101 Search Engine Manipulation

What is Google bomb?

Google Bomb is an issue faced by many well reputed and organized websites. It is an action where certain specific sites are found using certain specific texts that is totally irrelevant to the contents of that particular website. Google Bombing is basically done by a group of people where they link to a specific chosen webpage using a specific chosen link text in order to manipulate the search engines and push the webpage up in terms of Google Ranking. The reasons for it are many such as political issues, discrediting a person or a particular company's website or just for the fun as a part of search engine optimization challenge.

Source: http://www.searchenginegenie.com/101-articles/Google-Bomb.html