

# What It Is And How It Can Help Your Business

If you've been looking into SEO techniques you may have seen the terms "white hat SEO" or "black hat SEO". It is important to know the difference between the two. One can raise your rankings in Google while the other can get you de-indexed pretty quickly.

## White hat SEO

White hat SEO can be viewed as a series of activities that are done ethically to help with the optimization for search engines. By using these techniques a website is able to raise its rankings in the search engines.

Some of these activities include link building, social bookmarking, video marketing and on-page optimization. Social bookmarking involves becoming active on social sites and leaving a backlink to your site on them. Video marketing means taking videos and sending them to different websites that display videos. This also sends a link back to your site.

On page optimization gets your website recognized and appreciated by Google. Your content will be analyzed along with your headers, internal linking and keywords. Your website needs to have everything in place so that it has the potential to rank on the first page once your linking methods have been done.

Backlinking campaigns are one of the primary tools used in white hat services. Your site needs a lot of links leading back to it from other websites. The websites that are giving you a link need to be high quality sites that are also appreciated by Google. It is one of the main methods that Google uses to measure the worthiness of your site. Google figures that if other high-ranking sites are linking back to your website you must have quality content on it.

There is a process that needs to be followed in order to do white hat SEO. If you get backlinks too quickly, Google won't think they are natural and may penalize your site for them. Also, if you get links back to your site from questionable websites, Google won't like it. This backlinking needs to be done a certain way to make sure that your site ends up ranking high in the search engines.

Black hat SEO refers to unethical practices that are against a search engine's terms of service. When SEO is done this way it is almost guaranteed that the site will get de-indexed by Google sooner or later. Some people try this type of SEO but all of them live to regret it later.

The reason why a lot of people try to use black hat services is white hat involves a lot of work and dedication. This is exactly what Google is looking for in a website. When you can provide that, you have an excellent chance of getting the top ranking in Google for your keyword.

When you need SEO services the only type to look for is white hat SEO. This is the only kind of surface that will guarantee you high rankings on a long-term basis.