

The Ultimate Guide to Recover from

Google

Unnatural Links Penalty



Satish Kumar

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CoolPCTips Facebook page, which provides daily inspirational thoughts, Technology updates and Quality Articles was founded in 2010, and currently has over 18,300 loyal fans and followers.

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Where Can You Find Us?

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Reference:

- <http://www.coolpctips.com/services>
- <http://www.pyritetechnologies.com>
- <http://www.seosiren.com/>

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Introduction

Google has been extremely serious about link building and low quality sites from the past 2 years. They don't pay much heed to messages from webmasters and such. Google doesn't show interest to help you even if you violate their rules and guidelines by mistake. If you are a victim of Google Unnatural Links Penalty, you might have searched different methods to recover from this serious issue.



Many people have applied for reconsideration, and most of them have failed to get Google's attention. It is not uncommon to see failed reconsiderations with no explanation given from Google. I wrote this book to help you in this regard, and guide you to reclaim your website.

The techniques outlined in this book have consistently been successful with all my clients and websites that have been penalized by Google. The book gives thorough answers to questions about unnatural links warnings, digging your site with GWT, identifying toxic and unnatural links, creating a spread sheet of unnatural links, getting started with GDLT, and more.

Google Unnatural Links Warning History

Google first began sending warnings to webmasters in early 2010. These warnings were regarding doorway pages created by many site owners to fool search engines. And in the year 2012, Google sent over 700,000 Unnatural Links warning to webmasters via Google Webmaster Tools. These warnings were more serious compared to previous years, as Google wasn't able to control the unnatural link flow in many websites. You might get several types of warnings from Google, but Unnatural links warning is something which has to be taken very seriously.



If you have received one of these warnings in your Webmaster tools, this book is written for you. And if you haven't set up Google webmaster tools for your website, make sure you do it as soon as possible.

Free Registration: [Google Webmaster Tools](#)

What are Unnatural Links and how do I find them?

Unnatural links are serious link building techniques which include blogroll, guest posts, forums, blogs, directories, paid articles, selling links etc. You should quickly find out all the unnatural links passing through your website, and take them down as soon as possible.



Google took serious actions to take down these sites which manipulate search engines, and penalize them without mercy. People who have built thousands of unnatural backlinks to their websites are now struggling to take them down. Sometimes you have to give up your whole site and start again from scratch.

Google suggests their users to stay active in Google Webmaster Tools, as this is the only way Google sends you a warning or notification to take quick action on your site. And if you happened to use these techniques in the past, expect an unnatural links warning very soon. Check your Google Analytics and find out the traffic drops and search engine positions of your keyword.

Google Webmaster Guidelines

In order to rank up your website naturally, you have to follow the Google Webmaster Guidelines carefully. Following these guidelines will help your site to index fast, and avoid penalties. Google is very strict about the quality guidelines, which sometimes might remove websites completely from Google. If any of your websites are being affected by a spam action, Google will no longer show up your site results on Google.com, or on any of Google's partner sites.



Google's quality guidelines cover the most common forms of manipulative behavior, but still Google might respond negatively for other misleading practices which are not listed below. And if you feel any website which is violating Google quality guidelines, you can report to Google web spam team via [filing a spam report](#).

Basic Principles:

- Make pages primarily for users, not for search engines.
- Don't deceive your users.
- Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website that competes with you, or to a Google employee. Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"

- Think about what makes your website unique, valuable, or engaging. Make your website stand out from others in your field.

Specific Guidelines:

Avoid the following techniques:

- Automatically generated content
- Participating in link schemes
- Cloaking
- Sneaky redirects
- Hidden text or links
- Doorway pages
- Scraped content
- Participating in affiliate programs without adding sufficient value
- Loading pages with irrelevant keywords
- Creating pages with malicious behavior, such as phishing or installing viruses, trojans, or other malware
- Abusing rich snippets markup
- Sending automated queries to Google

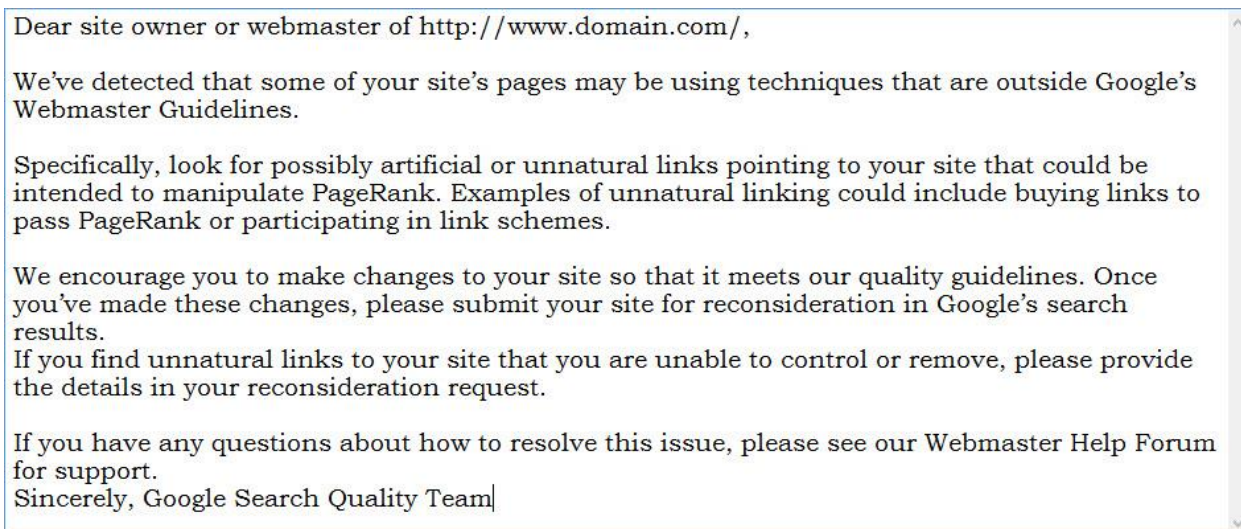
These are the most important quality guidelines defined by Google. Google also suggests you to engage in good practices like:

- Monitoring your site for hacking and removing hacked content as soon as it appears.
- Preventing and removing user-generated spam on your site.

