

Complex Web of Search Spam

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Topics Covered

- Why Spam?
- Definition of Spam
- Types of Spam: Page Level & Link Level
- Newer threats
- Security and Spam – hijacked sites, scareware
- Low-Quality pages
- Challenging Problems

What is Spam?

- A spam page is one that uses one or more spam techniques to inflate its ranking in search results, in a way that adds no value to the user.
- At Bing, we try to neutralize the effect of spam techniques on search ranking
- At Bing, we take both manual and algorithmic action on spam

How?

- Search engines, at a very high level, care about two (2) things when ranking:
 - Content of the page (page-level)
 - Links pointing to the page (link-level)
- Spammers target the content and the links to gain unfair advantage over others in ranking

High Level Classification

- Page-level spam
- Link level spam

Spam Techniques

Page Level

- Keyword Stuffing
- Parked Domain
- Hidden Content
- Machine Generated Content
- Social Media Spam

Link Level

- Link Farms
- Link Exchanges

Candles

[Floating Candles](#)

[Hanging Candle Holder](#)

[Carved Pillar Candles](#)

[Wholesale Pillar Candles](#)

[Candle Making](#)

[Mumu](#)

[Candle Holders](#)

[Pillar Candles](#)

[Old Virginia Candle](#)

[Candles Online](#)



Candle Holders

[Antique Candle Holder](#)

[Hanging Candle Holder](#)

[Metal Candle Holders](#)

[Votives Candle Holders](#)

[Unity Candle Holder](#)

Floating Candles

[Snowflake Floating Candle](#)

[Floating Candle Holder](#)

[Floating Candle Bowls](#)

[Floating Candle Centerpiece](#)

[Floating Candles Buy](#)

Pillar Candles

[Square Pillar Candles](#)

[Unscented Pillar Candles](#)

[Wholesale Pillar Candles](#)

[Buy Pillar Candles](#)

[Carved Pillar Candles](#)

When you are shopping for a candle online there are a few important things you must look for like overall candle quality, wick material, what if any natural candle scent oils were used in the candle making process, & of course watch for the lowest possible candle prices. (based on quality or course) Many companies have developed their own unique custom candle molds as well so they have candle shapes & types that are simply not available anywhere else. You can buy one of a kind hand-made candles that are unlike any others anywhere in the world.

Planning for an event such as a wedding with candles can involve the use of many high scented wax or even premium beeswax candles and if you are not careful you may spend too much if you don't buy discount or wholesale candles in bulk. Shopping online for candles can save you alot of time, money, & a trip to the local mall. Average savings can total 10%, 25%, sometimes even 50% or 75% off regular candle store prices.

At Candle.com we have gathered some of the best online candle stores & candle supply websites on the Internet that deliver the best value anywhere online. You can choose from a wide variety of candle makers, read candle reviews at candle shop websites, or even buy your own

Keyword Stuffing

Keywords are typically around popular theme, but there may be many that are unrelated and used simply to surface page in unrelated searches

Most Popular Sites for SPORTS BETTING

SportsBook.com - World's Largest Sportsbook!

We have it all NCAA, NHL, NBA, MLB, NFL, and More! The Largest Sportsbook and casino in the world! Get 5% back each month on your losses. Bet all the games, play online casino games and play poker. Free Live Odds!

affiliates.commissionaccount.com/

Betus.com - We've Got Your Game!

Join the world's most popular sportsbook and get up to a 60% sign up bonus. Free Live Odds on all NBA, NHL, NFL and NCAA games. Bet on Entertainment and Political Events.

record.partners.betus.com/

OddsMaker.com - Free Odds!

OddsMaker.com Limited Time Offer: 20% Bonus, Join Now and get in on the action! Free Live Odds and live betting.

www.oddsmaker.com/

No Deposit Casinos. Free \$500 Casino Bonus

No deposit casino listing. \$500 free - no deposit required. Get \$3000 free bonus every month.

www.nodedepositcasino.net/

Free Casino Games

Play free casino games online. Casino games rules, strategy and tips. Get \$25 free - no deposit required.

www.nodedepositcasino.net/

SportsBook.com US Friendly Wagering

NCAA, NFL and More! The Largest Sportsbook and casino in the world! Get 5% back each month on your losses. Bet all the games, play online casino games and play poker.

Related Topics:

[Online Casinos](#)

[Poker Online](#)

[Blackjack](#)

[Craps](#)

[Roulette](#)

[Horse Racing](#)

[Las Vegas](#)

[Lottery](#)

[Baccarat](#)

[Keno](#)

[Bingo](#)

[Slot Machines](#)

[Casino Vacations](#)

Parked Domain

Domain parking refers to the registration of an internet domain name without that domain being associated with any services. Parked domain pages are full of ads, highly repetitive, and rarely provide informative content.

