
TrafficDriver

User guide

TrafficDriver user guide

With millions of customers searching every day for products you sell, your business needs a website they can find. TrafficDriver will help you to optimise your website with the most relevant and targeted keywords, and submit it to hundreds of search engines and directories worldwide - helping you unleash the full potential of your online business.

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1. Your TrafficDriver control panel

The TrafficDriver control panel allows you to manage your website search engine submission details, view your plan status and access our range of submission and optimisation reports and tools.

Step 1 – Access

To access the TrafficDriver control panel, open your web browser and visit:

www.trafficdriver.co.uk

Step 2 – Log in

Enter your TrafficDriver username and password.

If you have forgotten your password, click the **Forgot your password** link to have your login details emailed to you.



The screenshot shows the 'Customer Login' section of the TrafficDriver control panel. It features a header 'TRAFFICDRIVER' and a sub-header 'Customer Login'. Below the sub-header, there is a message: 'Please use your login information to access your search engine submission control panel.' This is followed by two bullet points: 'Both username and password are case-sensitive.' and 'Make sure not to mix between letters and numbers (for example, the letter "O" and the number "0").' At the bottom, there are input fields for 'Username' and 'Password', a 'Login' button, and a link for 'Forgot your password?'.

Step 3 – Account activation

Check your TrafficDriver account status.

If your TrafficDriver account status is "Not Active" a message will be displayed asking you to activate your account. Your website will not be submitted to search engines until your account is activated.

Please ensure that your website is fully functional **before** you activate your account, to assure proper submission to the search engines.



The screenshot shows the 'TrafficDriver Home' page. It has a header 'TRAFFICDRIVER' and 'ONLINE CONTROL PANEL'. Below the header, there is a section titled 'TrafficDriver Home'. A red-bordered box contains a warning icon and the text: 'Account Status: Not Active. Use this button to start submitting your site once it is up and running.' Below this text, there is a dropdown menu showing 'www.your-site.com' and an 'Activate Account' button.

To activate your TrafficDriver plan, click **Activate Account**. When activating your account, you will need to enter information about your website, such as Title, Keywords, Description and Category.

For tips of how to choose your keywords, title and description, please see:

Appendix A - Finding your keywords, “do it yourself” guide.

Step 4 – Measurement tools

TrafficDriver provides you with the following 3rd party measurement tools:

Alexa Rank

Alexa Rank is a traffic measurement service that ranks your website based on its level of traffic. The Alexa Rank is based on three months of historical traffic data from millions of Alexa (owned by Amazon) users and is a combined measure of page views and users.

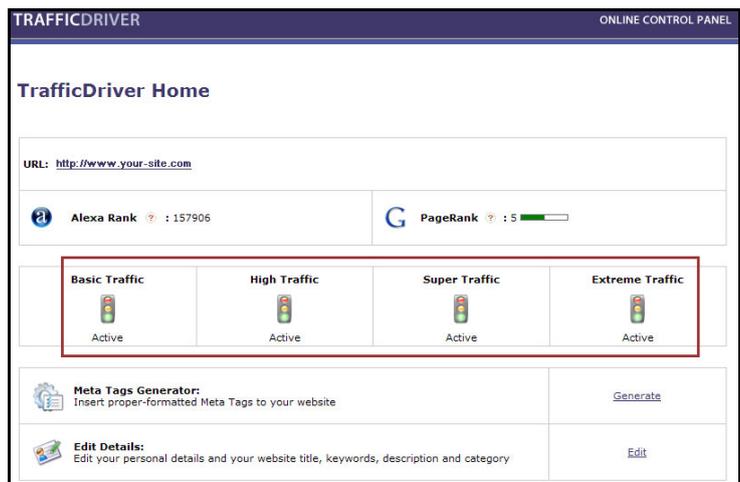
The lower the Alexa Rank is the better. Yahoo! for example, is ranked number 1.

