

"Are You Asking Google To Penalize Or Ban Your Website?"

It's a simple question... Are you asking Google to penalize your website?

I'm sure you're probably thinking; Well, of course not! Yet daily I see new people complaining in search engine optimization forums that their websites have been banned by Google and they "have no idea why".

These people claim they've done nothing wrong and are absolutely clueless as to why their site is no longer in Google. The purpose of this lesson is to teach you one **VERY** important thing.

What NOT to do when optimizing your onpage ranking factors

How do you know if you've been banned?

First let me show you how to see if you're clearly banned by Google. Often times people think they've been banned, when in reality they've just dropped in ranking and can't find their website.

There are a couple of things you can do.

1. Check Google's search results.
2. View the Google toolbar.

Check Google's search results.

Go to Google and enter your entire URL into Google's search box. In this example we'll use a made up name. (www.jkhljkhkj.com). On a side note, I tried www.somerandomdomain.com and www.fakedomainname.com and both were already taken.

I guess some people just don't have enough time on their hands :-)

Anyway, we'll go to Google and enter our entire URL and click "search"
<http://www.jkhljkhkj.com>



Tip: Save time by hitting the return key instead of clicking on "search"

Sorry, no information is available for the URL **www.jkhljkhkj.com**

- If the URL is valid, try visiting that web page by clicking on the following lir
- Find web pages [from the site](#) www.jkhljkhkj.com
- Find web pages that [contain the term](#) "www.jkhljkhkj.com"

Notice that Google says there is no information available for this URL? This means that the URL is no longer in Google's database.

If you enter a brand new website into Google, you'll always get this message until the website has been indexed. But, in this case, our website has been banned by Google for some reason.

Another way you can quickly see if your website has been banned is by:

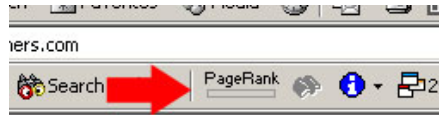
View the Google Toolbar.

Downloading the Google Toolbar here: <http://toolbar.google.com>

Once it's installed, simply visit your website. If the Google toolbar is completely gray, this

means you have been banned by Google.

Banned:



* Note: Most SEOs call this "gray barred".

Not Banned:



Ok, so now we know how to tell if our website has been banned.

What can cause your website to get banned?

There are many onpage ranking factors AND offpage ranking factors that can cause Google to ban your website. **Today, we'll focus on only the onpage things that can cause your site to get banned.**

Before I begin, I want you to know that many websites still get away with doing some of these things. They **DO NOT** help your rankings and are simply a waste of time, so don't try them. Sooner or later Google will catch up to these websites and will remove them.

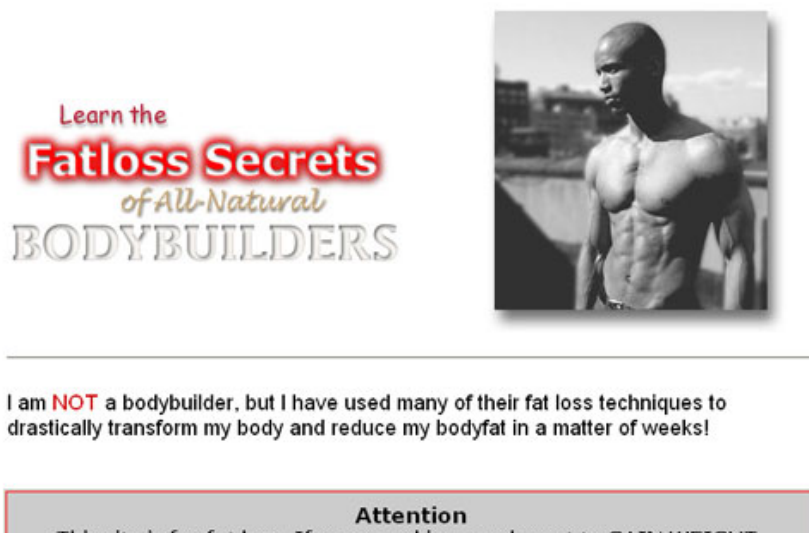
It's just not worth the risk, when doing them doesn't help your ranking to begin with.

