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# **The Search Engine Marketing Tactics to Stay Away From**

It takes time to optimize a website in the right track, and some would usually prefer to see instant results. Therefore, [SEO](#), like any business process, lends itself to attempts at circumventing the rules, standards, and best practices of "white hat" search engine optimization. There are many individuals and companies on the web promising that their strategies will catapult your site to the top of search engine results.

The biggest problem with the "black-hat" or "grey hat" strategy is that their success is always short-lived. Google, Bing and Yahoo will eventually detect "black hat" SEO techniques and will forbid and fine the sites that uses them.

Following is a list of common grey hat and black hat search engine strategies that are best to avoid if you want to acquire long-term quality search engine traffic:

1. Link farm participation – link farms are pages that only show pure links. The idea is that because the search engines favor sites that have lots of links to them, artificially creating inbound links will boost the popularity of a site. In the short term, link farms usually are doing well at increasing a website's pagerank which is Google's metric at gauging a website's relevance. Search engines will frequently reduce a website's page-rank to 0 after determining that it is really connected to a link farm. If caught, you will lose your valuable advertising dollars since link farms usually cost \$40-\$300 per month.
2. Purchasing links – paying popular website to link to your site is one way of buying links it is less noticeable as participating in a link farm by most search engines. However, search engines are attracted the links that are 100% natural. Basically, they want links that are made or initiated by people who simply liked your site. Thus, purchased links is an expensive and unproductive way of optimizing your website's reputation.
3. Repeating keywords – "keyword stuffing" or duplicating keywords multiple times. Search engines used to give preference to sites that used keywords frequently. A good illustration is having a website that talks about meditation and you used the phrase "guided meditation" 45 times. Obviously, it will rank higher than sites that use the same phrase 4 times. The relevance of sites that used keywords too often will eventually be reduced by search engines. Though, this does not stop unethical people from encouraging uninformed ones to overuse key phrases or keywords. A good "keyword density" is generally considered 2%-6%. Meaning, the content of your website should not make up of keywords ranging from 2%-6%.
4. Doorway pages – search engines only see these pages and are unavailable to users. Usually, doorway pages are made of a few key phrases and html code. Fooling a search engine spider into accepting your website relevant for certain keywords is the ultimate purpose of doorway pages. As a result, it will boost a website's ranking. The drawbacks of doorway pages is being detected by search engines. Not only the search engines will decrease the amount of traffic your site receives, they may even ban your website.

[SEO](#) is both a science and an art. However, avoiding "black-hat" or "grey-hat" search engine strategies, no matter how appealing they may appear be in the short-term, is the best way to ensure your site gets good organic/natural traffic over the long haul. ID: mcpmhk21

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