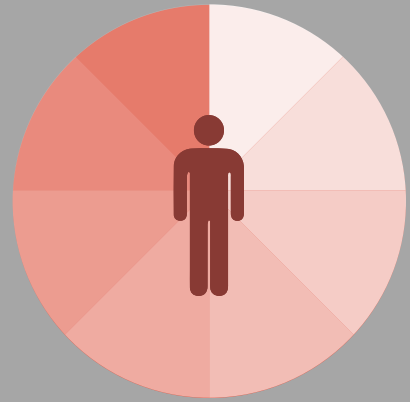# BLACK HAT

VERSUS

WHITE HAT

Black Hat	White Hat
Stop using automatically generated content	Make pages primarily for users, not for search engines.
Stop participating in link schemes, cloaking, hidden text or links, affiliate programs without adding sufficient value etc.	Avoid tricks intended to improve search engine rankings.
Stop building doorway pages, scraped content, and do not create pages with malicious behavior, such as phishing or installing viruses, trojans, or other badware	Think about what makes your website unique, valuable, or engaging.
Do not send automated queries to Google, stop loading pages with irrelevant keywords and, stop abusing rich snippets markup	Make your website stand out from others in your field.