

# Link Authority & Penguin Repair

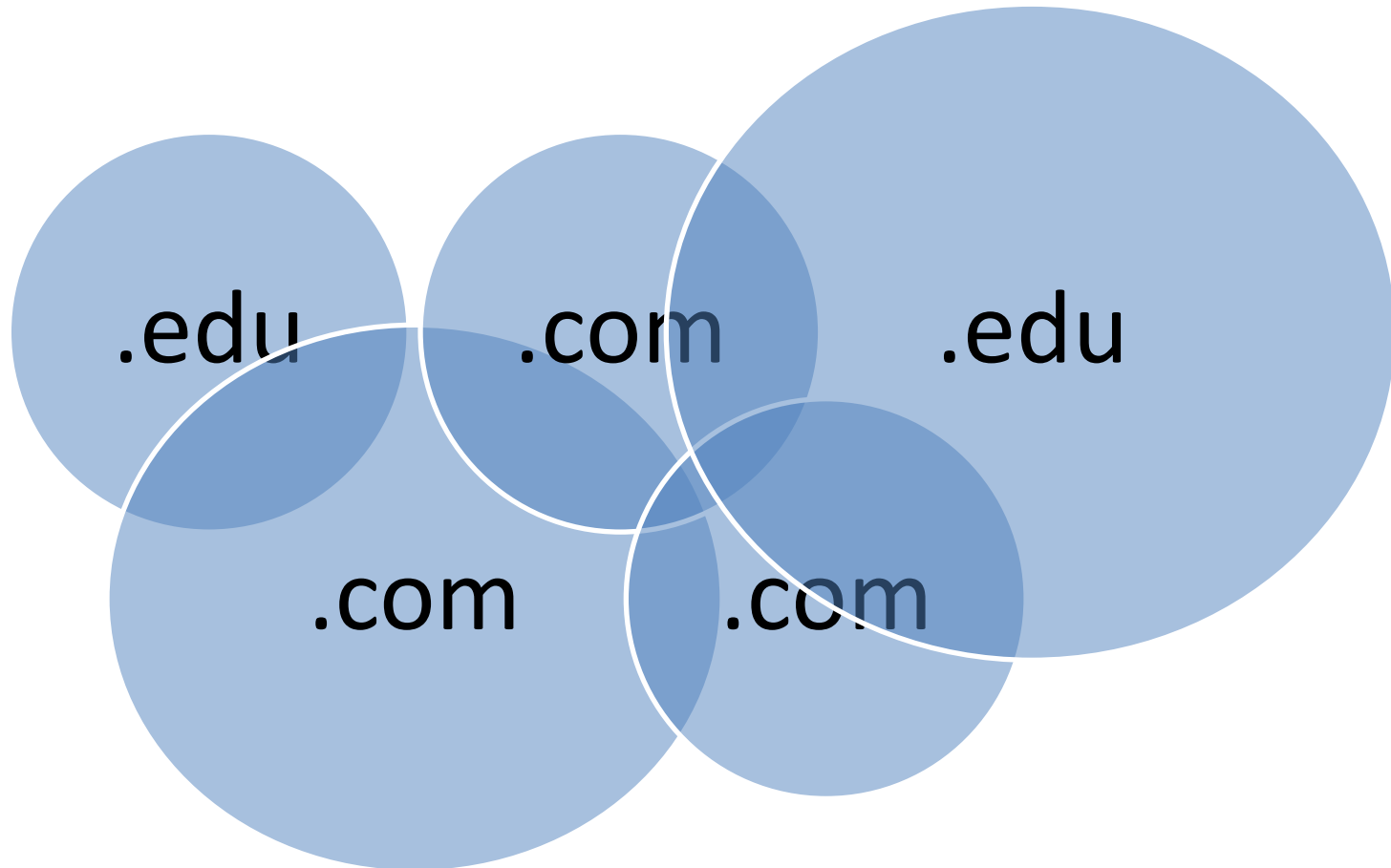
*John Cass, SVP of Marketing*

