BLACK HAT TECHNIQUES

•Black Hat SEO exploits the guidelines of search engines and use foul methods to increase page ranking.

1.LINK SPAM

Sending links in unnatural way or sent to a large number of recipients or posted in a large number of places

SPAM

Cloaking
content 1 — website — content 2
Delante

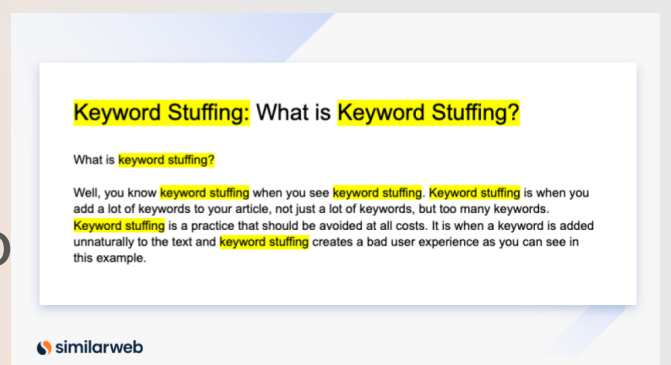## 2. CLOAKING

Showing different content to crawlers and users.

3.HIDDEN TEXT

It is the text content that search engines can read but visitors cannot read or see. It is also called invisible or fake text.

Hidden text
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4. KEYWORDS STUFFING

Repeating the same keywords or using unnecessary keywords to manipulate rankings.

Keyword Stuffing: What is Keyword Stuffing?

What is keyword stuffing?

Well, you know keyword stuffing when you see keyword stuffing. Keyword stuffing is when you add a lot of keywords to your article, not just a lot of keywords, but too many keywords. Keyword stuffing is a practice that should be avoided at all costs. It is when a keyword is added unnaturally to the text and keyword stuffing creates a bad user experience as you can see in this example.

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