

Hidden Black Hat Link Building Tactics

1. Paying for Links Disguised as "Sponsored Posts"

It's not uncommon to come across offers where websites promise a do-follow link in exchange for payment. The owners of these sites typically wrap these up as "sponsored posts," but they're really just selling links without proper disclosure.



2. Excessive Guest Posting for Links Alone

Guest posting can still be a white hat tactic if you focus on creating genuine value for the host site's audience. But if you churn out as many guest posts as possible just to insert backlinks to your site, you're sliding into gray and potentially black hat territory.

3. Comment Spam

Some blogs allow anyone on the internet to comment on them, and those comments are published on their blog. Technically, if you, as an anonymous commenter, leave a comment with your own link on another blog, that would count as a backlink.

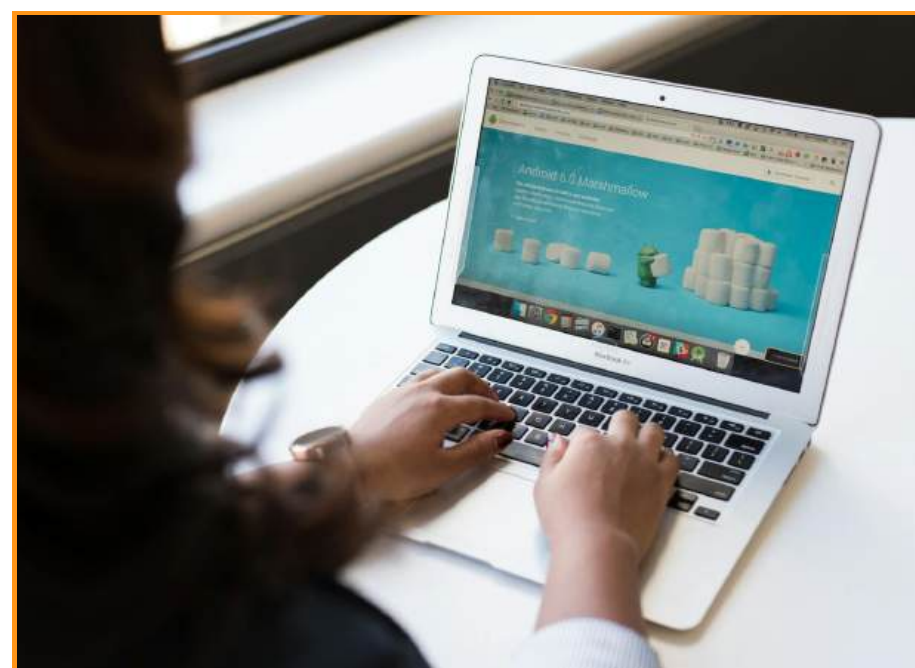


4. Using Private Blog Networks (PBNs)

PBNs work by creating the illusion of authority through multiple websites linking back to your main site. But the content on these sites is usually low-quality, recycled, or barely relevant to your actual business, which makes the whole setup look unnatural.

5. Abusing Press Releases for Links

Press releases can be useful when you actually have real news to share, like launching a new product or reaching a big milestone. But when you're creating fake announcements just to get links, that's crossing the line. Google has made it clear that they don't want press release links to boost your search rankings.



6. Sitewide Footer or Sidebar Links

Google considers sitewide links manipulative if they're clearly not editorial and appear across hundreds of pages. Make sure any credit links you include use simple company names and appear on just one page of your site.

7. Using Automated Tools to Build Links

In the early days of SEO, tools that automated link submissions to directories, blogs, or bookmarking sites were common. Today, these tools clearly violate Google's policies. If your strategy involves submitting your website to dozens of low-quality directories in minutes, you'll likely face a penalty in the form of deranking or complete removal from search results.



8. So, What Should You Do Instead?

If you're struggling to develop a white hat link-building strategy on your own, you can get in touch with an SEO agency that offers both on-page and off-page SEO services. They can help you build legitimate links that strengthen your search rankings without putting your site at risk of penalties.