

GROUNDSWELL PUBLISHING PRESENTS . . .

# THIRTY DAYS TO TRAFFIC



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## THIRTY DAYS TO TRAFFIC

STEP-BY-STEP TRAFFIC BLUEPRINTS MADE EASY

## COURSE SUPPLEMENT

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### SEO No-No's

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CLEVER TACTICS FOR CLEVER BIPEDS

## *SEO No-No's*

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## 1) Don't Comment Spam

There are several products that will “advertise your blog for free on over. . .” Don't do it. These programs submit spam to their outdated databases of blogs. Hardly any go through, many of the ones that do are met by spam filters, and the ones that make it through the filters are discounted by Google.

We will be doing a blog commenting campaign, but we'll be targeting relevant blogs with thoughtful, constructive comments.

## 2) Don't Splog

A splog is a spam blog. A useless blog filled with garbage, generated content. Google recognizes splogs—heck, Google owns Blogger and Blogspot, two popular free blog services. Yet another reason to set your blog up professionally—don't associate your blog with splogs, it can only hurt your rank.

We will be setting up a small niche network of blogs to build authority to the parent or money site in your niche, but these will all be filled with unique content, and will have very little commercial intent.

## 3) Don't Buy or Sponsor Links

“One hundred links for just \$75 per month!” Too good to be true? Yes. One hundred links on pages recognized as being filled with spam. The links won't improve your page rank, and your blog will be penalized for attempting such a tactic.



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Important distinction: Buying text links on other sites or blogs is a valid way to increase your traffic, but it should not be used to improve your search rankings. The only way it could improve your rankings is if the seller of the link assigned their PageRank to you. That is a direct violation of Google's webmaster guidelines and will most definitely get you in hot water.

## 4) Don't Reciprocal Link / Reciprocal Link Carefully

Link exchanges are almost always useless, unless they're done the right way, with the right people. A good, reputable blog network is okay. A relevant blogroll is okay. Most other reciprocal links will not improve your rank, and can subject it to undue risk. Seek one-way links, not reciprocal links.

If you do use reciprocal links, just make sure that you're not linking to bad neighborhoods, try to make those links as relevant as possible, and make sure that you increase them gradually.

In the interest of full disclosure: I use reciprocal links! Not everywhere, but in many web properties. But my goals for the blogs that use reciprocal links are likely different from yours. I also minimize any negative risks by using reciprocal links as they are intended to be used: to link to other relevant sites and blogs within my niches. Finally, I vet each link potential link partner individually to make sure that they are up to my standards.

## 5) Don't Cross Promote

Interlinking various web sites in an attempt to gain page rank will only assure your exit from the top search rankings. Relevant, organic cross-promotion is of course acceptable. Interlinking your posts within a blog is a great technique to keep traffic on



your blog, but interlinking 10 of your unrelated blogs that are all hosted on the same server is sure to bring the Google police sniffing.

One of the concepts we look at during this program is varying our traffic footprints, and segmenting our b account networks.

## 6) Don't Seek Irrelevant Links

It's true that most links, even irrelevant ones, can improve your search engine rankings. But they carry risk if you are actively seeking them specifically to improve your rankings. Irrelevant links will begin to pile up regardless, so there's little use in seeking them out.

Similarly, listing your blog in every directory imaginable will only hurt you. Not just because the directory is irrelevant, but also because you're associating your site with the undesirables. Good, vertical directories are okay, however. Also, good directories with a high page rank or Alexa traffic rank are okay. We'll discuss finding these directories later in the blueprint.

## 7) Don't Associate with Shady Characters

Remember that Google penalizes you and your known associates. So if you participate in poor linking practices, you will be penalized, and those who link to you might be penalized, and those whom you link to might be penalized. You can wreck your page rank just by being linked to an unscrupulous or unknowing webmaster.

You can never tell what the next change in Google's ranking algorithm will be, so the only way to be absolutely sure that you're safe is to grow your traffic organically, or at least give the appearance of organic growth in your promotion efforts.



## 8) Don't hide text or links on your pages

To increase keyword density, some spammers will add hidden content to a page. This is usually accomplished by coloring a section of text the same as the background, shrinking the font size so small that it cannot be seen, linking a single character, or hiding text with a CSS style.

## 9) Don't "keyword stuff"

Keyword stuffing involves repeating target keywords over and over in important sections of the page, like titles and headings, and also repeating them in places like alt and title attributes in images or links.

## 10) Don't use doorway or cloaking pages

Serving one page to search engines and a different one to users is known as cloaking, and is the technique used in creating doorway pages. Remember that legitimate landing pages—relevant content on your site optimized for a relevant keyword—are okay.

## 11) Don't include automated or duplicate content

There are several programs out there that claim to be able to generate hundreds of pages of unique content automatically. All of this content is garbage, easily recognizable by humans, but usually good enough to fool the search engines. The only purpose it serves is to attract readers who will be shown ads. If it's generated to fool the engines, it's a violation of Google's terms of service.



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Automated content adds no value to the user. It's just a poorly rehashed version of content that lives somewhere else on the web. If your content adds no value for readers, it shouldn't be published. Eventually you will be reported to Google, your site will be dropped from its index, and your AdSense account will be closed.

Note that article spinning done the right way is neither automated nor duplicate and is recommended!

## 12) Don't link to bad neighborhoods

Everyone associated with your web property, both upstream and downstream, can be affected by you, and you by them. Only link to reputable sources—don't risk being penalized for tactics undertaken by others.

## 13) Don't buy or sell sponsored posts

Sponsoring posts or writing sponsored posts is almost always a bad idea. Sponsored posts are receiving a lot of negative attention right now, so you'll want to steer clear of them unless your purchases or sales are from or to blogs that implement the nofollow attribute in their links. This is becoming more popular as use of the OIO Publisher plug-in gathers momentum, but sites like ReviewMe.com and PayPerPost.com could get you into trouble.

