

Backlinks with Fake Software

Dear Software Directory owner,

I'm using this technique to show you something even worst coming to your directory.

I'm a software developer and also a software directory owner. For many months now, our directories are being spammed by fake software using this [\\$97 method](#). It may be news or not to you.

The method show webmasters(not programmers) how to create fake software and get **free backlinks** to their sites.

At first, I was expecting a decline but the method is being refresh thus much harder to detect on first view like I was doing before.

Even if you directory is related to a few categories, this will **not stop them**. They will find a way.

I recently bought this good [\\$1 SEO report](#) (35 pages) but the downside was that the same method was mentioned in it. Otherwise, it would had been an excellent SEO report to apply to your directory and getting backlinks too.

So, if this trend continues, you might start getting a few 100s if 1000s of fake software per day. In time, the monetary value and SEO value of **your directory will decrease**.

You could [buy this method](#) if want to keep up to date. It could be necessary evil but even me did not like the idea. At least, you pay once and get the free updates. At that price, that's what I expect anyway.

Solutions

Because over **1000 directories** exist, I would like to create an Anti-Fake software group. Many owners may not have all the time to spend in their directories for various reasons so not all of them will read this or apply the solutions below. Some may even deleted because it's freeware. I can't do nothing about it.

Each of us would list the other directories in the group using the real name(no anchors) in a page for that.

Example:

mysoftwaredirectory/anti-fake-software.html

[1 Cool File](#)

This way, those who create fake software will know to **not waist their time** using this method with our directories. They will however get backlinks from the others that did not read this.

Generic Anchor Text

To minimize the backlink effect, you should not be **using** the “fake software title” for anchor text like some are already doing.

Example: Fake Software Title v1.00 click [here](#)

The fake software will be anchored with [here](#).

Use Nofollow

You could also add the *rel="nofollow"* tag to the link. In this case, only Google take this into account to give PageRank.

```
<a href="fakesite.com" rel="nofollow">fake software title</a>
```

Using the generic anchor text and nofollow would make it less appealing for them.

Conclusion

Like me, software developer take the time to program their application and we don't want to be drowned with fake software either.

The same could be said for visitors to your site searching for real software.

If you want to participate, you can [email me](#). I will then add you to my page and you can copy the list on your own page too from time to time.

And don't forget to delete this “fake software” after.