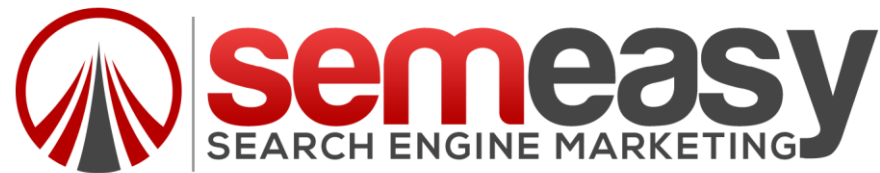
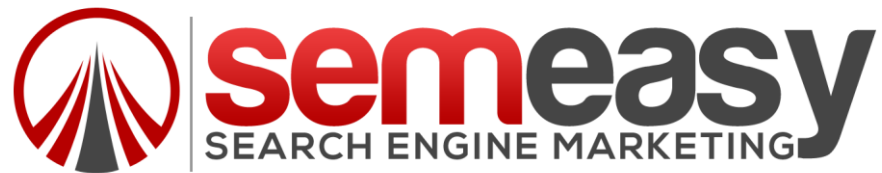


Google Penalties



Google Penalties

- What Is A Google Penalty?
- WTF Is Going On?
- Looks Like A Duck and Quacks Like A Duck, But Is It A Duck?
- Can I Verify That I Am Actually Penalized?
- What Is My Penalty?
- What Are My Options?
- What Is My Game Plan?
- Now Do It!



What Is A Google Penalty?

According to Wikipedia....

Google penalty is a general term that refers to a negative impact on a website's search ranking based on updates to Google's search algorithms. The penalty can be an unfortunate by-product, or an intentional penalization of various black-hat SEO techniques.

Notable cases of Google penalties occurred in 2009, when many websites reported a drop of more than 50 places in search rankings based on the same search term; in 2011, when Overstock.com was specifically penalized for poor SEO techniques; and in 2012 with the release of Google's Penguin algorithm.



Google Penalties

What Is A Google Penalty?

According to Andrew...

When you think you are finally doing what Google wants and then you get slapped around by a bi-polar search engine...

Basically: When Google Screws You!



Google Penalties

WTF Is Going On?

You wake up on morning and one of these happens:

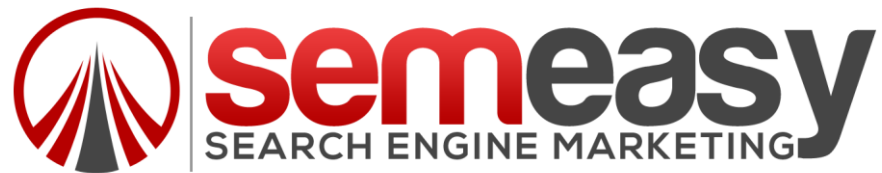
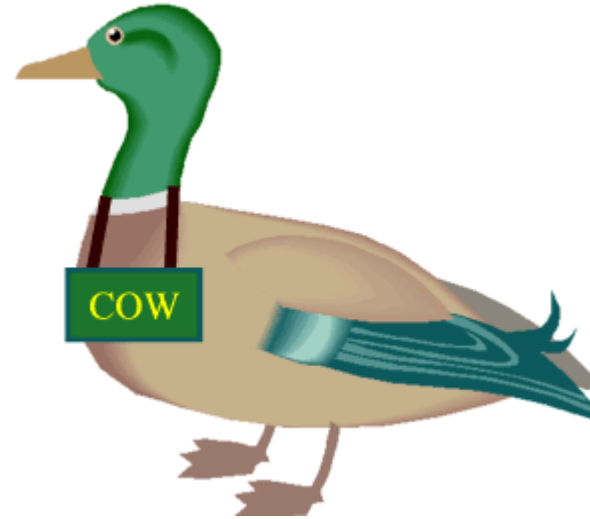
- Did you leads dry up?
- Just not showing up in the SERPS?
- Traffic stopped?
- Website just gone?
- Client calls and starts screaming?

You have to figure out, what just happened! And fast!



Google Penalties

Looks Like A Duck! What Is It?



Google Penalties

Can I Verify That I Am Actually Penalized?

Check list:

- Log Into Your Site and Visit It!
- site:yourdomain.com
- info:yourdomain.com
- Check your SERPs
- Check your backlinks
- Check Your Google Webmasters Tools
- Check Analytics
- Check Your Competitors
- Check Other Niches
- Jump On Forums



Google Penalties

What Is My Penalty?

Is it something I can control?

IS IT ON SITE (PANDA)? OR OFFSITE (PENGIUN)?

On site:

Malicious Code Injection?

