



## OUT OF THE PENALTY BOX

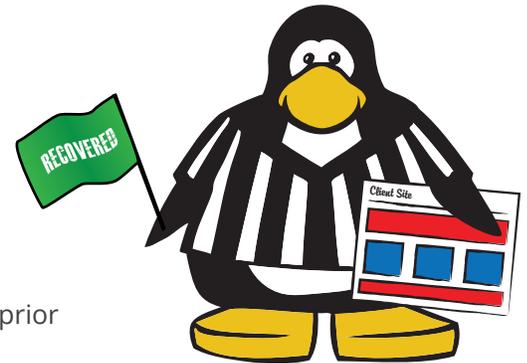
# BACK ON THE ROAD TO SUCCESS

### BACKGROUND

#### Site 1: Full Recovery - Algorithmic Penalty

Site 1 is an ecommerce site that sells branded and custom apparel. The site was affected by the Penguin 2.0 update on May 22nd, 2013.

Within one week, the site had lost 20% of their Google organic traffic and within 6 weeks, Google organic traffic was half of it what it was just a few weeks prior to Penguin.



Google organic traffic declined  
**20% within 6 weeks**



### CHALLENGES

The main challenges IMN faced were:

- 1** Uncovering and identifying the previous link building efforts conducted with other SEO companies prior to Site 1 working with IMN.
- 2** Compiling an extensive list of all known backlinks that pointed to Site 1.

# 3

## Analyzing the sheer number of backlinks that pointed to Site 1 and identifying the low-quality and/or high-risk backlinks that contributed to the Penguin penalty.

### METHODS



To compile an extensive list of backlinks pointing to Site 1, IMN used data from the client's Webmaster Tools account, supplemented it with 3rd party data and data from IMN's own tools suite. The resulting list of backlinks numbered in the tens of thousands.



IMN then used proprietary tools to help sort, classify and analyze the extensive list of backlinks. IMN's experienced backlink auditors manually reviewed these reports to prepare a Disavow Document, listing high-risk/low quality backlinks that the client should disavow.