Hidden Text

Hidden Text is simply text that users can't see when they visit your webpage. Some webmasters will do this so that they can add keywords throughout their webpage without it interfering with what the visitors actually see. Yet, the search engines can still see hidden text.

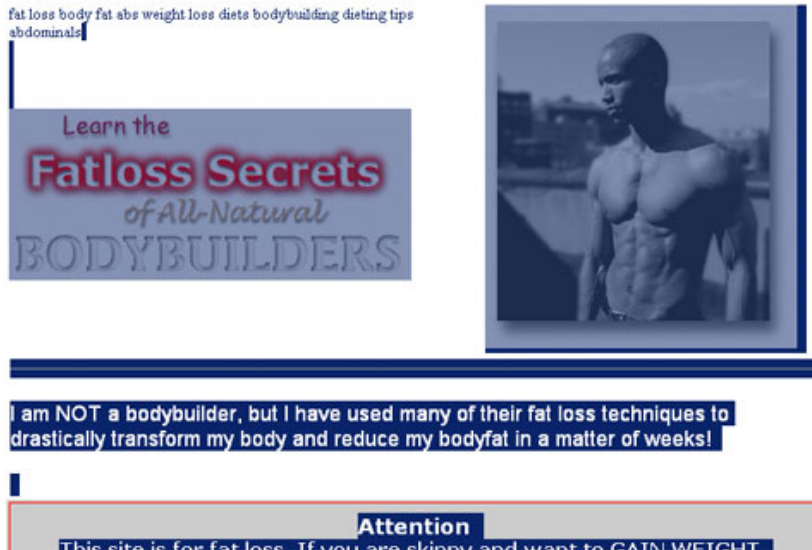
For example, let's say you have a white background on your website. If you wanted to hide text, you would simply make the color of your text white (#FFFFFF) and users couldn't see it.

I did a quick search in Google and quickly found an example of a website using hidden text. Have a look below:

A screenshot of a website. The main content area features the text "Learn the Fatloss Secrets of All-Natural BODYBUILDERS" in a stylized font. Below this, there is a paragraph: "I am NOT a bodybuilder, but I have used many of their fat loss techniques to drastically transform my body and reduce my bodyfat in a matter of weeks!". To the right of the text is a black and white photograph of a muscular man. At the bottom of the page, there is a red-bordered box containing the text "Attention This site is for fat loss. If you are skinny and want to GAIN WEIGHT".

At first glance, you're probably wondering where the hidden text is...

Let me show you. I went to the website and clicked "ctrl + a" on my keyboard. This will highlight the entire webpage as shown below:



Now we can clearly see the hidden text at the very top left side of their website that says "fat loss body fat abs weight loss diets bodybuilding dieting tips abdominals"

These are keywords that they want to rank well for and want the search engines to see when they first visit their website. Yet, they don't want their visitors to see this text. So, they've made the text white, to blend in with the background.

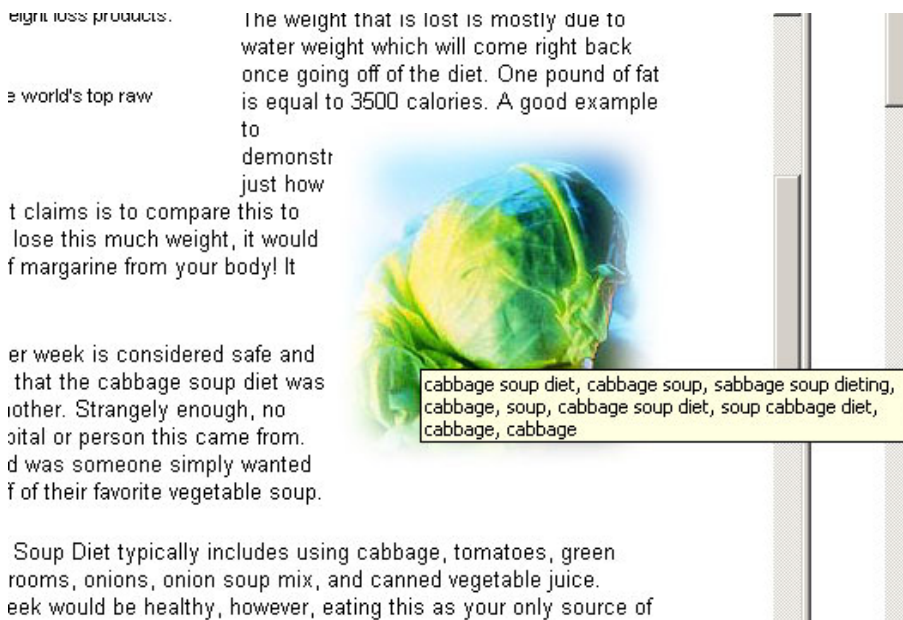
If you go to Google and enter "fat loss", they actually rank #1, but it's definitely NOT for this reason. They rank well because of their excellent onpage ranking factors, which I've taught you in previous lessons.