Google Page Rank

Page Rank is a website quality scaling used by Google, mostly affected by the quantity and quality of incoming links to a website. The higher the Page Rank is the better. Google's own Page Rank, for example, is 10.

Step 5 – Plan status

TrafficDriver allows you to choose between four different plans: Basic, High, Super and Extreme. To upgrade your plan simply contact our Customer Support team.



The screenshot shows the 'TrafficDriver Home' online control panel. At the top, it displays the URL 'http://www.your-site.com'. Below this, there are two status indicators: 'Alexa Rank' with a value of 157906 and 'PageRank' with a value of 5. A red box highlights four traffic plan options: 'Basic Traffic', 'High Traffic', 'Super Traffic', and 'Extreme Traffic'. Each plan is represented by a traffic light icon and the word 'Active'. Below the plans, there are two buttons: 'Generate' for the 'Meta Tags Generator' and 'Edit' for 'Edit Details'.

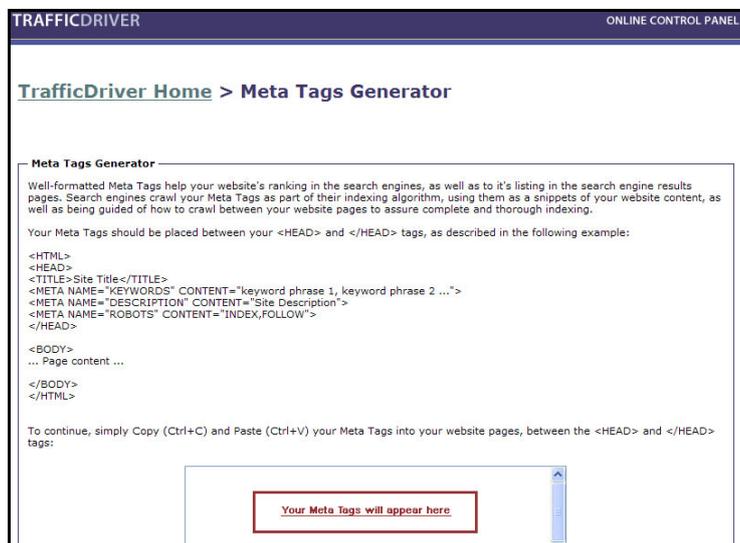
Step 6 – Meta Tags

Well-formatted Meta Tags help your website's search engine rankings.

Search engines “crawl” your Meta Tags as part of their indexing algorithm, using them as a snippets of your website content, as well as being guided on how to crawl between your website pages to assure complete and thorough indexing.

To access your Meta Tags generator, click **Generate** and follow the instructions on how to insert them into your website pages.

Refer to **Appendix B** for more information about Meta Tags.



The screenshot shows the 'TrafficDriver Home > Meta Tags Generator' page. It provides instructions on how to use meta tags for search engine optimization. The text explains that meta tags help with ranking and indexing. It includes an example of meta tags code:

```
<HTML>
<HEAD>
<TITLE>Site Title</TITLE>
<META NAME="KEYWORDS" CONTENT="keyword phrase 1, keyword phrase 2 ...">
<META NAME="DESCRIPTION" CONTENT="Site Description">
<META NAME="ROBOTS" CONTENT="INDEX,FOLLOW">
</HEAD>
<BODY>
... Page content ...
</BODY>
</HTML>
```

 Below the code, there is a red box with the text 'Your Meta Tags will appear here'.

Step 7 – Edit details

You may edit your personal and website details at any time by clicking **Edit Details**.

Remember to generate new Meta Tags if you change your website details.

The screenshot shows the 'TrafficDriver Home' dashboard. At the top, it displays the URL 'http://www.your-site.com'. Below this, there are two sections for 'Alexa Rank' (157906) and 'PageRank' (5). There are four traffic level indicators: 'Basic Traffic', 'High Traffic', 'Super Traffic', and 'Extreme Traffic', each with a traffic light icon and the word 'Active'. At the bottom, there are two main buttons: 'Generate' for the 'Meta Tags Generator' and 'Edit' for 'Edit Details'. The 'Edit Details' button is highlighted with a red rectangular box.

