



THE COMPLETE GOOGLE PENALTY RECOVERY KIT

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A comprehensive step-by-step guide to walk you through the Google penalty recovery process. Whether it's Penguin, Panda, or a manual penalty – this kit will give you the tools, processes, and understanding needed to regain your traffic and improve your website moving forward. The SEO landscape is changing for good, so make sure your website is equipped to move easily into the future and gain you more traffic, more leads, and more business.

ABOUT THIS GUIDE

This guide is designed for websites that have seen a drop in traffic associated with the Google Panda or Penguin updates, received a manual penalty from Google, or for webmasters that want to take proactive steps to improve the quality of their backlink portfolios. The size of your project completely depends on your own link profile. Some sites contain a few hundred links to analyze, while others contain hundreds of thousands of links or more. The guide will walk you through how to recover your traffic and identify some tools to help you expedite the process.

You should read this guide if:

- *You have built links using exact match anchor-text*
- *Your site has "thin" (short, low quality) content*
- *Your site has a lot of duplicate content*
- *You used article marketing and blog spam as an SEO tactic*
- *You stuffed pages with keywords with either internal or external links*
- *Your traffic has dropped and you don't know why*



PANDA VS. PENGUIN

Life has certainly been interesting for webmasters and SEOs for the past 2 years. It's like we're playing the Whac-A-Mole game with Google. Consider all the recent updates and changes to the Google algorithm as they will set the stage for determining the scope of your problem and the steps you'll need to take for recovery.

Many people are uncertain what the difference is between Panda and Penguin. It is important to understand the distinction, as the actions for recovery are significantly different for each update.

The Google Panda update was first released in February of 2011. Google continues to revise this update, with the latest major update having been released on July 18, 2013.

From Google's official blog post on Panda:

"This update is designed to reduce rankings for low-quality sites—sites which are low-value add for users, copy content from other websites or sites that are just not very useful. At the same time, it will provide better rankings for high-quality sites—sites with original content and information such as research, in-depth reports, thoughtful analysis and so on."



The update targeted sites with “thin” content which essentially wiped out the content farm and “spun content” sites. In fact, the update was originally called the “Farmer” update.

Google has said they have and will continue updating Panda behind the scenes, but don’t expect to announce or confirm such updates. Previously you could see the impact of an update immediately, but now the updates are much more refined and rolled out over several days, making them more difficult to isolate. This, coupled with Google not announcing formal updates will make diagnosis much more difficult.

The remainder of this document is focused on how to determine which update impacted your traffic and on how to recover from Penguin or a manual penalty. As Panda has been around since 2011, most webmasters have figured out how to recover from this update. As you go through the process of determining which update has affected your site, you may discover that Panda is part of your problem. If so, please go to the end of this guide and read through the Panda section on the steps you need to take for recovery.

PENGUIN

Penguin was introduced on April 24th, 2012. There have been five Penguin updates and the algorithm is now on version 2.1 (as of October 4, 2013)

According to Google:

... Penguin is an important algorithmic change that is targeted at webspam ...

... the common thread is that these sites are doing much more than white hat SEO; we believe they are engaging in webspam tactics to manipulate search engine rankings.

Google described Penguin as “another step to reward high-quality sites” and eliminating webspam. It specifically targets unnatural links. (<http://googlewebmastercentral.blogspot.com/2012/04/another-step-to-reward-high-quality.html>)

And remember, these are all baked into the algorithm.

But that’s not all. There have been updates for specific things like: Pay Day Loans, Domain Crowding, Phantom and [other “unnamed” updates](#) throughout the year.

Google also introduced Hummingbird, which significantly changes the way search results are delivered. According to their recent patent, results are contextual in nature, not just focused on a string of keywords. And if that’s not enough, Google has also masked [what](#) keywords searchers are using to find your site with “keyword not provided.”

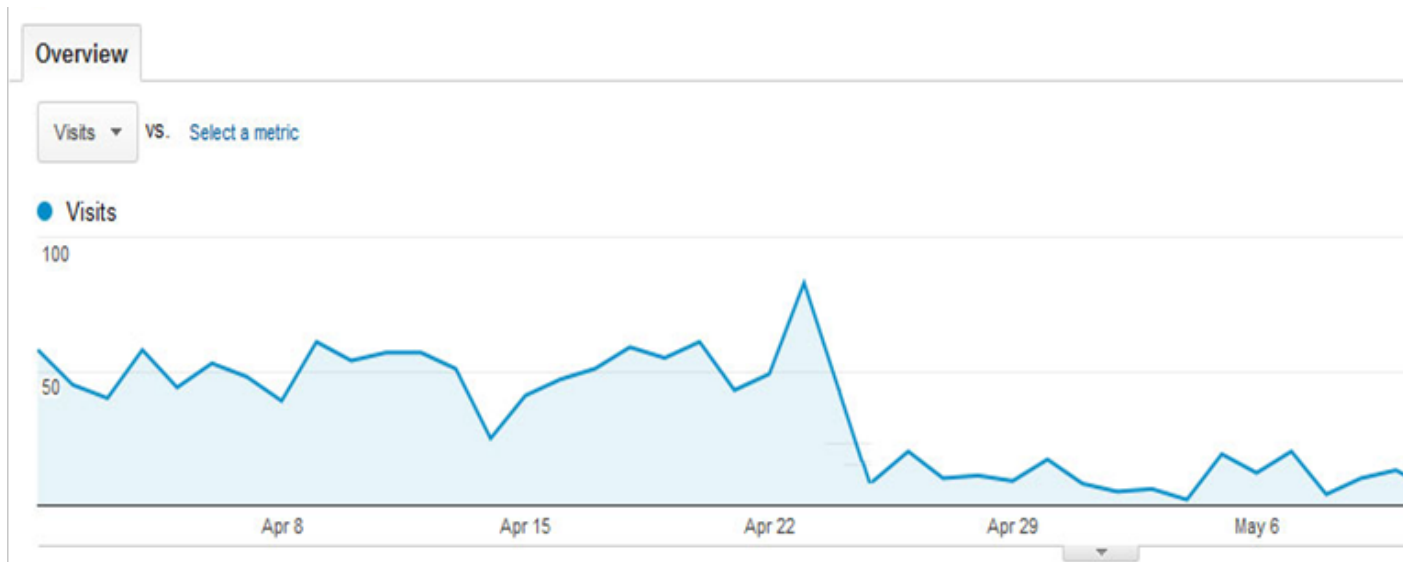
We mention these other updates so you will consider which update(s) impacted your traffic. It is important to make sure you are fixing the right problem – one or more of the updates may have affected your traffic. Carefully consider the cause of your traffic drop before you start taking action. It’s time to fix any issues you have with your site and then go about creating great content.

SO WHAT CAUSED YOUR DROP?

There are a number of tools that can help you determine the cause of your traffic drop. We strongly suggest that you identify the specific update that negatively affected your traffic, as it will determine your action steps to recovery. In some cases, your problem will actually be self-inflicted.



Sometimes it's easy to see when your traffic was impacted. The image below from [Google Analytics](#) shows a sharp traffic drop that correlates to a Google update rollout date.



Webmasters Tools Message

This is another easy way to determine what happened. If you've gotten this message in [WMT](#), it's because you have spammy or unnatural links and Google has manually (as opposed to algorithmically) penalized your site. If you received the message, it's because Google knows you've manipulated your backlinks and found unnatural links in your portfolio. They tell you exactly what to do in this unnatural links message: "we recommend removing any unnatural links to your website."

We've detected that some of the links pointing to your site are using techniques outside Google's [Webmaster Guidelines](#).

We don't want to put any trust in links that are [unnatural or artificial](#), and we recommend removing any unnatural links to your site. However, we do realize that some links may be outside of your control. As a result, for this specific incident we are taking very targeted action to reduce trust in the unnatural links. If you are able to remove any of the links, you can submit a [reconsideration request](#), including the actions that you took.

If you have any questions, please visit our [Webmaster Help Forum](#).

Sometimes, however, it's not easy to determine which update affected your site. For sites and situations like these, there are a number of tools you can use that will allow you see more clearly what impacted your site.

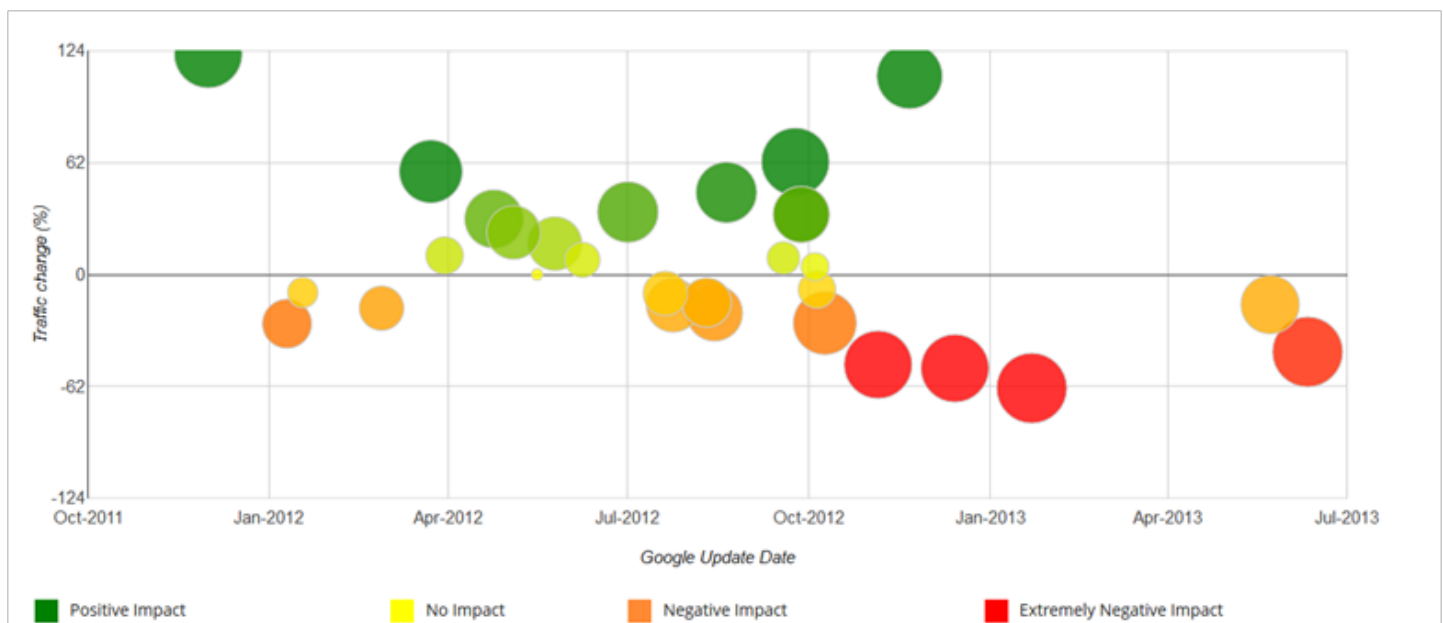


Fruition.net - www.fruition.net

You can sign up to use this tool on up to two websites for free. It will show you, as a percentage, how much of a positive/negative impact each update had on your site. You will be able to correlate the percentages based on the dates of each algorithm update.