If they were to remove this hidden text, they would continue to rank #1 and would not have the potential of getting banned by Google.

Alt image tag spamming

This is another way that people will try to cram keywords into their website, allowing search engines to see their keywords, but not allowing visitors to notice any difference in their website.

The following is a website that wanted to rank well for "cabbage soup diet". What they've done is inserted a graphic of a cabbage. They've then added an alt image tag to the graphic. When a visitor visits the website, hovers their mouse over the cabbage soup graphic, a little popup will appear.



Notice how many times they've repeated the word "cabbage soup" and "cabbage"? Way too many! It serves no purpose other than to cram as many keywords as possible into their webpage.

The **real purpose** of an alt image tag is if a user visits your website and the graphic will not load, or is disabled by their web browser, text will appear instead of the graphic. This is often used for blind people.

Alt image spamming is something you want to stay clear of. Using alt image tags are good, but you can overdo it as you can see above. A good alt image tag in this case would simply be: cabbage soup diet graphic

Meta Tag Stuffing

What I'm referring to here is when people throw in thousands of the same exact keyword into their meta tags.

For example, the following website is trying to rank well for "tents". `<META NAME="KEYWORDS" CONTENT="tents, TENTS, Tents, tents tents tent supplies, tents, tents tent, tent, Tent, TENTS, tents, Tents, tents, TENTS, Tents, tents tents tent supplies, tents, tents tent, tent, Tent, TENTS, tents, Tents,tents, TENTS, Tents, tents tents tent supplies, tents, tents tent, tent, Tent, TENTS, tents, Tents,tents, TENTS, Tents, tents tents tent supplies, tents, tents tent, tent, Tent, TENTS, tents, Tents tents tents tent supplies, tents, tents tent, tent, Tent, TENTS, tents, Tents tents, TENTS, Tents, tents tents tent supplies, tents, tents tent, tent, Tent, TENTS, tents, Tents">`

This is obviously ridiculous. Google doesn't use Meta Tags when ranking websites.

Google WILL penalize it, but it WILL NOT help you... so, why would anyone do something like this?

Stay away from it.

Title Tag Stuffing

The title is what appears in the top left hand corner of your webpage. Below is an example of Title Tag Stuffing.



Don't do it... You only need to include your keyword(s) one time in your title tag.

Any more than 1 time will only dilute the effect, and if you overdo it as shown above, you may get banned.

Those are just a few of the things that people are continuing to do online. These things **WILL** eventually get

your website banned and **WILL NOT** help you rank well. It's just a waste of time and effort, plus just plain ignorant to waste your time on something that doesn't work and will get your website banned from the search engines.

In the next lesson I'm going to show you some of the offpage optimization techniques that you should steer clear of. Many of which are **things that over 50% of the websites online are currently doing and are dropping out of Google by the handful**. So, stay tuned for the next lesson. You just may be doing something you shouldn't be!

The next lesson is titled:

"Don't Get Your Website Banned... By Accident!"

All the best,

A handwritten signature in black ink, appearing to read 'Brad Callen', with a stylized flourish at the end.

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