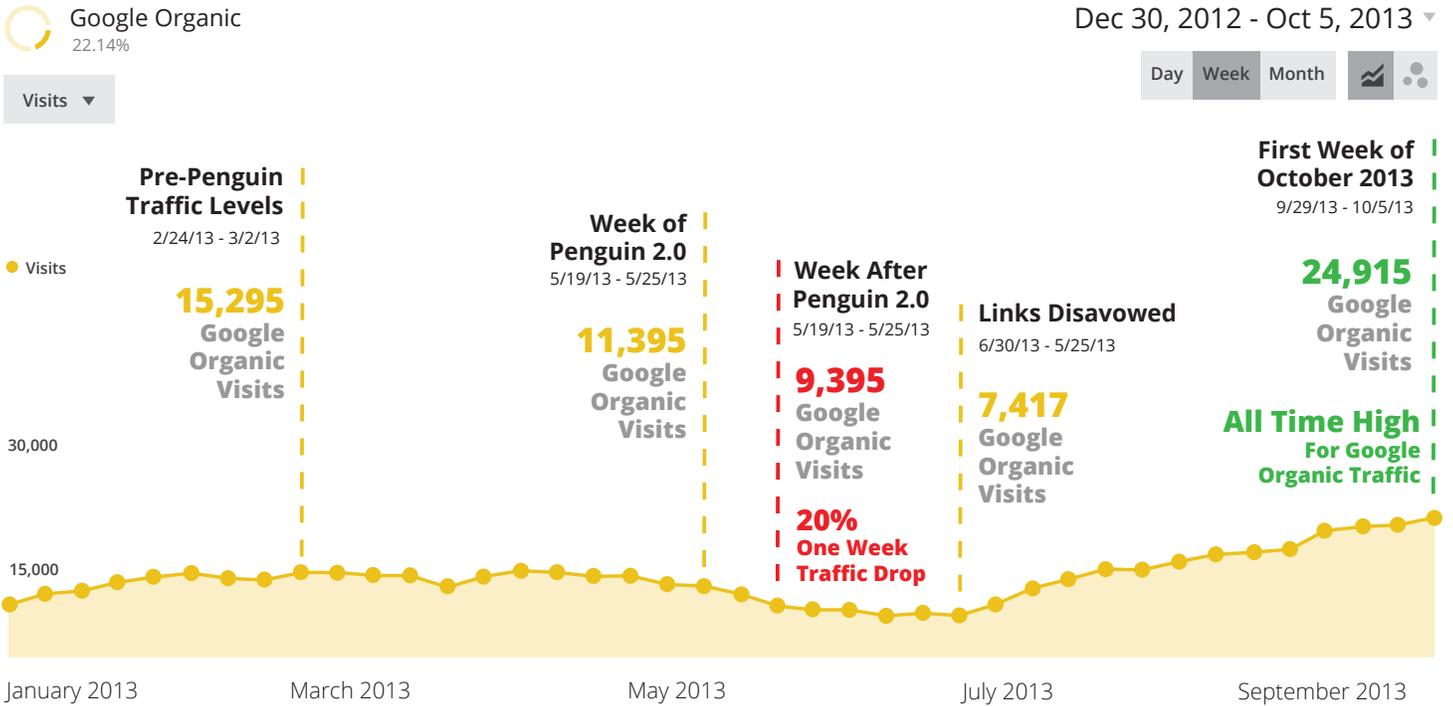


The client used the IMN supplied Disavow List, submitting it to the Google Disavow Tool for webmasters. IMN also helped prepare a Reinculusion Request that the client submitted via their Webmaster Tools account. The Disavow Document and Reinculusion Request were submitted about 1 week apart (Disavow first) in late June – early July.

### RESULTS

Google organic traffic to the site began to improve the week after Disavow/Reinculusion efforts and continued for 12 additional weeks. By the first week of October 2013, Google organic traffic had not only fully recovered, it was at an all-time high, nearly eclipsing 25,000 visits in a week for the first time.

Not only did they fully recover,  
**It was at an all-time high**



## SUMMARY

Site 1 saw a relatively quick recovery; their particular situation was improved by high-quality backlinks that IMN had been acquiring for the site prior to and during the Disavow process. Once the low-quality/high risk backlinks had been disavowed, Site 1 still had a robust enough backlink portfolio to rank well for their main keywords. They are now seeing more Google organic traffic per week than ever before.

## BACKGROUND

### Site 2: Full Recovery – Manual Action

Site 2 is a ecommerce site that sells pre-fabricated structures. The site was affected by a manual action shortly after receiving an Unnatural Links warning in their Webmaster Tools in the middle of May 2013.

By the end of June/early July, Google organic traffic had dropped nearly 20%. The traffic drops were not evenly distributed throughout the site and certain pages/keywords were affected more than others.



## CHALLENGES

The main challenges IMN faced were:

- 1 Uncovering and identifying the previous link building efforts conducted with other SEO companies prior to Site 2 working with IMN.**
- 2 Compiling an extensive list of all known backlinks that pointed to Site 2.**
- 3 Analyzing the sheer number of backlinks that pointed to Site 2 and identifying the low-quality and/or high-risk backlinks that contributed to the manual action.**