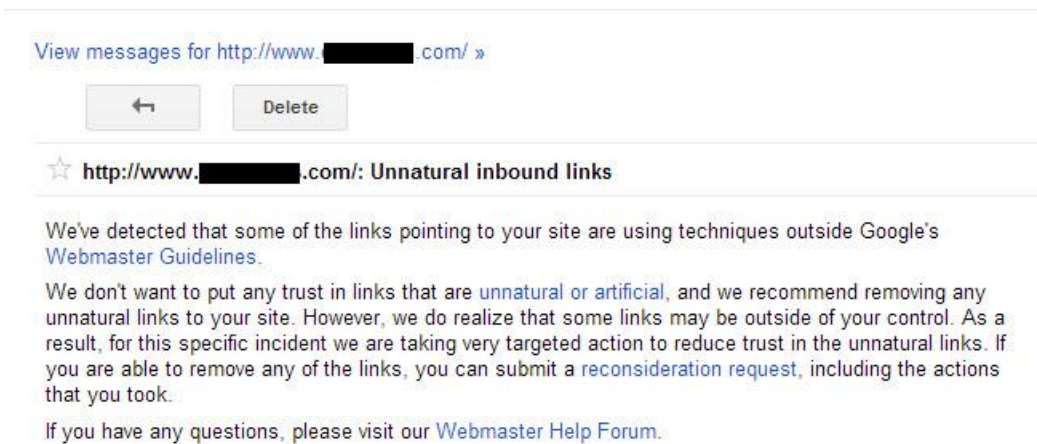
If you think that your site doesn't meet these guidelines, you can modify your site so that it does and then submit your site for reconsideration.

Google Unnatural Links Warning

When Google detects that a website has unnatural and artificial backlinks, the first thing it does is to send a warning in Google Webmaster Tools. You are in deep trouble if you ignore this warning, as Google gradually decreases your websites SERPs and core traffic completely. You have to take quick action in responding the warning, and make sure to get a list of bad links pointing to your website.



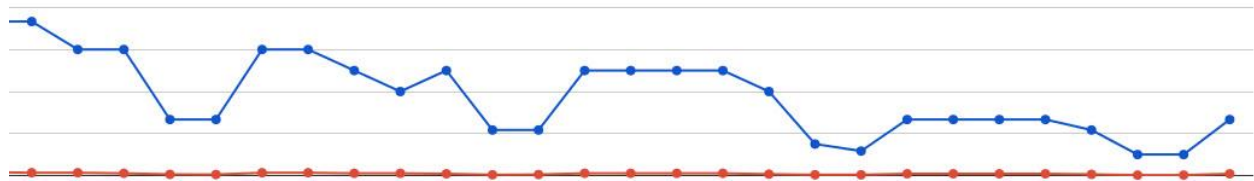
Consider this as the most important warning of your life and proceed further to take quick action.



This is how the warning looks like in Google Webmaster Tools.

Checking Your Website Traffic

When Google send its first unnatural links warning, it realizes that some links may be outside your control. This allows Google to take targeted action to reduce your site traffic. Usually the traffic will goes down up to 40% when compared to the regular organic traffic. So from this point, your website traffic will gradually decrease from 40% to 60%, 60% to 80%, and then finally 100%. This happens when you don't take quick action to remove unnatural links pointing to your website.



Sometimes you might see a bump up in traffic, which will not be from the search engines of course.

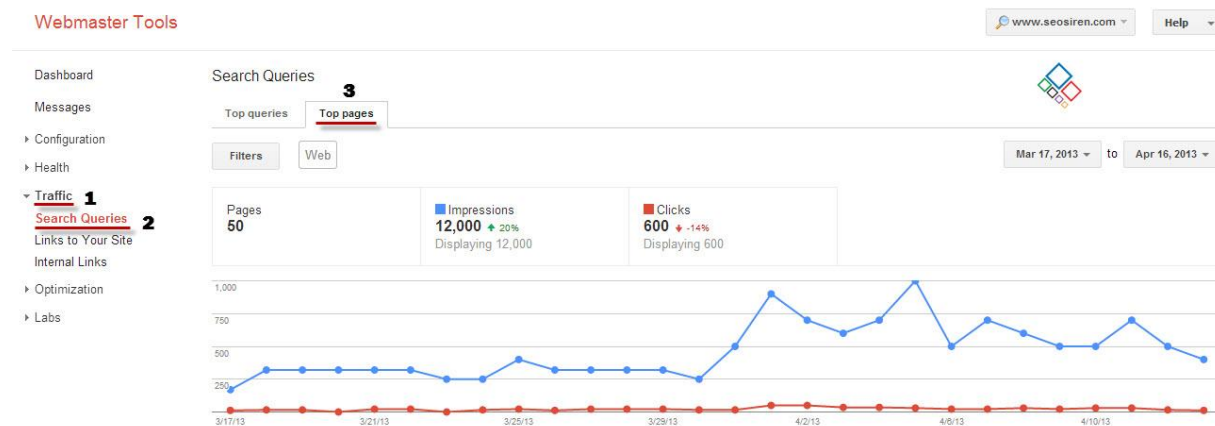
You have to regularly check your site analytics (Google Analytics) to be alert about the traffic changes. Always make sure to check your site traffic on daily basis, as you never knew when you might get ban from Google algorithms. You can observe that 90% of your pages are losing its search engine results page after the unnatural links penalty warning.