Duplicate Titles, Meta Tags, etc...

A Duplicate website, like a developers site?

Off site:

Is it link loss?

Is it a SITE WIDE Penalty?

Is it a Partial Match Penalty?



Google Penalties

What Is My Penalty?

Check Webmasters Tools!

Did You Get This Message?

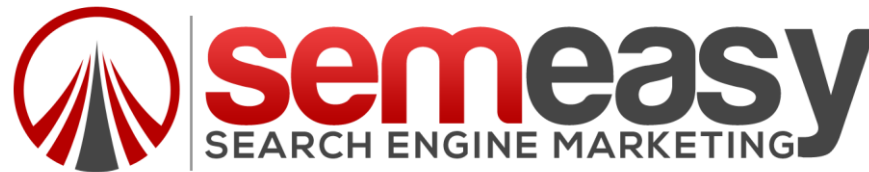
Doesn't Mean Anything Yet!



☆ ⚠ [REDACTED].com/: Unnatural inbound links

Google has detected a pattern of artificial or unnatural links pointing to your site. [Buying links or participating in link schemes](#) in order to manipulate PageRank are violations of Google's [Webmaster Guidelines](#).

As a result, Google has applied a [manual spam action](#) to serenitymalibu.com/. There may be other actions on your site or parts of your site.

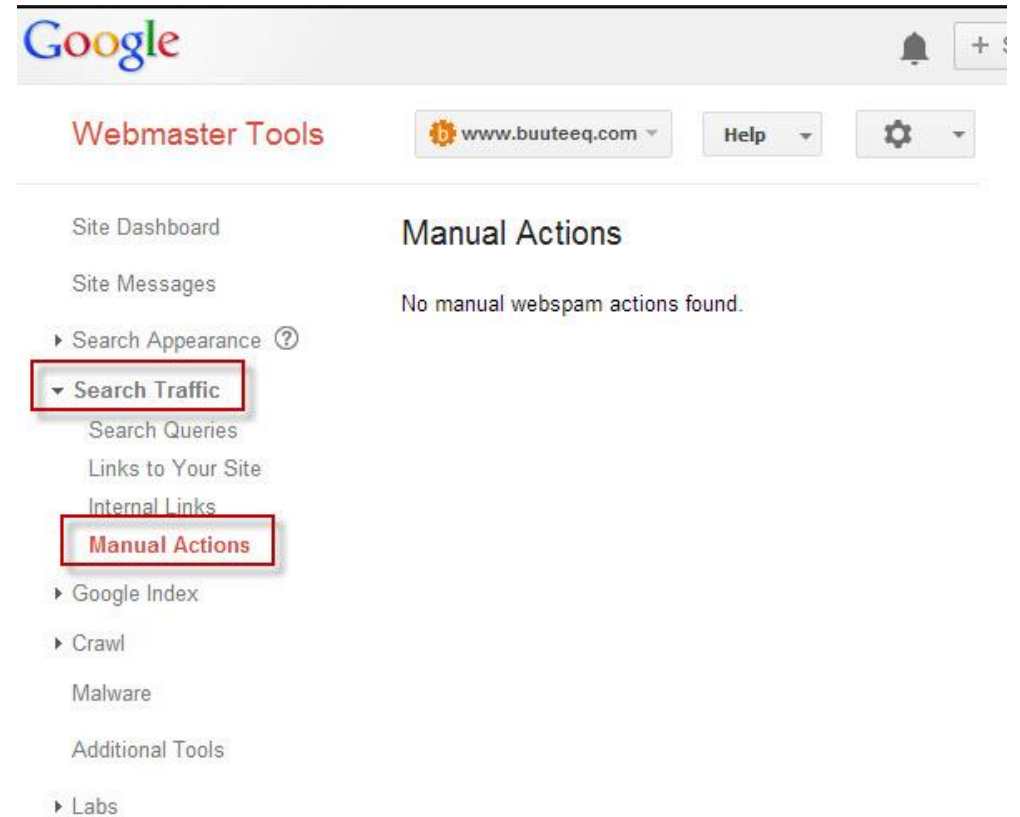


Google Penalties

What Is My Penalty?

Check Webmasters Tools!

THIS IS WHAT YOU WANT TO SEE!

