



## Thinking about offshoring your SEO?

***If you are considering outsourcing your SEO offshore, don't.*** Doing so will result in massive Google penalties against your website. Outsourced SEO firms are known as 'Black hatters' and using them, alas, reduces your chances of a high ranking on Google search to zero.

Yes, zero! Since the fallout from Penguin 3.0's recent release, Google has taken a merciless stance against websites that use 'Black hat' SEO companies because they break every rule in the SEO rule book – from "spammy" back-linking to keyword stuffing to poorly written content – and all of it severely compromises your website.

'Black hat' SEO marketers claim that they can achieve relevant backlinks on hundreds or thousands of related blog posts and pages. That's what every business owner wants to hear – the problem, however, is that to achieve this goal, 'black hatters' write one blog post and throw it up on a thousand different fake blogs or low article collection sites.

Typically, 'black hat' SEO companies also use a computer program that transforms one unique blog post into thousands. These different versions are automatically uploaded with your website link.

Now they just wait for Google's crawlers to come across all those different pieces of content and let Google draw the conclusion that thousands of different people on the internet are talking about and/or referencing your site. Suddenly your site's rankings are through the roof! And then... your search rankings crash.

That's because Google quickly recognises this kind of activity – called 'content spinning' and penalises sites sharing duplicate content. The global giant has also invested a great deal of resources to detect this sort of search engine manipulation. Google's Panda and Penguin algorithms, for example, were specifically designed to detect these SEO practices. ***If you contract a SEO company that secretly uses content spinning, you're liable to get hit with a massive search ranking penalty from which it would be impossible to recover.***

One website owner recently wondered why his search ranking had plummeted on Google. When we analysed his website we found over 500 toxic links created by an offshore SEO company. Each toxic link costs around \$50-\$100 to remove, incurring the website owner a minimum \$25,000 repair bill!!! In this instance, the business owner decided to start a website from scratch.

***If you want your website optimised for Australian searches, you need to work with an Australian SEO company.*** Even then, though you should proceed cautiously, as a lot of the Australian companies often subcontract offshore SEO companies to do their work.

***At Maxmoment, we guarantee you that we DO NOT use offshore SEO companies. Rather, we employ Australian specialists *only* to do all our SEO work.***

Your business is your livelihood, something you're emotionally and financially invested in. Hiring someone who uses 'get results quick' SEO techniques is just about the worst mistake you could make. Please think carefully before you contract SEO companies you falsely believe will save you money. Alas, it's often the reverse.