

## Hidden Text In Your Web Pages - The Rights and The Wrongs

Invisible text is content on a web site that is coded in a manner that makes it invisible to human visitors, but readable by search engine spiders. This is done in order to artificially inflate the keyword density of a web site without affecting the visual appearance of it. Hidden text is a recognized spam tactic and nearly all of the major search engines recognize and penalize sites that use this tactic.

This is the technique of placing text on a page in a small font size. Pages that are predominantly heavy in tiny text may be dismissed as spam. Or, the tiny text may not be indexed. As a general guideline, try to avoid pages where the font size is predominantly smaller than normal.

Make sure that you're not spamming the engine by using keyword after keyword in a very small font size. Your tiny text may be a copyright notice at the very bottom of the page, or even your contact information. If so, that's fine.

Search engines are unable to view graphics or distinguish text that might be contained within them. For this reason, most engines will read the content of the image ALT tags to determine the purpose of a graphic. By taking the time to craft relevant, yet keyword rich ALT tags for the images on your web site, you increase the keyword density of your site.

Although many search engines read and index the text contained within ALT tags, it's important NOT to go overboard in using these tags as part of your SEO campaign. Most engines will not give this text any more weight than the text within the body of your site.

### Keyword stuffing and spamming

Important keywords and descriptions should be used in your content in visible Meta tags and you should choose the words carefully and position them near the top and have proper frequency for such words. However it is very important to adopt moderation in this. Keyword stuffing or spamming is a No-No today. Most search engine algorithms can spot this, bypass the spam and some may even penalize it.

### Re-direct pages

Sometimes pages have a Meta refresh tag that redirects any visitor automatically to another page. Some search engines refuse to index a page that has a high refresh rate. The meta refresh tag however does not affect Google.

### Image maps without alt text

Avoid image maps without text or with links. Image maps should have alt text (as also required under the American Disabilities Act, for public websites) and the home page should not have images as links. Instead HTML links should be used. This is because search engines would not read image links and the linked pages may not get crawled.

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### About the Author

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