

BlackHat SEO

# 0 – WORD AND DEFINITION OF BLACKHAT

## 0.1 – The word BlackHat

**Black hat** refers to somebody who takes advantage of technology for little reason beyond maliciousness or for personal gain.

Under the line, Black Hat mostly defines a process that is unethical.



# 1.0 – BlackHat SEO

**Blackhat SEO** is a process by using aggressive techniques that focuses only on search engines and ignores the human. Some examples are:

- Unethical link building (misleading reviews and articles)
- Keyword stuffing
- Use of unrelated keywords
- Content Automation
- Cloaking
- Social Media
- .... (feel free to add some more – if you know)

# 1.1 – Unethical link building

When browsing the web, you'll often pass by reviews or articles with the single purpose of having their link referred on that website.

1. If the site is about gambling or adult niche I wont accept it.
2. Payment can be done after for premium members and content can be reviewed before, and you can get a custom content in each publication.
3. For new members, we cant do the publication without full payment, that's my rule.
4. Payment is being done by Paypal.
5. TAT: Forbes, Inc, takes 15 days. Entrepreneur 2-4 weeks. The others around 15-30 working days.
6. Refund Policy: There is no refund once the publication is up.

Forbes.com	DA 97	PR 7	\$1,900	Quote
Inc.com	DA 91	PR 7	\$1,750	Link
Entrepreneur.com	DA 93	PR 7	\$1,750	Quote
Technorati	DA 96	PR 7	\$1,350	Link
Businessinsider.com	DA 94	PR 7	\$1,600	Quote

## 1.2 – Keyword Stuffing

A good SEO article has a Keyword density of 1% - 4%. However, some websites are overloaded with Keywords that the visitor can't see, but a robot can read.

E.g. Simple HTML with focus Keyword “U-boat”

```
<p> An U-boat can dive up to thousands of meters, without issues. The biggest U-boat in the world is from Russia <p>
```

```
<p> An U-boat  
<p style="display: none">U-boat<p>  
can dive up to thousands of meters, without issues. The biggest U-boat in the world is  
<p style="display: none">U-boat<p>  
from Russia <p>
```

## 1.2 – Keyword Stuffing

But this technique is a thing of the past – Big G and Co became better at tracking them down.

*“Big G” is in the terminology of BlackHat’ers Google*



## 1.3 – Use of unrelated Keyword

Usually, when writing an article, post,... we write it with a peacefully mind of making a change, or doing something positive for our readers. However, for the simple purpose of receiving better keywords ranking scores, some people just drop some Keywords, which might cover the same category, but not the topic.

## 1.4 – Content Automation

Content Automation is the process of using software's and tools which will generate based on the settings content, comments, link buildings, etc. Most of them have a very powerful Captcha Breaker (Are you human?) (breaking even Google reCaptcha) and fake user generator (with e-mail validation). There are hundreds of them on the market, providing services from A – Z.

# 1.4 – Content Automation

E.g. Senuke TNG



## Crowd Searcher NEW

Simulate thousands of people searching for your keyword on Google and clicking on your site. Increasingly Google is looking at how many people who search for your keyword click on your site. So this will give you an easy boost in rankings.



## Built in Proxies NEW

No need to pay for external proxies. Senuke comes with thousands of proxies to simulate real people from all over the world.

# 1.4 – Content Automation

E.g. GSA Search Engine Ranker

The screenshot displays the GSA Search Engine Ranker v1.50 application window. It features a menu bar with 'New', 'Edit', 'Delete', 'Options', 'Stop', and 'Help' icons. The main interface is divided into several sections:

- Project Status Table:** A table with columns for Project, Status, Submitted, and Verified. The 'Active' projects are highlighted in green.
- Last verified URLs Table:** A table with columns for Date and URL. The first five rows are highlighted in green.
- Message Log:** A list of messages with columns for Time, Project, and Message. The messages include submission status and search engine results.
- URL Detail Pop-up:** A yellow pop-up window showing details for a selected URL, including Project, Engine, Anchor text, DoFollow, Indexable, Google Page Rank, Internal Links, and External Links.

Project	Status	Submitted	Verified
4000	Inactive	0	0
ca	Inactive	0	0
	Inactive	2347	298
	Inactive	0	17
	Inactive	0	0
	Inactive	6	10
www	Active	6202	1729
www	Active	2211	1385

Date	URL
2012-01-03 12:59	5 wipa /Blog/tab...
2012-01-03 13:03	3 sproc /com/Bl...
2012-01-03 13:07	1 place /com/Bl...
2012-01-03 13:08	3 nwd /services/We...
2012-	

