



## **Google Says to Avoid the Following Techniques—Or Else**

1. Creating pages with little or no original content.
2. Participating in link schemes.
3. Sneaky redirects.
4. Hidden text or links.
5. Scraped (copied) content.
6. Participating in affiliate programs without adding sufficient value.
7. Loading pages with irrelevant keywords.
8. Don't deceive your users.
9. Avoid tricks intended to improve search engine rankings. Ask, "Does this help my users?"

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