Step 8 – Submission report

Your first submission should be completed within 2 business days once you have activated your TrafficDriver account. During this time, your submission status will be **In Process**.

Once your submission has been completed, an email notification will be sent to you and the status will be changed to **Completed**.

Your website will be submitted as long as your TrafficDriver account is active. It will be submitted once a month, according to the individual requirements of each search engine.

The screenshot shows the 'Submission Report' dashboard. It lists several reports with their respective statuses:

	Status
Meta Tags Generator: Insert proper-formatted Meta Tags to your website	Generate
Edit Details: Edit your personal details and your website title, keywords, description and category	Edit
Monthly Submission Report: Track the progress of your submission to the various search engines	Completed
Ranking Performance Report: Keep track of your ranking position and link popularity in the top search engines over time	Completed
Keywords Research Report : View the most effective keywords for your site, generated by our search-marketing team	Completed
Dynamic Website Optimizer: Optimize your site to achieve high rankings with our suggested keywords along with competitors' analysis	Optimize

The 'Monthly Submission Report' row is highlighted with a red rectangular box.

The **TrafficDriver Basic** plan submits your website to the top 100 search engines and directories.

High, Super and Extreme plans submits your website to the top 400 major, worldwide and local search engines and directories.

Guaranteed Google listing

TrafficDriver owns a unique technology that will list your site in Google within 8 weeks, guaranteed!

Included in TrafficDriver High, Super and Extreme plans only.

2. Ranking performance reports

Included with TrafficDriver Super and Extreme plans

The TrafficDriver Ranking report will tell you how your website performs in the top search engines. You can generate a new report once a month and keep track of your website's ranking position, link popularity and URL count for the top search engines over time. Using the archived reports, you can compare the performance of each keyword in the newly generated report against its equivalent from previous months.

Step 1 – Initial Report

Your initial ranking report will be provided within 6 business days from activation and once completed, the **In Process** status label will be changed to **Completed**. You will also receive an email confirmation.

 Meta Tags Generator: Insert proper-formatted Meta Tags to your website	Generate
 Edit Details: Edit your personal details and your website title, keywords, description and category	Edit
Status	
 Monthly Submission Report: Track the progress of your submission to the various search engines	Completed
 Ranking Performance Report: Keep track of your ranking position and link popularity in the top search engines over time	Completed
 Keywords Research Report : View the most effective keywords for your site, generated by our search-marketing team	Completed
 Dynamic Website Optimizer: Optimize your site to achieve high rankings with our suggested keywords along with competitors' analysis	Optimize

Step 2 – View report

Choose your required date of ranking report and click **Show Report**. The default report shown is the most recent one.

If you have already generated a few ranking reports, the changes in position of your keywords are displayed as ↑ and ↓ where ↑ indicates an improvement in the position comparing to the previous month.

