

Hidden text and links

Hiding text or links in your content can cause your site to be perceived as untrustworthy since it presents information to search engines differently than to visitors. Text (such as excessive keywords) can be hidden in several ways, including:

- Using white text on a white background
- Including text behind an image
- Using CSS to hide text
- Setting the font size to 0

Hidden links are links that are intended to be crawled by Googlebot, but are unreadable to humans because:

1. The link consists of hidden text (for example, the text color and background color are identical).
2. CSS has been used to make tiny hyperlinks, as little as one pixel high.
3. The link is hidden in a small character - for example, a hyphen in the middle of a paragraph.

If your site is perceived to contain hidden text and links that are deceptive in intent, your site may be removed from the Google index, and will not appear in search results pages. When evaluating your site to see if it includes hidden text or links, look for anything that's not easily viewable by visitors of your site. Are any text or links there solely for search engines rather than visitors?

If you're using text to try to describe something search engines can't access - for example, Javascript, images, or Flash files - remember that many human visitors using screen readers, mobile browsers, browsers without plug-ins, and slow connections will not be able to view that content either. Using descriptive text for these items will improve the accessibility of your site. You can test accessibility by turning off Javascript, Flash, and images in your browser, or by using a text-only browser such as [Lynx](#). Some tips on making your site accessible include:

- **Images:** Use the alt attribute to provide descriptive text. In addition, we recommend using a human-readable caption and descriptive text around the image.
- **Javascript:** Place the same content from the Javascript in a no script tag. If you use this method, ensure the contents are exactly same as what is contained in the Javascript and that this content is shown to visitors who do not have Javascript enabled in their browser.
- **Videos:** Include descriptive text about the video in HTML. You might also consider providing transcripts.

If you do find hidden text or links on your site, either remove them or, if they are relevant for your site's visitors, make them easily viewable