Discernment of Search Engine Spamming and Counter Measure for It

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Abstract

In today’s world everyone is glancing for online information through search engine. As there are lots of providers for information searched by the user, and it is not possible to display all the information on the first page of search engine. In current scenario website owners uses SEO(search engine optimization) techniques to be on first page of search engine result. But there are some owners who approach illegal techniques to gain high ranking for their website which is known as Spamdexing or search engine spamming. Spamdexing is a black hat SEO technique in which spammers spoofs the user to a web page which is not high ranked by the search engine in order to earn more profit or degrade the efficiency of search engine. This paper presents taxonomy of current Black Hat SEO techniques through which a web spammer gains high rank for his web pages & also the counter measures to overcome these spammed result.

References
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Index Terms

Computer Science Information Sciences

Keywords

Search Engine, SEO, Black hat SEO, Search engine Spamming, cloaking, page ranking algorithm, Spamdexing, Countermeasure against spamming.