TRAFFICDRIVER											ONLINE CONTROL PANEL
TrafficDriver Home > Ranking Performance Report											
View Ranking Reports											
The Ranking performance report will tell you how your website performs in the top search engines.											
Show ranking report for <input type="text" value="MM-DD-YYYY"/> Show Report											
Ranking Position - we crawl 100 results within each of the search engines for each of your keywords, and display the first position found for your website for each keyword.											
Link Popularity - the number of times the search engine has a reference of other websites linking to yours. When other websites list a link to your website, some engines would consider your website as more valuable, and it would increase the possibility of your site to appear higher. For those engines that provide this information, the higher the number the better.											
URL Count - the number of times the search engine finds a listing of your URL within its indices. For some engines, the more times your URL is listed, the better your chances of showing well.											
↑ / ↓ - indicates the change in the ranking position comparing the previous report. ↑ - indicates an improvement.											
URL: http://www.your-site.com Date: MM-DD-YYYY											
	AllTheWeb	Altavista	Ask	Ask UK	Google	Google UK	MSN	MSN UK	Yahoo	Yahoo UK	
Link Popularity	755	1590	N/S*	N/S*	68	68	N/S*	N/S*	2904	2904	
URL Count	2430	2750	N/S*	N/S*	259	0	777	776	2722	2722	
Keyword Phrase #1	41	↓ 41	↓ 3	0	24	↓ 0	34	0	75	↓ 4	
Keyword Phrase #2	23	23	↑ 4	0	18	↓ 0	39	↓ 0	0	0	
Keyword Phrase #3	29	↓ 29	↓ 4	0	12	↑ 0	57	↑ 0	44	↓ 0	
Keyword Phrase #4	6	↓ 6	↓ 4	0	3	↑ 0	4	↑ 0	11	↓ 0	
Keyword Phrase #5	28	↓ 28	↓ 9	0	11	↑ 0	8	0	48	↓ 4	
Keyword Phrase #6	10	↓ 10	↓ 9	0	36	0	59	↑ 0	13	0	
Keyword Phrase #7	0	0	↑ 6	0	46	↑ 0	34	↓ 0	0	9	

The TrafficDriver ranking report enables you to track the following:

- **Ranking position** - we crawl 100 results within each of the search engines for each of your keywords, and display the first position found for your website for each keyword.
- **Link popularity** - the number of times the search engine has a reference of other websites linking to yours. When other websites link to your website, some engines would consider your website as more valuable, and it would increase the possibility of your site to appear higher. For those engines that provide this information, the higher the number the better.
- **URL count** - the number of times the search engine finds a listing of your URL within its index. For some engines, the more times your URL is listed, the better your chances of showing well.

Step 3 – Generate a new report

TrafficDriver allows you to run a new ranking report once a month.

To run a new ranking report, click **Run a Ranking Report for mm-yyyy**, where mm is the current month and yyyy is the current year.

A new ranking report will be processed within 2 business days.

Keyword Phrase #1	41	↓	41	↓	3	↑	0	24	↓	0	34	0	75	↓	4	↓	
Keyword Phrase #2	23		23		4	↑	0	18	↓	0	39	↓	0	0	0	0	
Keyword Phrase #3	29	↓	29	↓	4	0	0	12	↑	0	57	↑	0	44	↓	0	
Keyword Phrase #4	6	↓	6	↓	4	0	0	3	↑	0	4	↑	0	11	↓	0	
Keyword Phrase #5	28	↓	28	↓	9	0	0	11	↑	0	8	0	0	48	↓	4	↓
Keyword Phrase #6	10	↓	10	↓	9	↓	0	36	0	0	59	↑	0	13	0	0	
Keyword Phrase #7	0		0		6	↑	0	46	↑	0	34	↓	0	0	0	9	

Generate New Ranking Reports

You may run a new ranking report once a month (running it more frequently may get your site banned by the search engines as they may consider it as spam). Prior to running for a new ranking report, please be sure to optimize your site with our recommended keywords.

For optimization tips, please [click here](#).

To access your dynamic optimization report, please click "optimization" from within your control panel.

Please note that it may take between 6 to 8 weeks until the search engines update their records with your new optimized site.

Once you have optimized your site, please click below to verify that you have processed at least a minimal optimization. Please note that we require a minimal optimization prior running a new ranking report, as running it on a non-optimized site is useless.

Ranking Report for MM-DD-YYYY completed

In order to start running new ranking reports, your website needs to be optimised with our recommended keywords.

Running new reports on a non-optimised website will not work, and may be considered as spam by search engines.

Once you have optimised your site, click **Verify Minimal Optimisation**. If your website will comply with the minimal optimisation requirements, the following message will appear and you will be able to start running new ranking reports:

“Verification Succeeded: You may now click below to request a new ranking report.”

3. Keywords research

Included with TrafficDriver Super and Extreme plans

The most important task of search engine optimisation, and by far the hardest to accomplish, is finding the right keywords. If you fail to find the right keywords for your website, all your optimisation and submission efforts will have no effect. Due to the complexity and importance of finding the right keywords, it is advisable to have a professional help. TrafficDriver search-marketing professionals will review your website and will accomplish this essential task for you.

