

Parasite SEO Is Not New-A Look Back at How It Was Done (and What Still Works Today)

There are many new trends with Parasite SEO, as if it were this new black hat method. But those who have been members of the search fraternity for quite some time have really seen it in the past. We just had different names for the act: Web 2.0 link building, content hijacking, or simply buffer link stacking.

Now let's get to the bottom of what Parasite SEO means today, how it was carried out in the past, and which parts of it you can still use today—especially when working on client SEO campaigns or experimenting on your own sites.

What Is Parasite SEO?

Parasite SEO is when one posts content on a high-authority third-party domain—one like Medium, Google Sites, or LinkedIn, hoping their page will appear in Google on a competitive keyword. The “parasite” is your content, and the “host” is the trusted domain it's clinging onto.

Such an arrangement does or did work because the hosting domains already had a lot of authority. So instead of spending several months carefully building links to their own sites, one could have ranked a parasite page rather quickly—almost within hours—if there was little competition at the time.

How We Used to Do It (Before It Was Cool)

Back in the Web 2.0 boom, we were all doing some form of parasite SEO without calling it that. The typical workflow looked like this:

- Create a bunch of articles on free platforms like WordPress.com, Blogger, Weebly, etc.
- Stuff them with keywords, throw in a backlink or two to your money site
- Point a few junk links at those pages to give them a boost
- Maybe run it all through a redirect layer for safety

And here's a trick some of us used: instead of linking directly to our website, we'd link to a **YouTube video** first—then link to our site from the YouTube description. It created a buffer, and if anything got flagged, it was usually the YouTube channel (RIP).

Redirect Layers and Link Buffers

To stay clean, we often used a subdomain with a redirection script or service. This way, if something looked spammy later, we could just kill the redirect and the trail would disappear.

Some people used tools like YOURLS, custom PHP redirect scripts, or even paid shorteners that allowed editing or deleting links. It wasn't just about hiding URLs—it was about keeping control of your link network.

Why It Worked (and Still Can)

The basic idea behind Parasite SEO still works in some cases because Google continues to trust big platforms. If you publish something on a high-authority site, Google often gives it a temporary boost in rankings, especially for new or low-competition keywords.

That's why some SEOs use Parasite SEO for things like:

- Testing keyword ideas before building full content
- Quick traffic to affiliate offers or lead capture pages
- Online reputation management (pushing positive content up)
- Launching a product while your main domain is still maturing

But... Here's What's Changed

Google's smarter now. Thin content on these platforms often gets ignored—or worse, removed. And many platforms (like Medium, Quora, Reddit) have strict policies or human moderators who'll nuke your post if it looks overly promotional. I lost pages I had on HubPages back in the day that used to rank really high, but they banned my account. I even asked them recently (years and years later) for my account back, and they said no. Whatever.

And yeah, YouTube might still be useful as a buffer, but good luck keeping your account alive if you're uploading AI voiceovers and spammy affiliate promos.

Modern-Day Parasite SEO (Still Works... With Tweaks)



If you want to experiment today, here's a smarter flow:

1. Pick a parasite host with decent authority and a low barrier to entry (Google Sites, Notion, LinkedIn articles, etc.)
2. Create solid, human-readable content—nothing thin or spammy
3. Link to a buffer page you control (like a Google Doc or subdomain redirect)
4. Use that buffer to direct traffic to your real site

This way, if Google slaps the parasite page, or the host removes it, your main site isn't touched—and you can swap the redirect target if needed.

Final Thoughts About Parasite SEO

Parasite SEO isn't some underground hack—it's just a recycled tactic that's evolved. If you've built Web 2.0 links, run 301 redirect buffers, or used YouTube as a tier-1 property, you've been there before.

If you're testing this strategy today, treat it like what it is: **a short-term ranking play**. It's not meant to build long-term equity or authority. Use it to learn, test, or get quick wins—but don't build your whole SEO strategy around it.

Got questions about how to do this without burning your site? Drop me a line. I've played with enough of these to know where the line is... and how to dance near it without getting singed.

Looking for safer ways to get indexed fast? Check out [this guide on speeding up Google indexing](#).

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