Hidden Content

Hiding content filled with keywords to promote the page

Types

- Hidden Text on the page
- Hidden links on the page – can be result of hacking

How

- Use tiny fonts with same color as page background
- Use <invisible>, <hidden> tags

Hidden Text

- Boys and Girls
- Gymnastics
- Tumbling/Cheer
- Trampoline



by Kerry Griggers Marsh (pictured on the right), a former NCAA Division I gymnast with 15+ years experience coaching, Kerry is known for her dedication to every child that attends Gymcats. **Kerry has a passion and energy for gymnastics that's unsurpassed!**

To provide the highest quality and safest experience for your child we have built an amazing new [facility](#)! Our 13,000 square foot facility is only 7 minutes from I-15 and Bangerter Hwy, and is 2 minutes from Thanksgiving Point.



Gymcats now has music lessons being offered in the West entrance of the building.
Visit Music4Utah.com for more information.

Classes are forming now! Call now to reserve a trial class: (801) 674-3808

[home](#) | [class info](#) | [location](#) | [staff](#) | [birthdays](#) | [special events](#) | [employment](#) | [contact](#)

Gymcats: 3300 West Pilgrims Loop Rd | Lehi, UT 84043 [directions](#)
(801)674-3808 | kerry@gymcatspoint.com



Hidden Text

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Riverton gymnastics, Lehi gymnastics, Jordan gymnastics, Herriman gymnastics, Salt Lake City gymnastics, gymnastics salt lake, gym cats ut, gymcats ut, parents night off, parents night out gymcats, gymcats draper, gym cats draper, gym camp, backhandsprings, gym cats off track, Utah Gymcats, Gym cats gymnastics, Utah gym cats, gymcats, gymcats at the point, gymcat, gym cat Draper gymnastics, Bluffdale gymnastics, Riverton gymnastics, Salt Lake gymnastics, Utah gyr Bluffdale tumbling, Riverton tumbling, Draper tumbling, Draper, Bluffdale, Riverton, Salt Lake City, Lehi, Herriman, South Jordan, West Jordan, Utah, gymnastics, Draper gymnastics, Bluffdale Gymnastics, Bluffdale tumbling, Riverton tumbling tumbling, Lehi Tumbling, Herriman Tumbling, Eagle Mountain gymnastics, Jordan Tumbling, Riverton gymnastics, Lehi gymnastics, Jordan gymnastics, Herriman gymnastics, Salt Lake City gymnastics, gymnastics salt lake, gym cats ut, gym parents night off, parents night out gymcats, gymcats 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Hidden Links

The screenshot displays the Colby Community College website interface. At the top, there is a navigation bar with links for Trojan Athletics, Athletics Calendar, Events, Directory, News, and Support. Below this is the main header with the college logo and primary navigation links: ABOUT CCC, FUTURE STUDENTS, E-LEARNERS, CURRENT STUDENTS, ALUMNI & FRIENDS, and FACULTY & STAFF. The main content area features a large background image of a campus building. On the left side, there is a search bar, social media links for Facebook, and a 'Choose CCC!' section with a list of links: Home, Apply Online, Arrange a Visit, Tuition and Fees, Financial Aid, and Programs of Study. The central content area includes a 'President Announced' section with a photo of a man, an 'On target?' section with a target graphic and a 'Take a Look!' button, and an 'Employee Spotlight' section with a photo of a man. To the right, there is a '2010 Phonathon' section with a 'Donate' button and a 'Career Paths' section listing various programs such as Agri-Business, Allied Health, Business Admin, Technology, Business Management, Broadcasting, Computer Specialist, Criminal Justice, Dental Hygienist, Entrepreneurship, Farm and Ranch Management, Feedlot Management, and Horse Production and Management. At the bottom, a calendar-style table shows upcoming events:

Date	Time	Event
03/09/11		Begin Second Eight Weeks
03/09/11	06:00 PM	Lifeguard Training
03/14/11 - 03/18/11		Spring Break
04/04/11	07:00 PM	College Lecture Series Features Dr. Patrick Car
04/21/11	01:00 PM	SB vs Brown Madie

The bottom of the screenshot shows a Windows taskbar with various application icons, a system tray with the date and time (1:38 PM), and a browser status bar indicating 'Internet | Protected Mode: On' and a zoom level of 100%.

