

WHITE HAT
MARKETING



BLACK HAT
MARKETING

SOCIAL MEDIA



VS



WHITE HAT

BLACK HAT



Quality Ads



Buying Page Likes and Engagement



5:1 Ratio of Relational Posts to Sales Posts



Having Every Post be a Sales Post



Responding to Comments



Spammy Ads



Inviting People Who Have Liked Posts to Like the Page



Using Fake Profiles



Running Contests/ Give-A-Ways to Gain Interaction



Playing into "Follows for Follows" Ploys



Original and Creative Content



Plagiarized Content

SEO



VS



WHITE HAT

BLACK HAT



Creating Quality Content with End User in Mind



Spammy Backlinks (Bought Backlinks)



Creating an Attractive Site



Keyword Stuffing



Ensuring Navigation is User-Friendly



Hidden Content



Having Quality Back Links such as Social Media, Directories, or Other Quality Referrals



Excessively Long Title Tags



Decrease Website Load Time



Using Bots for Pageviews



Titling and Tagging Photos



Copying Content from Another Website

ADWORDS



WHITE HAT

VS



BLACK HAT



Increasing Quality Scores



Buying Search Terms for their Traffic, Not for Their Relevance



Well Written/
Well-Designed Ads



Copied and Pasted Ad Content



Using Relevant Keywords



Buying Competitors Names

CONNECT
WITH US
ONLINE

f t p @ y in



CONTACT US FOR YOUR **FREE CONSULTATION** AND TO CLAIM YOUR FIRST

\$100 IN ONLINE ADS*

FOR FREE!

*Facebook Ads or Google Adwords

