



# A New Methodology for Search Engine Optimization without getting Sandboxed

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**ABSTRACT** — This *research work implies a new methodology of Search Engine Optimization (SEO) without getting sandboxed by search engines like Google, Bing and other. In the past, the algorithm was based on the quantity of back links that a site has. This process involves in implementing safe link building techniques with link velocity as its key without compromising the on page optimization. The latest algorithmic updates are taken in to consideration and the strategy is developed to rank for a keyword. By implementing this method, any organization can take advantage of the traffic from the search engines and have a good online presence. This paper is done based on the basic guidelines recommended by all the search engines for proper indexing without sandboxing. Hence even in the future; this method will not hinder the online progress of any business.*

**Keywords:** SEO, sandbox, link wheel.

## I. INTRODUCTION

In our work, we have sketched a strategy by which the back links of a site can be built gradually. This is done to build reputation of the site by linking from the websites from high Page rank (PR), so that the site does not get sand boxed by the search engines. All forms of back linking are done so that there is a diversification in the link structure. We propose a massive link wheel structure which includes forum profiles such as “high page rank sites & forums, video and images, web 2.0 sites”, bookmarks in “social networks, press releases, article submission”, log interfacing through “guest, post, statistical sites, government and educational sites”. This process is based on the recent Google Algorithmic update like Penguin and Panda which stresses on building site for the users rather than for the Search Engines (SE) and the activities about the site on the Social Networking sites as only high quality site And content tend to get recommended in social media. In this paper, we have recommended that this process is to be done in not more than 4 weeks so that the link velocity is kept in mind. The link velocity is maintained so that the quality sites linking looks natural and white hat to the Search Engines (SEs).

## II. SEARCH ENGINE OPTIMIZATION

Search engine optimization can be referred to as addition and modification of all variables and extended variables of a website to achieve a better position in the search engines. The variables implies to META tags and content. And the extended variables implies to links from other sites. This optimization is done in stages. Search engine optimization is not simple. It is more about strategy, method and structure. It can be also considered as a form of engineering. SEO services may be an expensive advertising avenue but the reward is greater .SEO services will increase website sales, traffic, and exposure of a website.

## III. REVIEW OF THE PREVIOUS WORK

Search Engine Optimization is one field where to attain results, we need to get updated with the algorithms if the Search Engines which changes from time to time. This in turn mean that the strategy that is followed some years back are now out dated and may look as spam to the crawlers. In my paper, we have stressed on following the basic recommendations and building links with different anchor

texts from all link like article submissions, forum links, web 2.0 sites, blog commenting etc for diversity in link structure.

