

Dear Google Search Quality Team,

We received a notice of unnatural inbound links in Webmaster Tools on 1/1/2014, along with a specific manual action notice of "Partial Matches" which we understand is affecting some incoming links and not our site as a whole.

Please be advised that our intention is to strictly adhere to Google's quality standards and to provide the best possible experience for our site visitors and yours. We are now submitting our reconsideration request to provide detailed information regarding our site's history, along with a thorough documentation of our link profile and outreach efforts to remove all questionable links. This documentation can be found in the following Google doc:

<https://docs.google.com/spreadsheet/ccc?key=0ApZAORB6BK5MdFI0OXNyRkRrXGxFY2RaZU5UQnhjknc&usp=sharing>

Additionally, we submitted a disavow file on 1/25/2014 following the proper syntax and .txt file format which lists all domains we wish disassociate from our site.

Our history is we briefly hired an SEO agency in March 2011 to help us achieve better rankings in Google. Unfortunately and unbeknownst to us, this particular agency was deploying unethical link tactics to manipulate search results and we are now being affected. We of course no longer use that SEO agency and as a result of this action, please be advised that we have taken the following steps as an organization:

- 1) We've committed to thoroughly vetting out all agencies and internal resources to ethically help us create positive user experience and not manipulate search results in any way shape or form.
- 2) We've required all employees to review Google's best practices and webmaster guidelines from the following source: <https://support.google.com/webmasters/answer/35769?hl=en>
- 2) We've carefully identified and manually reviewed all the links pointing to our site that we're aware of and have worked diligently to contact the webmasters of all links that we consider unnatural, using three separate outreach email notifications, and prior to adding these links to the Disavow Links tool.
- 3) We've thoroughly studied how to submit a complete reconsideration request, along with Matt Cutts' videos on the subject. We particularly benefitted by reviewing manual action of "unnatural links to your site – impacts links" from the following sources:  
<https://support.google.com/webmasters/answer/2604772?ctx=MAC>  
<https://support.google.com/webmasters/answer/35843?hl=en>

In summary, we want to reaffirm that our focus is to produce great products/services and a user-experience for both our site and Google that is equally positive. We do not participate in link schemes, paid links or other link building that is outside of Google's quality guidelines.

Thanks again for your time and reconsideration.

Sincerely,  
Mike