Keywords research report

Our marketing professionals will review your website and generate a list of keywords that are the most effective for your website.

Keyword research will be provided with 10 business days and once completed, the **In Process** status label will be changed to **Completed**. You will also receive an email confirmation.

 Meta Tags Generator: Insert proper-formatted Meta Tags to your website	Generate
 Edit Details: Edit your personal details and your website title, keywords, description and category	Edit
	Status
 Monthly Submission Report: Track the progress of your submission to the various search engines	Completed
 Ranking Performance Report: Keep track of your ranking position and link popularity in the top search engines over time	Completed
 Keywords Research Report : View the most effective keywords for your site, generated by our search-marketing team	Completed
 Dynamic Website Optimizer: Optimize your site to achieve high rankings with our suggested keywords along with competitors' analysis	Optimize

Each keyword is chosen very carefully and must comply with the following:

- **Targeting** - The keyword must reflect your exact product and service offerings, your geographical availability and your desired audience, to drive customers to your website that you will be able convert into buyers.
- **Popularity** - The keyword must be used by search engine users - there is no point in using a keyword that nobody is searching for. The left column provides you with the search volume of the keyword during the last month in the top search engines.
- **Competition** - The keyword must pass our competitive analysis test, which includes a competitive analysis on each specific keyword in conjunction with your website and your competitors' websites. Our marketing professionals run this test using our unique innovative technology.

4. Free consultation

Included with TrafficDriver Super and Extreme plans

With years of experience optimising thousands of websites, the TrafficDriver marketing professionals will provide you with free consulting and will answer any questions you may have regarding your search engine optimisation.

Set up a phone consultation session with your account manager to discuss ideas and get valuable advice regarding your search engine optimisation. Your account manager will answer any questions you may have regarding your search engine optimisation, as well as site-specific advice.

To set up a phone consultation, contact our Customer Support team with your preferred date and time, providing two alternatives and your account manager will contact you.

5. Dynamic website optimiser

Included with TrafficDriver Extreme plan

Now that we have helped you find the best keywords, it's time to embed them wisely in the content and the various HTML elements of your website. The dynamic website optimiser crawls through your site and provides optimisation instructions for each page.

Step 1

Click **Optimise** to access the dynamic website optimiser.

Remember that each of your website pages should have its own set of keywords, that have the best match to your page content.

 Meta Tags Generator: Insert proper-formatted Meta Tags to your website	Generate
 Edit Details: Edit your personal details and your website title, keywords, description and category	Edit
Status	
 Monthly Submission Report: Track the progress of your submission to the various search engines	Completed
 Ranking Performance Report: Keep track of your ranking position and link popularity in the top search engines over time	Completed
 Keywords Research Report : View the most effective keywords for your site, generated by our search-marketing team	Completed
 Dynamic Website Optimizer: Optimize your site to achieve high rankings with our suggested keywords along with competitors' analysis	Optimize

Step 2

Choose the page you would like to optimise and one of its most related keywords and click **Analyze**.

Optional – clicking **Enable competitive comparison** will allow you to choose any of the top competitor websites for the specific keyword and analyse your own website against it.

TRAFFICDRIVER ONLINE CONTROL PANEL

TrafficDriver Home > Dynamic Website Optimizer

Website Optimisation

We have automatically generated a list of your website pages. We recommend to start optimizing your homepage and continuing by order of importance.

Choose Page: www.your-site.com/page1.html

Listed below are the recommended keywords we have generated for you, where the bolded ones are the most vital (For the full keywords research report [click here](#)). Make sure to only select keywords that are related to the page you have chosen above. Each page of your site should have its own set of keywords, only ones that are related to the page that they appear on.

Choose keyword: Keyword Phrase #1

Enable competitive comparison (optional)
Run a comparative analysis of your web page against the top-performing websites per your selected keyword.