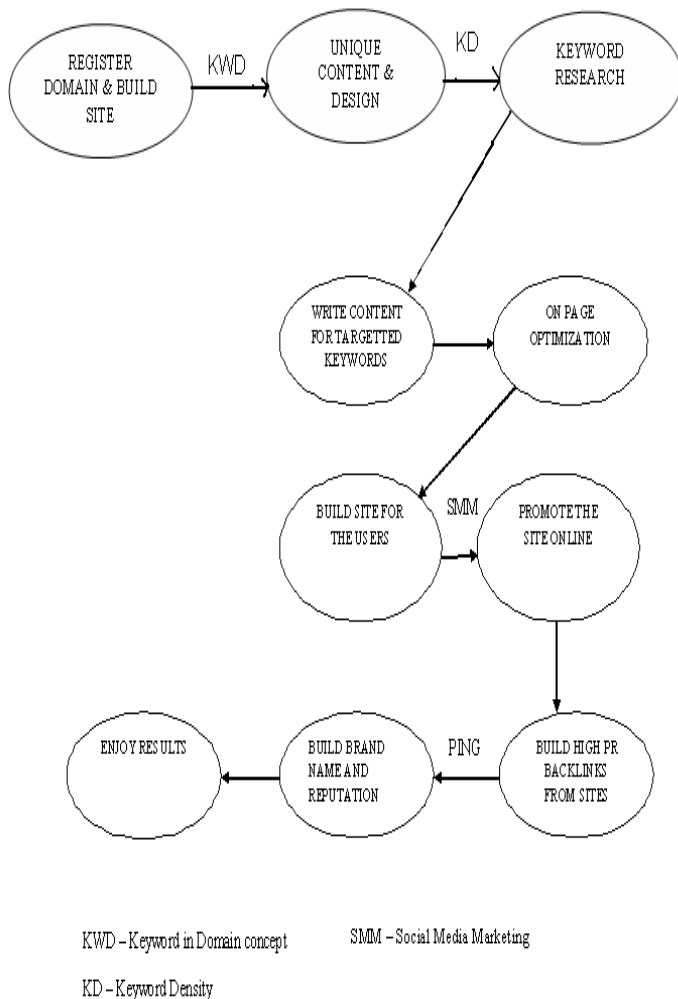


Figure1  
Flowchart for creating a optimized website

#### IV MOTIVATION

We have cited the huge potential in the field of SEO. The online marketing and its demands have grown many folds compared to the past. In the future, this is going to bloom. Hence, a standardized method is necessary to survive the hurdles in this field. The scope of internet marketing ranges from that of retail shops in a small locality to that of the business that has scope throughout the world. Using this standardized model we can create intensive search engine optimization. It can be learned and implemented by a individual themselves.

#### IV. MASSIVE LINK STRUCTURE TO AVOID SANDBOXING AND RANK FOR KEYWORDS

Given below are the elements that constitute the massive link wheel. Figure2 represents the structure of the link wheel.

##### A. Unique content

Content Is King. The more unique the content is, the search engines crawler visit your site more often and indexes the content. The website gains authority and chances of appearing in the SERPs increases. Unique content is more likely to get shared in social media. The recent Google Algorithmic update looks for social signals. The chances that the user re-visits your website increases when he cites quality content.

##### B. Web 2.0 sites

Web 2.0 sites are nothing but the sites which allows us to create blogs and to share them. Set up free blogs on sites like Xanga.com, Blogger.com or WordPress.com. Manually submit the spun promo article with different TITLES to high PR sites. The key is to EMBED the YouTube videos. Use two links in the web 2.0 with one pointing to the money site and the other to one a random page.

##### C. Forum Profiles

It is another method that is to be considered. There are huge link juices in the do-follow forum profiles. This can be done in favour of the money site by spending some valuable time in penning the intro posts and links in the footer pointing to the money site. Here, manual forum posting has more authority than automated ones.

##### D. Social networks (Facebook, Twitter, etc)

Social media optimization (abbreviated as SMO) refers to the use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event. Use of facebook (likes, shares), twitter (tweets, re tweet) and other social networking sites are useful in creating social signals that are mentioned in the recent Google algorithmic update. Clones of famous social sites with do follow links can be used produce an online presence when auto post links are enabled.

##### E. Press releases

News sites are fonder of free content. In order to get your release picked up by the maximum number of news sites, make sure you use at least 3 images, make sure your content is over 1000 words long, do not post more than 2 outbound links, and break up your content into 150 word blocks. DO NOT use exact match anchors on press releases.

##### F. .GOV and .EDU links

Google considers these sites to be of high importance, which is why they give off so much weight and have extremely

high Page Rank. In a nutshell, getting several “.gov” and “.edu” back links will contribute to your Page Rank tremendously, more than just a regular link, or PR6 link for that matter.

### G. Blog Commenting

Blog commenting is the best way of getting natural back links to the site by posting relevant content or valuable suggestions in the comments as these comments tend to get approved by the authors of sites with high PR. Ten manual comments are fast better than 100 automated comments.

### H. Video, Images and PPT

A PDF and Power Point presentation of the article is made and a link is made so that every page of the PDF or ppt points to the money site and to a random page in the website. Upload both PowerPoint and PDF to SlideShare and Scribd. Use URL of the money site in description and add some text (DIFFERENT for each file). Make videos of the articles and few promo videos stating the purpose of the website.

### I. WIKI sites

This is a method that still works with automated tools.

### J. Guest posts

In exchange for quality content, you can get free links. Real and blogs are in need of quality articles to their site. When you write a quality article, there are always better offers for your content. This is an EXTREMELY safe method of link building. Although it takes time for enjoying these benefits, the results are quality links.

