As part of its uncompromising mission to stamp out spam from search results, Google's Penguin algorithm automatically demotes sites that use unnatural linking schemes to supercharge their way up SERPs. Additionally, the search engine giant issues manual penalties to individual sites that violate the linking rules set out in Google's quality guidelines. An increasing number of sites are getting caught in Google's net; if this includes your website, you should conduct a link audit, removal and recovery procedure.

**OUR LINK REMOVAL PROCESS**

**LINK AUDITING**

1. Use backlink identification tools to extract a list of links that point to your site.
2. Upload the list of backlinks to your chosen link cleaning tool.
3. Use set metrics to analyse the quality of each backlink.
4. Manually analyse all links.

**LINK REMOVAL**

1. Once you have identified the unnatural links, locate the contact details for each webmaster.
2. Begin contacting each webmaster via contact forms, email and telephone to request link removal.
3. Contact each webmaster numerous times to maximise the potential of getting each link removed.
4. Compile a list of websites that did and did not remove links. Also collate a list of domains that you couldn’t locate contact details for.
5. Upload the list of domains that you were unable to get removed to Google’s Disavow Links tool.

**RECOVERY**

Redeem your website’s credibility by building organic, ethical backlinks. To do so, focus on...

- Outreach
- Inbound marketing
- Content Marketing
- Online PR
- Social Engagement

FOR A COMPREHENSIVE BREAKDOWN OF THE LINK AUDITING, REMOVAL & RECOVERY PROCESS

DOWNLOAD OUR FREE EBOOK

WWW.CLICK.CO.UK  PHONE: 0845 205 0292  EMAIL: hello@click.co.uk