You will need to grant access to your Google Analytics account in order to use the tool.

The screenshot below shows how Fruition works. The green dots show rollout dates where there is a positive impact, yellow shows no impact, while the red dots show a high correlation of negative impact. In addition, you'll find links next to the dates that will explain in more detail what each specific Google update focused on.



Date	Prob. Affected	Description
06-11-2013	- 96.9 %	Spam Query Update Details
05-23-2013	- 67.6 %	Penguin 2.0 Details
01-22-2013	- 98.7 %	Panda 24 - Big Update Details
12-14-2012	- 91.2 %	Panda Update 22.1 Details



Penguin - <http://panguintool.barracuda-digital.co.uk/>

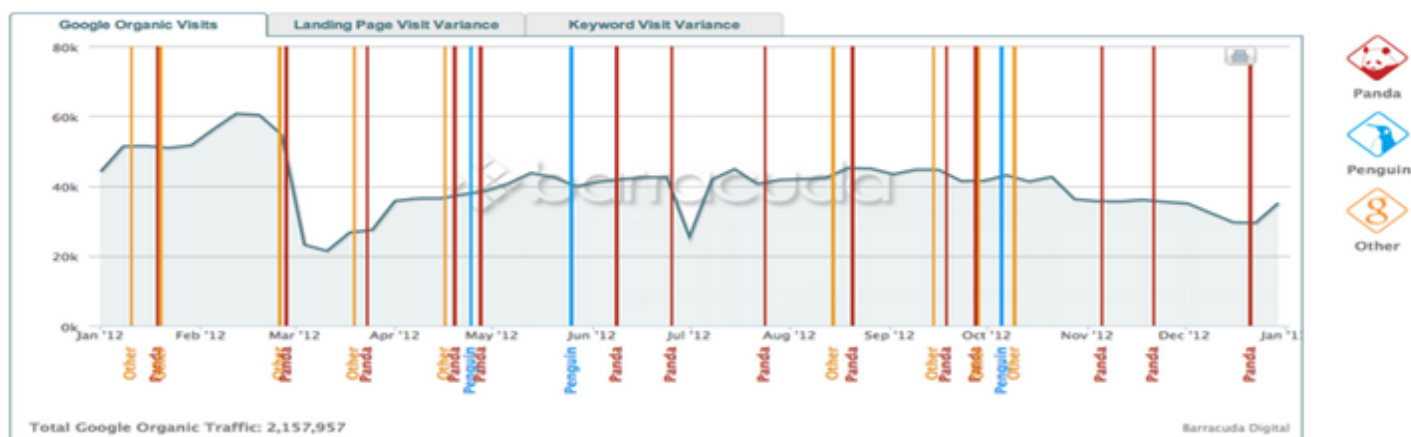
The [Penguin tool](http://panguintool.barracuda-digital.co.uk/) is another free tool that will overlay the algorithm updates with your traffic to give you an indication of the possible impact of each. With this tool you will also need to allow access to your Google Analytics account. If the drop in traffic coincides with the updates, there is a very good chance you have been affected by the algorithmic update rather than a manual penalty.

See how Google's algorithm updates have impacted your traffic

1. Log-in with your Google Account
2. Select any of your Analytics profiles
3. See in one view organic traffic & algo updates
4. Dig in to your data at a landing page and keyword level



We never see or save any of your data. We are using the standard [OAuth 2.0](#) to handle your authentication safely.



With thanks to [SEOMoz](#) for their Google time-line data

Manual Penalty

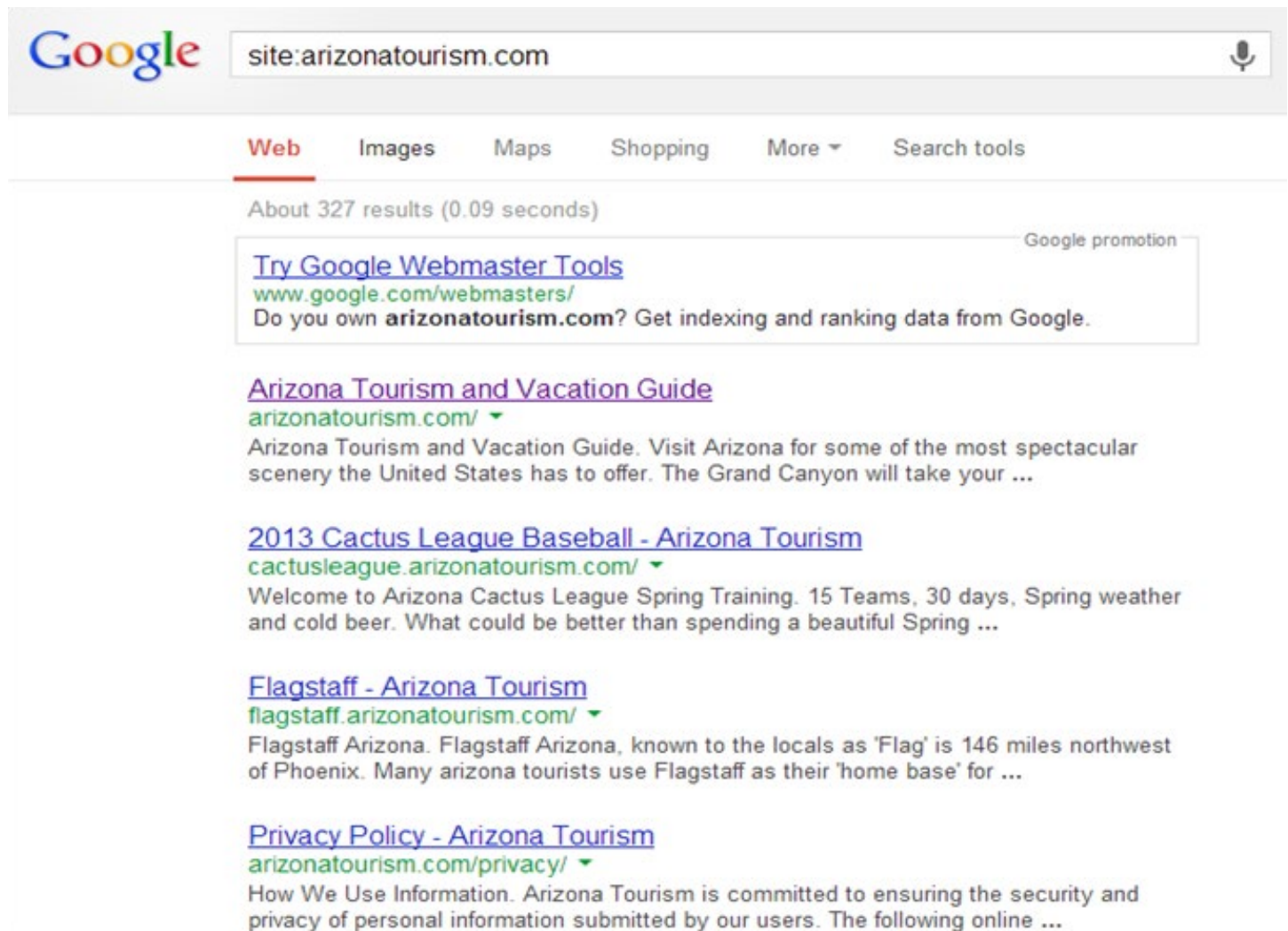
As mentioned above, your site may have been hit with a manual penalty. You would have received a notice through Webmaster Tools (WMT) or you noticed that none of your keywords are showing in search results.



The Extent of Penguin

Penguin can be a page-, directory- or site-wide penalty. A way to determine if it's your full site or just a page/directory is to do a [site: search] for your root domain or for a specific page or directory. Many webmasters built links to their "money" page and the manual penalty might be for just that one page or directory.

The example below is of a site that has 327 pages indexed in Google. If it had received a site-wide penalty, it would show 0 results on the search results page. Do this same search for your website URL to determine if your pages are still indexed in Google.



The screenshot shows a Google search interface. The search bar contains the text "site:arizonatourism.com". Below the search bar, the results are displayed. The first result is a "Google promotion" for "Try Google Webmaster Tools" with the URL "www.google.com/webmasters/" and the text "Do you own arizonatourism.com? Get indexing and ranking data from Google." Below this, there are four search results, each with a title, a URL, and a snippet of text. The first result is "Arizona Tourism and Vacation Guide" with the URL "arizonatourism.com/". The second result is "2013 Cactus League Baseball - Arizona Tourism" with the URL "cactusleague.arizonatourism.com/". The third result is "Flagstaff - Arizona Tourism" with the URL "flagstaff.arizonatourism.com/". The fourth result is "Privacy Policy - Arizona Tourism" with the URL "arizonatourism.com/privacy/".

Google

site:arizonatourism.com

Web Images Maps Shopping More Search tools

About 327 results (0.09 seconds)

Google promotion

[Try Google Webmaster Tools](#)
www.google.com/webmasters/
Do you own **arizonatourism.com**? Get indexing and ranking data from Google.

[Arizona Tourism and Vacation Guide](#)
arizonatourism.com/
Arizona Tourism and Vacation Guide. Visit Arizona for some of the most spectacular scenery the United States has to offer. The Grand Canyon will take your ...

[2013 Cactus League Baseball - Arizona Tourism](#)
cactusleague.arizonatourism.com/
Welcome to Arizona Cactus League Spring Training. 15 Teams, 30 days, Spring weather and cold beer. What could be better than spending a beautiful Spring ...