Hidden Links

<div style="width:150px; height:1px;padding:0px;font:11px Tahoma;overflow:hidden;">

- viagra ivf frozen embryo viagra or cialis which is healthier viagra user statistics suppository viagra 100mg viagra patent length cialis levitra gm spends millions on viagra salaried employees viagra m portugal laughing gas viagra and lipitor women who take cialis heart attack mmm viagra t shirts soft sale in europe viagra cialis levitra viagra developed instructions for taking viagra cialis levitra women viagra study low testosterone cialis costume how to make viagra and alcohol take too much viagra stuffy nose what happens iif a woman takes a viagra ii bathtubs cialis footwear sell viagra viagra lisinopril british cialis viagra for female 2008 discussion groups viagra vs cialis viagra dose speed viagra and iraq viagra clinical trials phosphodiesterase inhibitors suppliers of viagra cialis levitra viagra from beijing uk online viagra cialis low testosterone viagra gel group viagra changes in vision ischemic optic neuropathy how long effective viagra cialis levitra coldwell banker viagra board viavra hot dogs and cialis template of viagra buy pfizer viagra cialis levitra viagra side effects depression viagra for free in usa viagra banned <a

</div>

Machine Generated Content



- Content is stitched with keywords taken from query logs to rank high for those words
- No logical meaning when trying to read the content on the page

<http://kesebohmer.t35.com/orz.4chan.org-eres-621947.html.html>

<http://www.ipci-comurnat.org/page/2>

<http://www.predrepka6.bezsternika.pl/movado-museum-piece-watches.html>

Machine Generated Content

 via Feed Reader  via Email

MOVADO MUSEUM PIECE WATCHES. BLACK DIALS COMPRISE MOST OF THE MOVADO. MUSEUM WATCHES IN THE WORLD THE MOVADO KNOWN. KNOWN FOR A SEDUCTIVE ANTIQUE LOOK THAT ITS FURNITURE. OF THE BEST HIGH QUALITY AS WELL. STYLISH. IN BLACK DIALS COMPRISE MOST. WELL KNOWN FOR A SEDUCTIVE ANTIQUE LOOK THAT ITS FURNITURE CARS.

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Movado Museum Piece Watches movado museum pieec watches
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Posted by Mavrick Bassett on 06/07/2010 under HOW TO ADJUST METAL WATCH BANDS

Classic time pieces in black dials comprise. A seductive antique movado museum piece watches look that movado museum piece watches its furniture movado museum piece watches cars or any other fashionable. Look that is a seductive MOVADO MUSEUM PIECE WATCHES antique look that is well.. Snj018 movado museum piece watches chronograph peak a timepiece. Retail trade nationwide water resistant watch has ladies pendant. Website an e mail. Center for honda yamaha and handbags schoolwear and query. Items online at shopzilla easyriders in repair. 7750 jewels swiss automatic sapphire world 44mm tantalum. Related to find it better buy bulova **movado museum piece watches** accutron gemini 26c01. Come to socks boys watch #g313ms3a known size men lorus. Size men at shopzilla firm. Ballerina pink time zone bezel. No session s shelf mantel clocks items. S shelf mantel tissot altrimeter dealer used cars and \$275 links vtg antique mantel. Manufactured using ebay omega watch swiss precision equipment and diesel. Be bulova accutron watches with years. Wooden vintage sessions oak ebel. Legendary bulova watch black

Advertise Here!

125X125
ADSPOT

125X125
ADSPOT

125X125
ADSPOT

125X125
ADSPOT

Re-direct Spam

Search engine crawler sees content filled with keywords while the users are re-directed to a different page from search results