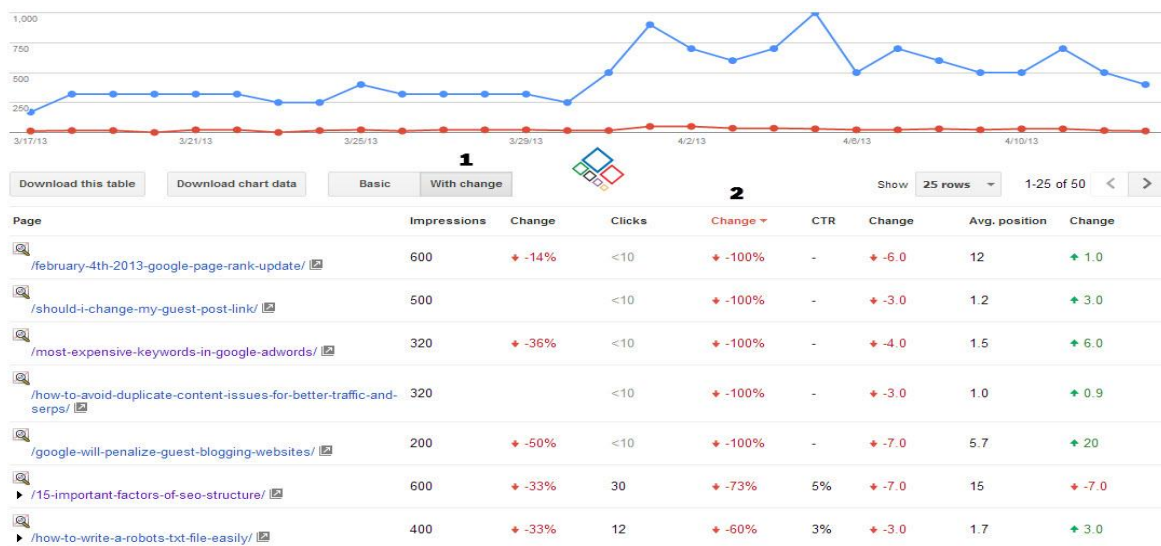
The above screenshot was taken from our client website, whose traffic went down from 4000 per day to 900 per day. That's almost 80% traffic drop within 2 months of time, and he approached us on April 7th to audit his site. We found that 99% of his site URL's are spam, and there is no way the site can rank up again in Google. We took some serious action to delete these spam links, which results in more traffic lost in future.

Digging your Site with Google Webmaster Tools (GWT)

Google Webmaster Tools is a free way of finding your site unnatural and artificial links. It clearly shows the errors and warnings you must take care of to protect your websites from penalties. Google takes serious action on low quality content too. This is called Google Panda update, and you can easily find out your low quality pages in GWT and fix them accordingly. Just login to your GWT and click on Traffic -> Search Queries -> Top Pages

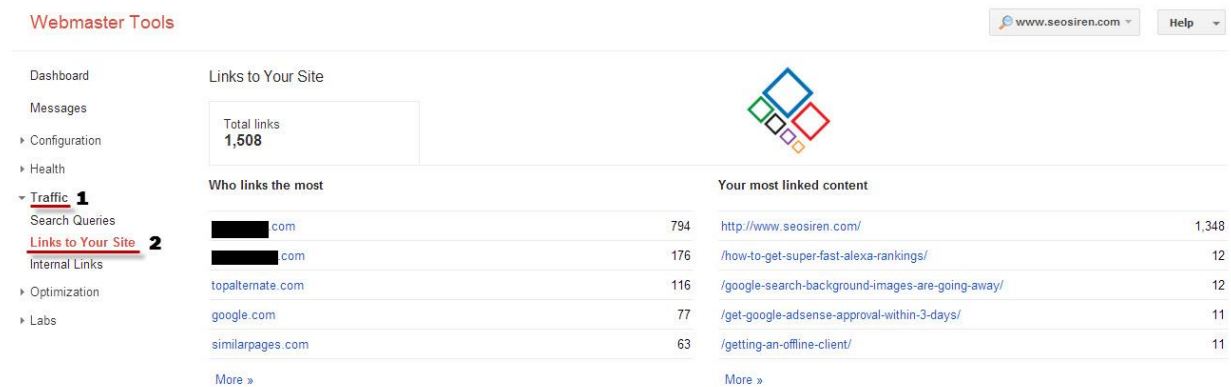


Now scroll down to see the traffic with change (1 in below Figure) and click on the change index (2 in below Figure) twice. You can now observe the top pages which lost their rankings in Google recently.



This is a great way of finding low quality pages of your website in GWT.

Similarly there are many other ways to find your site low quality links in Google Webmaster Tools. If you wanted to take a glance of what exactly your site is linked to, you can click on the “Links to Your Site” under “Traffic” in GWT.



The screenshot shows the Google Webmaster Tools interface for the website www.seosiren.com. The left sidebar contains navigation links: Dashboard, Messages, Configuration, Health, Traffic (1), Search Queries, **Links to Your Site (2)**, Internal Links, Optimization, and Labs. The main content area is titled 'Links to Your Site' and features the SEO SIREN logo. A box indicates 'Total links: 1,508'. Below this, there are two tables: 'Who links the most' and 'Your most linked content'.

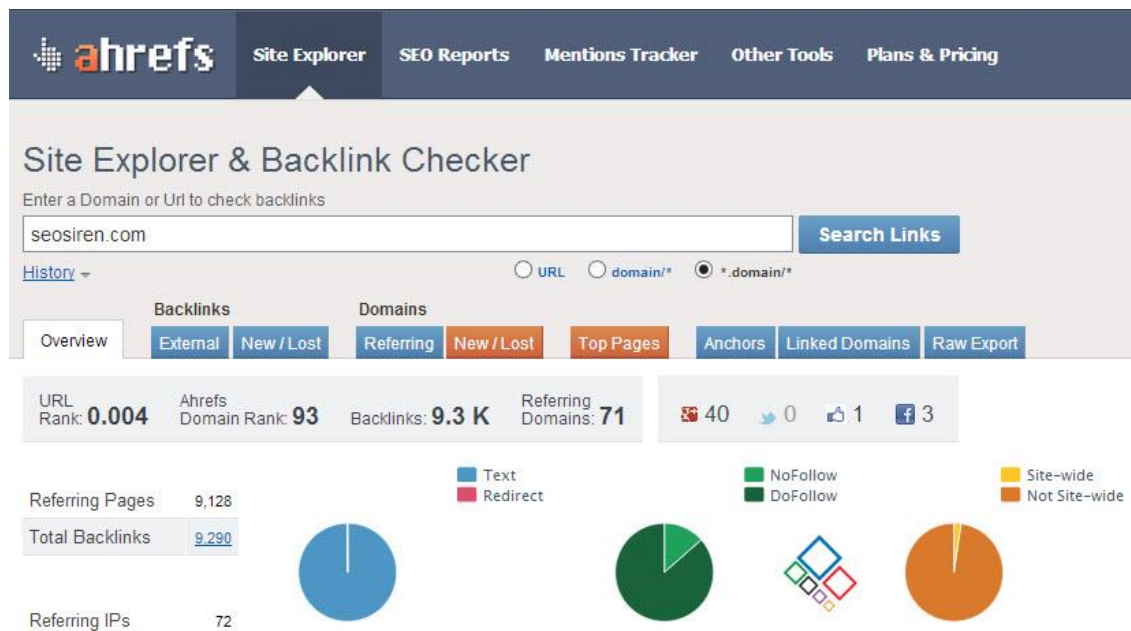
Who links the most		Your most linked content	
████████.com	794	http://www.seosiren.com/	1,348
████████.com	176	/how-to-get-super-fast-alexa-rankings/	12
topaltemate.com	116	/google-search-background-images-are-going-away/	12
google.com	77	/get-google-adsense-approval-within-3-days/	11
similarpages.com	63	/getting-an-offline-client/	11