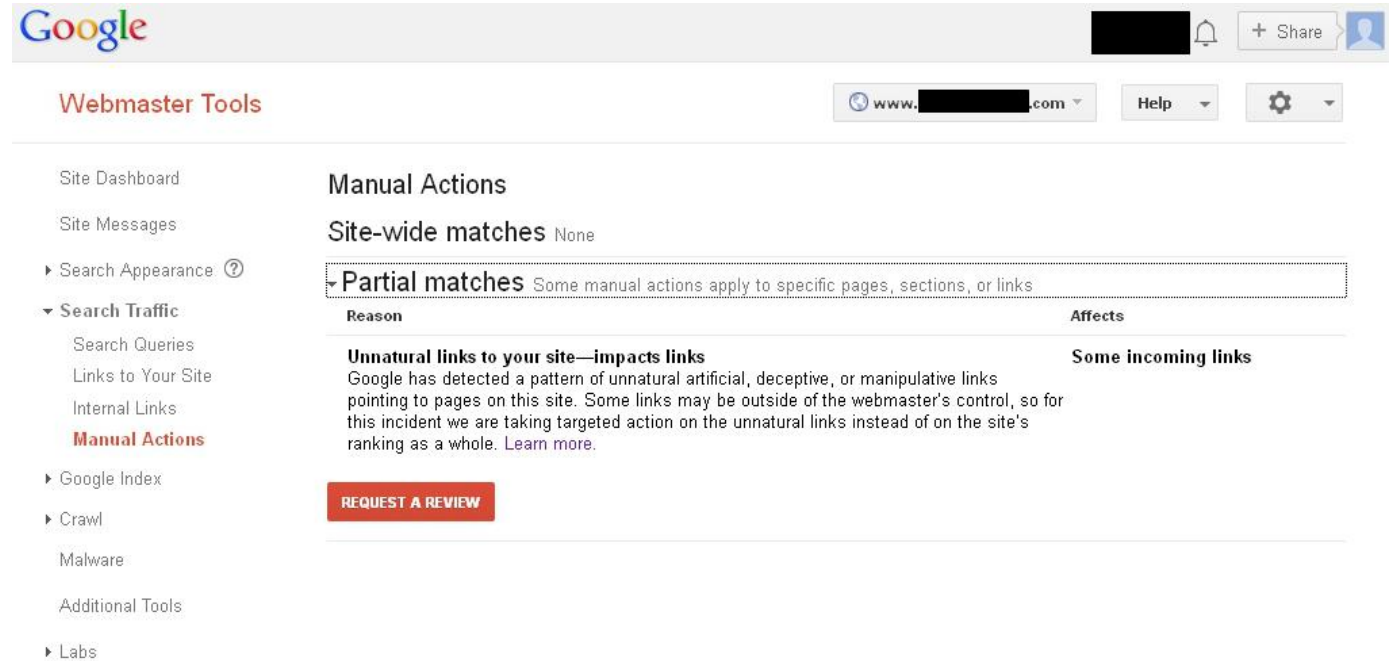


Google Penalties

What Is My Penalty?

Check Webmasters Tools!

This is the Partial Match Penalty... Maybe The Most Common...



The screenshot shows the Google Webmaster Tools interface. On the left is a navigation menu with items like Site Dashboard, Site Messages, Search Appearance, Search Traffic (with sub-items Search Queries, Links to Your Site, Internal Links, and Manual Actions), Google Index, Crawl, Malware, Additional Tools, and Labs. The main content area is titled 'Manual Actions' and shows 'Site-wide matches: None'. A dropdown menu is open for 'Partial matches', with a sub-header 'Some manual actions apply to specific pages, sections, or links'. Below this is a table with two columns: 'Reason' and 'Affects'. The table contains one entry: 'Unnatural links to your site—impacts links' under Reason, and 'Some incoming links' under Affects. The description for this entry states: 'Google has detected a pattern of unnatural artificial, deceptive, or manipulative links pointing to pages on this site. Some links may be outside of the webmaster's control, so for this incident we are taking targeted action on the unnatural links instead of on the site's ranking as a whole. Learn more.' A red button labeled 'REQUEST A REVIEW' is positioned below the table.



Google Penalties

What Is My Penalty?

Check Webmasters Tools!

Just About Screwed....