Authority Marketing

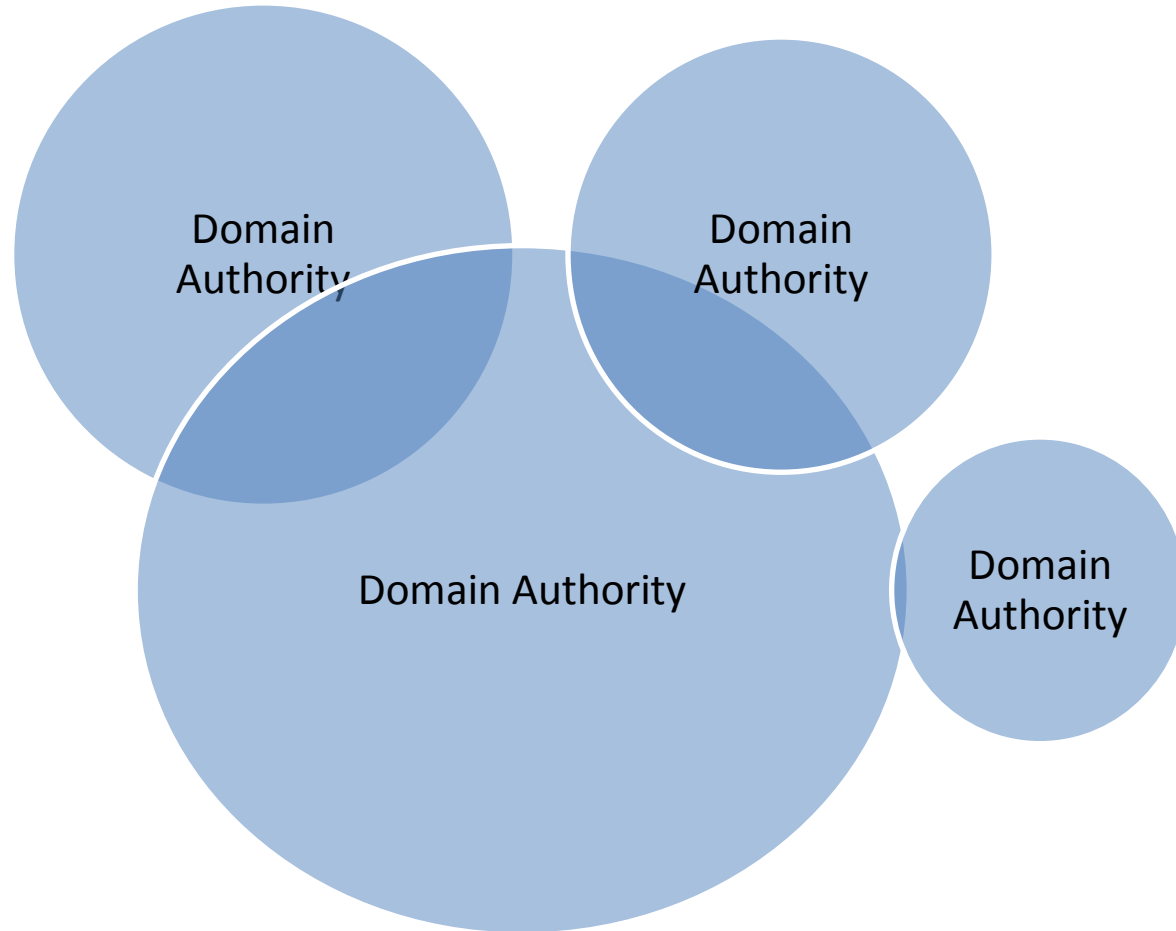
Web & Content Seminar for Search and Social