[Flagstaff - Arizona Tourism](#)
flagstaff.arizonatourism.com/
Flagstaff Arizona. Flagstaff Arizona, known to the locals as 'Flag' is 146 miles northwest of Phoenix. Many arizona tourists use Flagstaff as their 'home base' for ...

[Privacy Policy - Arizona Tourism](#)
arizonatourism.com/privacy/
How We Use Information. Arizona Tourism is committed to ensuring the security and privacy of personal information submitted by our users. The following online ...



RECOVERY PROCESS

Once you've determined that the impact on your traffic is, indeed, an algorithmic Penguin update or a manual penalty, it's time to take action. The recovery process involves the following steps that we will unpack throughout this guide:

- *Analysis*
- *Prioritization*
- *Manual Review*
- *Outreach*
- *Reporting*
- *Recovery*

Analysis

In this step you will gather the most complete list of backlinks pointing to your site. You'll need to use some tools to help you determine the quality of these links, the anchor text being used and the action you'll take on each link. This is an important part of the process because it will help you identify the scope of your problem. Whether you have hundreds or thousands of links in your portfolio, the process is the same. You want to determine:

- *The total number of links in your backlink portfolio*
- *The number of toxic vs. healthy links*
- *The percent of exact match anchor text*
- *What action to take on each link*

Analyze Your Backlinks

The backlink analysis process:

1. *Download your links from multiple sources*
2. *Remove duplicates from your list*
3. *Organize and sort by link value*
4. *Determine the ratio of anchor text to total links*
5. *Visually inspect each site a link resides on*
6. *Determine sites that need to be pruned or reclaimed*

7. *Outreach to webmasters for removal or reclamation*
8. *Record detailed information on your outreach attempts*
9. *Upload disavow file*
10. *File reconsideration request (only needed if you've received a manual penalty)*
11. *Review links periodically*

The key to a thorough backlink analysis is to find as many inbound links as possible. In order to get the most complete list, you may want to use a number of third-party tools as well as gathering links from Webmaster Tools to aggregate your list.

Start at the source and download your backlinks from Webmaster Tools. Webmaster Tools is an important component of website analysis and gives you access to links that Google shows are pointing to your site. GWT is easy to set up if you haven't done so already. A recent post by Paula Allen from the Bruce Clay website walks you through [the steps to set up your Google Webmaster account](#).

Another thing to consider is that Google PageRank is updated very infrequently (the recent update was the first since February 2013). Avoid using this metric alone to determine the value of a website.

Pull Your Backlinks

Webmaster Tools will only give you a sampling of your backlinks so you'll need to use other tools to compile the most complete list of links pointing to your site. Use any or all of the tools below to build your list.

- Webmaster Tools
- Open Site Explorer
- Majestic SEO
- Link Research Tools (Cemper)
- Ahrefs



Don't randomly prune links from your portfolio.

Go about this process methodically, examining the links and their overall quality. If you built them yourself, then you have a very good idea of what you'll find. If you paid for links, we're sure you'll be in for a surprise.

You will need to closely analyze your inbound links, flag unnatural links, organize them, and start the removal or pruning process. The size of the project completely depends on your own link profile.

Of the many tools available to check your backlinks, some have subscriptions that are relatively inexpensive, while others are more costly. We generally use 3-4 separate sources to get the most complete list of linking websites available. From our experience, Majestic gives you the most complete list. In the end, you want to make sure you have the most complete list possible.

Download your links from [Webmaster Tools](#), [Open Site Explorer](#), [Majestic SEO](#), [Link Research Tools](#) or any other tool that compiles your list of backlinks. De-dupe your list and then do a visual inspection of each site on your list. Many

sites look good in terms of the numbers but when you actually look at the site, you can tell its set up for link building purposes. Some of the metrics may be spoofed. For example, a site that has a very high ratio of links to unique domains –stay away from. Many sites change hands and the original content has been supplemented with payday loans, porn or other negative content.

There are a few key steps that all sites need to take ASAP to prevent future penalties:

- *Carry out a full manual audit of all the links to your site*
- *Remove any bad links by contacting the sites*
- *Disavow any links you think are bad, ideally at the domain level*

Remember that Google specifically doesn't like keyword anchor text, links that look paid, links from dodgy sites that sell links, or any other unnatural link patterns. If a site looks bad then remove your link from it.

“You will need to closely analyze your inbound links, flag unnatural links, organize them, and start the removal or pruning process.”

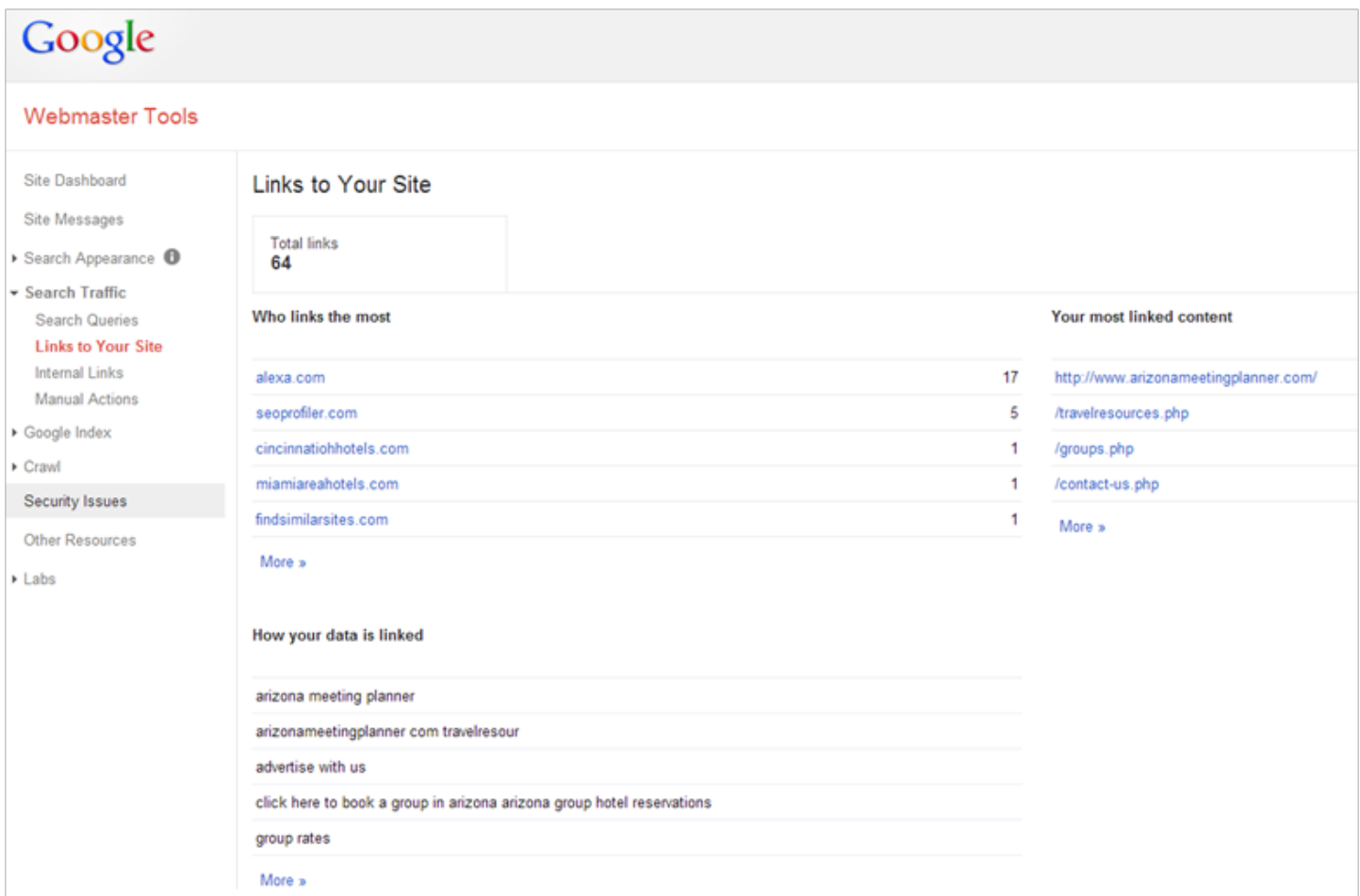


Backlink Tools

If you do a search for backlink tools or backlink analysis tools and you'll find dozens. This leads us to a summary of the tools we use and some ideas to consider as you go through the process.

Start at the source and use [Webmaster Tools](#).

You can download a list of links from GWT. Please note that this list is only a sampling of all the links pointing to your site. You'll need other sources to compile a more complete list.



The screenshot displays the Google Webmaster Tools interface. On the left is a sidebar with navigation links: Site Dashboard, Site Messages, Search Appearance (with a help icon), Search Traffic (expanded), Search Queries, **Links to Your Site** (highlighted in red), Internal Links, Manual Actions, Google Index, Crawl, Security Issues, Other Resources, and Labs. The main content area is titled 'Links to Your Site' and includes a box showing 'Total links 64'. Below this, there are two sections: 'Who links the most' and 'Your most linked content'. The 'Who links the most' section is a table with two columns: the linking domain and the number of links. The 'Your most linked content' section is a table with one column: the URL of the linked content. At the bottom, there is a section titled 'How your data is linked' showing a list of search queries that led to the site.