Time	Project	Message
14:05:56		[-] 21/64 to many external links
14:05:56		[-] 22/64 main URL already parsed - http://
14:05:57		[+] 000787/188505 submission successful (66/100 submitted - AVG: 55,18/h)
14:05:58		[+] 000788/188505 matches engine General Blogs - http:// /blo
14:06:01		[-] 23/64 no engine matches - http://pam
14:06:02		[+] 000788/188505 PR-2 OK - http://www. /09/01/28/xml-rpc-
14:06:02		[+] 24/64 matches engine KeywordLuv - http://e /org/host
14:06:02		[-] 24/64 filter "akismet" matches content on http:// /deo.
14:06:04		[+] 25/64 matches engine KeywordLuv - http://p /keyword-resea
14:06:04		[-] 25/64 filter "akismet" matches content on http:// /keywo
14:06:06		[+] 000788/188505 submission successful (67/100 submitted - AVG: 55,90/h)
14:06:07		[+] 000789/188505 matches engine General Blogs - http:// /p

Project.....: .....  
Engine.....: Trackback (Trackback)  
Anchor text.....: # .....  
DoFollow.....: Yes  
Indexable.....: Yes  
Google Page Rank: 3  
Internal Links...: 217  
External Links...: 76

# 1.4 – Social Media

Use of fake views (Youtube), fake likes (Instagram), fake subscription (Facebook)

The image displays five social media purchase cards arranged in a row. Each card has a dark red header with a 'HOT' badge in the top right corner. The cards are for Instagram (Followers and Likes), YouTube (Views), and Twitter (Followers and Retweets). Each card lists a price per 1,000 units, a list of benefits (such as 'No account Access Required' and 'Order Tracking Available'), and a 'Delivery Instant - 24 Hours' guarantee. At the bottom of each card is a red 'Order Now' button.

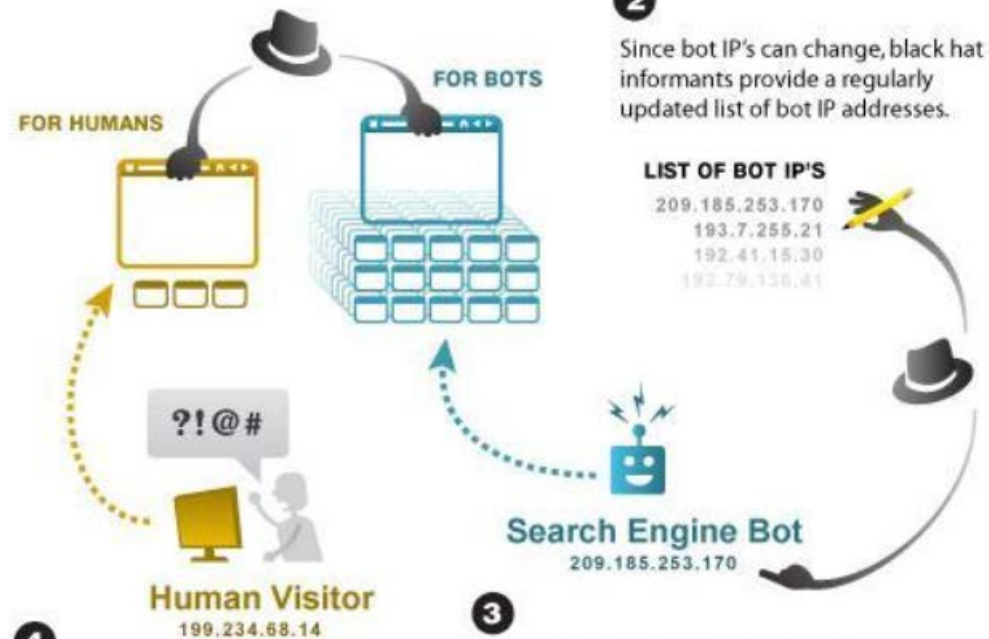
Platform	Product	Price (Per 1,000)	Key Features
Instagram	Buy Instagram Followers	\$1.99	No account Access Required, Extra Followers delivered on every order, Order Tracking Available, Delivery Instant - 24 Hours
Instagram	Buy Instagram Likes	\$0.99	No account Access Required, Extra Likes delivered on every order, Order Tracking Available, Delivery Instant - 24 Hours
YouTube	Buy YouTube Views	\$0.99	No Password Needed, Extra Views delivered on every order, Order Tracking Available, Delivery Instant - 24 Hours
Twitter	Buy Twitter Followers	\$1.99	No account Access Required, Extra Followers delivered on every order, Order Tracking Available, Delivery Instant - 24 Hours
Twitter	Buy Twitter Retweets	\$0.99	No account Access Required, Extra Retweets delivered on every order, Order Tracking Available, Delivery Instant - 24 Hours

# 1.5 – Cloaking

## Black Hat Cloaking Explained

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.



# 3 – SHOULD I USE IT?



## 3.0 – Should I use it?

Blackhat SEO is attractive for People who are looking for fast money and quick SEO results. However, they are also aware of that their page can get banned from Google really quickly, or even more, their page can be taken down from the Hosting provider. Google & Co is getting better everyday by tracking down the use of Blackhat SEO and it's only a matter of time that the current techniques will lead to more damage than good.

Beside all above, it's simply unethical to mislead people for the own personal interest.

# Questions and open discussion