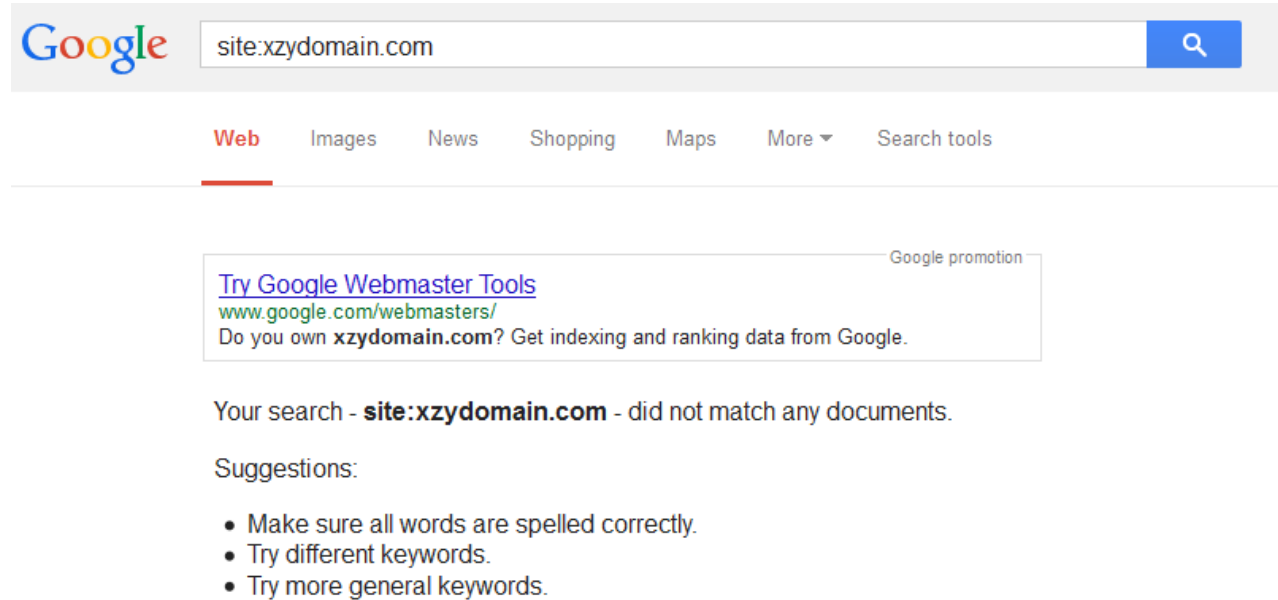
The screenshot shows the 'Manual Actions' section of Google Webmaster Tools. A yellow warning banner at the top states: 'This site may not perform as well in Google results because it a'. Below this, a red-bordered box highlights the text 'Site-wide matches'. Underneath, it says 'Some manual actions apply to entire site' and lists the 'Reason' as 'Unnatural links to your site' with a sub-description: 'Google has detected a pattern of unnatural artificial, deceptive,'. A second red-bordered box at the bottom highlights the text 'Partial matches'.



Google Penalties

What Is My Penalty?

If you own
xzydomain.com
you are done!



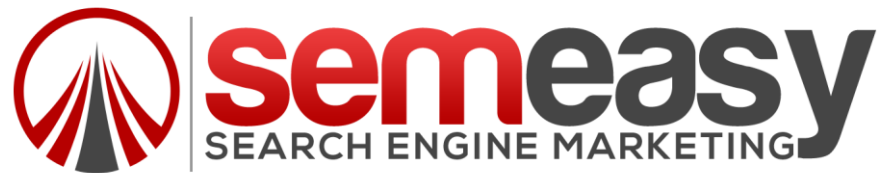
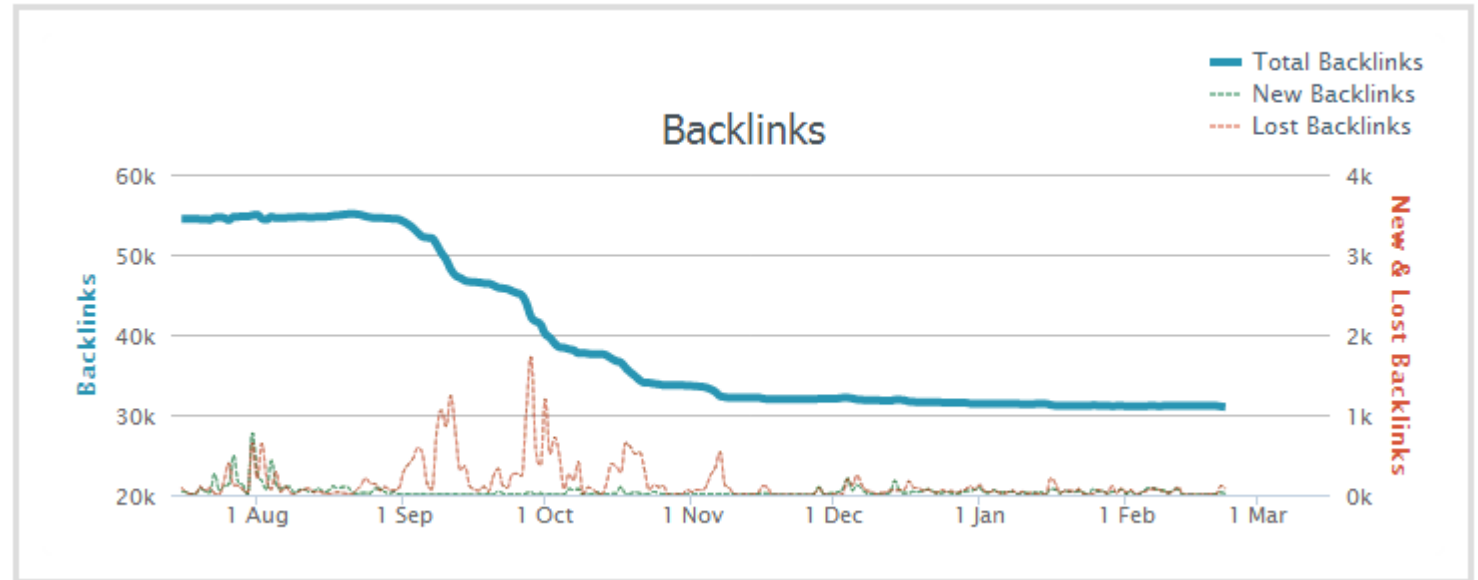
The screenshot shows a Google search interface. The search bar contains the text "site:xzydomain.com". Below the search bar, there are navigation tabs for "Web", "Images", "News", "Shopping", "Maps", "More", and "Search tools". A "Google promotion" box is visible, containing a link to "Try Google Webmaster Tools" and the text "Do you own xzydomain.com? Get indexing and ranking data from Google." Below this, a message states: "Your search - **site:xzydomain.com** - did not match any documents." Underneath, there is a "Suggestions:" section with three bullet points: "• Make sure all words are spelled correctly.", "• Try different keywords.", and "• Try more general keywords."



