

SEO DEFINITION

<< FRAME 1 >>

Search engines are used to enable internet users to locate web-pages relevant to their needs, without having to wade through millions upon millions of pages. More than 90% of online interactions begin with the use of a search engine. Search engines are used millions of times every second of every single day.

<< FRAME 2 >>

Search Engine Optimization (SEO) is the art of improving the ranking given to your web-sites when a web-user enters words into the search engines created and run by companies such as Google, Bing, Yahoo etc.

Your position within the Search Engine Ranking Pages (SERPs) can determine if a user clicks on your site, or on one operated by your competitor. SEO can make or break almost any business online.

All SEO has the same goal: To optimize a website for greater visibility in search engines.

There are numerous SEO strategies available to us as web-developers – many of which we have looked at in this class. Today I plan to discuss a few others ...

<< FRAME 3 >>

Most of what we have already learned about comes under the banner-term of ...

WHITE HAT SEO

White Hat SEO is the set of strategies that Google, Bing, Yahoo – and Guido – would prefer us to follow. Following these strategies will improve your rankings and traffic – and your profitability – over time ... and they won't get you banned by the search-engine companies, or fired by your boss.

White Hat is all about following the guidelines ... and not trying to manipulate the algorithm.

- **Relevant Keywords**

Keywords are what the web-crawlers use to identify your site and link it with your content. Having keywords relevant to your content interspersed evenly throughout your web-site will aid your SERP rankings immensely.

- **Fast Loading Times**

As our Digital Design lecturer reminded us constantly last semester, web-users have notoriously low patience tolerance. Optimizing your images so that your site loads quickly will help prevent users from giving-up on your site and going elsewhere.

- **Quality Content**

Having fresh, up-to-date, and original content that is relevant to the topic of your web-site. Your content should be informative, accurate, succinct and of interest to your visitors. After all, you don't want your traffic leaving your site and going to your competitors. Do that too many times, and visitors will come to recognize your domain-name in the listings and actively avoid your site.

- **Easy-to-follow site navigation**

Make it easy for your visitors to find their way around your web-site and locate the sections that are of interest to them. Nav-bars should be easy to locate, usually positioned at both the top and bottom of each page. They should be self-explanatory, and – of course – the links should all operate as expected.

- **Organic in-bound links**

Links from other web-sites, blog-posts and social media are one of the most powerful SEO tools. Links allow outside web-users to connect to your site effortlessly. Additionally, the search-engine algorithms are particularly partial to relevant and well-trafficked links from external sites.

<https://seochatter.com/what-is-white-hat-seo/>

These are just some of the principles of good SEO. You can find much more information online ... just Google it.

<< FRAME 4 >>

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Welcome to the dark-side ...

BLACK HAT SEO

Black Hat SEO exploits the search algorithms to get higher rankings faster. The downfall, however, is that these techniques are often in breach of the terms of service required by search-engine companies, and will end up hurting businesses in the long run.

Some Black Hat SEO practices include using keyword stuffing (using unrelated keywords in page content), and cloaking or redirecting the user to a completely different site or page.

- **Link spamming**
Comment replies to blogs can be hijacked by Black Hat SEO to spam backlinks and direct traffic from your site to their own.
- **Keyword stuffing**
Overusing keywords to make web-crawlers think that a site is more relevant creates a situation where the text will be less grammatically correct and difficult – or even annoying – to read.
- **Cloaking text and links**
Using invisible or hidden text (the same colour as the background), keywords can be hidden from the view of human users, but will result in an inflated count of these keywords when the site is visited by search-engine web-crawlers.
- **Content Cloaking**
Manipulating the robots.txt and sitemap files to display different content to users versus that which can be detected by the web-crawlers. Another version of this practice is where the site content is completely different to the site title and description.
- **Buying/Selling Paid Links or using Link Farms**
Links from high authority sites are valuable as these can vastly improve SEO rankings. Black Hat optimizers buy or sell backlinks in order to improve domain and page authority.
- **Inverted Indexing**
:This method, developed by Dr Richard Sen of University of Cologne, involves copying the entire text from a competitor site and then stripping-out all of the commonly used words (eg:

'the', 'when', 'at', 'from' etc) to create a 300-word+ Modified Inverted Index. Insert this index into a site to steal a great deal of the competitor's traffic.

Black Hat SEO is very often practiced by those looking to make a quick turn-over. The sites will rapidly disappear once visitors (or the authorities) become aware of them. They will resurface later under different names, with different branding ... but promoting the same, or similar products/services. Crypto-currency "clones", fad-diets and lifestyle-gurus are regular offenders employing these techniques.

GRAY HAT SEO

Gray Hat SEO is neither Black Hat nor White Hat. It is the fine line drawn right down the middle. It may not necessarily be bad SEO practice, but the intention is still to get higher rankings by manipulating the search engines. Some of these mirror Black Hat methods, but the tactics are modified to be (slightly) less questionable.

