

Forum:[Hack Forums](#)

Thread: [SEO expertise guide | Tricks & Tactics | Newbie friendly](#)

SIM-1884347 - May 14, 2014, 9:40 am

SEO Expertise Guide

Introduction: SEO

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.[Read more](#)

Getting traffic

Getting traffic is important and the hardest part. I'm sure you have experienced a lot of difficulty in this part where majority of you might give up. Remember, Patience is a tree whose roots are bitter, but fruits are sweet.

Session: Getting traffic: Cautions

So I will say some things that have no particular explanation associated with it but still can pop up uses in many different ways.

Be careful about what kind of population you are focusing on.

Do not change type of content or service you are focusing on, this often arises whilst making forum communities.

Domain names: .com are the most preferred and trusted TLD available. Try to get it!

Don't make a terrible rip of another product or service.

Look filled and attractive, because you have only 8 secs (or less) before someone closes the window.

Do not add Hyphens to your domain name. This is well explained later.

Session: Getting traffic: Back Links

To keep it simple backlink is any link received by a web node from another web node. We need to leave traces preferably permanent traces to get audience. For example, I have my blog link associated to my signature, now that is one backlink and I get daily visitors. It's important to have a desirable amount of backlinks, keep your links quality. Be careful when you choose which websites you decided to place backlinks on. The quality of your backlinks plays an important role in quantity of your visits.

Best Backlink checker tool online: <http://www.backlinkwatch.com/>

Session: Getting traffic: Bad Back Links

Backlinks that are not useful can be termed "Bad back links". It cannot be qualitatively or quantitatively analyzed which of your backlinks are bad or not. So let's keep this in general, Bad Backlinks can include backlinks from an untrustworthy website. For example if you have a backlink on a .tk website, what will you feel about clicking the link? Overall what will you think about the quality of content that the link gonna offer? So, it's another important factor.

You can find your bad links by going to Alexa.com and check your rankings. Those which are badly ranked like in 2nd-3rd page are bad backlinks. It would require an upgrade to see quality content. Or if you don't want to upgrade, try [opensiteexplorer](http://opensiteexplorer.com). It only needs sign up to see quality content.

Session: Getting traffic: Offer free

Offer free, original, and quality content on your site. This is another effective method of getting traffic. Offering something that cannot be found anywhere else or offer something that is particularly needed but cannot be obtained by the type of population you are focusing on. This is why I cautioned of being statistical about the type of population you are focusing.

Session: Getting traffic: Getting Linked

The sweetest example of getting linked is this topic itself. Getting linked means exchanging your links with a website that are closely related to the subject. As I was quoting "SEO" definition from Wikipedia, I had to leave a "read more" link in order to keep the source legit or in case if the reader decided to cull more about SEO. It's pretty important because the chance of leaving such links (like "read more") are very low.

You can get linked by:

1. Leaving answers to unanswered questions in any popular article.
2. Making your content HQ and looking fairly large and informational.
3. Make your article a continuation to any popular article online. This just works.

Session: Getting traffic: Broken link building tactic

The concept behind broken link building is very simple. You just:

- 1) Find broken links on other topic-relevant websites.
- 2) Contact webmasters and suggest your content as an alternative
- 3) Get your links placed instead of the broken ones.

Wondering how this tactic can come in to effect? If the webmaster takes pride of their content they will surely don't want their visitors to be directed to an error page. You are doing a favor by letting them know they have a broken link (problem) and replacement for the link (solution). This tactic is only effective and profitable when done in large scale.

Finding broken links

Go to <http://www.brokenlinkcheck.com/> and search niche-relevant site

See the page and find a way to contact the webmaster. (This wouldn't be hard)
Suggest your content as alternative.

Session: Getting traffic: Promote

Promote your users to promote your website, offer something for each share like an integrated credits system. This is powerful tactic if used to its maximum potential. A 1000 shares can bring you around 2000 to 3000 visits minimum.

