Title:
Pushing Bad Data- Google´s Latest Black Eye

Word Count:
1234

Summary:
Google stopped counting, or at least publicly displaying, the number of pages it indexed in Se

Keywords:
website hosting, google, spam, index, billions, pages, click, fraud

Article Body:
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What had people buzzing was the nature of the fresh, new few billion pages. They were blatant

How did someone manage to dupe Google into indexing so many pages of spam in such a short peri

A Dark and Stormy Night
Our story begins deep in the heart of Moldva, sandwiched scenically between Romania and the Uk

The heart of the issue is that currently, Google treats subdomains much the same way as it tre

Briefly, a subdomain is a "third-level domain." You've probably seen them before, they look so

So, we have a kind of page Google will index virtually "no questions asked." It's a wonder no

Five Billion Served- And Counting...
First, our hero here crafted scripts for his servers that would, when GoogleBot dropped by, st

GoogleBot finds the spammed links and, as is its purpose in life, follows them into the networ

Reports indicate, at first, the PPC ads on these pages were from Adsense, Google's own PPC ser

Billions or Millions? What is Broken?
Word of this achievement spread like wildfire from the DigitalPoint forums. It spread like wil

The tracking is accomplished using the "site:" command. A command that, theoretically, display

Over the past week the number of the spammy domains & subdomains indexed has steadily dwindled

Conclusions
There are, at minimum, two things broken here. The site: command and the obscure, tiny bit of

Do we "keep the faith" in Google in the face of these events? Most likely, yes. It is not so m