Google Penalties

What Is My Penalty?

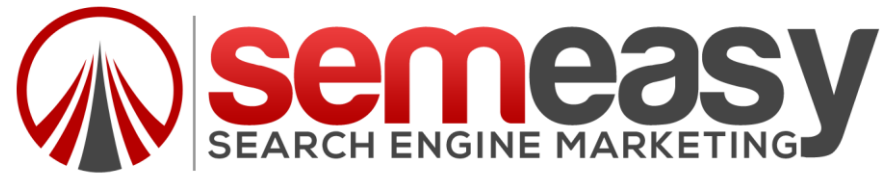
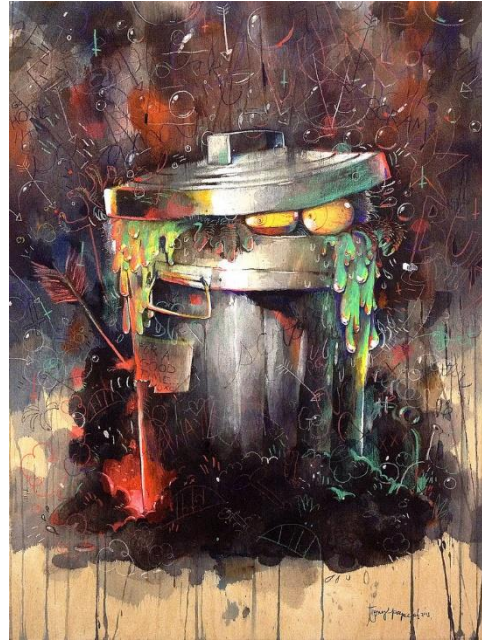
**Maybe Its Not
YOUR Penalty!**



Google Penalties

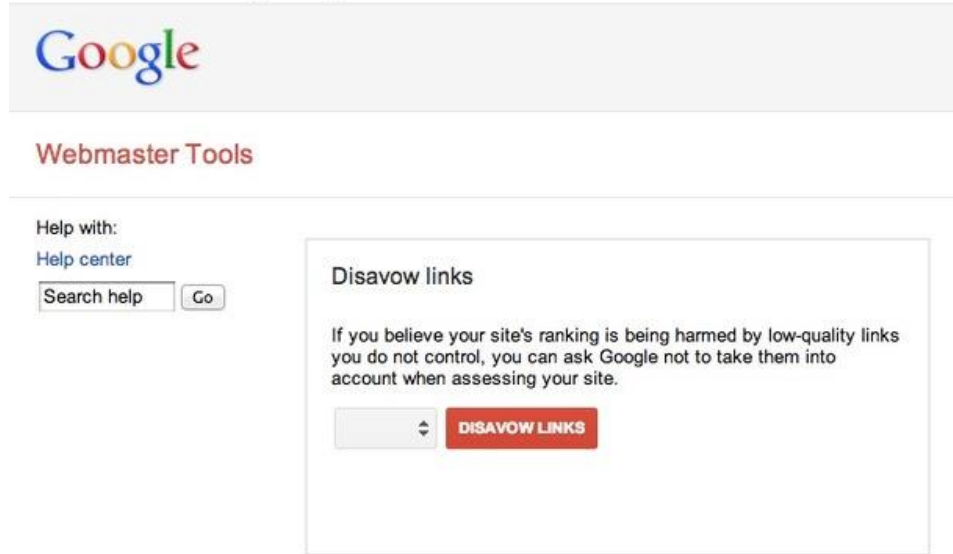
Maybe? Just Maybe....