Both tables have a 'More »' link at the bottom.

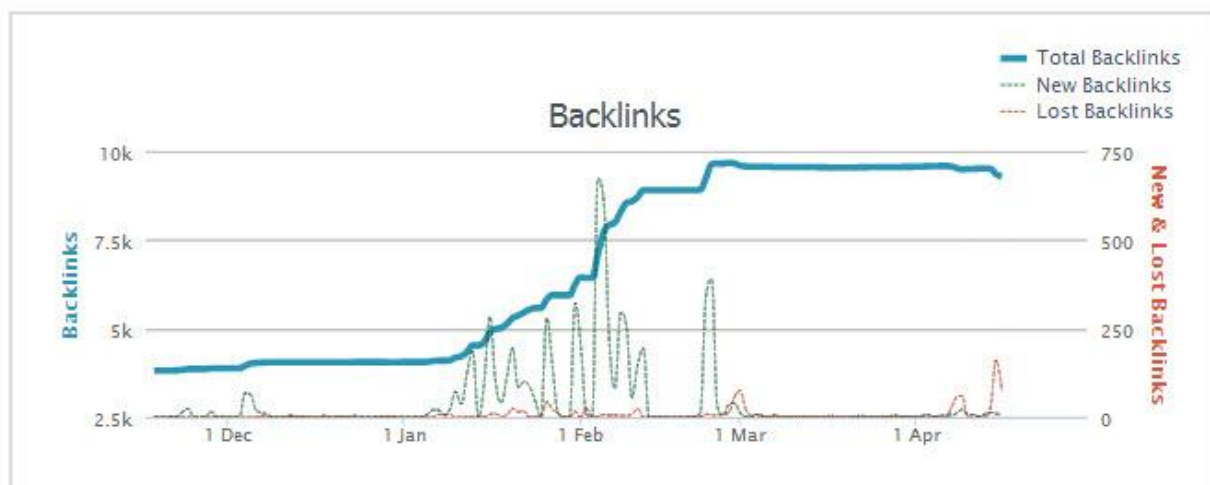
This page will currently show you the top domains and pages pointing to your website. If you feel any of the above links are not built by you, just take immediate action to delete them before Google detects your unnatural links. Many competitors intend to do negative SEO to your websites to take down your website. You can dig deep into your inbound, outbound links by spending little more time on it.

Digging your Site with Ahrefs.com

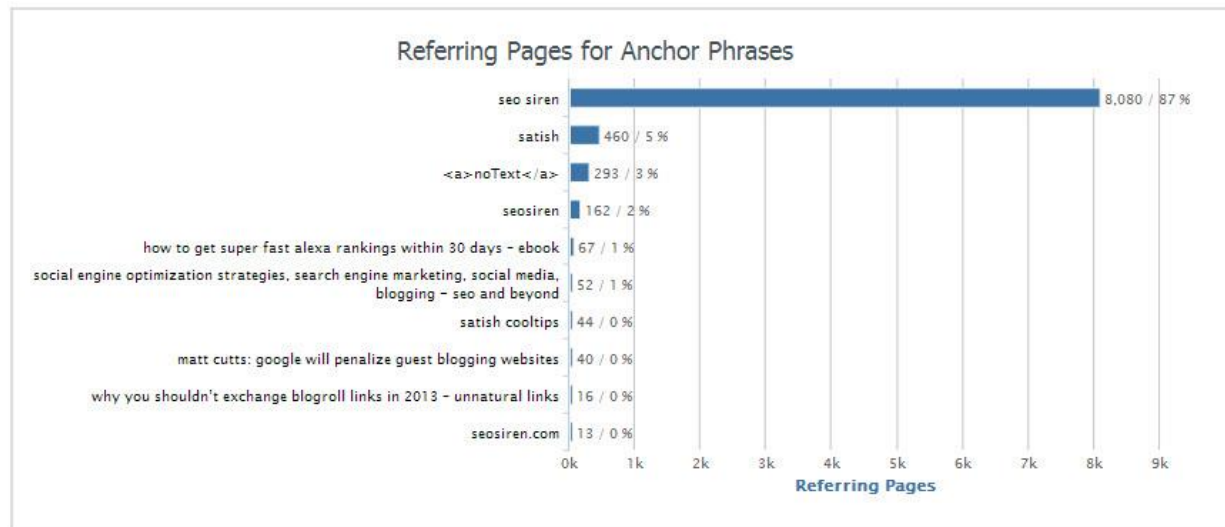
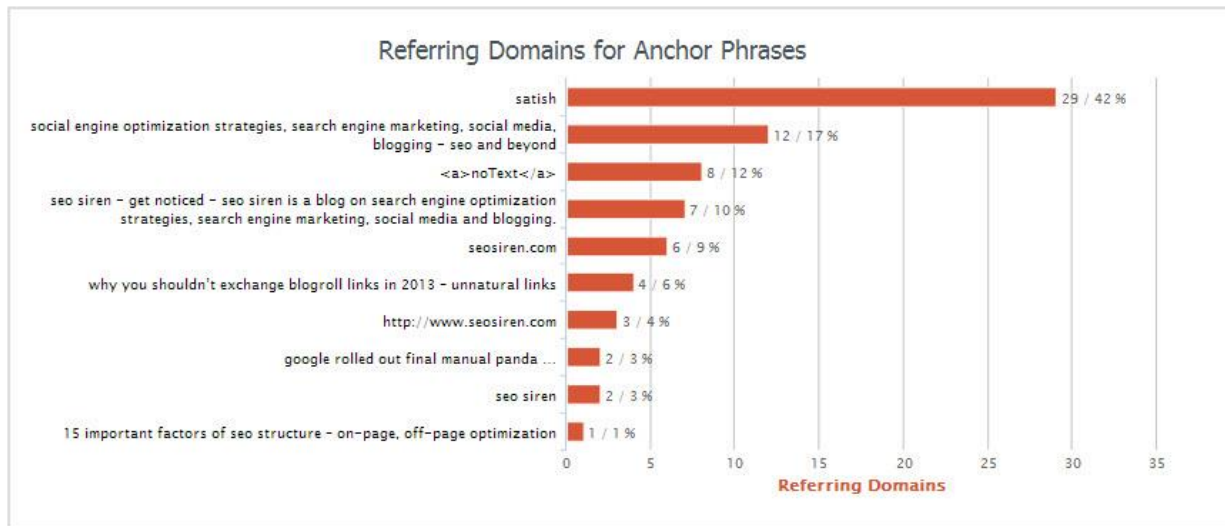
Ahrefs.com is an independent tool for SEO analysis with a wide range of features. It is designed, first of all, for SEO specialists and site owners but may be of interest to other concerned Internet researchers.