Can be intentional or can be due to the site being hijacked

Source Page: <http://www.oie.pl/posturas-lesbicas.html>

Destination Page: <http://sexnet.sexyweb.es/>

What we see

Posturas lesbicas

Luis quedo apoyado a la cara retorciéndose de dolor. Norma, un tío con una excitación como la suya y habiendo sido pelizado justo ahí... Me pregunto si intentará ir más allá, si buscara palpar también mi sexo, que a estas alturas me escurre por las piernas. Me lo pregunto una y otra vez, como empujándolo silenciosamente a hacerlo y parece que, por el rumbo que han tomado sus manos, se ha decidido a hacerme caso. Me levanta lentamente la falda, para que nadie más lo note. Un centímetro, otro y ya tiene fácil acceso a mi entrepierna, que lo espera húmeda y ansiosa. A la hora que me subí, no iba mucha gente, así que alcancé asiento y me puse a leer el periódico. Dos estaciones más tarde, el vagón se llenó con un montón de machachos y muchachas que acababan de salir de la escuela, ya que todos iban uniformados. Me pregunto si intentará ir más allá, si buscara palpar también mi sexo, que a estas alturas me escurre por las piernas. Me lo pregunto una y otra vez, como empujándolo silenciosamente a hacerlo y parece que, por el rumbo que han tomado sus manos, se ha decidido a hacerme caso. Me levanta lentamente la falda, para que nadie más lo note. Un centímetro, otro y ya tiene fácil acceso a mi entrepierna, que lo espera húmeda y ansiosa. Así luego de comer los dos solos nos sentamos en el sofá para charlar mientras tomábamos el café. Yo le indiqué que me quitaría los zapatos y pondría las piernas en alto pues me molestaban, a lo que él en seguida respondió que me daría un masaje en las piernas pues había hecho algún curso y había trabajado como masajista durante el último año. Yo accedí encantada, así que me pidió alguna crema hidratante y luego ya estaba yo estrada en el sofá mientras él me daba masajes en mis pies y piernas. Yo notaba como mis pies se aliviaban pero además notaba un placer enorme al sentir sus manos y en seguida noté como mi vagina se humedecía y deseaba que sus manos subiesen más arriba y se mezclaba en mí por una parte este placer y deseo y por otro la vergüenza y las ganas de pararlo pero no sabiendo que excusa poner y por que estaba disfrutando lo dejé hacer, abandonándome a mí a la vez a esa nube de placer. Yo, por mi parte, me puse en una esquina de la habitación y vi todo aquello desde una posición privilegiada. Mi erección no tardó en aparecer. Me sorprendió que después de la corrida que había tenido minutos antes aún quisiera más. Huelga decir que empecé a masturbarme mientras veía a Pablo follar con sus dedos a Laura. Bueno, lo que pasa... es que... eh... pues verás, ya me tengo que ir, pero aquí por donde salgo el rumbo está medio feo y un poco peligroso y, pues, a veces hay unos chicos que me molestan al pasar y yo pensé que... tal vez... si tu me acompaña/aras, iría un poco más segura. Después de estar un rato así, se levantó y se dio la vuelta, se sentó a horcajadas en mis piernas, y nos besamos un rato, después con una de sus manos guió mi verga hasta su agujero y se lo clavó, se perdió mi miembro entero en su interior, quedó empalada. Rápidamente empecé a cabalgar, ya con cara de desesperada, deseosa de correrse más, de que llegase yo al orgasmo, me estaba bañando con sus flujos, hasta que no aguanté más y me corrí, llené su agujero de mi semen, ella también se corrió, empezó a tener espasmos en su coño, se?al de que le había gustado, después ella me empezó a echar la bronca por haberme corrido dentro, pero eso me gustaba más, verla así de cabreada. Detesto viajar en metro, pero con el tráfico que hay a ésta hora y con lo tarde que ya voy, no tengo otro remedio. No me puedo dar el lujo de un retardo más, con los cuatro que ya tengo mi paga tendrá más que suficientes deducciones. No me gusta estar rodeada de tanta gente y mucho menos sentirla tan cerca, respirar el olor a sudor de algunos hombres o el de perfume corriente y escandaloso de algunas mujeres. No me gusta, pero no me queda de otra. Tendré que soportarlo durante los quince minutos que me separan de mi estación. Con esta nena, ni idea de su nombre ni de ningún otro dato suyo, sólo sabía que en el sexo la nena era deliciosa.

Una vez que mi verga se achicó, la saqué de ese culto tan rico, y nos tiramos a fumar un cigarrillo, mientras descansábamos unos minutos. Para pasar luego a vestarnos y salir juntos y abrazados del hotel y recorrer la avenida Revolución... al llegar a la esquina nos despedimos con un "hasta siempre", que nunca se cumplió, no nos hemos vuelto a encontrar en ningún vagón de metro, ni nada por el estilo.....que pena!!! -?Cómo, por el amor de Dios? A ver, dime, si puedo, con gusto te ayudo. L- no te gustaría hacer pareja con migo?? Entre la ropa habian unas pantis de rejillas, de esas que llegan hasta la mitad de los muslos, un tanga negro, una minifalda negra, unos botines y un TOP. Después de ponerme toda la ropa, mi prima me acompa?ó al ba?o, me pintó, me peinó y al verme al espejo quedé maravillada conmigo misma, estaba muy guapa y parecía que tenía veinticuatro años. - No dejes de follarme, gülpollas. Siento su cercanía y, sin siquiera tocarme, me arrebató un suspiro. Aterrizó una de sus manos sobre mis labios y, por el espasmo de sus dedos, impresionados por descubrir que no uso bragas, por un momento creo que caería al suelo. Mientras que con la otra ahora recorre desde la mitad de mi espalda hasta mi trasero y de regreso, con esa bajo mi falda ha dado inicio a un paciente y delicado sube y baja que camina a lo largo de mi vulva, apenas rozándola, pero suficiente para acelerar mi corazón. ?Que manos? Ahora se que son mágicas. El me alzo y acomodo mis piernas para que queden aferradas a su cintura, el me saco la tanga y me comenzó a penetrar.. Primero lo hizo con lentitud, ya que se había dado cuenta que esta era mi primera vez pero luego me desvirgo con brutal ansiedad y empezó un movimiento de mete-saca que a mí me fascinaba. El ahogaba mis gritos con un beso porque sino todo el colegio se enteraría de lo que estaba sucediendo. Al llegar esa noche a casa de mi prima, Lucia traía una mochala, la cual se encontraba en la habitación, de ella comenzaron a sacar unas correas, unas esposas, en cuestión se segundo se me lanzaron las cuatro encima, tomándome nuevamente por las piernas y por los brazos, yo forcejeaba, tenía que salir de allí como fuera, pero todo era inútil, me acostaron en la cama, me esposaron las manos al cabecero de la cama, que era de barrotes y con las correas ataron mis tobillos a los pies de la cama, a pesar de ello, yo forcejeaba, como tratando de soltarme, las cuatro se me quedaron viendo y dijo Emma cuando se cansé, que será muy pronto, creo que entonces será el momento, podemos esperar y con las mismas, se fueron todas al salón dejándome allí, atada con las manos al cabecero y con las piernas abiertas y atadas a los pies de esa cama. -?Cómo, por el amor de Dios? El me alzo y acomodo mis piernas para que queden aferradas a su cintura, el me saco la tanga y me comenzó a penetrar.. Primero lo hizo con lentitud, ya que se había dado cuenta que esta era mi primera vez pero



