

Serving up False Content

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Many extra smart webmasters serve different content to the search engines and users. This practice is called cloaking and is not only frowned upon but penalized by search engines like Google and the website can be removed from Google's index. In plain words this is cheating.

Cloaking can take several forms:

The URL
provided to the search engine is different from that provided to the user

Serving HTML
text to search engines while Flash content to users

Serving
content which can be read by search engines but cannot be read by users

Very often a site is designed with a lot of visual content consisting of Flash images, and other gif images. Some of it may not be visible to users as well. Provide alt tag to all this visual content. Don't go in for cloaking and provide different information to the search engines. It could result in your site being removed from the index of search engine. Taking recovery action would be much harder then.

JavaScript

The use or rather misuse of JavaScript has acquired large proportions. One of the most popular forms has been the insertion of an embedded link within the JavaScript. Google and other search engines spiders are unable to follow embedded links while users are redirected. So while the search engine goes on to the original page the user wanders of elsewhere. Detection of this is sure to earn the penalty of being removed from the engine index.

Use of JavaScript by itself is not the problem, it is the misuse of it which is the problem. Also there are some browsers which are unable to accept JavaScript so the best solution would be to keep your redirect links outside the JavaScript.

Doorway pages are another problem. These are pages optimized for certain keywords and generally take the user to some pre-assigned destination. Often they are placed across different domains and redirect the user elsewhere. This also is frowned upon by search engines and the site can be penalized by being removed from the index.

Remember all is not lost if your site is removed from the search engine index. You have to contact them once you set right your website and ask for it to be re-indexed once more.