Keeping traffic

Studies have shown that people only spent an average of 8 secs viewing your homepage. This is why I cautioned about being filled and attractive. The more filled, the more attractive, the more time they stay.

Session: Keeping traffic: Content placement

Place a snap of your content in the homepage or anywhere but it should be visible in the first sight itself. Keep your content short in the homepage so peeps will think about reading it, just link it to your actual content. Disallow popups, majority thinks these popup sites are actually scam websites and also finds it annoying and untrustworthy.

Session: Keeping traffic: plagiarized content

This is self explanatory. Not only readers will be disappointed, chances of webcrawler banning your site/link from being indexed are doubled. Lets say it anyway Imitation is the highest form of flattery.

Session: Keeping traffic: Gaining revisits

So if it wasn't for this we didn't need to work so hard. Your users just need to pay revisits. If someone desired to revisit, you won him. This can be done by leaving a "be back" twist. Either use your text tactics (strong words) to win this or leave something that users will be interested to check again later. Email marketing can help a lot too.

Session: Keeping traffic: Building Community

So once you have your visits, you must immediately make room for them to interact with. Making a side chat or forum could help, but I recommend a forum community. This will not only make members feel more trustworthy, they will often pay revisits to check any notifications.

Offensive and defensive tactics

So I have been talking about a bit known still not potentially used tactics. Lets get real from here on. This does not involve any sort of hacking, keylogging or any sort of looting information.

Session: Offensive and defensive tactics: Negative SEO

Negative SEO not to be confused is NOT black traffic. So this is a method of bringing your opponents reputation down. This could include. Purchasing links intentionally for directing to your opponents site thereby killing your opponents search engine ranking.

Fake review bombs, no not like you are doing a fake review of another one's product, it's like making a slew of 5-star reviews in such a way that it looks like the company itself have paid for them.

Negative SEO, how to use it on your opponent

Purchase links, This means purchasing an already ranked link just for placing your content. This look easy way to get traffic but in fact it's a terrible trap. Google keeps report of every content on the link and their bot is intelligent enough to detect them as soon as encountered. As I said, this is a major no-no for Google and you will never be ranked again. Simply purchase them and redirect them to your opponents site. (Note: You can do this by placing the link on the home page, you wouldn't need name servers)

Writing reviews, Just write a whole lot a good about your opponent, preferably in Blogspot, Reddit or if the site have provided space for it, use it. It should be written giving 5-star rating just looking like the company have paid for it.

Staying protected from negative SEO:

Any form of defense might not work here, your choice is to stay offensive and concentrate on your SEO. Be less bothered and have high domain authority.

Session: Offensive and defensive tactics: Black traffic

Everyone here know about this. I don't think I need to explain except to add an edge. But as long as I know, these traffic does not help anymore because Google detect them and bring your ranking down. So be careful, You can use it on opponents if you wish. This might/not include traffic exchangers like Hitleap. Use proxies and bots instead. ReloadEvery addon could be a nice addition to your browser. (Available on Firefox, not sure about Chrome)

Traffic Exchangers

[Hitleap](#) - HitLeap is a free Traffic Exchange, delivering hits to any website, on-demand.

[AddMeFast](#) - AddMeFast is a network that will help you grow your social presence. Yes it's free.

[EasyHits4U](#) - 1:1 Traffic Exchange.

Bad domain naming practices Do not add Hyphens, I repeat do not add hyphens.

Hyphens act as scam indicator, more over people don't like names being split up. Just imagine if Facebook where Face-book.

No i's or e's coming together. It can cause a grate amount of typos leaving bad impression and it's far less memorable.

Last letter of one word should not be the first of the next one. It can cause typos too.

Don't use numbers, it kinda feel bad having numbers.

Use natural word order. Like "Hackforums" not "Forumhack". It's believed having unnatural word order improves search engine ranking. But it's not worth the name.

Conclusion

My guide is complete and I am re-quoting something I told in the beginning, "Patience is a tree whose roots are bitter, but fruits are sweet." . No matter what, you just have to wait. There is no need to follow this perfectly as nothing is perfect, just do completely what you was going to do. Just don't break your regular routine working on this.