Ahrefs.com gives you an amazing overview of all the backlinks pointing to your website. It is considered to be one of the top tools to find out your competitors backlinks, and plan accordingly to take them down.



You can check out the above screenshot on Backlinks which exactly show how many websites are linking to your website, and what are the sources to find them all. It can also trace the referring domains, referring pages for Anchor Phrases, referring domains for Anchor Phrases, referring pages for anchor terms, and referring domain for anchor terms.



I use Ahrefs.com to trace out all the important backlinks pointing to my websites. You can even find out the external backlinks with various metrics like dofollow, nofollow, sitewide, notsitewide, image, notimage, text links, form links,

Site Explorer & Backlink Checker

Enter a Domain or Url to check backlinks

seosiren.com [Search Links](#)

History [URL](#) [domain/*](#) [*.domain/*](#)

Backlinks **Domains**

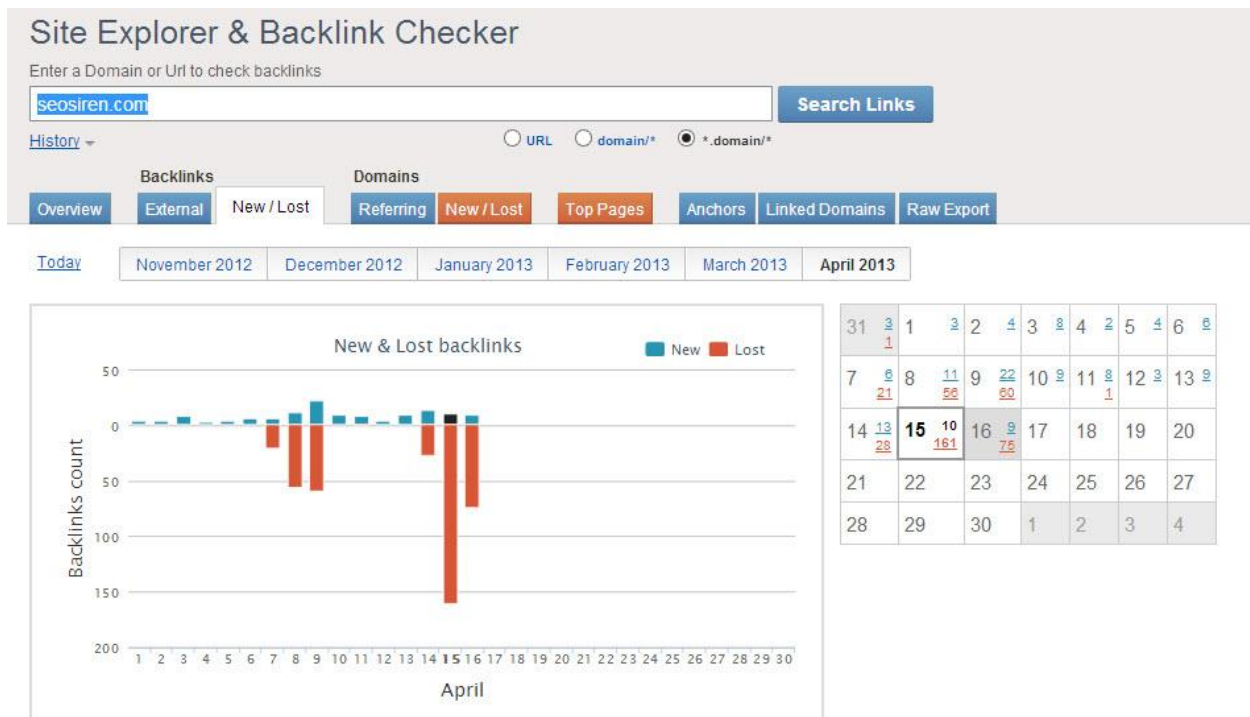
Overview External **New / Lost** Referring **New / Lost** Top Pages Anchors Linked Domains Raw Export