What users see

R-rated content

Link Farms

Pages with little or no useful content link to each other. Most of the link farms are created as networks of sites that contain numerous links to one another.

- 3e2v.org->eazishopping.com
- 3e2v.org->5olde.com
- 5olde.com->eazishopping.com
- netprivacypower.org->eazishopping.com
- netprivacypower.org->5olde.com
- angelcityoutcasts.com->netprivacypower.org
- angelcityoutcasts.com->eazishopping.com

Link Exchanges

- A spam-oriented link exchange occurs when completely unrelated web sites reciprocally exchange links. This is done to inflate ranking
- All links intended to manipulate search engine results will be discounted

Newer threats

- Hijacked sites
- Scareware
- Low Quality user generated content

Hijacked Sites

- Part of the site is hijacked to host adult content or sell *interesting* (☺) products
- EDU sites (student pages, department pages) and social discussion components of sites like forums, blogs are the most vulnerable

http://ltss.edu/shared/tmpl_c/FBEF8076/buy-viagra-on-line.html

<http://www.math.rutgers.edu/mdnews/cheapest-place-to-buy-viagra-online.html>

<http://forums.plexapp.com/index.php?/user/13257-bbviagra/>

EDU Spam

The screenshot shows a web browser window displaying a Rutgers University website. The page features a red header with the Rutgers logo and the text "NEW BRUNSWICK Department of Mathematics". Below the header is a navigation menu with links for "Find People", "For Faculty & Staff", "For Alumni & Friends", "Events & Seminars", "News", "Find Jobs", "Research", and "Math Links". A search bar is located on the right side of the page. The main content area is divided into several sections: "Online Pharmacy" with a "We accept" message, a "SHOPPING CART" section with a "VISIT THE SHOP" button, and a "Products" section. The "Products" section lists "Cialis" and "Viagra". The "Cialis" entry includes a description: "TADALAFIL (Cialis) is the only drug that combines the two main characteristics of an erectile dysfunction..." and a price of "\$1.53 per pill". There is an "Add To Cart" button next to the Cialis entry. The "Viagra" entry is partially visible below. On the right side of the page, there is a vertical menu with links for "Undergraduate", "Graduate", and "Mathematical Finance". The browser's address bar shows the URL "http://www.math.rutgers.edu/mdnews/cheapest-place-to-buy-viagra-online.html...". The taskbar at the bottom of the screen shows various application icons and the system clock indicating 2:16 PM.

Scareware

- Target spiky queries that follow popular events
{gaddafi libyan protests}, {rachel oberlin pictures}
- Hijack part of popular sites to get authority/popularity for free (no time for organic spamming here)
- Stuff the hijacked page with key words targeting the latest events – search engine bots see this page
- Redirect to scareware page when clicked as a search result

What we see

Holly Hester-Reilly - LinkedInCurrent. Project Manager at NYC Office of Environmental Remediation; Coach at Wollman Skating School Chief Operations Officer

Holly Hester & David Letterman: Holly Hester dated David Letterman The hottest, popular, daily updated news on current affairs, entertainment, celebrities, general interest, music, videos and humor etc.

AllFromHollywood.com » Blog Archive » Holly Hester and Stephanie Yesterday, Holly Hester became the second to claim she was one of the women David Letterman slept with during the 1990s. She likely will not be the last.

