

Keyword density in website body text – search engine spamdexing?



Spamdexing - Definition

Spamdexing or search engine spamming is the practice of deliberately and dishonestly modifying HTML pages to increase the chance of them being placed close to the beginning of search ...
www.wordiq.com/definition/Spamdexing · [Cached page](#)



Literature

- Different search engines have different indexing strategies and ranking algorithms
- A website that makes correct use of popular keywords will be indexed by crawlers, while one that does not may languish in obscurity
- **RESEARCH PROBLEM:** It is not known how search engines differentiate between keyword rich body text and spamdexing

Objective

To determine the crossover point between correct keyword usage in website body text and search engine spamdexing

Research Question

How do search engines interpret natural language text as being keyword rich or spamdexing?

Method

- Design test websites with identical layouts and content, except for keyword density
- Host websites, submit to search engines
- Allow time for crawler visitation
- Evaluate how search engines interpret the range of keyword densities
- Compare empirical results to Expert Interview and literature review results



Findings

- Different search engines evaluate website content as being spamdexing or not in different ways
- When keyword density approaches a certain level, search engine algorithms evaluate it as spamdexing

Conclusion & Significance

- Designers and copywriters should be aware of the different ways in which different search engines evaluate website body text
- Avoiding spamdexing is a crucial website design element



Keyword Density Tool

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URL
Valid URL

Results

Number of keyterms to display
All Terms



References

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