Before I go into this technique used by many top notch marketers I must tell you this is 100% BlackHat! If you are new to internet marketing BlackHat is a term used to mean that the method is Unetical and Whitehat means everything is done totally above board and to the book.

Personally I wouldn't use the method I'm about to describe as the search engines most definely frown on this and if caught you will get your site banned. So yes this is very risky. But also very profitable.

I'm telling you about this method because at some point someone will tell you about this or create a software product that uses this technique and I want you to be well educated enough to make your own decision as to use it or not.

The Search Engine Stealth Technology is a method called cloaking where you create content pages specifically for the search engines. They don't even have to make much sense as long as the sentences are keyword rich and follows all the rules of SEO (meta keywords, meta description, heading tags ect..).

These pages are not designed for human viewing and in a moment I will tell you how we keep humans from seeing them.

Search engine spiders come to your site to see what content you have and this is how you get good page placement and rankings. Sites with good quality unique content and lots of high ranking incoming links will always end up in the top of the search engine search results.

These spiders come in and they actually tell you who they are. So with software you can tell the difference between a spider and a human user.

With that said when a spider comes to your site you show him all your search engine created pages full of just what the spiders want to see keyword rich pages, however when a web surfer comes to your page you show him your main site page.

The reason you would want to do this is that we like to talk to our potential customers in our own words not some page filled with keywords to make the spiders happy. Also since all your SEO pages are only shown to the spiders humans can't steal your keywords.

Now there are two ways this can be done. The first is to look at the name that is given when the spider comes to your site. And if its a spider show them the good stuff. The second is to use IP adresses of the spiders. This method is better because the search engines can find you easier with the first method as all they have to do is change the name they are coming in as.

Usually a human tester from the search engine is the way that you would get caught using this method. Once a spider reveals your site as a cloaked site. This is usually way after your site has been positioned high in the results.

KloakIt is one such software product that does this search engine cloaking.

You don't want to put your main site at risk of being banned. And if caught they usually ban the site and the domain. So blackhat marketers use dispoable domains and put the software on that page and then redirect to your main page this way only your disposable domain will get banned and then you start over.

Well thats it…

Again this was just to give you the knowledge of the technique and I'm NOT recommending you use it.