

Radiant Website Design, Ltd. It's a new day for your business

Will your website be banned by Google?

There are many ways to get a higher ranking for your website. However, as in other parts of life, there are good ways and bad ways of achieving the same goal. The more shady, unethical practices are known as "Black Hat" named after the villains in cowboy movies. Using these practices can get your site a short-term gain but could also get your site banned all together so that it won't show up at all. Common Black Hat practices are:

1) **Unrelated keywords, keyword stuffing, hiding keywords**

- "Paris Hilton, Britney Spears, and Charlie Sheen would use our kitchen products if they cooked."
- "Customize your custom car with our car customization customizing cars service."
- Hiding words in an unreadable font size or using white letters on a white background. Just can't human eyes can't see it doesn't mean a computer can't.

2) **Doorway pages**

Pages crammed with any or all of the above keyword tricks intended only for the search engine's eyes. Users would never see it because they are automatically redirected to the real site which could be unrelated to what they were searching for.



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3) Link farms and link spamming

Incoming links are good but only if they come from sites that are related to your product or service and have a high rating in the engines themselves.

Link farms are websites whose sole purpose is to provide long lists of unrelated websites. They have low ranking themselves because they don't have any actual content.

Link spamming is the practice of commenting on blogs, forums, etc only to give a link to your website regardless if it has any thing to do with what was being discussed.

Properly done SEO in accordance with the guidelines set by the search engines ("White Hat") is done with the goal of providing users with the best match for what they are looking for. It is done for long-term success and is the only kind done here.

I hope you have found this information useful. Even if you can't use my services at this time, maybe you know someone who can.

Next month: White space doesn't need to be white

Until we Geek again,

Cathy Gazzolo, the "Artistic Geek"

Creating websites that are easy to use and easy to find.