Please note: I have not included any sort of advertisement like Google or Facebook ads. I'm focusing on organic search results without spending money or of the sort. It was a purposeful decision. I had this saved on drafts for 2 days already and I'm not sure I have missed something, I do think so. Please be alarmed about updates if you wish.

Questions/Suggesting improvements or additions? please post here.

Thanks for taking your time.

SoldierX - May 14, 2014, 10:33 am

Looks really good, but can you make it more detailed like how to achieve each and everything you mentioned above in a tutorial or some sort of the better explanation.

SIM-1884347 - May 14, 2014, 10:35 am

(May 14, 2014 10:33 AM)SoldierX Wrote: [CITE](#) Looks really good, but can you make it more detailed like how to achieve each and everything you mentioned above in a tutorial or some sort of the better explanation. I thought the topic would be too lengthy but your opinion is valued and I would be working on it tomorrow. Night now, thanks.

Lil W?yne - May 14, 2014, 12:59 pm

posting here to read this once I get home looks really good!

SIM-1884347 - May 15, 2014, 8:43 am

Updated.

I have update some particular section. I will keep this updating for any new tactics.

Updated Sessions:

Session: Getting traffic: Cautions - One more Caution

Session: Getting traffic: Back Links : Backlink checking tool

Session: Getting traffic: Bad Back Links : Finding Bad Backlinks

Session: Getting traffic: Getting Linked: Method Getting linked added

Session: Getting traffic: Broken link building tactic: Method added

Session: Offensive and defensive tactics: Negative SEO : Method to use Negative SEO on your opponent added.

Session: Offensive and defensive tactics: Black traffic : Added Traffic exchanges.

New! Session: Bad domain naming practices

Cawex - May 15, 2014, 10:29 am

Do you have a source about the hyphens? i would like to read abit for about how this affect, as i have alot of customers who has hyphens in the domain name, some with good and bad rankings.

Nice guide btw, really good for reading.

Rawwwrrr - May 15, 2014, 5:28 pm

Very nice post! Love the details you have provided.

SIM-1884347 - May 16, 2014, 2:07 am

(May 15, 2014 10:29 AM)Cawex Wrote: [\[CITE\]](#) Do you have a source about the hyphens? i would like to read abit for about how this affect, as i have alot of customers who has hyphens in the domain name, some with good and bad rankings.

Nice guide btw, really good for reading. Yes, it's true SEO has an effect over hyphens. People don't prefer them in any form in your domain name. As I told, majority thinks and takes them as scam indicator, more over people don't like having names split up.

You should warn your community about having Hyphens, By the way I don't think it would be much of an effect for the ranked ones but do consider warning those peeps having bad rankings or any new peeps about this.

<http://blog.silktide.com/2011/06/how-one-tiny-hyphen-destroyed-our-seo-efforts/>

See this, very well elaborated.

Thanks for the opinion and Glad I could help. (all)

i.o.o.i - May 16, 2014, 4:38 am

Great one. Nice guide. Thanks for the share.

Cawex - May 16, 2014, 5:46 am

(May 16, 2014 02:07 AM)aravindfu Wrote: [\[CITE\]](#) Yes, it's true SEO has an effect over hyphens. People don't prefer them in any form in your domain name. As I told, majority thinks and takes them as scam indicator, more over people don't like having names split up.

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<http://blog.silktide.com/2011/06/how-one-tiny-hyphen-destroyed-our-seo-efforts/>

See this, very well elaborated.

Thanks for the opinion and Glad I could help. (all) Thanks you very much, i'll start thinking more about hyphens for sure now, i've never really thoguht about it in anyway.

rockme12 - May 16, 2014, 10:08 am

The guide looks really good. The only part is the place you promoted negative SEO. I got hit with it before and it does not feel good. Took a lot of hard work to bring my site. Anyway it is just personal preference.