☐ All: 8,026
☐ Sitewide: 0
☒ Not Sitewide: 8,026
 ☐ All: 9,074
☒ Text: 8,026
☐ Frame: 0
☐ Form: 0
☐ Redirect: 9
 ☐ All: 9,065
☒ DoFollow: 8,026
☐ NoFollow: 1,039
 ☒ All: 8,026
☐ Image: 15
☐ NotImage: 8,011
 ☐ All: 8,026
☐ Gov: 0
☐ Edu: 0
 [Apply filters](#)

1 - 50 of 8,026 results ☐ One link per Domain (subscription required)

	IP Rank	Domain Rank	Referring page URL	Referring page title	Int Ext	Crawl date	Link Url	Link Anchor	Type	First seen
1.	194	99.5	www.coolpctips.com/	Latest Tips and Tricks - Computers, Mobiles, Gaming, Internet an...	106 34	31 Mar '13 17:12	http://www.seosiren.com/	2013 SEO Powered by SEO SIREN	Text	24 Feb '13
2.	67	99.5	www.coolpctips.com/2012/06/eltima-recover-pdf-password-give...	Eltima Recover PDF Password Giveaway Worth \$1200 - Free Lice...	64 18	24 Feb '13 13:49	http://www.seosiren.com/	and Troubleshoot issues in CoolPCTips. He also writes at SEOSiren on blogging, free search engine traffic and SEO strategies.	Text	11 Jan '13
3.	66	99.9999	technorati.com/tag/refresh	refresh Articles, Posts, Blogs, Videos - Technorati	83 45	26 Mar '13 04:42	http://www.seosiren.com/google-rolled-out-f...	Google Rolled Out Final Manual Panda Refresh - 15th March 2013	Text	26 Mar '13
4.	41	99.8	cre8tiveness.com/	Cre8tive Nerd - Musings of a Design Geek	42 43	31 Mar '13 18:25	http://www.seosiren.com/	SEO by SEO SIREN Powered by	Text	26 Jan '13
5.	19	99.5	www.coolpctips.com/2011/02/top-15-free-android-apps-you-mus...	Top 15 Free Android Apps You Must Have	70 37	5 Apr '13 07:34	http://www.seosiren.com/	2013 SEO Powered by SEO SIREN	Text	22 Jan '13

You can even check your site backlinks on a particular date in a month. How awesome is this? You can literally check any backlink without digging deep into GWT or any other back linking finder tools.



You can register for free at www.ahrefs.com and upgrade to a paid version in future.

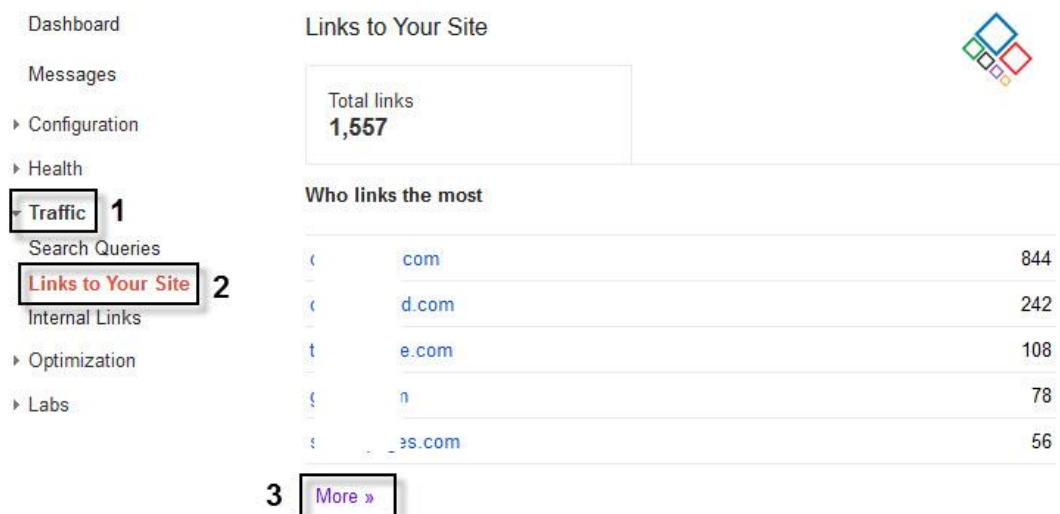
Downloading Latest and Unnatural Spam Links via GWT

For now we will be using Google webmaster Tools to find out the unnatural backlinks of a website. Let's consider you have an account in Google Webmaster Tools (GWT) which is already verified.

Step 1: Login to your Google Webmaster Tools account, and select the website you want to find unnatural links.

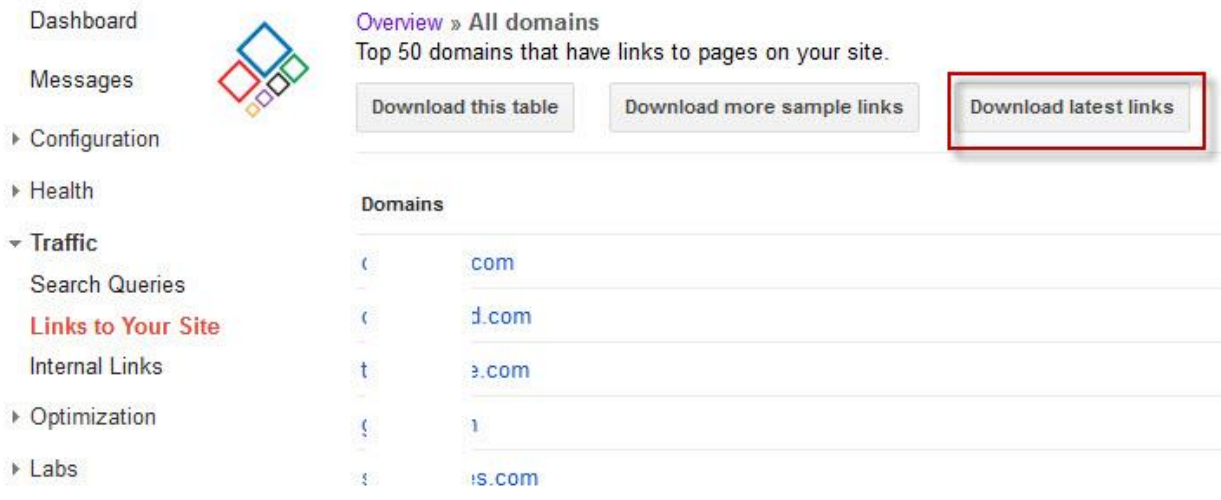


Step 2: Click on the website title to select that website, and look for the **Traffic** section in the left side navigation bar.



