

## 7 SEO Techniques That Google Smashed in 2007

December 31st, 2007, 9:15am

The SEO playbook changes fast. Really fast. Best practices shift on a monthly basis, and time-honoured methods can become obsolete and dangerous – literally overnight. Here are a few SEO staples that went out of style in 2007:

1. **Reciprocal links.** In May of 2007, [Realtors who relied heavily on reciprocal links](#) started to sob as -30 penalties were dished out by Google, harming their business. It became clear that the decade-old tradition of reciprocal links programs was over. Done. Finished. Time to get one way links.
2. **The "site: \*\*\* -sljktf" command (to show the supplemental index results).** Google's supplemental index [used to be handy](#) for finding out which pages on your own site were doing poorly and needed some extra TLC, and spammers had their own uses for it. For a while in 2007, the supplemental index still existed with no obvious markings. Now [it got merged](#) into one main, regular index.
3. **Directory links.** Buying directory links is another decade-old SEO tradition that Google took a pretty big swipe at when it devalued the PageRank of hundreds of [lower-quality, made-for-webmasters directories](#) this year.
4. **Open link brokers and link networks.** Not so long ago, it was possible to pick up the phone and call [a major text link broker](#) with open inventory and buy your way to good rankings. Now sites that openly sell links are coming under heavy fire. Top-secret brokers and hand-picked, carefully negotiated and camouflaged buys are the paid way in 2008.
5. **Sponsored blog post networks.** [Pay-per-post](#) bloggers also [got whacked](#). Bloggers who accept payments are going to have to do their best to look legitimate and be undetectable.
6. **Owning the SERPs with subdomains.** This common reputation management and branding technique was recently declared obsolete when Google announced that there would be [no more than 2 results](#) from any one domain served up in the search results. However, [real life searches](#) show that some companies are still getting away with it. *[Note: [Nick Wilsdon](#) clarified this issue and provided this link on [Google's treatment of subdomains](#)]*
7. **10 Blue Links.** It used to be the gospel that there were 10 identical search results for any given query and there was some kind of way to rank. Now that [Google's universal search](#) includes video, audio, news, blogs and local listings and mammoth sites like Wikipedia and Knol are sure to rank for a few of the slots on popular searches – MFA and thin-affiliates are in trouble. Webmasters can't take being able to rank for granted anymore. Even more remarkable, more linkworthy, more multi-media content is in order for 2008. Quality over quantity.