

Avoid Falling Prey to Inappropriate SEO Practices

Learn how to protect yourself from [Search Engine Optimization](#) Scams and other Unethical SEO Practices. Knowing what to look out for and how to avoid being taken advantage of, can save you a world of hassle and grief later on! All it takes is to spend a moment and learn the basics about what's involved with Real, Honest SEO!

Black Hat SEO Techniques

As the old saying goes "if it sounds too good to be true it probably is!" This is especially true when it comes to Search Engine Optimization because people often unknowingly ask to be taken advantage of. The most common reason for this is that people want "First Page Placement" without having to do any work to get there naturally.

Disreputable providers often prey on these unsuspecting people without them even knowing they are being preyed on. It's also fairly common for the people being preyed upon to recommend others use the same service. This is because they ended up receiving exactly what they asked for – First Page Placement!

Unfortunately the only way this is normally possible is through the use of Black Hat SEO techniques. This is an umbrella term which refers to any SEO technique that the Search Engines have expressly forbidden. All of which are forbidden because they allow people to get results which they have not earned. While this may not seem like a bad thing, the penalty for using Black Hat SEO can be very severe.

In most cases when the Search Engines discover someone using Black Hat SEO techniques they will simply drop them in the Search Rankings. This is done to "balance out" any benefit they may have gotten. In other cases the Search Engines will simply delete the offending website from their databases altogether. When that happens it becomes impossible to even show up on the Search Results anywhere!

[Learn more about Black Hat SEO – Click here!](#)

Disreputable SEO Services

When it comes to Search Engine Optimization there is no such thing as a one-size-fits-all approach. Each individual website, situation, and need comes with its own unique requirements. This means that it is nearly impossible to offer standardised SEO services

of any kind. There are times when a package deal may be appropriate, however, it needs to be organized and designed individually first. This also means that you should never trust an SEO with any kind of pre-set package deals.

For a reputable SEO to get an idea of what needs to be done with your website they need to first have a look at what's already there to work with. This only takes a moment and can be done entirely online, so it should also never cost you anything for an SEO to do this. If the SEO isn't interested in having a look at what they have to work with, it means they are not going to offer something of benefit to you. Most likely they will offer you a pre-set package while making you feel it's a custom package.

[To learn more about how to Identify Quality SEO – click here!](#)

Scam SEO Problem

Unfortunately, because getting Top Placement on the Search Engines has become a big money business, it attracts many unsavoury types. People who will use whatever techniques needed to give you results fast – so they can take their money and run before your website gets deleted from the Search Engines databases.

There are many people who also want to cash in on their share of the market, but have no idea of the actual skills needed to get real SEO results. These are people who offer the use of "Proprietary Technology" or "SEO Service Packages" to make their services seem "more than they actually are". It's the hope of these scammers that the people coming to them won't know anything about SEO and can be easily manipulated.

What makes this so very complex and complicated is that many of the people offering scam tactics can have great reputations, long histories, and great referrals. One of the reasons for this is that Search Engines change how they do things all the time. It can be that the SEO providers have simply lost touch with the current requirements and are offering scam services unknowingly. Since SEO is an ever-changing field, that is no excuse and should be treated the same as anyone else offering a scam – they should be avoided at all costs!

[Learn more about the Scam SEO Problem – Click here!](#)

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