

Is your website the latest victim of Gray-Hat SEO?

While most of us have heard about the “White Hat SEO” and “Black Hat SEO”, the SEO industry is gearing up to face another reality today i.e. the “Gray Hat SEO”. Yes! For the beginners, while “White Hat SEO” is considered to be the technique approved or backed by major Search Engines “Black Hat SEO” is considered to be techniques not approved or techniques used to misguide Search Engines as well as the visitors. Another major difference, which we believe, led to the discovery of “Grey Hat SEO” practices is, while “White Hat SEO” practices are backed to the hilt by the Search Engines “Black Hat SEO” practices are banned/disapproved by the major Search Engines. “Gray Hat SEO” techniques are which, as the name suggests, has got shades of Black and is to be still reviewed by the Search Engines.

Considering the previous track record of the major Search Engines, it is only matter of time before the “Grey Hat SEO” practices are banned and this time they are expected to come very hard at the websites implementing such techniques. The websites employing “Grey Hat SEO” techniques are expected to be banned for life, if not for a minimum of 6 months.

The competition in the SEO industry today is so intense, that most of the SEO service providers are either using the “Black Hat” or the Grey Hat’ techniques to satisfy the website owner and also to gain unfair advantage from the competition. Now, the big questions are, are the website owners supposed to know the nitty-gritty of the SEO techniques? AND do the websites owners have so much time to know about the latest techniques in the SEO industry?

The answer for both is a astounding “NO”. Now, how can the website owners be assured that their website is in the safe hands and don’t need to look over their shoulders as to when their website is going to be banned from Google or Yahoo or MSN?? Just probe and find out if

1. Your Search Engine Optimization Company transparent...are they able to tell you their strategies to beat the competition.
2. From how many years your SEO Company is in business? The longer the better.
3. How many SEO specialists does your SEO service provider employ currently? The more the better.
4. What techniques your SEO company is using to get back links because using techniques like Spam dexing, doorway pages, black hat/grey hat techniques, unfair means to garner the links etc. would result in your website getting banned for life or for a minimum of 6 months.
5. Are you able to monitor the progress your website making on a daily/weekly/monthly basis. In other words is your SEO Company providing you regular reports or even better Real Time Tracking facility?

About the Author

We help in creating a quality image for your site and establishing itself well over the Internet. Contact us at <http://www.auroin.com> to know more about [SEO Company India](#) services and packages.

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