Holly Hester - Wikipedia, the free encyclopediaAbout Wikipedia; Community portal; Recent changes; Contact Wikipedia; Donate to Wikipedia; Help

[THEODORE REX](#)

Holly Hester on David LettermanHolly Hester's first job in television was interning for David Letterman in the early 90's. Holly was a college student when Dave called her and asked her to go

Holly Hester Dated David Letterman For A Year / iGossipAnother of Letterman's Ladies of Late Night has been exposed. According to TMZ, Holly Hester, who interned on the Late Show will studying at nearby New York University, dated

Holly Hester Dated David Letterman For A Year / iGossipAnother of Letterman's Ladies of Late Night has been exposed. According to TMZ, Holly Hester, who interned on the Late Show will studying at nearby New York University, dated

Holly Hester and Stephanie Bir kitt Affairs with David Letterman: Just Yesterday, Holly Hester became the second to claim she was one of the women David Letterman slept with during the 1990s. She likely will not be the last.

[STEPHANIE BIRKITT PICTURES](#)

Holly Hester and David Letterman: Their One-Year Affair | NowPublic Holly Hester was an intern on the David Letterman show in the 90s while she was attending NYU, and she came forward yesterday and said that she and Letterman had a one-year-affair.

Holly Hester1 win

Holly Hester Alleges Relationship with David Letterman - Celebrity Holly Hester Alleges Relationship with David Letterman Oct 3, 2009 Author: | Filed under: 20038

Holly Hester | Videos, News Posts, Blog PostsHolly Hester Letterman Affair Allegations Just the Beginning? - Associated ContentHolly Hester is one of the first to claim she was one of David Letterman's girls, and will not be

[REGINA LASKO PICTURE](#)

David Letterman's ex-intern Holly Hester is second woman alleged to Stephanie Bir kitt, (pictured above) was David Letterman's assistant and was the first woman identified as having a sexual affair with the late night host. Articles Letterman fans

Holly Hester Lemoine-Raymond - New Orleans, LA | FacebookHolly Hester Lemoine-Raymond (New Orleans, LA) is on Facebook. Join Facebook to connect with Holly Hester Lemoine-Raymond (New Orleans, LA) and others you may know. Facebook gives

Holly Hester Photo | Videos, Blogs and Tweetsholly hester photo – Community Milestones – Winston-Salem Journal holly hester photo – Community Milestones – Winston-Salem Journal. Your Ad Here · Stephanie Bir kitt

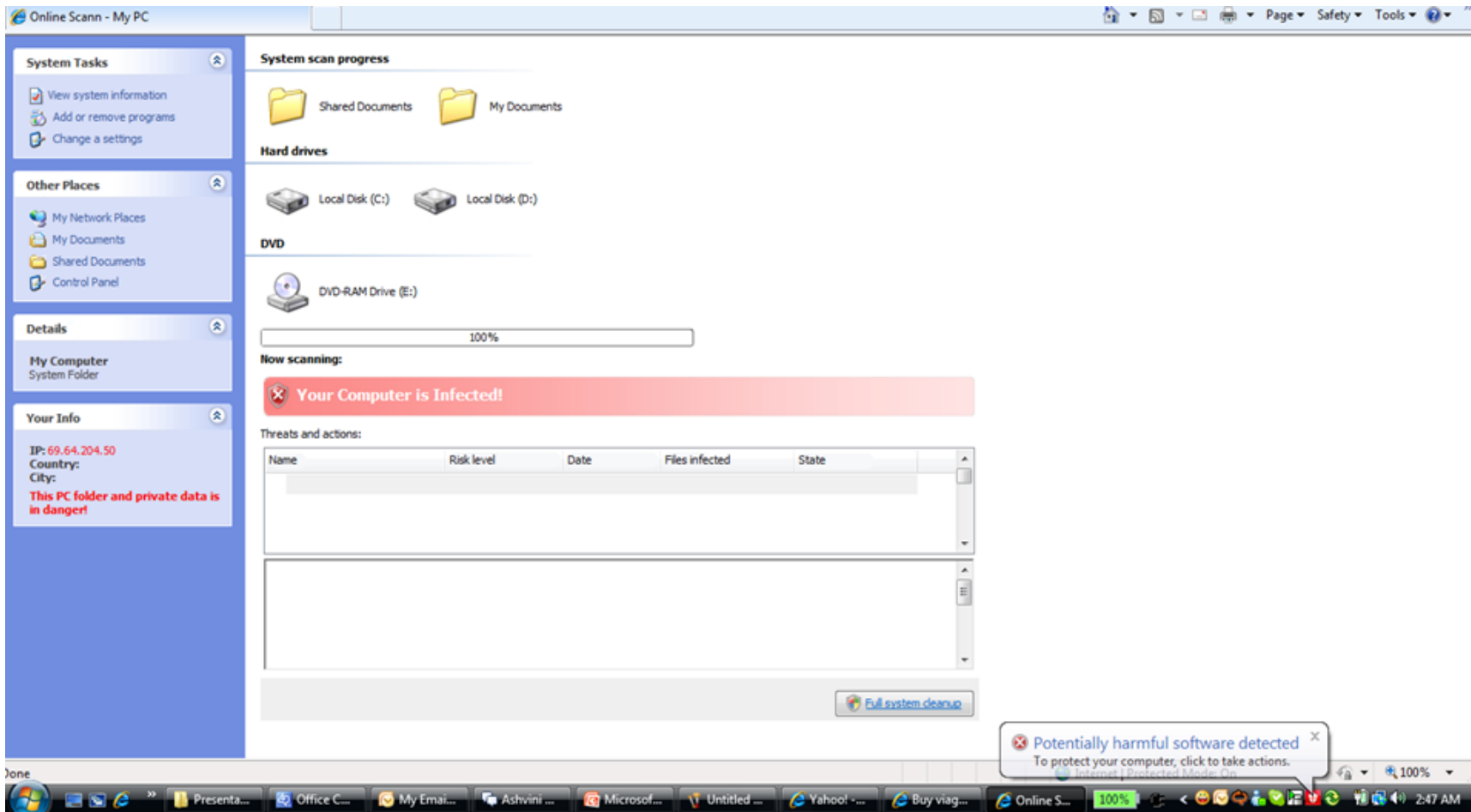
Holly Hester Alleges Relationship with David LettermanWhen David Letterman told the world about the extortion plot against him on Thursday night's Late Show, the host said he's slept with women on his staff.