Your Links Just Stink Now!



Google Penalties

What Are Your Options?



JUST DON'T DO IT!



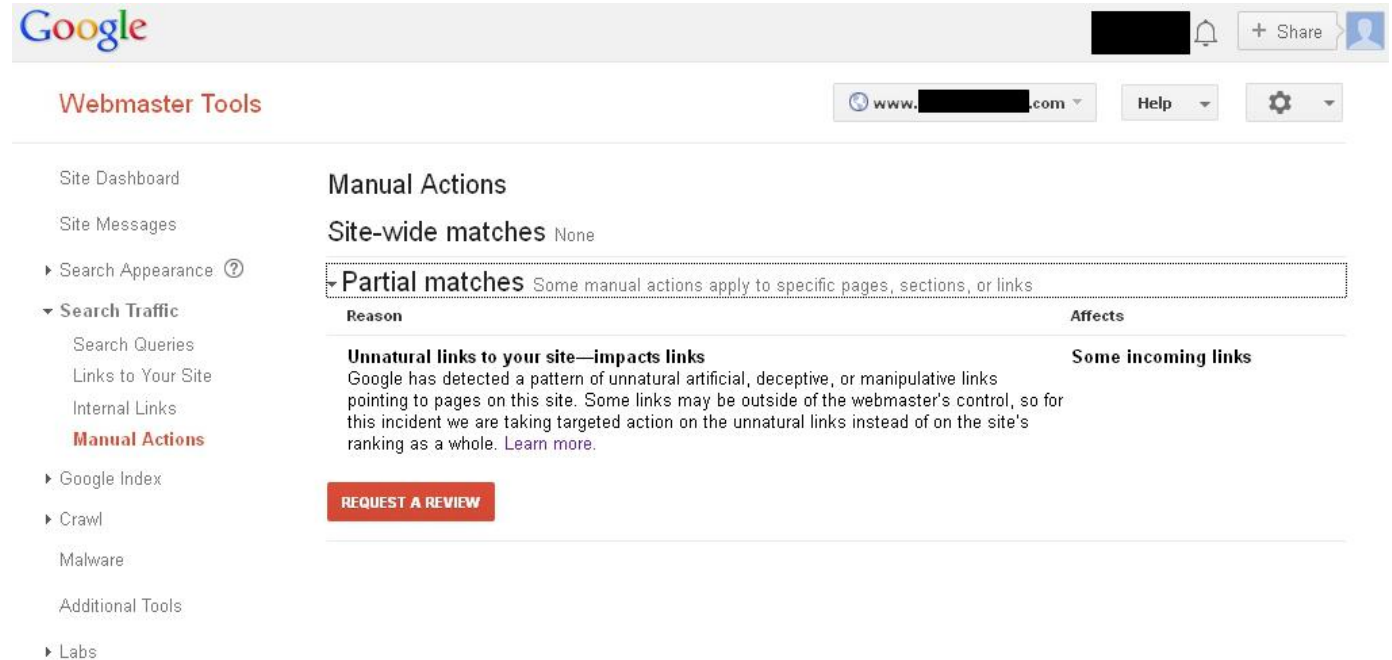
Google Penalties

What Are Your Options?

WHAT NOT TO DO!

**THERE IS NOTHING TO DO
HERE! DO NOT REQUEST
A REVIEW!!!!**

**GOOGLE HAS ALREADY
TAKEN CORRECTIVE
ACTION FOR YOU!**



The screenshot shows the Google Webmaster Tools interface. On the left is a navigation menu with items like Site Dashboard, Site Messages, Search Appearance, Search Traffic, Google Index, Crawl, Malware, Additional Tools, and Labs. The 'Manual Actions' section is active, showing 'Site-wide matches: None' and 'Partial matches: Some manual actions apply to specific pages, sections, or links'. A table lists the manual action:

Reason	Affects
Unnatural links to your site—impacts links Google has detected a pattern of unnatural artificial, deceptive, or manipulative links pointing to pages on this site. Some links may be outside of the webmaster's control, so for this incident we are taking targeted action on the unnatural links instead of on the site's ranking as a whole. Learn more.	Some incoming links

