Ranking of WEBSITE ELEMENTS with a negative effect on visibility to search engine crawlers

Research Problem

To prevent search engine banning, website designers must avoid practices which could be seen as spam attempts
- Uncertainty exists as to the relative weights of different techniques which could be identified by search engines as spam
- No empirical research could be found which ranks these negative elements as a roadmap to designers

Objectives

- To identify all website design elements considered by both academics and practitioners to constitute search engine spam
- To rank these elements as an indication of "seriousness of offence"

Investigative Questions

- Which website design elements are considered to have a negative effect on website ranking?
- How are these elements ranked by refereed academic research?
- How are these elements ranked by top SEO experts?
- How can these results be combined to provide clear guidelines to website designers?

Research Method

Binnendell Model

Visser Model

Fishkin Model

Chambers Model

Scoring System

Weidemian Model

Conclusion

- The most negative element in website design is artificial incoming link spam, with keyword spam taking second place
- Website designers should be acutely aware of design elements which affect website visibility both positively and negatively
- Negative design elements can be treated with more or less care, depending on their position in the ranking scale provided by this research
- Incoming link spam and body keyword spam are to be avoided at all costs

Significance

- Different search engines treat attempts at spamming in different ways
  The Weidemian model provides clear guidance on which negative elements are to be totally rejected, used with care, or used safely in website design

References

Weidemian, M. 2005A. Website Visibility: The Theory and Practice of Improving Rankings. (Hoboken, New Jersey: John Wiley & Sons)