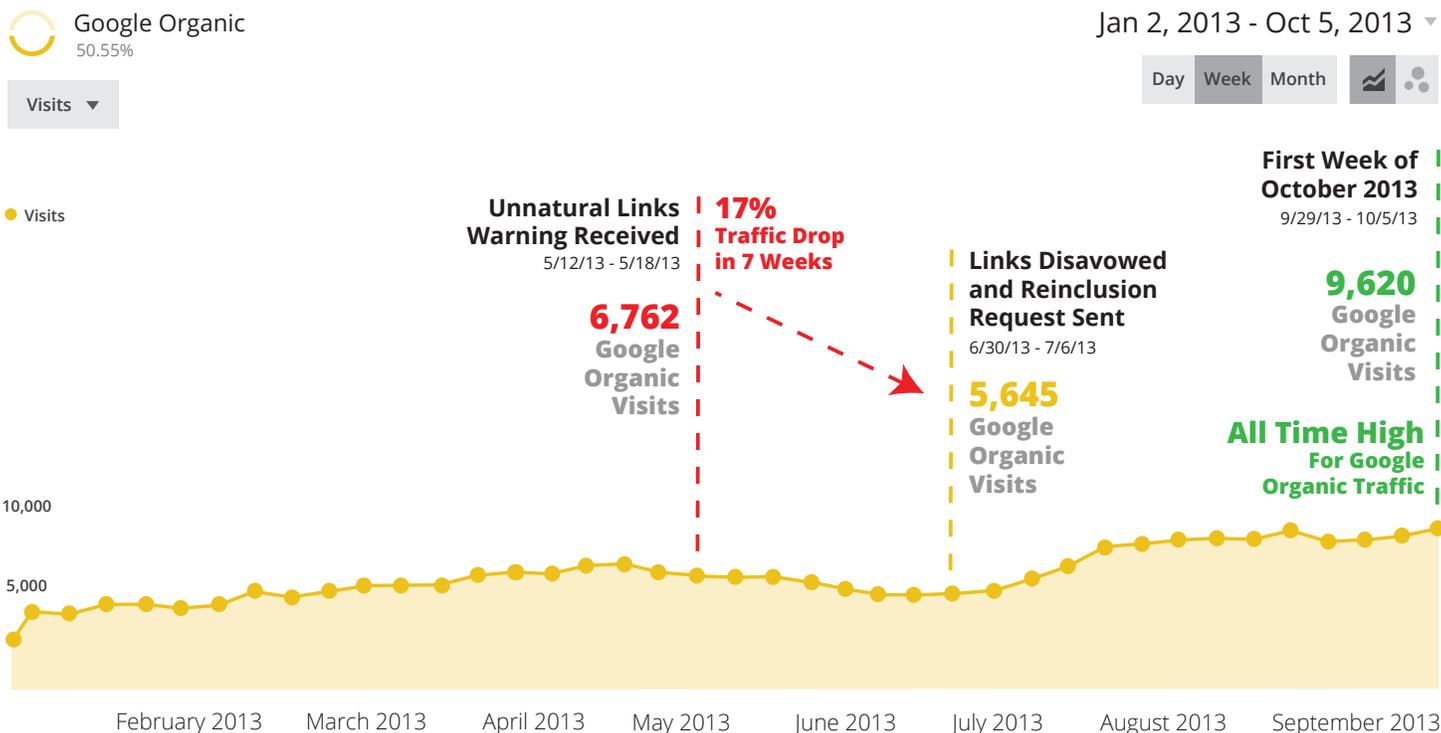
## METHODS

-  To compile an extensive list of backlinks pointing to Site 2, IMN used data from the client's Webmaster Tools account, supplemented it with 3rd party data and data from IMN's own tools suite. The resulting list of backlinks numbered in the tens of thousands.
-  IMN then used proprietary tools to help sort, classify and analyze the extensive list of backlinks. IMN's experienced backlink auditors manually reviewed these reports to prepare a Disavow Document, listing high-risk/low quality backlinks that the client should disavow.
-  The client used the IMN supplied Disavow List, submitting it to the Google Disavow Tool for webmasters. IMN also helped prepare a Reincclusion Request that the client submitted via their Webmaster Tools account. The Disavow Document and Reincclusion Request were submitted about 1 week apart.

## RESULTS

Google organic traffic to the site began to improve the week after Disavow/Reinclusion efforts and continued for 12 additional weeks. By the first week of October 2013, Google organic traffic had not only fully recovered, it was at an all-time high, nearly eclipsing 10,000 visits in a week for the first time.

The site fully recovered and for the first time,  
**Nearly eclipsed 10,000 visits in a week**



## SUMMARY

Site 2 also saw a relatively quick recovery; like Site 1, their particular situation was improved by high-quality backlinks that IMN had been acquiring for the site prior to and during the Disavow process. Once the low-quality/high risk backlinks had been disavowed, Site 2 still had a robust enough backlink portfolio to rank well for their main keywords. They are now seeing more Google organic traffic per week than ever before.

## CONTACT

Have you been penalized by Google as evidenced by your traffic reports and/or through Webmaster Tools warnings? Internet marketing is an ever-changing industry and it can be difficult to stay up to date on current practices and guidelines. Prior optimization tactics and onsite features of pages can negatively affect organic search engine visibility. It is important to regularly review strategies and integrate changes to keep up with search engine ranking factors.

Sometimes even the most well-meaning website owners and in-house marketers make mistakes.



Perhaps the work was done in-house by a talented team that simply was not aware their strategy was not compatible with today's search engine guidelines. Perhaps you hired some outside help that promised to get you great results, only to find out that the opposite happened.

Algorithmic and manual actions can be detrimental to the success of your website and business. Internet Marketing Ninjas will assist you with taking the steps necessary to ensure your website complies with search engine guidelines. Our experienced SEO professionals can give you the advice and guidance you need to make sure you regain your website's organic search placements for continued business growth and success.

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