Who links the most		Your most linked content
alexa.com	17	http://www.arizonameetingplanner.com/
seoprofiler.com	5	/travelresources.php
cincinnatihotels.com	1	/groups.php
miamiareahotels.com	1	/contact-us.php
findsimilarsites.com	1	More »

[More »](#)

How your data is linked

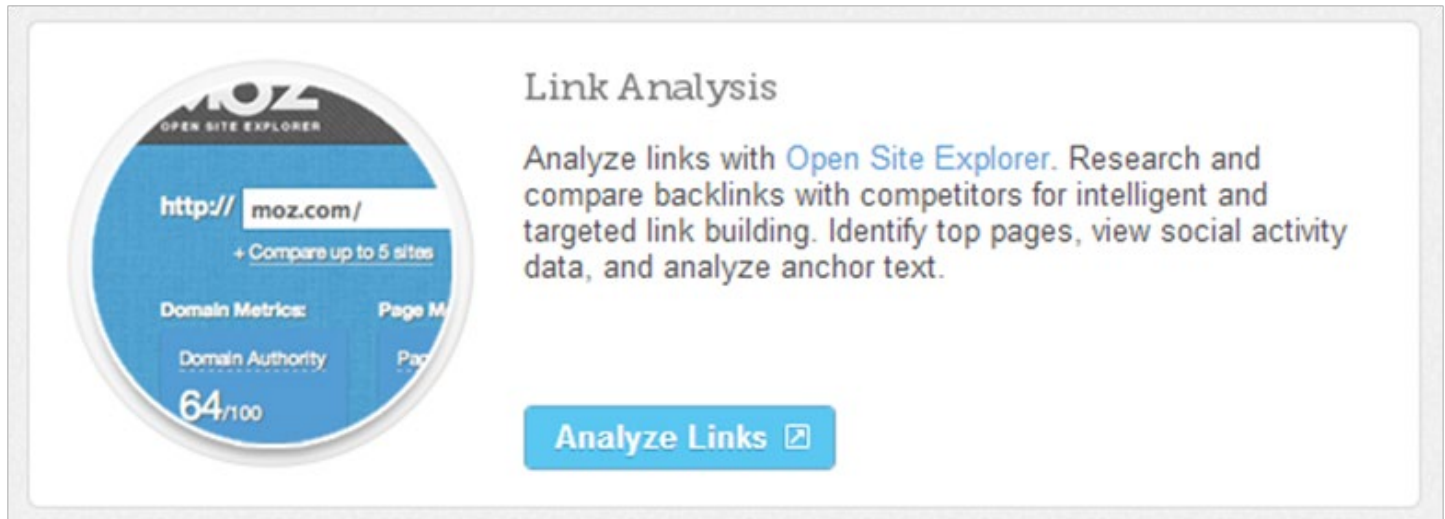
arizona meeting planner
arizonameetingplanner.com travelresour
advertise with us
click here to book a group in arizona arizona group hotel reservations
group rates

[More »](#)



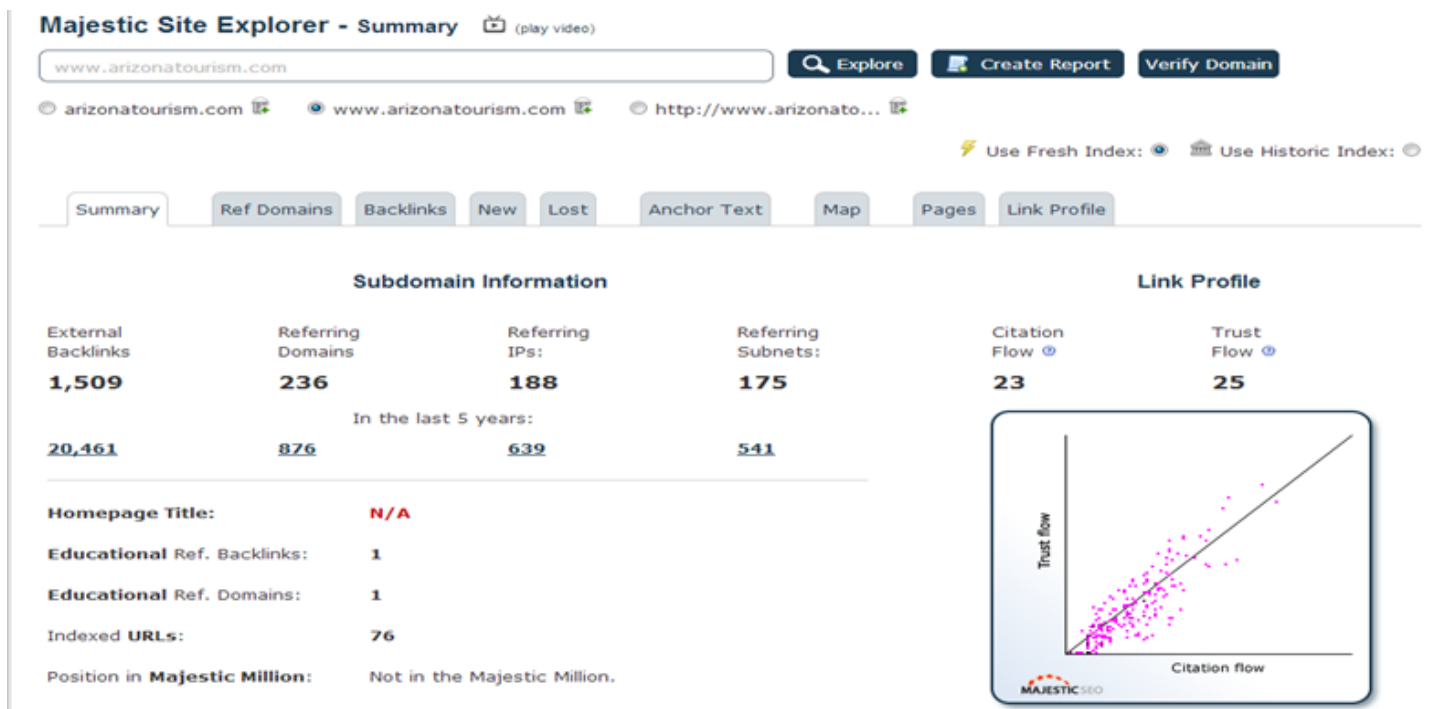
Open Site Explorer

This is a great tool for finding backlinks and for general website analysis; it provides a number of tools to help you improve your rankings. This is a subscription-based service. The Open Site Explorer tool is part of the Moz family and <http://www.moz.com> should be part of your regular SEO reading.




Majestic SEO

Often touted as the resource for finding the highest number of backlinks, Majestic also includes other tools to help with your Internet Marketing. This is a subscription-based service.



[Link Research Tools](#)

This site has a number of analysis tools along with their link research tools. Their tool will rate your backlinks from “healthy” to “toxic” and give you incremental values in between.



Start ReportReportsLink AlertsRecurringFavoritesHelp

Project: Default Project

Link Detox Tool

Which site should be detoxed?

Theme of a Domain

Please select Theme of detoxed domain to help us better handle DETOX rules.

Automatically Detect (not Gambling, Adult, Pharm)

Did the site receive "unnatural link warning" from Google?

YesNoDon't know


DTOX mode

☒ Classic mode
Check my existing backlinks.

☐ What-If mode
Upload a list of potential backlinks and check for suspicious/toxic links taking account to your existing links.

☐ Review mode (Please upgrade your account to level Superhero to use this feature. - [Upgrade Now!](#))
Upload a list of potential backlinks and check those for suspicious/toxic links (your existing links will not be checked in this mode).

Upload Your Own Backlinks (Optional)



About The Tool

The Link Detox supports you in researching all links to your website and cleaning up all toxic ones

Upload ignored links

Upload your Disavow / Ignore file to ignore these links in all your future analysis (all backlinks reports).

We will use "domain:" command to ignore the whole domain, when you upload more than 10 Links from one domain (Sitewide Links).

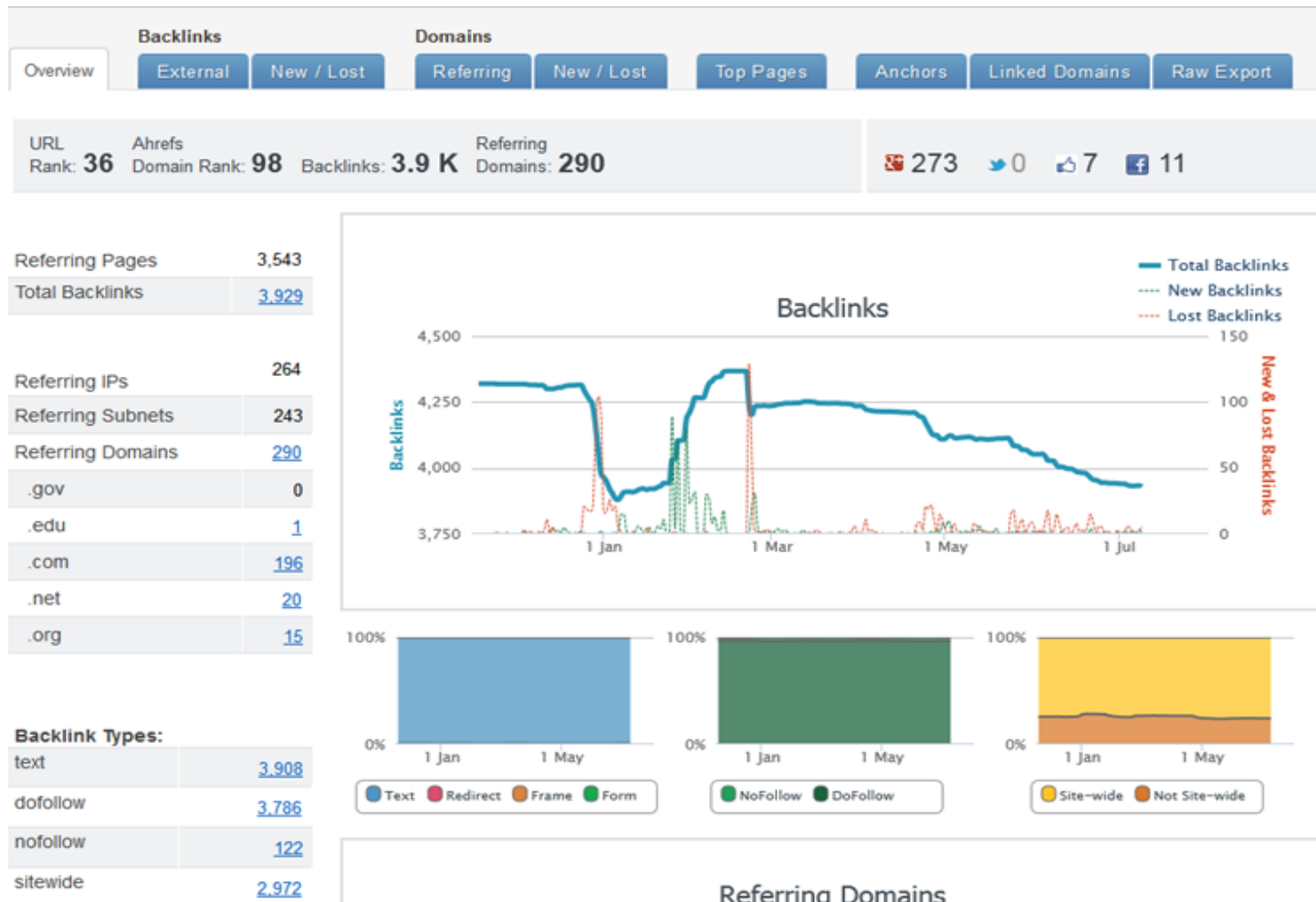
Your uploaded files won't be available for anyone except you.

