



White Hat SEO vs. Black Hat SEO

White Hat SEO

SEO is an acronym for Search Engine Optimization. White hat implies that the company uses best practice methods to achieve high search engine rankings.

White Hat SEO companies comply with search engine guidelines. The methods yield better results in the long run and efforts are steady and ongoing.

White Hat SEO companies take the time to research, analyze and subsequently re-write meta tags, content and may offer a slight redesign of the website and page names.

Black Hat SEO

Black Hat methods tend to achieve rankings quickly, but are not long-lasting. The methods used by Black Hat SEO companies go against current search engine guidelines.

Black Hat Companies will make promises such as “We guarantee #1 ranking on Google!” Black Hat SEO can get your site banned, so watch out!

How can you avoid working with Black Hat SEO companies?

Here are a few tips:

- 1.If they promise you #1 search engine ranking, don't walk—RUN away! Not even Google itself can guarantee a ranking position!
- 2.Did the SEO Company contact you? If so, you should question that, in and of itself, since most reputable SEO Companies are too busy to query website owners for SEO work.
- 3.Ask someone to refer a good SEO company locally, or interview a company you find on the internet and find out how they operate. Research. Don't trust blindly.
- 4.If you don't know HTML, you can ask someone you know who has experience with HTML to view the source codes on websites that the SEO company has optimized.
- 5.If you find tiny text, invisible text or you notice that the page background is the same color as the font, then you stand the chance of having your page banned from Google Search.
- 6.Get References!
- 7.If you get stuck and you need a consultation, contact us. We offer complimentary 15 minute consultations on web design and search engine optimization.