- **Hidden Text**
Inserting additional keywords by (i) locating text behind images, (ii) using CSS to place text off-screen, or (iii) setting the font-size to 0 will trick the web-crawlers into inflating the keyword-count, but these methods are somewhat harder to define.
- **Click-bait Headlines**
Click-bait sites often have headlines that are mis-leading or use shock tactics to draw people to their sites with topics unrelated to the content. The web-masters of such sites do not care that the headlines have no co-relation – they aim purely to draw traffic to their site.
- **Excessive Long-tail keywords**
The use of key-words that are unique to a site is a legitimate tactic to improve SEO rankings, but Gray Hat optimizers will use 10-word-plus key-phrases to inflate search-engine rankings with their “unique” phrase.
- **Purchasing Expired Domain Names**
Buying expired domain names with good backlink profiles (along with known trustworthiness) and using 301/302 redirects in your .htaccess file to link these back to your website can generate a rapid – though short-lived – boost in the search engine rankings.
- **Web Directories**
Using website directories to list your site can get you a free backlink to your site, and when done in small numbers, it’s considered a white SEO tactic. But once you start overusing this strategy to generate tens or hundreds of links to your site, it tips into Gray Hat SEO territory, especially if the keyword anchor text is manipulated for the backlink.
- **Paid reviews**
One way to trick the algorithm in your favour is to pay people to leave a positive review for your listing. You can find an online service provider for positive reviews or entice current customers to review your site for a discount or bonus. Google is known for rewarding websites with higher rankings that have positive reviews. This is especially true for local SEO.

<https://seochatter.com/what-is-grey-hat-seo-techniques/>

<< FRAME 6 >>

But all of those Colours Clash with this Suit !!

So, I hear my audience sayin':

- "I don't like those colours !!"
- "Gray doesn't match my eyes !!"
- "I only wear black in the evenings !!"
- "White doesn't flatter my figure !!"

Fortunately, SEO does come in other shades. So, hopefully, I'll have one here to match your outfit:

Green Hat SEO

Green Hat SEO is, for the most part, White Hat SEO with some "woke-culture" and environmentally-friendly philosophy inter-mingled.

- **Don't Pollute the Internet with Spam Sites**
Why create an AdSense site that does not contribute and make a difference in the internet? Instead create websites that would live forever and people will remember you even after you die. Start an advocacy campaign on things that you are passionate about.
- **Follow the Google Terms of Service**
This one is pure White Hat, and self-explanatory.
- **Don't Sell the Soul of your Blog for a Spam Link**
Would you link to a crappy site for \$100? Most of us would but if you can resist that temptation, it is a good way to reinforce your self-discipline. Don't link or support ads from porn related sites.
- **Only Buy Licensed Product and Don't Violate Copyright**
Do you download pirated software or pirated music on the net? Or maybe, you set up a lyrics site that violate copyright? Do you download all rights reserved photos and use it on your own? Do you plagiarize? It starts with you and resist that temptation to violate the natural laws of whatever you believe in.
- **Don't Comment Just to Put a Link to your Blog**
Why spam the comments section just to put a link back to your site? To increase your technorati ranking on your own? If you need to link, link to the permalink of a blog post. Or those people who spam the forums creating two login accounts and create a fight between the two login accounts just to create a link to your blog? Let nature takes it course. If you have good content, links will follow.
- **Be Honest About your Identity**

Be a man and don't put anonymous identity in the comments section. If you have a point-of-view, put a valid email address on it, and not just a generic email.

- **Support Worthy Causes**

like Blog Action Day. Evil only wins if the good people don't act. Support advocacy like Blog Action Day, Filipina writing project, Sports for a cause activities, etc.

- **Donate your AdSense earnings to Organizations that Protect the Environment**

It is NOT all about the money. You have to give back to the environment in your own way. Believe me it will return to you a hundred fold.

- **Promote Green Hat SEO Practices**

<https://www.quora.com/What-is-green-hat-SEO?share=1>

Blue Hat SEO

Blue hat SEO is a marketing method that uses keywords and descriptive phrases to put your website on page one of a search engine. This methodology refers to the researching of advanced marketing strategies and extensive market-research in Internet marketing to discover new ways to improve your site rankings and profitability.

Blue Hat SEO covers the advanced knowledge of both Black Hat and White Hat SEO.

It is, essentially, Gray Hat SEO for university-level economics PHDs.

There are two essential considerations to remember for those who wish to use Blue Hat SEO tactics.

- **Predict Changes to the Algorithm**

Try to predict how Google and the other search-engine companies are likely to make changes to the algorithm. Implement changes to your website in order to benefit your website when they occur.

- **Using "holes" in the Google Algorithm**

Test to bring your website's ranking and brand to the forefront, and in the long term, the website's Rank is improved. When Google implements an algorithm, it will take a long time for the faults to be corrected. Once they've fixed the problem, they won't be able to penalize your website, and you won't be breaking the law.

<https://www.quora.com/What-is-Blue-Hat-SEO>

<https://www.bluehatseo.com/>

Red Hat SEO

For completion, and because I quite like the colour myself, I did try researching Red Hat SEO, but all I could find was an SEO/Internet-marketing agency that specialized in online marketing ...

<https://www.redhatmedia.net/>

and a blog-spot that merely wrote about some of the earlier topics I have already covered. Red Hat SEO is primarily White Hat.

<https://redhatseo.blogspot.com/>

Still not happy with the available choices ?? Get out there. Develop some web-sites, Create your own style of SEO ... and have the world beat a path to your door.