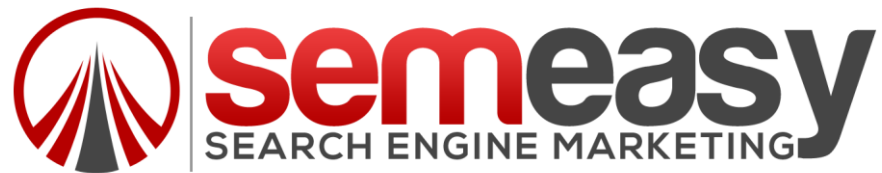
Below the table is a red button labeled 'REQUEST A REVIEW'.



Google Penalties

What Are Your Options?

- **LINK AUDIT! MANUAL REQUESTS!**
- **DILUTE!**
- **NEW SITE!**
- **301 REDIRECT!**
- **SUPER SECRET PAGE RENAMING!**
- **SERPLANDLORD OVERLAY!**



Google Penalties

What Are Your Options?

Can you identify a good link vs a bad link?

What is a Bad Link?

User generated... Comments, Forum Posts, Profile Links, etc...

Anchor text (repeated).... Etc..



Google Penalties

What Are Your Options?

Can you identify a good link vs a bad link?

What is a Bad Link?

Press Releases, PBN (if done correctly), Images, etc...

VERY LOW ANCHOR TEXT... MOST NAKED URLS!



Google Penalties

What Is A Naked URL?

Variations of naked urls.....

<http://yourdomain.com>

<http://www.yourdomain.com>

www.yourdomain.com

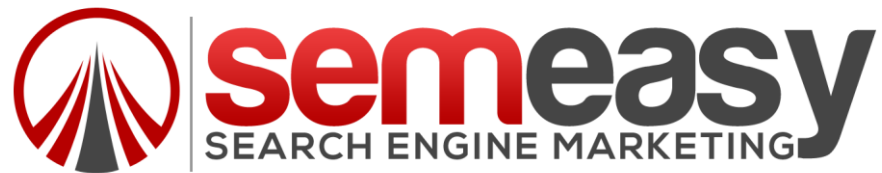
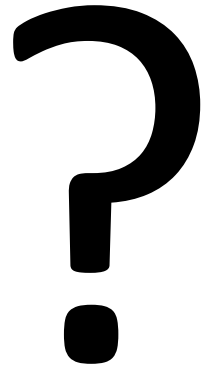
yourdomain.com

This is what you should be using....



Google Penalties

What Is Your Game Plan?



Google Penalties

Let's Watch My Competitor Learn!

Google custom lapel pins

Web Shopping Images Videos Maps More Search tools

About 851,000 results (0.41 seconds)

Ads related to custom lapel pins

- Lapel Pins R Us - Custom Lapel Pins in 7 - 10 Days**
www.lapelpinsrus.com/
Free Artwork, Setup & Air Shipping
- Lapel Pins - On Sale Now - Custom Lapel Pins. Fast Service**
www.wholesalepins.com/
Free Art & Air Shipping, 100pc Min.
- Create Your Own Pins - Design Custom Lapel Pins Online**
www.customlapelpins.com/ 1 (800) 781 8806
1 Week Delivery. Free Air Shipping.
View Samples - Start Designing - Non-Profit Discount - Instant Quote
- Custom Pins | Custom Lapel Pins | As low as \$.99 | PinMart**
www.pinmart.com/custom-lapel-pins/
PinMart is the leader in custom lapel pins; all custom pin orders include FREE ART, FREE SHIPPING, FREE SET-UP and include our 100% satisfaction ...
Soft Enamel Pins - Die Struck Pins - Cloisonne' Pins - Etched Soft Enamel Pins
- Pins Made Your Way | Lapel Pins Made To Order**
www.pinsmadeyourway.com/
Welcome to the premier source for custom lapel pins. You need them made fast, and that is just what we do - with great pricing and the best service around.
- Lapel Pins - Custom Lapel Pins - Stock Pins - All About Pins**
www.allaboutpins.com/
Custom lapel pins by All About Pins. Delivered in 10 days or less. Free artwork, design & air shipping.

Shop for custom lapel pins on Google

- Custom Lapel Pins \$0.18 LogoTags
- Custom Lapel Pin - Add a G... \$5.40 Baudville...
- AS055 Custom Lapel Pins \$2.47 Student Supply
- Custom Lapel Pin - Die Struck \$5.10 Baudville...
- Custom Lapel Pin - Circle... \$2.39 Just Award M...

