

Google PENALTY GUIDE

A Step-by-Step Recovery Guide for the Two Types of Google Penalties

TYPE 1: ALGORITHMIC PENALTY



Engineers at Google program robots called "spiders" which regularly visit your website checking for quality. If these spiders notice any violations they can automatically penalize your website or flag it for a manual review.



HOW TO TELL

When an algorithmic penalty affects your site you receive no notifications from Google. You must check your site's traffic and keyword rankings to determine if you are suffering from a penalty. Regularly check Google Webmaster Tools for traffic data.



LINK CLEANUP

Now that you know the cause of the penalty, it's time to clean your backlinks. There are many sites that let you monitor backlinks. Any links that are irrelevant, paid or spam must be removed. Ask the link source to remove them or use Google's disavow tool.



FOLLOW GUIDELINES

Once your backlinks are clean, read the entire Google Webmaster Guidelines and make sure your website follows all of the guidelines exactly. Now is also a great time to add additional content and photos to your website to increase its value.



WAIT

The last step is to wait for the next Google algorithm update to refresh the search rankings. This process can take several weeks or months, depending on which update to the search algorithm actually affected your website.

TYPE 2: MANUAL PENALTY



Google's Web Spam Team is constantly checking website flagged by the spiders for violations of their guidelines. They may also check your backlinks for irrelevant, spammy or purchased links. These penalties are called "manual actions" by Google.



HOW TO TELL

Typically, when your website receives a manual penalty, Google's Web Spam Team will alert you via Google Webmaster Tools, accompanied by a brief explanation of why your site was penalized. Regularly check Google Webmaster Tools for penalty notices.



LINK CLEANUP

Now that you know the cause of the penalty, it's time to clean your backlinks. There are many sites that let you monitor backlinks. Any links that are irrelevant, paid or spam must be removed. Ask the link source to remove them or use Google's disavow tool.



FOLLOW GUIDELINES

Once your backlinks are clean, read the entire Google Webmaster Guidelines and make sure your website follows all of the guidelines exactly. Now is also a great time to add additional content and photos to your website to increase its value.



WAIT

Finally, you can choose to either wait for the next algorithm update to refresh the search rankings or you can submit a reconsideration request to Google asking them to remove the "manual action." It can take Google months to reply and they don't always remove the penalty.

What's Next?

Create Great Content! It's as simple as that. Instead of taking shortcuts like paying for links, create great articles with tips and advice about your industry and services. Then share them with you fans and followers on social media, email newsletters, etc... Great content that is truly useful WILL draw traffic.

Still Unsure?

Not Sure Where to Go From Here?

Call the Experts at TheeDigital in Raleigh, NC at 919-341-8901 or Visit Us Online at TheeDigital.com.



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