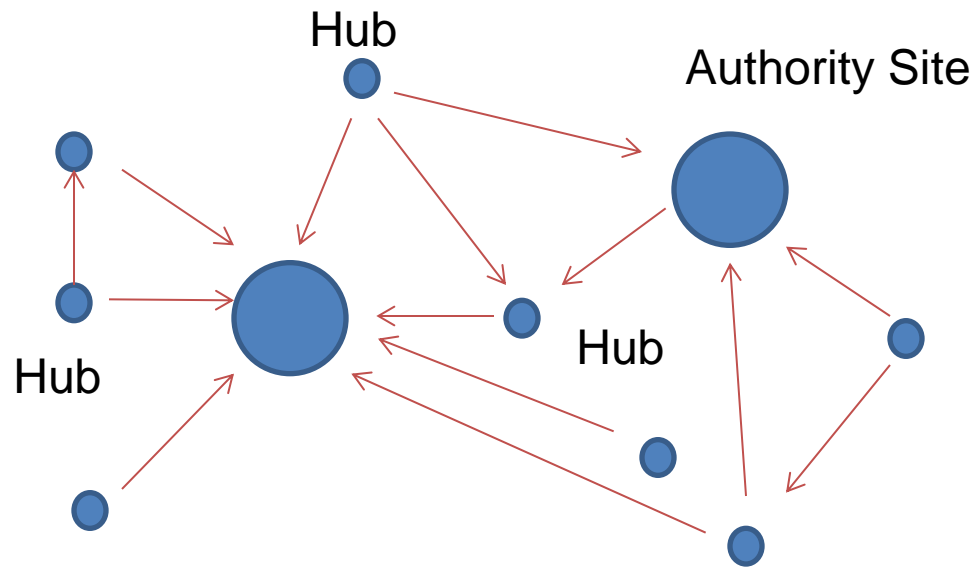
# The Idea Behind Linking



# Domain Authority



# Authority + Hubs



# 5 Steps to Building & Promoting Link Assets



# 1. Links from Authority Sites

487,888 Expert Authors Sharing Their Best Articles

**SUBMIT YOUR HIGH-QUALITY,  
ORIGINAL ARTICLES FOR MORE  
EXPOSURE, CREDIBILITY &  
TRAFFIC BACK TO YOUR WEBSITE.**



Google™ Custom Search

Search

## Author Spotlight



**Krista Mitchell**

◆ Diamond Author

23 Articles

Krista Mitchell is a Certified Professional Resume Writer and



# Penguin Problems



# 2. How to Come Up with Linking Ideas

- Goals & Keywords
- Link Bait

## 100 Fun Facts About Lobsters

Everyone loves lobster. A little butter, a little candlelight, yum! But, have you ever wondered about the secret life of this tasty crustacean? Here are 100 fun facts you probably never knew about the lowly lobster.

1. Lobsters were once considered the poor man's chicken. In Colonial times, it was fed to pigs and goats and only eaten by paupers.
2. Lobsters aren't red. They turn red when cooked, but in nature they can be green or yellow or even bright blue.



Photos: Dept. of Marine Resources

[Maine.gov](http://Maine.gov)





# 3. How to Create Link Content

- Brief
- Hire writers
- Select photos
- Create a page

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## 4. Share with Community & Outreach

- Extend the content by making it work for other media
- Share with your community
- Share with influencers



# 5. Track Results

Google Analytics



# 7 Steps to Recovering from Google Link Practices



# 1. Review Analytics



- Penguin 3.0 – Oct 17 2014
- Penguin 2.1 – Oct 4 2013
- Penguin 2.0 – May 22 2013
- Penguin 1.3 – Oct 5 2012
- Penguin 1.2 – May 22 2012
- Penguin 1 – April 22 2012













# 2. Compile Your List

Domain-wide Link Detox Risk (Domain DTOXRISK™)



## Summary of Link Audit Priority recommendations

	Description
	<p>16% (347) of your backlinks have a high link audit priority recommendation.</p> <p>You should review these links first. If you agree with our opinion and the link risk estimation expressed in our calculated DTOXRISK™ score, you should disavow as quickly as possible and then try to get these links removed. <a href="#">Read more</a> </p>
	<p>78% (1,730) of your backlinks have a medium link audit priority recommendation.</p> <p>You should also review all these links in the next step. <a href="#">Read more</a> </p>
	<p>7% (153) of your backlinks have a low link audit priority recommendation.</p> <p>You should also evaluate these links. <a href="#">Read more</a> </p>
	<p>0.0% (0) of your backlinks were ignored.</p> <p>This means you uploaded a file to us to tell us not to calculate a DTOXRISK™ score for these links. <a href="#">Read more</a> </p>
	<p>0.0% (0) of your backlinks were reported as disavowed.</p> <p>We always use a DTOXRISK™ value of zero for these links. This does not automatically mean that these links do not carry a risk. <a href="#">Read more</a> </p>



# 3. Analyze your Links

- Review each of your links by hand – Site:www.domain.com
- Look at SEM Rush
- Or Ahrefs.com
- Alexa.com
- Separate the good from the bad



# 4. Text File of Bad Links

```
# Live Backlinks
domain:smtp.directorynh.com
domain:pop.directorynh.com
domain:www.seopivot.com
domain:pestcontroltulsaok.com
domain:becuo.com
domain:easylinklist.com
domain:gsmtweet.com
domain:writeopinions.com
domain:imgarcade.com
domain:darkskymagazine.com
domain:askives.com
domain:recommendedcompany.com
domain:hoparticles.com
domain:bestlinktool.com
domain:ophibian.com
domain:prlog.ru
domain:howstruct.com
```





