

Black Hat SEO: Not Worth It

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When you're engaging in local internet marketing, it can sometimes seem like an extremely uphill battle. Often, people enter into the online world with their local business because they are having a hard time supporting themselves with just the business they can bring in locally alone. This leaves them with one alternative, which is to try and find more customers. Of course, the internet is great for that as it readily provides businesses all over the world with the opportunity to market to millions of individuals. However, starting from scratch online, when so many competitors are ranking so much higher in the search engines, can be frustrating.

Black Hat SEO refers to methods used by the more nefarious search engine optimization experts out there. This technique involves a number of different methods that are considered to be underhanded, sneaky, and generally against the rules by the web using population at large, as well as by the search engines themselves. A bit of good advice to anyone pursuing local internet marketing is to avoid any of these shady techniques at all costs.

/>Sometimes people are tempted by SEO practitioners who preach these black hat techniques because they promise faster or more amazing results. However, it is important to take a longer view in regards to your local internet marketing. Black hat SEO changes all the time, as to what is actually going to be effective.

One of the main reasons for that is that, as the search engines discover what people are doing, they change their algorithms to account for it. Not only does this result in the people's sites, which are promoted through these techniques, going down in the rankings but, often times, the search engines will have them removed from their index altogether; leaving them out in the cold, so to speak. Therefore, if you worked day and night on your site to make sure that it was everything that you wanted it to be and then implemented Black Hat techniques to try to drive traffic to your site, you would likely end up regretting your choice over the long term because it is highly likely that your site would end up eventually being blocked.

Local internet marketing is all about an investment of time, effort, and yes, some money. However, you need to look at it the same way you would view any marketing campaign. The longer you stay at it, and the longer that you consistently put effort into promoting your site consistently moving it up through the rankings, the better your site will perform in the long run. The temptation of Black Hat SEO is always going to be there because there are always going to be people looking to take shortcuts to success. However, in reality, there are no shortcuts and attempting to take ones that bend or outright break the rules is only going to set your marketing efforts back further in the long run. It sounds cliché, but the fact is that slow and steady wins the race. By link building, content creation, and keyword optimization you can slowly raise your site to the top of the rankings for your respective keywords.

Scott Gallagher is the author of an internet marketing book. With exceptional knowledge of internet marketing for small business, Scott is also becoming an expert with Courier Company Marketing Solutions.

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