[Analyze](#)

Step 3

View the report summary for each HTML item of your website, such as URL HyperLinks, Image Alt Tags, Meta Tags and Heading Tags.

Any non-optimised item that requires your attention is marked by **X**.

Website Analysis

Web page analyzed: <http://www.your-site.com>
Keyword analyzed: **Keyword Phrase #1**

The results below show the status of your page's elements that affect it's ranking:

- ✓ Element is well optimized with the selected keyword. No action needed.
- ✗ Element is not optimized with the selected keyword. Click to get optimisation instructions for this element.
- ! Useful information and tips.

Element	Status	Report	Element	Status	Report
Title tag	✓	show	Heading tag	✗	show
Meta Description tag	✗	show	Comments	✓	show
Meta Keywords tag	✗	show	Frames	✓	show
Page Body	✗	show	Script tag	✗	show
URL HyperLinks	✓	show	Flash	✗	show
HyperLinks Text	✓	show	Dynamic URL	✓	show
Alt tag	✗	show	Anti Spam Guidelines	!	show

✓ Represents a well-optimised item
✗ Represents a non-optimised item
[show](#) Show optimisation instructions for this item

Step 4

To view the specific optimisation instructions for your non-optimised item, click the **show** button next to it.

Each HTML element may need a few optimisation requirements. Those that require your attention are marked, just as above, with an **X** and clicking **optimisation instructions** next to it will display the required actions.

URL HyperLinks ✓ [show](#) Flash ✗ [show](#)
HyperLinks Text ✓ [show](#) Dynamic URL ✓ [show](#)
Alt tag ✗ [show](#) Anti Spam Guidelines ! [show](#)

Meta Description tag

Your Meta Description tag:
"Your Meta Description tag will show up here"

Meta Description tag Size: 109 characters. ✓

Keyword **keyword #1** found 0 times in the Meta Description. ✗ [Optimisation instructions](#)

We recommend including 1-2 of your most important keyword phrases in your Meta Description tag, especially those that are related to the content of the page it is on.

More Tips and recommendations:

- Make sure your description accurately describes the content of your page while being as appealing as possible, trying to entice visitors to click through to your site.
- Have your most important keywords appear at the beginning of your Meta Description. This often increases the chances of the surfers clicking through to your site, and will help avoid having them cut off by search engines that limit the length the Meta Description.
- Each page of your site should have its own Meta Description tag, one that is related to the page that it appears on.

Example of a Meta Description tag:
<META NAME="Description" content="Description of your page, including your most important."> The correct placement for the Meta Description tag is between the <HEAD> and </HEAD> tags of your page.

Appendix A

Finding your keywords – a do it yourself guide

The most important task of search engine optimisation, and by far the hardest to accomplish, is finding the right keywords.

A keyword is a short phrase a search engine uses to index your website while displaying the results to a user's query.

Cutting down your website's offerings to just a few words can give you the basic keywords to use. You can do this by looking at your site's offerings from the user's perspective, and ask yourself:

"What will a potential customer type in the search engine's search box when looking for something I offer?"

Once you have chosen a set of keywords that best describe your website, you should verify that you are able to compete with them. Ranking as #1 on keywords such as "Software", "Books" or "Travel" is not realistic, as they are too general. Furthermore, they are not targeted enough – you want to drive *targeted* traffic to your website. Converting one visitor that is really interested in your offering into a customer is much easier than converting hundreds of visitors that are not.

Most internet users do not query search engines on general or single words such as "Books" or "Computers", as the results they will get are too general to benefit from. This fact works in your favour - the first rule in choosing keywords, is to make them specific, and best reflects what your site offers. Narrowing down by geographic location is another option to be more specific in your keywords. If you are interested in attracting visitors from London, choose, for example, "Limo service in London". The competition of these kinds of keywords is much less intense than general ones. The chances of getting excellent positioning are much higher when using focused and targeted keywords.