### K. Social Bookmarks

The one of the easiest way of getting a back link is Social Bookmarking where URL, descriptions, tags and titles can be included. This is used to increase social signals, to make the content easy to share and to drive traffic to money site from targeted audience for ROI.

### L. Article Submission:

This refers to writing a relevant article about your business and submits it on the article directories and includes a link or two pointing to the money site. Article should be unique keyword optimized one with around 500-700 word and sub headings, bullets etc.

### M. High Page Rank back links

This refers to getting links from high authority pages that are reputed with huge domain age, high SEO features and PageRank.

### N. Domain with age or keyword in it

There are thousands of websites expiring each day. Using a few automate software, find the domains that has expired and have natural links from other sites in your niche. Many of these sites are old and have authority, even with high PRs. Register the domain and post some relevant content in it. Wait for a few days and create 301 re directs or outbound links to the money site.

### O. Get links from Scrapers and Content Thieves

Tynt.com is a service that lets you get back links from scrapers and copy & Pasters. Check out their site, you won't be disappointed.

### P. Anchor texts

65% Keywords, 10% Click here 5% Read more, 10% Source and 1

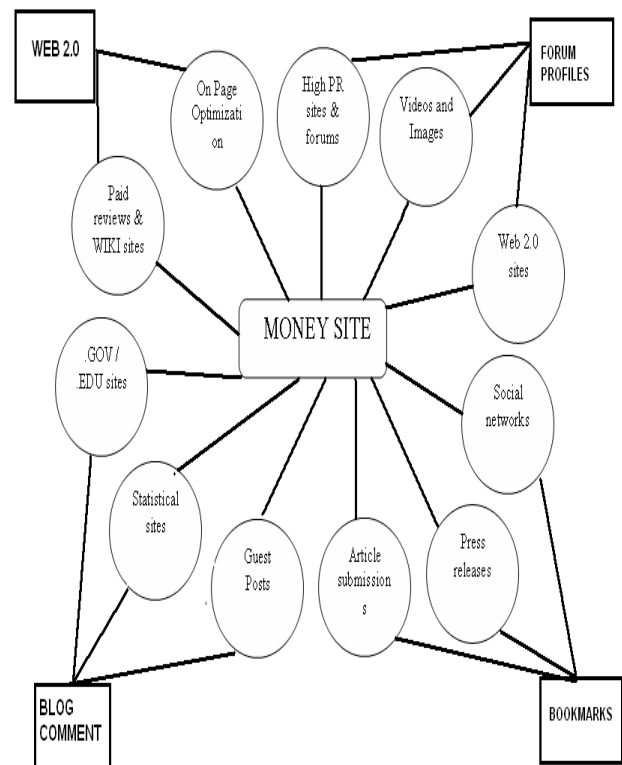


Figure 2

Massive link wheel structure for SEO

### Q. On Page Optimization

Title Optimization can be done by including keyword in the title and by using brief and catchy title. Meta Tags Optimization can be given by describing the selling point and what information that page offers. Use keywords that are targeted in Meta tags. Important HTML Tags such as header elements like h1 tag for the topic, h2 and h3 for sub divisions can be used. Text Styles such as bold, italics quote can also be applied. Other keyword optimization & synonyms such as keyword research keyword density, related keywords and targeting long tail keywords can be used. Link Optimization can be given by a good anchor Text and by using and permalinks in CMS. Image Optimization can be implemented using alt text, file name image title and image linking.

## TENTATIVE IMPACTS THAT WILL OCCUR WITH THIS METHOD

DAY	BACKLINKS TIER 1	BACKLINKS TIER 2	SEARCH QUERIES
5	30	300	0
15	150	1500	1
30	400	4000	4
45	600	12000	6
60	750	20000	7
90	1000	50000	10

Table 1

## VI. CONCLUSION

Along with this link wheel idea proposed we are trying to implement this model on a large scale and analysis it. Even in the future, more enhancements might be required to this structure due to the updates in the algorithms but the core idea will remain the same. We would come out with the implementation of the above idea proposed if essentials pertained. In this paper, the link structure that is proposed is the most stable and acceptable at this point of time and it abides by the guidelines of Google. This methodology is effective way to optimistic a website easily and will efficiently rank the website on top in a search. The tools used are cost efficient and the search engine optimization can be implemented economically.

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