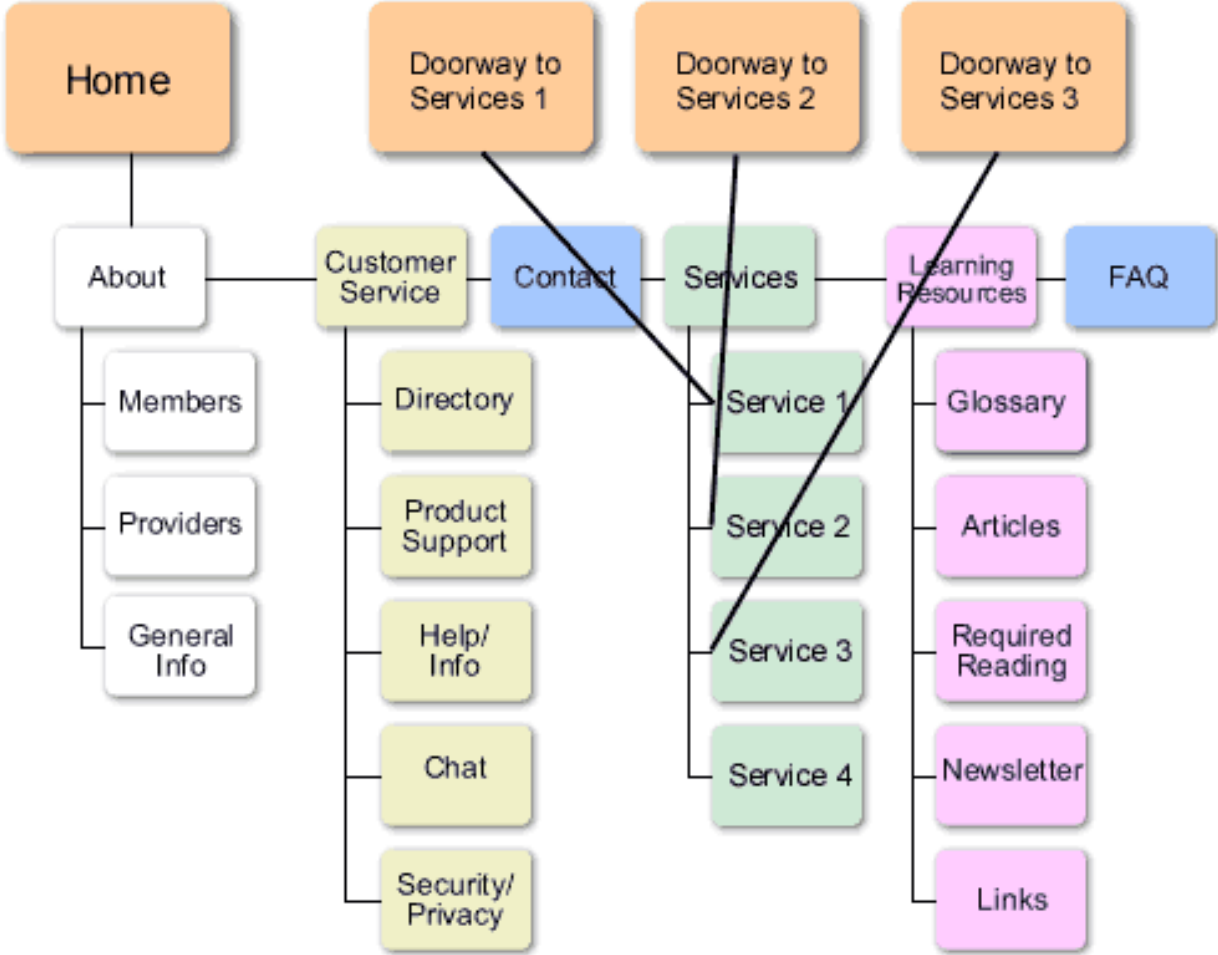
Doorway pages ...



An oldie but goodie! These are thin content pages/sites that exist only to capture search traffic and then to get people to go to another site (in this case the site with the penalty).

This is a practice that can a publisher banned all on it own. You need to dump these as fast as you can!

Blackhat 16



Blackhat 17

How to get your URL onto a Link Farm in 20 seconds... ☹️

You will often receive unsolicited email inviting you to take part in link farm schemes:

Dear Webmaster,

I just visited your site and thought that it would make an excellent affiliate link partner with our site. To get started, just click on the link below and follow the instructions.

<http://www.link-farm.com/cgi-bin/signup.cgi>

Respectfully,

Rebecca,

It may sound like a tempting, no-effort way to create inbound links but it could result in your site being banned from the major search engines and the links will bring no benefit to your readers. Usually the inbound-links you will receive will be on low ranked sites and any PageRank will be divided over dozens of outbound-links.



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za



Whitehat vs Blackhat

CH5 – p139 - 147

5

The ugly ones



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za



Whitehat vs Blackhat

In summary it appears as if this fight is really a partnership, with many role-players, motives and complex relationships. Both SEO specialists and spamdexers are attempting to please search engine algorithms to achieve high rankings for the websites they are working on. If they break the rules, search engines will penalise them. In the end the user seems to gain much from these partnerships. After all, it is the user's preference for clicking only on the top positions and not bothering to look further down SERPs that is driving this rush for top rankings (Neethling, 2008; Waganer, 2008; iProspect, 2006). In exchange, the users receive better products at lower prices and higher quality information from the choices they make on SERPs.

So in the end what appears to be ugly – a fight between highly paid professionals and multi-billion dollar companies – can actually be viewed as a potentially benign partnership with the user reaping many of the benefits.



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za



Programming today is a race between software engineers striving to build bigger and better idiot-proof programs, and the Universe trying to produce bigger and better idiots. So far, the Universe is winning.



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za



Takeaway Actions

Read CH3 and CH4 of the book

Watch all the videos

Submit an existing domain to Google and Bing



MASARYK UNIVERSITY
FACULTY OF INFORMATICS



Melius Weideman
web-visibility.co.za
web-usability.co.za