VRUMM - May 16, 2014, 10:10 am

You didn't even mention one of the most important things in SEO

SIM-1884347 - May 16, 2014, 10:26 am

(May 16, 2014 10:08 AM)rockme12 Wrote: [\[CITE\]](#) The guide looks really good. The only part is the place you promoted negative SEO. I got hit with it before and it does not feel good. Took a lot of hard work to bring my site. Anyway it is just personal preference.

Sorry, I don't intent to promote them, just a cover up for the guide.Good luck by the way):

(May 16, 2014 10:10 AM)Sh1eld Wrote: [\[CITE\]](#) You didn't even mention one of the most important things in SEO for google.

Meta tags/Keywords? or I'm not sure what you are talking about.There are many.But I cannot edit the topic anymore 1440 minutes time limit. ?

Thanks (all)

VRUMM - May 16, 2014, 11:07 am

OP

For a SEO tutorial yet nothing about social media?

Cawex - May 16, 2014, 12:55 pm

(May 16, 2014 11:07 AM)Sh1eld Wrote: [\[CITE\]](#) OP

For a SEO tutorial yet nothing about social media?

I'm not sure if this was something he put in after you wrote your post, but now he does mentions it:)

(May 14, 2014 09:40 AM)aravindfu Wrote: [\[CITE\]](#) Please note: I have not included any sort of advertisement like Google or Facebook ads.I'm focusing on organic search results without spending money or of the sort.It was a purposeful decision.I had this saved on drafts for 2 days already and I'm not sure I have missed something, I do think so.Please be alarmed about updates if you wish.

VRUMM - May 16, 2014, 1:03 pm

(May 16, 2014 12:55 PM)Cawex Wrote: [\[CITE\]](#) I'm not sure if this was something he put in after you wrote your post, but now he does mentions it:)Lol

you do not need to spend money for social metric improvement.

SIM-1884347 - May 16, 2014, 10:20 pm

(May 16, 2014 11:07 AM)Sh1eld Wrote: [\[CITE\]](#) OP

For a SEO tutorial yet nothing about social media?

Sh1eld, everyone knows about sharing in FB (or making FB page) or twitter. It's found almost everywhere.I don't want users to be bored reading it again and again the same thing they came across several different sites.I found it useless to post something that is too known.

Besides, I did say this.

(May 14, 2014 09:40 AM)aravindfu Wrote: [\[CITE\]](#) Session: Getting traffic: Promote
Promote your users to promote your website, offer something for each share like an integrated credits system.This is powerful tactic if used it to maximum potential.A 1000 shares can bring you around 2000 to 3000 visits minimum.Thanks anyway):

OhMyQuad - May 16, 2014, 10:21 pm

<https://www.youtube.com/user/GoogleWebmasterHelp>

Something it's probably worth including if you have any queries about anything if Google will penalise you.

SIM-1884347 - May 18, 2014, 8:52 am

(May 16, 2014 10:21 PM)OhMyQuad Wrote: [\[CITE\]](#)

<https://www.youtube.com/user/GoogleWebmasterHelp>

Something it's probably worth including if you have any queries about anything if Google will

penalise you.

Currently I have 1440 time limit which is obstructing me from editing the topic. But nice share after all. thanks.

0xDivision - May 18, 2014, 9:01 am

like this guide, thanks for shareing man:~)

C??sH ??e???d? - June 13, 2014, 1:09 pm

I'm calling your bluff on Bad domain naming practices, as well as your source for this.

I've used hyphens in my domains for affiliate programs and they do great and always rank above the fold page 1 on Google.

Although I could agree hyphens might look fishy to a user.

SIM-1241186 - June 14, 2014, 7:25 am

Interesting read, a couple of these methods are pretty devious and I could see them working if executed properly.

You managed to keep me here through the whole tutorial without navigating away.

I'd say job well done.

ThaCookey - June 14, 2014, 9:45 am

Very nice post

This is really good for someone starting from nothing :)

Very well explained