Now click on the **Links to Your Site** section and click on more as shown in above figure.

Step 3: Here you can view all the all domains pointing to your website from various sources. Initially you will be see the Top 50 websites which are linking to your domain, but you can also select the latest links as shown in the figure below.



Dashboard

Messages

Configuration

Health

Traffic

Search Queries

Links to Your Site

Internal Links

Optimization

Labs

Overview » All domains

Top 50 domains that have links to pages on your site.

Download this table

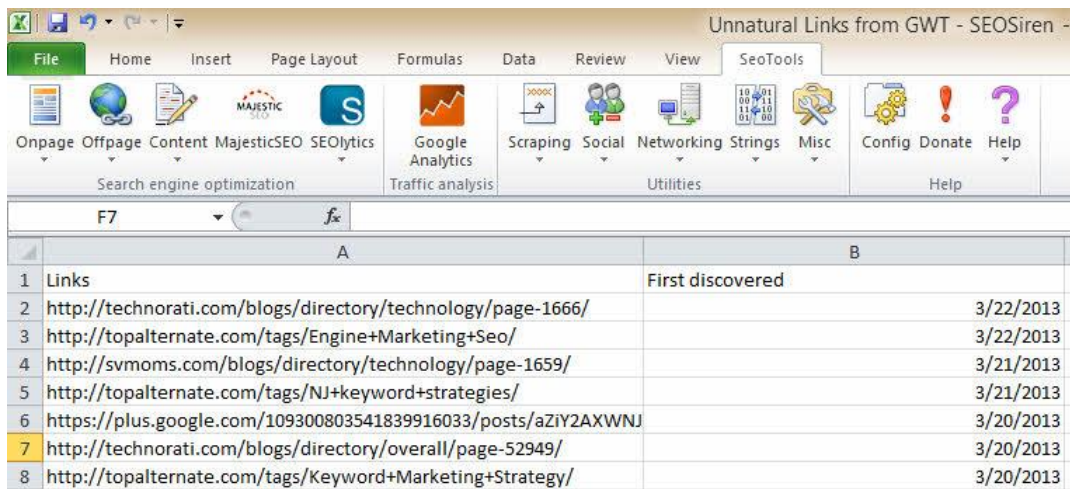
Download more sample links

Download latest links

Domains

(	com
(	d.com
t	.com
(	1
(	is.com

Step 4: Click on **Download latest links** which display all the links pointing to your websites from beginning. You can also check out the date of each URL which linked to your website from this table. Make sure you have an Office productivity installed to view the CSV file.



	A	B
1	Links	First discovered
2	http://technorati.com/blogs/directory/technology/page-1666/	3/22/2013
3	http://topalternate.com/tags/Engine+Marketing+Seo/	3/22/2013
4	http://svmoms.com/blogs/directory/technology/page-1659/	3/21/2013
5	http://topalternate.com/tags/NJ+keyword+strategies/	3/21/2013
6	https://plus.google.com/109300803541839916033/posts/aZiY2AXWNJ	3/20/2013
7	http://technorati.com/blogs/directory/overall/page-52949/	3/20/2013
8	http://topalternate.com/tags/Keyword+Marketing+Strategy/	3/20/2013

This CSV file will contain all the latest good and bad links of your website.

Identifying Unnatural and Spam Links

To identify the unnatural and artificial links of a website, you have to go through the downloaded CSV file in detail. Let's take some quick action to find all these unnatural and artificial links pointing to your website. If your website has over 5000 backlinks, you have to go through each and every link carefully, and make a note of unknown and spam links. This is a time taking process, as your list includes good and bad URL's pointing to your website.

182	http://swik.net/System+toread?popular	
183	http://www.linkreferral.com/reviewlist.pl?reviewee=213269&category=computing&subcategory=forums&startrow=390	
184	http://www.similarpages.com/alternatives-to/mjmssoft.com?page=3	
185	http://sharethis.com/stream?q=the_details&page=2	
186	http://bestsearching.com/index.cfm?category=Web&find=Better%20Browsers%20Than%20Firefox%3F	
187	http://pinterest.com/codyandtes/things-i-like/	
188	http://webtopicture.com/uninor/uninor-internet-not-speed.html	
189	http://internetwebgallery.com/facebook/funny-signs-chat.html	
190	http://www.seoprofiler.com/analyze/techydevil.com	
191	http://tweepz.com/search?q=%2522looking+for+work%2522+OR+%2522looking+for+a+job%2522+or+%2522seeking+employment%2522+or+%2522a+new+job%2522+or+%2522new+employment%2522+or+%2522new	
192	http://www.meetgajjar.in/2013/03/samsung-galaxy-s4-features-and-launch.html	
193	http://www.indiblogger.in/indivine.php?pageNum_ThisVine=4&totalRows_ThisVine=218157&sort=latest	
194	http://apps.microsoft.com/windows/en-in/app/coolpc/tips/d6591120-2244-4031-aae4-8774abba93ec	
195	http://pinterest.com/jaminbuckeye/my-wishlist/	
196	http://www.siteslikesearch.com/sites-similar-to/exceptnothing.com	
197	http://sharethis.com/stream?q=The_details	