# 5. Upload to Disavow

## Webmaster Tools

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### Disavow links

If you believe your site's ranking is being harmed by low-quality links you do not control, you can ask Google not to take them into account when assessing your site. You should still make every effort to clean up unnatural links pointing to your site. Simply disavowing them isn't enough. [More information.](#)



# 6. Email Sites

Personalize and Send Emails 1 Website selected, 0 sent [edit template](#)



**the-globe.com**

the-globe.com

Tags: [Click here to add tags.](#)

Assigned to: [redacted] ★★★★★

Add a note...

History

Links **4**

Profile Info

Contact Information



Contact Info Discovered by BuzzStream

- [redacted]
- [redacted]

From: [redacted]

To: [redacted]

BCC Me

Template: Disavow

Subject: Please remove our link

Remind me if I don't hear back Choose One

Notify me when I receive a reply

**B I U** [bulleted list icon] [numbered list icon] [link icon] [font family] [font size] [background color] [text color] [link icon] [lightning bolt icon]

Hello,

I am contacting you regarding the website (the-globe.com), in order to ask if you could please remove our link(s) from your site. The link(s) in question are on the following page(s)

- [www.the-globe.com/the\\_worlds\\_most\\_visited\\_web\\_pages\\_783.html](http://www.the-globe.com/the_worlds_most_visited_web_pages_783.html)
- [www.the-globe.com/the\\_worlds\\_most\\_visited\\_web\\_pages\\_783/](http://www.the-globe.com/the_worlds_most_visited_web_pages_783/)
- [the-globe.com/the\\_worlds\\_most\\_visited\\_web\\_pages\\_783.html](http://the-globe.com/the_worlds_most_visited_web_pages_783.html)
- [the-globe.com/the\\_worlds\\_most\\_visited\\_web\\_pages\\_783/](http://the-globe.com/the_worlds_most_visited_web_pages_783/)

and they link to:  
blank.com

Thank you very much in advance as it is greatly appreciated

Outreach tutorial

Remove

Send Later

Send and go to next contact



# 7. Manual Penalty

## Manual Actions

### Site-wide matches

None

### Partial matches

▼ Some manual actions apply to specific pages, sections, or links

Reason	Affects
<b>Unnatural links to your site—impacts links</b> Google has detected a pattern of unnatural artificial, deceptive, or manipulative links pointing to pages on this site. Some links may be outside of the webmaster's control, so for this incident we are taking targeted action on the unnatural links instead of on the site's ranking as a whole. <a href="#">Learn more</a> .	<b>Some incoming links</b>



# Building Links

**Open Site Explorer** Updated October 29, 2014 [Switch to OSE Classic](#) [Recent CSV Reports](#)

URL:  [Search](#)

[Hide Metrics](#)

Authority		Page Link Metrics		Page Social Metrics		
DOMAIN AUTHORITY <sup>ⓘ</sup>	PAGE AUTHORITY <sup>ⓘ</sup>	JUST-DISCOVERED <sup>ⓘ</sup>	ESTABLISHED LINKS <sup>ⓘ</sup>	FACEBOOK <sup>ⓘ</sup>	TWITTER <sup>ⓘ</sup>	GOOGLE <sup>ⓘ</sup>
99 /100	96 /100	373k 60 Days	74,971 Root Domains 2.3m Total Links	351k Shares 140k Likes	9.5m Tweets	790k +1s



# Takeaways

1. Links are an important part of gaining both traffic and rankings on search engines
2. Authority has long been an important factor in getting value from an external link – Jon Kleinberg & Moz
3. Examples of great Link Content – Web 2.0 Awards, Search Relationship Chart, 100 Lobster Facts
4. Sharing with your community is very important that will increase links and traffic
5. Determine if you have bad links using tools such as `site:www.domain.com` in google and ahrefs.com
6. Upload your list of bad links to Google Webmaster Tools to disavow your bad links
7. Follow up with emails directly to webmasters, and keep good notes if you receive a penalty
8. Links are still important to gain once you've implemented a disavow



# Resources

Link Research Tools

HREFs

Compete.com

Alexa.com

SEM Rush

Google – Site:www.domain.com



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