Ads

- We Make Custom Lapel Pins**
www.lapelpins4less.com/
1 (866) 823 3347
Free Art, Free UPS Air, No Mold Fee
Buy Custom Lapel Pins 4 Less Today

Custom Lapel Pins



Google Penalties

Let's Watch My Competitor Learn!

1 - 34 of 34 backlinks found | One link per Domain

EXPORT




	Rank	Domain	Referring Page URL Referring Page Title		Int Ext	Link URL Link Anchor	First Seen Last Check
1.	35 51		www.customlapelpinsyourway.com/ 301 Moved Permanently		0 1	http://www.pinsmadeyourway.com/ 301	20 Feb '14 5 d
2.	12 51		www.customlapelpinsyourway.com/clois... 301 Moved Permanently		0 1	http://www.pinsmadeyourway.com/ 301	15 Feb '14 19 d
3.	12 51		www.customlapelpinsyourway.com/cont... 301 Moved Permanently		0 1	http://www.pinsmadeyourway.com/ 301	14 Feb '14 15 d











Google Penalties

Let's Watch My Competitor Learn!

 SITE EXPLORER SEO REPORT BACKLINKS REPORT LABS PLANS & PRICING

Site Explorer: *.domain/* SEARCH LINKS ↺ ↻

- OVERVIEW
- BACKLINKS
 - External
 - New
 - Lost
 - Anchors
- REFERRING
 - Domains
 - New
 - Lost
 - IPs
- OTHERS
 - Top Pages
 - Linked Domains
- EXPORT
 - CSV
 - PDF

	ALL 412	DOFOLLOW 305	REDIRECT 6	GOVERNMENTAL 0	EDUCATIONAL 0	NOTSITEWIDE 412	NOFOLLOW 101	SITEWIDE 0
1 - 50 of 412 backlinks found <input type="checkbox"/> One link per Domain								
	Rank	Referring Page URL		Int	Ext	Link URL	Anchor	First Seen
1.	57 45	www.pinsyourway.com/ 301 Moved Permanently		0	1	http://www.customlapelpinsyourway.c...		16 Nov '13 8 d
2.	51 43	customlapelpinsforyou.info/		0	1	http://www.customlapelpinsyourway.c...		22 Dec '13 12 d
3.	47 37	customlapelpinsyourway.info/		0	1	http://www.customlapelpinsyourway.c...		22 Dec '13 6 d
4.	47 39	customlapelpinyourway.info/		0	1	http://www.customlapelpinsyourway.c...		21 Dec '13 7 d



Google Penalties

Let's Watch My Competitor Learn!

ahrefs

SITE EXPLORER | SEO REPORT | BACKLINKS REPORT | LABS | PLANS & PRICING

Site Explorer: *.domain/* SEARCH LINKS

OVERVIEW | BACKLINKS | REFERRING | OTHERS

External | New | Lost | Anchors

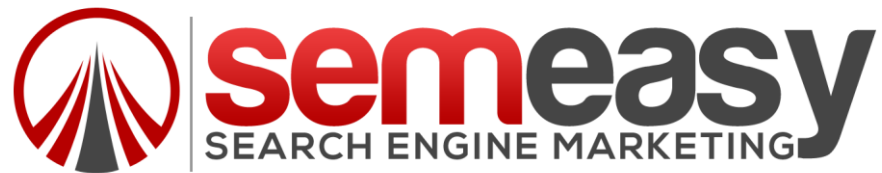
Domains | New | Lost | IPs

Top Pages | Linked Domains

ALL 13,036 | DOFOLLOW 9,603 | REDIRECT 6 | GOVERNMENTAL 99 | EDUCATIONAL 18 | NOTSITEWIDE 13,023 | NOFOLLOW 3,427 | SITEWIDE 13

1 - 50 of 13,036 backlinks found | One link per Domain

	Rank	Domain	Referring Page URL	Int	Ext	Link URL	Link Anchor	First Seen	Last Check
1.	37 46		thegills.ca/index.php?album=Boston+&+N... IMG_0020	5	928	http://www.pinsyourway.com/	lapel pins quilting	11 Sep '13	146 d
2.	29 47		blog.katsutaya.com/?itemid=605 世界に一つだけのウェディング - KATSUTAYAプランナーブログ » ☆:思い出の一品...	14	1,128	http://www.pinsyourway.com/	">golf games miniclip http://www.pinsyourway.com lapel pins toronto 7402 buy facebook likes npr	9 Aug '13	21 d



Google Penalties

NEW THEORY!

What we know cause triggers:
Anchor Text Ratio...

What about
User Generated Links % vs Real Links
Triggers Penalty? Looks like it!



Google Penalties

QUESTIONS!

?



Google Penalties