“Their tool will rate your backlinks from “healthy” to “toxic” and give you incremental values in between.”



Ahrefs.com

Use this site to do a quick analysis of your backlink profile. Just enter your URL and you'll see a number of visuals that represent your backlink profile. The initial top line report is free, but to use all their tools you'll need to pay for their services.



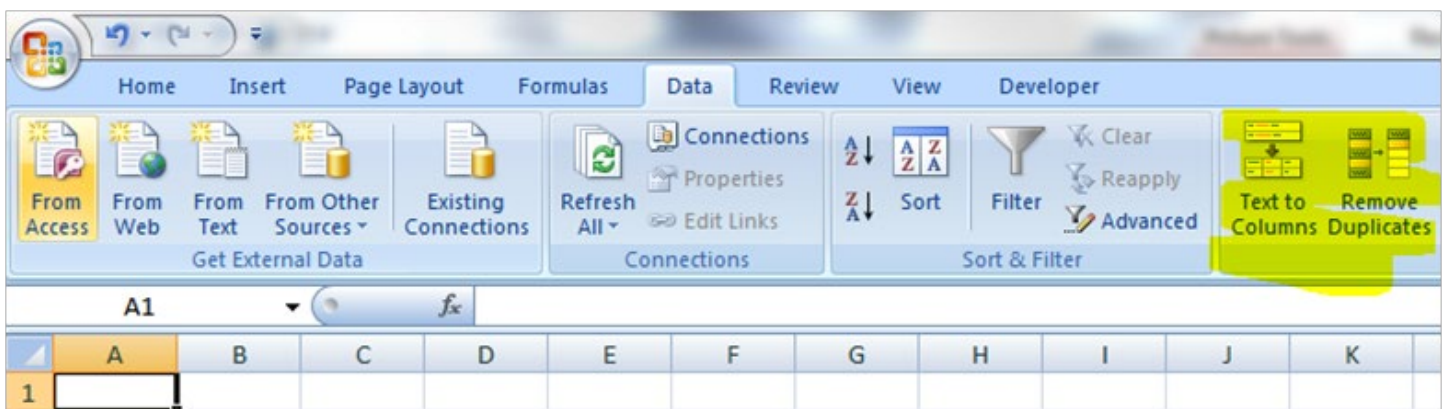
MICROSOFT EXCEL

Once you've compiled your list using multiple sources, you will need to organize and analyze your list. We combine the lists into a spreadsheet and then slice and dice as needed. While you can use other tools for this purpose, like Google Docs, we like Excel's built-in features that allow you to quickly strip down the URLs to the root. This will allow you to remove duplicates from your list, and you can then use conditional formatting and sort by quality.

Compile and De-dupe your list

De-duping your list is an easy process in Excel. This is a very good post by Ann Cushing on how to [de-dupe URLs using pivot tables in Excel](#).

We also use conditional formatting to help us see patterns and organize the data visually. This is another post by Ann Cushing on how to [customize your Excel spreadsheet](#).



WHAT ARE YOU LOOKING FOR?

If you have over-optimized anchor text, chances are they are your main "money" keywords. Do a check in Google to see if these keywords are still ranking. Your top ratios for anchor text should be branded anchors, naked URLs or generic anchors. If not, you are either ripe for a penalty or you already have one.

The higher the ratio of over-optimization, the more work you need to do. The caveat here is if you have site-wide links on very large sites, removing these can shift your ratios quickly. Dilute your over-optimization by pruning, reclaiming links and adding new links. Reduce

the ratio of over-optimized anchor text and you'll be in a good position to regain your rankings. Start your pruning process with over-optimized anchor text as it will give you the most leverage vs. your time.

What is the correct ratio of exact match anchor text? The suggested range varies widely. This quote from Majestic SEO suggests the following: *"So if [over 25% of your anchor text use exact match](#) keywords, such as 'cheap car insurance', you are likely to be punished by Google."*

For a quick comparison on anchor text ratios for the insurance category to understand this concept better, [click here](#).



You can use <http://www.remooovem.com> to quickly determine your anchor text ratios. Just enter your URL on their site. <http://www.ahrefs.com> will also give you a quick anchor text ratio in a visual word cloud.

www.arizonatourism.com			Submit URL			
#	Anchor Text	Root Domains	Root Percentage	External Links	Link Percentage	Inbound mozRank Percentage
1	arizona tourist bureau	10	8%	21	2%	4.25
2	arizona tourism	49	38%	568	42%	4.16
3	the ultimate arizona vacation guide	9	7%	542	40%	4.07
4	arizona vacation guide	10	8%	15	1%	3.89
5	arizona vacation	10	8%	99	7%	3.61
6	ultimate arizona vacation guide	10	8%	39	3%	3.41
7	www.arizonatourism.com	3	2%	3	0%	3.4
8	arizona tourist bureau arizona vacation guide	3	2%	7	1%	3.22
9	סדרת טיול באריזונה	1	1%	2	0%	3.2
10	arizona vacations	1	1%	29	2%	3.19
11	www.arizonatourism.com/	1	1%	1	0%	3.06
12	arizonatourism.com	4	3%	7	1%	2.92

INTERNAL LINKS

This is a good time to mention internal linking. Remember, backlinks from other sites can affect your rankings but so can internal links. A lot of webmasters are so focused on external links they forget this part of the process. There is a good chance if you have over-optimized anchor text in your backlinks that you have also over-optimized your internal linking.

Link grids and navigation grids of internal links used to be very effective. Not anymore. If the links are needed for usability, then keep them. If you've added them for SEO purposes, get

rid of them. Between breadcrumbs, effective navigation and an XML site map, you'll have all the internal links you need.

You can use internal links to improve your SEO but these links should be in-content and placed strategically with varied anchor text. The link should exist for user ease and navigation, not necessarily for SEO.

Delete footer, header and navigation grids that are being used solely for SEO purposes. Add in-content links using anchor text to rich content pages to boost rank for these great content pages.



Focus your time on kind of links in the list below. Removing site-wide links will give you the most gain per action but some of the other kinds of links in the list below may be more deadly to your rankings. Remember, Google wants to see a “natural” profile and anything that looks like it was manipulated should be carefully considered for action.

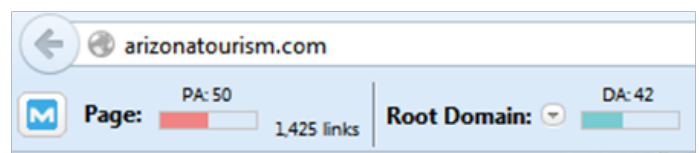
- **Site-wide links** – This are not generally natural links. They were very effective a few years ago but are not any longer.
- **Paid links** – You can spot these a mile away. If you paid for links, you are outside the Google terms of service. There is only one action for this kind of link: prune it.
- **Text ad links** – Again, these are easy to spot and should be clearly designated as well as marked “no-follow.” Otherwise, prune them.
- **Low quality sites** – Sometimes this is a tough decision. It may be a new site with low traffic and low quality metrics. If the site looks commercially viable and like it could grow in traffic, keep it but also keep an eye on its development.
- **Sites that look like link building sites** – These are generally built on a WordPress content management system and have a variety of topics. They may not state anywhere on the site that they accept payment for content placement but they are easy to spot. Generally, they have decent metrics but NO traffic and NO social media interaction.
- **Generic directory links** – Directories used to work. Now they don’t unless they are very narrow in their focus and if they specifically state they don’t take payment for placement. Rather, placement is an editorially based decision. If the site brings you traffic, no-follow the link.
- **Forum comments** – These used to work but now they don’t. You’ll find many sites littered with irrelevant comments and links pointing back to sites that have nothing to do with the content on the linking site. Unless you’re

getting great amounts of traffic from these links, either no-follow or prune them.

- **Bio links** – Yes, these are a variation of comment and native advertising – hiding a link in the bio. These don’t work. Ask for a no-follow link or prune this kind of link. You may consider using Google+ AuthorRank instead of the old style author bio.
- **Links on non-relevant sites** – Any old link used to work. Not any longer. The link must come from a site with relevant content.
- **Links on sites with Viagra, Pay Day, and Casino content** – These sites are easy for search engines to spot and they’re filled with “stop words.” Do a site-search on the backlinking site to find any of these terms. If it’s incidental to their overall content, don’t worry. If there are a good percentage of posts with these terms then prune your links.
- **Over-optimized anchor text** – as mentioned before, these exact-match links should represent less than 25% of your link profile.

Other considerations on good/bad links

- **PageRank** – Once the be-all end-all in domain rating quality, PageRank (PR) was not updated between February and December 2013, and Google has indicated that future updates, if any, may be comparably infrequent. So, if you’re using PR as a metric, be mindful of how current the information is and don’t rely too heavily on this single factor.
- **Domain Authority** – This metric was developed by SEOMoz (Moz). It is an index based on 100 with 100 being the best, most healthy site. Domain Authority or DA is updated monthly and is a good indicator of site quality. [You can easily determine the DA of a site by using the Moz toolbar in your browser.](#)



- **Website Traffic** – Many sites seem to have good metrics but no traffic. Most of these sites were at one time commercially viable and were bought by SEOs for link building. The original site was what drove metrics, but now with marginal content the site may have good metrics (DA and PR) but no traffic. Sites like this should be considered for pruning.
- **Links to Domain Ratio** – The links to domain ratio of a site shouldn't be too high. For example, if a website has 15,243 links coming from only 200 different domains, it shows that the site has many site-wide links pointing to it. That could mean that it's part of a link building network. Unless a site like this is driving significant traffic to your site it should be pruned.
- **TOS Violations** – Make sure you are familiar with Google's terms of service. You should be wary of any site that violates the Google (TOS). [Learn more about the TOS](#) for building links.
- **Social Signals** – If the backlinking site is commercially viable, it should have some social mentions. Sites that have no social proof raise red flags. Make sure the site has some social activity. Again, if a site doesn't have social media signals, you may want to prune it from your profile.