To improve your position in the search engine, be sure to use keyword variations. For example, if your website offers translation services, consider to use derivatives of "translation", such as translator or translating.

The TrafficDriver Super and Extreme plans include professional keywords research, issued by our search-marketing team. Due to the complexity and importance of finding the right keywords, it is advisable to have a professional help in this matter.

Appendix B

What is a Meta Tag?

Well-formatted Meta Tags help your website's ranking in the search engines. Search engines crawl your Meta Tags as part of their indexing algorithm, using them as a snippets of your website content, as well as being guided on how to crawl between your website pages to assure complete and thorough indexing.

What Meta Tags should I add to my web site?

1. **Title:** The title is one of the most important parts of your website to evaluate, as it is the most frequently searched component by search engines. It should state exactly what your site is about and include your most important keywords. A good Title is one that briefly describes the site in 50-80 characters.
2. **Keywords:** The Meta Tag Keywords should be those words or phrases that you think people will use when trying to look for a site like yours on search engines. The right keywords for your website should be specific enough to describe your website's focus, yet general enough for potential customers to use as search criteria with search engines.
The effective number of keywords is 10-25. Each keyword should be composed of one to 4 words.
3. **Description:** Your website description should be a summary of the content of your site. This description should contain some of the keywords and should avoid marketing jargon. A good Description is composed of a few sentences that best describe the site (up to a maximum of 250 characters).
4. **Robots:** The Robots tag tells the search engines how to treat a certain page in the following terms:
 - a. Indexing – whether the specific page should be indexed or not.
 - b. Following – whether the search engine should continue and crawl to other page by the links that are part of the specific page.

Where do I place the Meta Tags?

Your Meta Tags should be placed between your <HEAD> and </HEAD> tags, as shown in this example:

```
<HTML>
<HEAD>
<TITLE>Site Title</TITLE>
<META NAME="KEYWORDS" CONTENT="keyword phrase 1, keyword phrase 2
..." >
<META NAME="DESCRIPTION" CONTENT="Site Description" >
</HEAD>
<BODY>
... Page content...

</BODY>
</HTML>
```

Appendix C

Service editorial and SPAM guidelines

Editorial guidelines

We are not responsible for indexing a URL for any reason including, without limitation, the following:

- The posting of content or the offering of products or services that may be or are illegal.
- The fraudulent use of the Service.
- The infringement of the rights of a third party.
- In response to a court order or other judicial or governmental request or action.

SPAM guidelines

We are not responsible for indexing a URL if we detect evidence of misuse of our service. Misuse of services may take the form of any deceptive, misleading or otherwise inappropriate act or web page designed to undermine (a) our services, or (b) the validity or credibility of Search Engine results. Acts of Spamming and Churning may take many forms, all of which fall within the scope of "misuse." The following are examples of forms of Spamming:

- URLs which harm accuracy, diversity or relevance of search results
- URLs whose sole purpose is to direct the user to another page
- URLs which have substantially the same content as other pages
- URLs for sites with numerous, unnecessary virtual hostnames
- URLs for pages which automatically generate other pages of little value
- URLs for pages that use methods to artificially inflate search engine ranking
- URLs for pages that hide or disguise text from the user
- Spider spoofing - serving a different page to a spider to index than is served to the real user (cloaking)
- Cross-linking sites excessively, to inflate a site's apparent popularity
- URLs for pages built primarily for the search engines (Doorway)
- URLs that misuse names or trademarks of competitors
- Employing multiple sites which each offer the same content
- Employing highly similar pages - pages that appear from the search results to be highly similar
- URLs for pages that are deceptive, fraudulent or provide a poor user experience
- Abusing META keyword tags and/or META Descriptions
- Abusing file path names; which is, naming domain, hostname, path and/or filenames exactly what the query says when the page itself is not about the subject matter of the query. These largely contains links to e-commerce-related/porn or other off-topic content
- Submitting URLs for pages containing international Spam; which is inappropriately high relevancy for non-native language documents for native language queries.