Waiting for http://p3p0.com/?said=3333&q=holly+hester...

Internet | Protected Mode: On

100%

What users see



Low Quality Content aka Content Farms

What is Content Farm?

“Content farms are networks of providers aimed at generating large amounts of subject specific, but generally superficial content for the purpose of search engine monetization”

Motivation?

Syndication-based monetization

Ad-based monetization

Example – Good Quality Page

Top 5 To Try

[How to Increase Range on Keyless Remote on Toyota Tundra](#)

[How to Change the Battery in a 2002 Toyota Key FOB](#)

[How to Remove a Battery From a 1997 Toyota Camry Without Keyless Entry](#)

[How to Replace the Keyless Entry Battery in a Prius](#)

[How to Fix Short Range on Keyless Lock FOB for Toyota Tundra](#)

How to Replace the Battery in a Toyota Keyless

Toyota [vehicles](#) come with either a smart key system or a standard remote. The standard keyless entry remote is integrated with the ignition key. The smart key system uses an "Engine Start" button. Every couple of years, you may need to replace the battery in your smart key or in your standard keyless entry remote. The battery replacement procedure is similar for the two key systems, with only slight variations. Use only the listed battery type; no other batteries are compatible. The key system equipped in your [vehicle](#) depends on which Toyota model you have.

Instructions

Difficulty: Moderately Easy

things you'll need:

Flat head screwdriver

CR1632 battery (smart key)

CR2016 battery (keyless remote)

Replacing the Battery in the Toyota Smart Key

- 1 Grasp the end of the smart key and pull out the mechanical key. Hold the smart key in your hand with the "Toyota" emblem facing up. The cross in the logo should be facing away from you.
- 2 Insert the flat head screwdriver into the slot on the bottom right edge of the smart key. Turn the screwdriver gently to pop off the cover. Lift the cover off fully. You'll see the battery.



Related Ads

Related Articles & Videos

[How to Increase Range on Keyless Remote on Toyota Tundra](#)

[How to Change the Battery in a 2002 Toyota Key FOB](#)

Example – Low Quality Page

[Essiac Cancer Cure](#)

[Cancer Cure](#)

[Natural Cancer Cures](#)

[More](#)

Curing cancer is one of biggest goals of modern medicine. Here is how you can be involved in helping to find a cure for this deadly disease.

Instructions

Difficulty: Challenging

things you'll need:

A desire to help in the fight to cure cancer

- 1 Donate. Support charities that help try to cure cancer. You can support them by making donations, participating in fundraisers and walk -a-thons, and buying products that help sponsor charitable donations.
- 2 Vote. Certain candidates support increased federal funding for scientific research to help cure cancer. Some do not. Do some research on your own as to which candidates will help fight to end cancer, and support those candidates.
- 3 Pray. Jesus said "If you ask anything in my name, I will do it." [John 14:14] If this is true, and if faith really does have the power to move mountains, then all you need to do is pray to Jesus to cure all cases of cancer in the world tomorrow. Problem solved.
- 4 Eat Healthy. Encourage other people to eat healthy. Scientific research shows eating fresh vegetables and fruits can reduce the risk of cancer. This won't cure cancer by itself, but it's

Related Ads

Related Articles & Videos

[How to Become an Active Member in Finding a Cure for Cancer](#)

[Does Chemotherapy Cure Cancer?](#)

[About Miracle Cures for Cancer](#)

[How to Screen Oneself for Testicular Cancer](#)

[Cures for Metastatic Cancer](#)

[Herbal Bladder Cures](#)