YOUR BACKLINK ANALYSIS

Once you've compiled your list and identified unnatural links, you have four choices:

- No Action
- Prune the link
- Reclaim the link
- No-Follow the link

Depending on the number of sites in your list, this analysis can take hours, days or weeks to go through all the links. Remember, no matter how good the data seems to be, looking at the site directly will give you the richest information about the quality of the link. If the link looks paid or unnatural, you need to either remove or

reclaim the link. Most natural links are branded terms or naked URLs. If you have links that are predominately "money" terms, you should prune these or reclaim them.

No action

- The site is down/doesn't exist. Just record the status.
- The site is great and the link appropriate – no action necessary.

Prune the link

- If the site is bad, prune it. Sites with links that need to be pruned will require outreach requesting removal and detailed notes about the results. See the list above for the types of sites where pruning is needed.

Reclaim the link

- If the site is good but the anchor text is over-optimized, you may want to reclaim it. Reach out to the webmaster and request the link be updated to a branded term, naked URL or a long tail keyword phrase.

No-Follow

- There may be times when you would prune a link but you know the site is sending you referral traffic. In cases like this, you can request that the webmaster no-follow the link. By doing a no-follow, you are telling Google the link is not there to pass link juice or manipulate rankings. Do this to continue to receive the traffic but not the potential penalty from Google. The no follow tag reads like this: `sign in`. Check out [Matt Cutts video and post on when to use a no-follow tag](#).

And, here's a [great infographic on the use of a no-follow tag](#).



THE FINAL LINK SCREENING

We learned a valuable lesson early in our link recovery process. Some links, even though they seem “bad” and worthy of pruning, are there for a reason. That reason maybe that the owner of the company knows the webmaster, or the marketing department may have contacted a supplier or vendor and asked for the link. Make sure you run the “links to prune” list by your brand’s stakeholders so they can identify any partners. Get advice from them on how to approach these webmasters because in many cases you’ll want to retain the relationship, not necessarily the link.

OUTREACH

Once you’ve identified which links you want to take action on, you’ll need to start your outreach to the webmasters of those sites. One of the most important aspects of outreach is documentation. Be detailed and specific on all the action taken for each link. You’ll want to do this for a couple of reasons: first, you may have more than one person working on the project and detailed notes will help move the process quickly. Second, you’ll need the information if you are creating a disavow list or a reconsideration request.

We use Excel spreadsheets to organize and document our outreach. Use whatever tools you need to detail your actions.

	A	B	C	D	E	F	G	H
1	Link URL	Notes	Prune	Outreach 1	Outreach 2	Outreach 3	Result	Disavow?
2	http://www.suspicious-site.net/page/1/	Spammy site, link needs to be removed	YES	1/3/2014	1/10/2014	1/15/2014	No response	YES
3	http://www.suspicious-site.net/page/2/	Spammy site, link needs to be removed	YES	1/3/2014	1/10/2014	1/15/2014	No response	YES
4	http://www.suspicious-site.net/page/3/	Spammy site, link needs to be removed	YES	1/3/2014	1/10/2014	1/15/2014	No response	YES
5	http://www.qualitysite.com/page/1/	Strong business relationship & relevant	NO	N/A	N/A	N/A	N/A	NO
6	http://www.qualitysite.com/page/2/	Strong business relationship & relevant	NO	N/A	N/A	N/A	N/A	NO
7	http://www.qualitysite.com/page/3/	Strong business relationship & relevant	NO	N/A	N/A	N/A	N/A	NO

We have also provided an **Outreach Documentation Example** spreadsheet file with this guide.

WHY OUTREACH IS IMPORTANT

If you received a manual penalty, you’ll need to file a reconsideration request. That means your request will be reviewed by real people on the Google Webspam team. Because the document will be reviewed by humans, you’ll want to show them that you did your due diligence in cleaning up your backlink profile. A messy and incomplete documentation file will surely be denied and you’ll retain your penalty.

If you can show that you reached out three times to your list of webmasters and you have

detailed documentation on each response, you will have a better chance of getting the penalty removed.

Please note that even if your documentation is complete, you still may be denied. We’ve seen penalties lifted on the first reconsideration request and we have also seen where it takes multiple requests.

Realize Google wants you to take a machete to your backlink profile, not a scalpel. The quote from Matt Cutts is a comment on a video post where he describes what the future holds for search: <http://www.mattcutts.com/blog/what-to-expect-in-seo-in-the-coming-months/>





Matt Cutts

May 13, 2013 at 9:53 am

Hmm. One common issue we see with disavow requests is people going through with a fine-toothed comb when they really need to do something more like a machete on the bad backlinks. For example, often it would help to use the “domain:” operator to disavow all bad backlinks from an entire domain rather than trying to use a scalpel to pick out the individual bad links. That’s one reason why we sometimes see it take a while to clean up those old, not-very-good links.

Reply

There are many examples of removal request emails that have been published. You can do a Google search and find examples to emulate. The key when you reach out to webmasters for pruning is to be professional and direct. You won’t get anywhere if you are coercive or negative in your outreach.

Tell the webmaster exactly what the issue is and what you want them to do whether it is removal, reclamation or no follow. You will get a much higher compliance if you include the “anchor text” and the URL to the page where your link resides. Make it easy for the publisher so they can quickly find your link and take action.

The most common response from webmasters is no response. The second most common is a one word response: “done” or “removed.”

Outreach for Removal (Pruning) Example

We recently received a message from Google that our website has been penalized after they “detected unnatural links” pointing to our website <http://www.mywebsite.com/>. Can you please remove the links to our site from the following URL:

Anchor Text: “My over-optimized keyword”

URL: <http://www.backlinkingsite.com/the-page-where-my-link-resides.html>

If you get no response you may want to resend the first email with an RE: “second request.” If there is still no response you may want to add the following to your email:

This is our third request link removal, if you do not remove the link, we will file a “Disavow Link” report with Google. If we do this, it could affect your site’s Google rankings...Thanks!

Outreach for Reclamation Example

Thank you for linking to our site. We appreciate the link as it provides some traffic and linking authority. Unfortunately, we recently received a message from Google that our website has been penalized after they “detected unnatural links” pointing to our website <http://www.mywebsite.com/>. Can you please change the anchor text of the link that is pointing to our site from the following URL:

Current Anchor Text: “My over-optimized keyword”



Please change the Anchor Text to: "Another Keyword"

URL: <http://www.backlinkingsite.com/the-page-where-my-link-resides.html>

We would really appreciate the edit on this link as we feel it will help us remove the unnatural links penalty.

Outreach for No-Follow Example

Thank you for linking to our site. We appreciate the link as it provides some traffic and linking authority. Unfortunately, we recently received a message from Google that our website has been penalized after they "detected unnatural links" pointing to our website <http://www.mywebsite.com/>. Can you please change the link to a "nofollow" link?

Current Anchor Text: "My Keyword"

Current URL: <http://www.backlinkingsite.com/the-page-where-my-link-resides.html>

Please copy and use this link instead: ` My Keyword`.

We would really appreciate the edit on this link as we feel it will help us remove the unnatural links penalty.

OUTREACH DOCUMENTATION

The Disavow Tool

The disavow tool was launched in October of 2012 and many SEOs differ on the benefit of using the tool. The argument is, if Penguin is truly algorithmic, then why use the disavow tool?

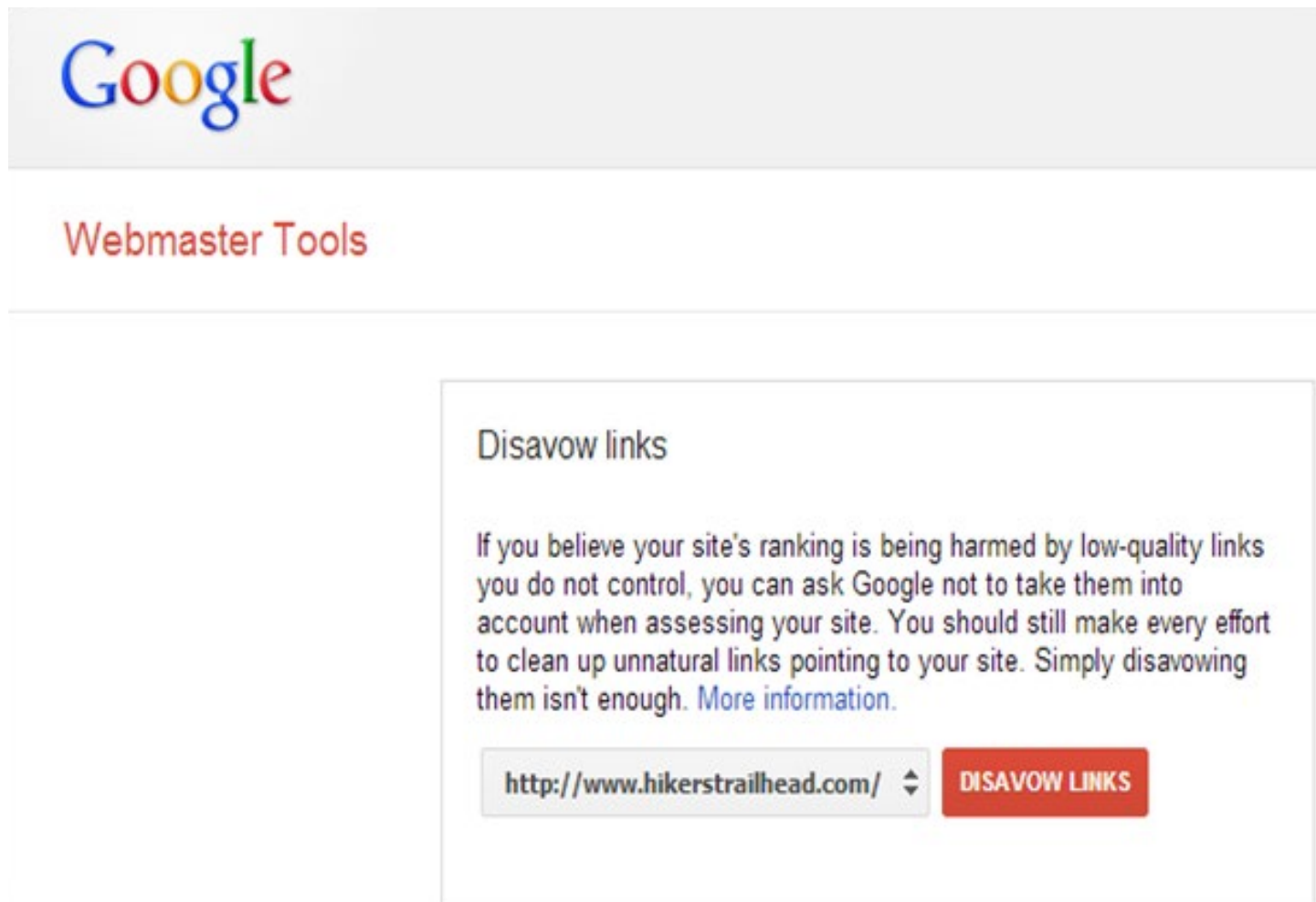
Actually it does work. And Google recommends using it, but with caution:



This is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results. We recommend that you disavow backlinks only if you believe you have a considerable number of spammy, artificial, or low-quality links pointing to your site, and if you are confident that the links are causing issues for you. In most cases, Google can assess which links to trust without additional guidance, so most normal or typical sites will not need to use this tool.



