

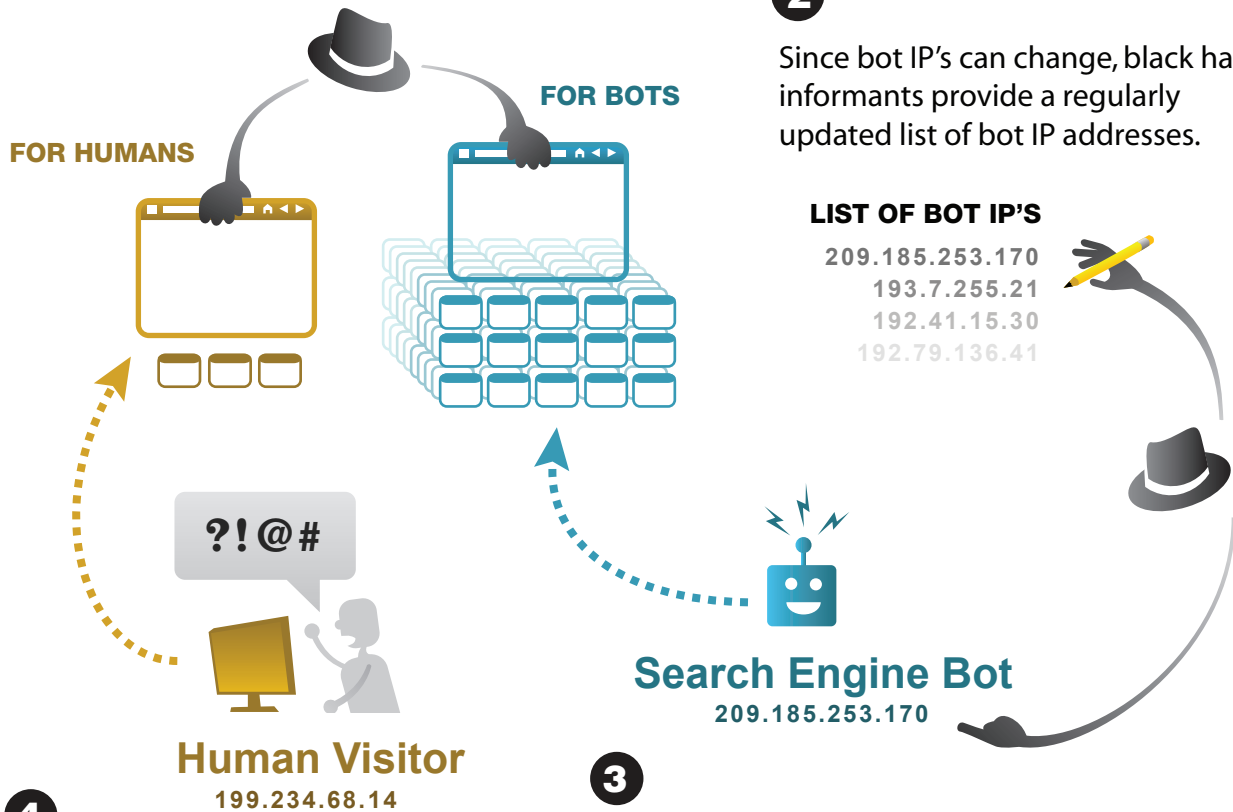
Black Hat Cloaking Explained

1

Sites engaged in black hat SEO prepare two sets of content, one targeted for bots and the other targeted for human visitors. Bots are identified by their IP address.

2

Since bot IP's can change, black hat informants provide a regularly updated list of bot IP addresses.



4

Human visitors often won't find the best information despite the site's high rankings.

3

Bots are served abundant fabricated content packed with targeted keywords. This false information boosts rankings.