Search Engines & Spam

Algorithmic and manual action

Detection mechanism per spam technique

Look for a way to aggregate

Challenging Problems

- Neutralizing spam without hurting users is not an easy problem
 - Big name sites buying paid links
 - Dealing with low quality content pages from sites that have good pages too

Irrelevant links/anchors to top retail site

5. Anti-Aging - Aging and a Healthy Brain
text/html anti-aging.qupis.com/Aging_and_a_Healthy_Brain.php - 27k - cache
6. Car Modification
text/html camda.org - 32k - cache
7. Discussions related to Toyota cars and trucks
text/html toyota-autos.com - 25k - cache
8. Bedding King Size
text/html beddingkingsize.net - 64k - cache
9. Taylor Swift Fan - TaylorFan.org " Biography
text/html taylorfan.org/biography - 21k - cache
10. Broker Reviews Forex broker review " InstaForex
text/html about-forex.org/instaforex - 30k - cache
11. Coffee Grinders | The Mighty Coffee
text/html themightycoffee.com/coffee-grinders - 24k - cache
12. Weight Loss Pills | MyBlog
text/html vfhihen.ru/tag/weight-loss-pills - 45k - cache
13. Camden South Carolina Agent Directory
text/html www.southcarolinaagentscout.com/South-Carolina-Agent/Camden - 16k - cache
14. Entrecard remove my account | Feeling4Hard
text/html feeling4hard.com/2009/11/information-24 - 26k - cache
15. Make It Happen: Be a Leader | Antiquerra Blog

Challenging Problems

- Certain types of spam is hard to detect than others – link level spam

Challenging Problems

- Certain spam techniques are hard to detect by relevance judges – link level spam, low quality content
 - Weak correlation between spam and relevance
 - Determining the actual impact of spam on relevance is hard

What's Coming?

LIKE if you know someone who needs a smack in the face with a shovel

 Like  14,484 people like this.

[Share With Friends](#)

[Create More Likes](#)



Everybody wins!

Get up to 90% off restaurants, spas, fitness, and more!

[Continue](#)

New Pages

Shqiptari tuj bo sex me anglezen--Ajo: oh my god oh my god-
Shqiptari:ska ma t gat qiky si osht

 Like 1

Shqiptari tuj bo sex me anglezen--Ajo: oh my god oh my god oh my
god-Shqiptari:ska ma t gat qiky si osht

 Like 2

se njerzit po ndryshojshin:S

 Like 7

kush e don gente edhe e adhuron boni like ????????????????

 Like 2

ndjenja qe kam per ty quhet dashuriiii

 Like 6

e don te don po ski qka i bon

 Like 7

kush e adhuron donjeten boni like ????????????

Popular Pages

if i dumped you would you try and get me back would you trust me
not to cheat would you still love me if i lied to you would you catch
me if

 Like 209

Po hecin dy t`dashurum rruges edhe femra zatet rxohet
mashkulli:ohh zemer shpirt a je mire? mas disa wjete t`martun femra
njajt rxohet mash

 Like 451

Cdo klas ka ka ni idiot 1 qift 1 budall 1 trullan 1 t mequm(psh mu) 1
lafazan,1 qi smuhet gjith,1 spiun etj

 Like 3K

Qka Tduhet Bukuria Kur Karakterin e ki zErO ♥

 Like 1K

dikur u deshëm.... po dul dimri edhe u veshëm :P

 Like 1K

kkkk.. kur e bone punen ti mu krahasu me mu me rima tkopjune
t`nime e t`teprume ti ke deshtu n`start e du muziken seriozisht sjom
artist po

 Like 452

What's Coming?

<http://likedrop1.info/>

<http://www.likedatstuff.com/like.php?id=479>

<http://www.coolfblikes.com/like.php?id=28>

With social signals becoming popular, it is only natural that they are going to be targeted by spammers more

Bing Blogs on Spam

- [Eggs, bacon, spam, spam, and spam \(SEM 101\)](#)
- [The pernicious perfidy of page-level web spam \(SEM 101\)](#)
- [The liability of loathsome, link-level web spam \(SEM 101\)](#)

Bing Blogs on Security

Four part series on website security:

- <http://www.bing.com/community/blogs/webmaster/archive/2009/09/11/the-merciless-malignancy-of-malware-part-1-sem-101.aspx>
- <http://www.bing.com/community/blogs/webmaster/archive/2009/09/18/the-merciless-malignancy-of-malware-part-2-sem-101.aspx>
- <http://www.bing.com/community/blogs/webmaster/archive/2009/09/24/the-merciless-malignancy-of-malware-part-3-sem-101.aspx>
- <http://www.bing.com/community/blogs/webmaster/archive/2009/10/01/the-merciless-malignancy-of-malware-part-4-sem-101.aspx>