We've gone through the pruning process and used the disavow tool for some of our clients and their sites have bounced back in the search engine results.



Is it always easy? No. Some clients have been able to go through their link portfolio with a machete and have bounced back quickly. Others have had to submit a reconsideration request 5-6 times. You won't always find all your backlinks with the available tools. OSE and Majestic will find many, Webmaster Tools will find others, but all three will miss links. You'll need to pull reports, month-over-month to ensure you are finding them all. If you've paid for links, chances are you have a list of those links. Make sure you're hitting all the bad links.

Remember, regardless if you like the link and it's passing juice, if you bought it and it looks like an ad, then remove it or no-follow it.

How do you know if Google is taking action after all this work? Look at your crawl stats in Google Analytics. Google will re-crawl your links and re-evaluate your link profile. It's easy to see the crawl spike in your analytics.



Upload Your File

When you've completed your disavow list, you need to upload it to the [disavow tool page](#). Information on the proper formatting of a disavow list can be found on [Google's help page](#).

Disavow Links

This is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results. We recommend that you only disavow backlinks if you believe that there are a considerable number of spammy, artificial, or low-quality links pointing to your site, and if you are confident that the links are causing issues for you.

Upload a text file (*.txt) containing **only** the links you want to disavow.

Choose File

Submit

Done

Simply upload the list you've compiled as a .txt file.

Disavow Links

This is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results. We recommend that you only disavow backlinks if you believe that there are a considerable number of spammy, artificial, or low-quality links pointing to your site, and if you are confident that the links are causing issues for you.

The file below contains the list of disavowed links. To edit the list, click **Download**.

final_disavow_list.txt

Download

Delete

Results for the submission on June 24, 2013 2:19:25 PM UTC-7

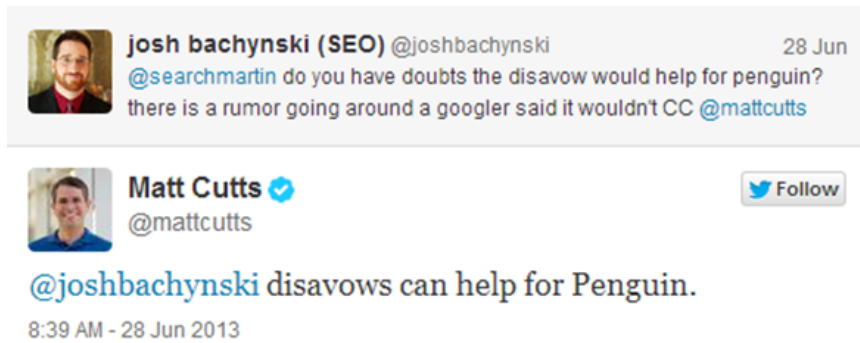
You successfully uploaded a disavow links file (final_disavow_list.txt) containing 1076 domains and 66 URLs.

Choose File

Submit

Done





At this point it is important to note if you have been affected by an algorithmic penalty or a manual penalty. The manual penalty is issued by Matt Cutt's webspam team and the algorithmic penalty is done automatically through the various updates.

Once you've pruned, reclaimed, no followed and filed your disavow file, your project is complete if you received an algorithmic penalty. You have one more step if you received a manual penalty.

Reconsideration Video

We recommend that you [watch this video](#) prior to filing a reconsideration request. The video was produced by the Google Search Quality Team and it will give you very specific instructions on what to include in your request. Remember, these are the people that will review your reconsideration request and they are telling you exactly what to do.

Why your site may not be appearing in search results and how to get it reconsidered



Tips on requesting reconsideration
Rachel Searles and Brian White, Google Search Quality



RECONSIDERATION CHECKLIST

As mentioned above this reconsideration request will be reviewed by the Google webspam team so be friendly, explain what happened in a professional way and then detail the steps you took to rectify the situation. This checklist is included to help you create the most complete document possible.

List any violations of Google's terms of service that are either on-site or off-site. You want to make it clear that these violations have stopped and you are now in compliance.

Confess – Let the webspam team know if it was you or an SEO company that put you outside their terms of service. You may have been unaware of links that were procured for your site or you may have known specifically what was happening. Either way, let the team know what you did know and that you have changed tactics in order to comply.

What actions have you taken – You want to provide as much detail here as possible. Let them know that you've contacted webmasters for link removal, that you have deleted spammy blog posts, that you have un-stuffed landing pages, etc.

Provide Proof – Include a link to a Google Doc that details what sites you have contacted for link removal. You'll want to show your due diligence and how you've tried to clean up your backlink portfolio. Make sure you show that you've contacted webmasters multiple times if necessary to get your links removed. Provide as much detail here as you can. Some things to include would be: the URL, webmaster name, email address, landing page, anchor text and the dates and results of your outreach with detailed notes of each contact.

What are you doing to ensure that this won't happen again – Google wants some assurance

that as soon as your penalty is lifted that you are not going to go back to your old ways. Explain what processes and methods you've put in place to remain in compliance.

Moving forward – make sure to let Google know what your future plans are for the site. By now, you should have let them know that you are changing your tactics and want to develop your site based on their guidelines and with the end user in mind.

Make the formal request for reconsideration – don't forget to actually ask for your site to be reconsidered.

Once you submit a reconsideration request, you should get a response within two weeks. If your penalty is lifted, your rankings can come back in as soon as 2-4 weeks.

For more details on this, please see the Reconsideration Request Example document that came with this guide.

WHAT'S NEXT?

Once you have successfully bounced back in the search rankings, you may be wondering what you should do next. We have a couple suggestions.

Link Building Still Works

Links are still the coin of the realm and links from quality sites will still help improve your rankings. If you are considering link building, realize the risks are greater and the quality of the linking site needs to be much higher than before the updates. In fact, the link quality needs to be high and the content needs to be relevant.

A former member of Matt Cutts' search quality team was recently quoted as saying:



"...getting a link from a high PR page used to always be valuable, today it's more the relevance of the site's theme in regards to yours, relevance is the new PR."

Ken Lyons in a post on Search Engine Watch reveals some great [link building tips including the need to be relevant in your link building](#). Our own Kaila Strong posted [50 tools and resources on link building](#).

Many link building tactics have changed – don't use these tactics:

- Article Marketing
- Commenting
- Posting content in "networks"

Tactics that work

- Earned links
- Guest Blogging
- Reclamation
- Resource links

Our second suggestion is to produce great content and publish it on a regular basis. Great content will do two things for your site:

Great content attracts links

Publishing great quality content will attract links naturally. One of the reasons many businesses pay for links is they have thin content on their site. The content isn't strong enough to attract links. By producing quality content and promoting it, you will get links naturally.

Great content will increase organic traffic

In a recent survey with over 7,000 businesses, [Hubspot revealed that sites with 100-200 pages receive 2.5 times more leads than sites with less than 50 pages!](#) Adding content on a regular basis will increase your content footprint and you'll be found more often in search.

PANDA RECOVERY

Panda is unique in its original form. It actually started out with a staff of human quality raters that reviewed hundreds of websites. Google, using machine learning, was able to emulate the humans that reviewed the sites. The Panda algorithm was born from that iterative human process.

As mentioned in the beginning of this document, the Google Panda update was designed to reward sites with great content. So the negative impact was on sites with thin and duplicate content. Heavily templated affiliate sites with duplicate content were some of the hardest hit.

The example below is a hotel booking site that uses content from the original source. It is duplicated across all the affiliate sites that sell this hotel property. There is no original content on this page. These are the some of the sites that Panda targets.

Home » Hotels » Place tags: hotel in Phoenix » Embassy Suites Phoenix Airport at 24th Street

Embassy Suites Phoenix Airport at 24th Street

By admin on May 20, 2007 Total Views : 14 Daily Views : 2 No Comments

Own this business?

Address : 2333 East Thomas Road
Phoenix AZ 85016

Website

Phone : 1-888-892-3608

Add to Favorites

Rating : ★★★★★

Share

Mail to a friend

Send Inquiry

Arizona Tourism
You and 448 others like Arizona Tourism

IN THE NEIGHBORHOOD

Arizona Science Center
The Arizona Science Center is a four-story combination of playground and classroom for kids, though it's also open for a monthly adults-only "night out" by popular demand. The center features more than 300 hands-on exhibits in themed galleries that explore such [Read More](#)

Phoenix
Phoenix is a modern, sprawling city set in the middle of the sun-baked, saguaro-studded Sonoran Desert, and the contrasts don't end there. The city is relatively new, with explosive growth that has pushed the population from 6,000 in 1900 to 1.5 [Read More](#)

The Embassy Suites Phoenix – Airport at 24th Street hotel is located only two and half miles from the Phoenix Sky Harbor International Airport and only two miles from Downtown Phoenix and the prestigious Biltmore Fashion Park in Phoenix Arizona.

This full-service upscale all-suite hotel is also minutes away from: Downtown Phoenix Sky Harbor Airport / PHX / Scottsdale Fashion Square Arizona Biltmore Golf and Country Club US Airways Stadium- Home of the Phoenix Suns Gila River Casino Arizona State University Old Town Scottsdale Phoenix Zoo Phoenix Greyhound Park Camelback Mountain /Scottsdale/. All of the Embassy Suites Phoenix – Airport at 24th Street hotel's suite night stays include our famous complimentary cooked to order breakfast as well as our complimentary Manager's Reception daily – a fantastic way to

Quiznos
Leave the stress to us!
[ORDER NOW](#)
Catering



If you Google the exact content of one of the paragraphs of the above page, you can see it is being used on almost 10,000 sites with little or no variation.

In addition, sites that manipulated search results by stuffing keywords, using duplicate content and generally publishing “thin” content were negatively impacted as well.

[Google continues to update Panda](#) and has now published 26 variations. This update will continue to be tweaked and the caution is you could be hit at any time if you cross over the tipping point with thin or duplicate content.

Panda is a Site-Wide Penalty

Another thing to realize about Panda is it is a site-wide penalty. If your site has a certain percentage of pages that do not meet the standards of the algorithm, your entire site will suffer. There is certainly a tipping point that will earn your site a penalty. That is both the good news and bad news. The bad news is that one new page could engage the penalty. The good news is, if you remove the thin and/or duplicate content, your site could bounce right back. We are aware of one webmaster that no-followed their thin content pages and the site quickly improved.

There are techniques like this one that you can use to recover from Panda. The first thing to do is determine the scope of your problem and then take action. The rest of this guide will outline tools and techniques to help you with your Panda recovery. It's important to note that Panda is **not a manual penalty**, it is an algorithm update. So filing a reconsideration request will not make a difference in your ability to bounce back in the search results.

Things that could have triggered the Panda penalty:

Thin content – The definition of “thin” content varies but if you have a page with less than 150 words and less than 10 visits in a year, that would be considered thin.

Many affiliate sites have a wrapper with navigation stuffed with keyword links and ads surrounding a small amount of content. You'll find this template on sites that broker items to sell whether they are tangible products for delivery or service-based items like hotel rooms.

Duplicate Content – There are actually three kinds of duplicate content to consider.

Identical Duplicate content – These are pages on your site that only differ in the URL. Everything else is exactly the same. This is most often unintentional and is caused by your content management system or your database filtering.

This is something we see quite often. Creating multiple URLs that land on the same page of content is surprisingly easy. The WordPress content management system allows you to set up categories and tags for content you publish and often times it results in duplicate pages. You have the original, the same page in the archive, the same page in the category section and one page each for every tag you create. The good news is that this is easy to fix.

This can also be caused by session IDs, tracking IDs, referral or page order and filtering parameters appended to the end of the URL, for example: ?orderby=desc. These parameters change the functional URL, meaning the exact same page content can now be accessed from multiple, technically distinct URLs. This can be fixed in your .htaccess file to show only the original .html page to the search engines.

“Almost” duplicate content – Many webmasters have pages that have written



variations of their money keyword. Not only will this get you in trouble with Panda, it also confuses Google on which page should be the ranking page. If you are having trouble getting into the top 10 results, it may be that Google doesn't know which page is the right page to rank based on all the variations on your site.

There are other ways your site will show duplicate content and one of the tools we'll mention will help you identify where that is and how to fix it.

Duplicate content across multiple domains

- The original content is generated by the manufacturer or the product/service source and then duplicated across all the affiliate sites. You've probably had the experience of shopping for an item and every site you go to has the exact same description and same product photo.

Auto-generated or concatenated content – This content starts out with a couple of base paragraphs and then through scripting or even using Excel, certain keywords are substituted leaving most of the original content in place.

Scraped Content – Many sites have scraped content from another source. If you have a preponderance of scraped content, your site was most likely penalized. Other factors that could make your site vulnerable to the update:

- Little original content
- High bounce rates on individual pages
- Content that doesn't match search results
- Content that doesn't match the meta description and title tag
- High percentage of concatenated or boiler plate content on every page
- Pages with very little text and an excessive amount of ads
- Over-optimized pages and/or pages stuffed with keywords
- No social proof or sharing

RECOVERY FROM PANDA

Analyze your content

You should be able to give your site the eyeball test to determine if your content is the problem. Your overall goal should be to remove or improve thin content and to improve the overall quality of your entire site. Is your content useful to your readers, or was it created for the search engines? "Improve or remove" should be your mantra. If it is useful, keep it. If not, you have a couple options:

Delete thin and duplicate content – If the content doesn't have value, one option is to delete it. If you want to feel more comfortable about deleting hundreds or even thousands of pages of content, review your analytics. Chances are you'll find that there is little to no traffic for these pages. Some webmasters are afraid to delete content because they might lose traffic. If you have a penalty, you've already been hit and if the pages don't get traffic anyway, what have you got to lose? Make sure if you delete content that you 404 the pages. The caveat is to make sure there are no external links pointing to these pages.

Redirect – If your duplicate page has traffic and/or links pointing to it, you may want to redirect it to another page. Use a 301 to permanently redirect both users and bots to the new page. By using a redirect, you should be able to retain the traffic and any link juice.

Robots.txt – One of the easiest ways to fix a thin content issue is to keep the content available for users on the site but block the search engine crawlers from the pages. It's a very simple process. You might consider this as a stopgap measure while you take the time to build out the content on your thin pages. The example below shows how easy it is to set this up.



- User-agent: *
- Disallow: /my-duplicate-page.html
- Disallow: /my-almost-duplicate-page.html
- Disallow: /my-duplicate-directory/

Thicken Content – You may choose to combine pages to improve the content and “thicken” the pages. This is a good strategy if you already have the content on the site and it can be quickly and easily condensed and edited. Many sites have content that was broken into multiple pages just for the search engines. It is pages like these that can be combined easily.

No-follow the content – You may find that even though the content is thin, you are actually getting traffic to the pages and the content actually serves the needs of the user. In cases like this, you might want to “no-follow” those pages. By doing this, you’re telling Google you want to keep the pages in the index but you’re asking them to no follow or not to assign value to the links on the page. Here is how the HTML code would look:

```
<head>
<meta name="ROBOTS" content="INDEX,
NOFOLLOW" />
</head>
```

Canonical Tag – If you have multiple versions of a page, you may want to add a canonical tag to tell Google which page is the primary page: `<link rel="canonical" href="http://www.mysiteurl.com/the-best-page" />`

Rel=Prev and Rel=Next - Many sites break up their internal site search in chunks to make it easier for users to navigate. This is called pagination. When content is paginated it often results in unintentional duplicate content. One way to let Google know that a link on your search results page is part of an overall article, is to use prev and next tags. See the example below:

```
<head>
<link rel="prev" href=http://www.mypage.
com/search/2/>
<link rel="prev" href=http://www.mypage.
com/search/4/>
</head>
```

This bit of code in the header tag lets the crawler know they landed on page 3 of an article.

WHAT'S NEXT?

So you have an overview of what could have impacted your traffic and you have some action you can take to delete or improve content. The next step is to break it down into some solid action steps to help you organize your resources and make an improvement plan. Looking for patterns and correlations to what content and types of pages were impacted can help you focus your resources to get the most out of your time.

- *Identify the unique pages that were impacted*
- *Identify the “types” of pages that were impacted*
- *Build a spreadsheet based on pages and types of pages. For example, landing page, product or service page, info page, blog post, etc.*
- *Add columns that will help you*

The spreadsheet should help you quickly identify the factors that will help you decide to either keep the page as is, improve the content or delete it.

Monitor your bounce rates and time-on-site stats to ensure you are delivering what your readers are searching for. Focus on improving your engagement metrics by making on-site fixes that increase readership, number of page views and overall satisfaction with your site.



Once you've cleaned up your duplicate and thin content, make sure your site is engaging to your readers. The whole purpose of Panda is to have sites with great content appear high in the search engine results. What these sites have in common is compelling and interesting content that loads fast and engages readers.

CONTENT MARKETING

At its simplest, content marketing is about providing value to your audience. In contrast to interruption marketing, it takes the approach of producing content that educates, entertains and engages. Whether it's writing user-friendly tips in blog posts, publishing infographics rich with industry insights, or producing videos to answer customers' questions, content marketing is about creating avenues to consumers by strategically addressing their needs.

Content that is truly useful in this fashion drives traffic, enjoys organic links and social sharing. Here is an overview of our content marketing approach:

Strategy – Content strategy is about creating a repeatable, scalable plan for the creation, publication and governance of content. It begins with understanding the audience's needs and the organization's goals and then planning to bridge the gap between them with useful, usable content.

Research – An effective strategy is an informed strategy. Understanding your industry in the online landscape and your audience's needs is crucial for effective content.

Content Creation – Content creation should stem from a solid plan. Using an editorial calendar to schedule publication, plan resources, and identify goals should be the center of the creation process. Careful planning can keep production consistent, effective, and reduce the time and costs involved.

Content Optimization – While the goal should be to engage users and drive them toward profitable actions, it is still critical to follow SEO best practices. Content that is relevant, robust and smartly optimized will gain the best traction with search engines.

Content Promotion – Outside of search, there are many opportunities to drive visibility to your content, including social media, email marketing, media releases and more.

Content Distribution – Your website and blog are not the only avenues for your content. Publishing content on relevant offsite channels like industry sites, affiliated blogs, YouTube, media sharing sites like Slideshare and others can put your content where your audience already is.

Link Building – As we've seen in this guide, poorly executed link building can sink a website. Conversely, smartly executed, above-board link building on relevant sites can provide legitimate support for well-crafted content.

Measurement – Effective content moves the needle on business goals. Getting links, social shares, solid rankings – at the end of the day, the goal is to generate business. Establishing metrics that are consistently tracked and reviewed will ensure that your marketing efforts don't fall off track.



ABOUT VERTICAL MEASURES

Vertical Measures provides comprehensive Internet marketing services designed to help businesses improve their online presence and increase their traffic from the most popular search engines. Our motto is simple: More Traffic. More Leads. More Business. In addition to our search, social and content services, we are well versed in the Google penalty recovery process. We've helped many clients come out of the depths of a penalty to see their traffic increase and their rankings improve. Interested in learning more about our internet marketing services and our penalty recovery process? [Contact us today.](#)

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