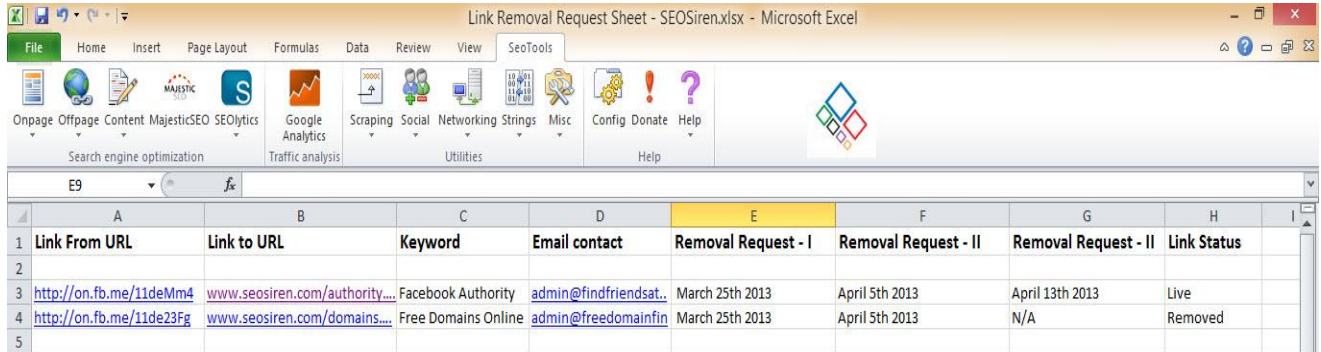
There are certain techniques to find out the unnatural links pointing to your website. You have to worry about backlinks which are artificial and don't add any value to your website. You have to make sure your backlinks are not having a high percentage of backlinks in these above categories.

- Links on Low quality sites (Porn, Pills, Casinos)
- Links with Spam Domains and Pages
- Links with Duplicate Anchor Text
- Links on Duplicate Articles
- Links pointing to spam Affiliate links or Pages
- Links on blogroll, sitewide footer links, reciprocal links, cross linking
- Using automated back-linking software's like Senuku and Magic Submitter.

So dig out these links from your downloaded CSV, and make sure to note them down in a excel sheet. Let's assume you've got a list of unnatural backlinks pointing to your website. Now make sure to eliminate all the backlinks pointing to your website on a particular day. Just open the downloaded CSV file and check whether any link is pointing to your website with more than 30 links in a single day. If you find any, make sure to note that domain URL, so that we can block the whole site via Disavow Links tool.

Creating a Spread Sheet of Unnatural Links

After you've identified the bad links, make sure to drop them all in excel spreadsheet with the following information.



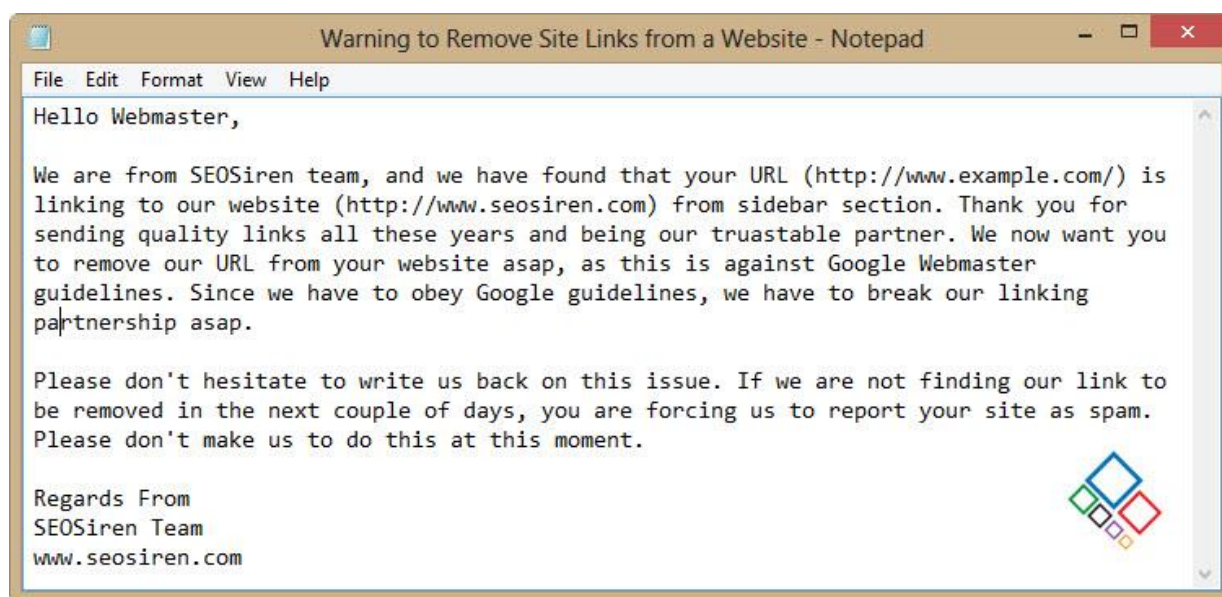
	A	B	C	D	E	F	G	H	I
	Link From URL	Link to URL	Keyword	Email contact	Removal Request - I	Removal Request - II	Removal Request - II	Link Status	
1									
2									
3	http://on.fb.me/11deMm4	www.seosiren.com/authority...	Facebook Authority	admin@findfriendsat..	March 25th 2013	April 5th 2013	April 13th 2013	Live	
4	http://on.fb.me/11de23fg	www.seosiren.com/domains...	Free Domains Online	admin@freedomainfin	March 25th 2013	April 5th 2013	N/A	Removed	
5									

- **Link From URL:** The URL of the page where it resides
- **Link to URL:** The page (URL) on your website which point to that link.
- **Keyword:** Anchor text used.
- **Email contact:** For the “Link From” website.
- **Link Removal Request - I:** Insert date of removal request.
- **Link Removal Request - II:** Insert date of removal request (One week after request one).
- **Link Removal Request - III:** Insert date of removal request (One week after request two).
- **Link Status:** Live or removed.

Make sure to enter all the details carefully, as this will be very helpful for your site audits in future. You can easily find out who has responded to your request and removed the bad links, blogroll links immediately.

Requesting Site Owners to Remove Links

Google expects you to take manual action from your side to remove the links yourself. This is good, as Google will know how serious you are trying to get back your site on right track. Create a warning, request message to send it all the domain webmasters who point to your website without permission. This includes blogroll links, website partners, reciprocal link exchanges, or any other.



Be polite when you send a mail to the webmaster, as 90% of them don't care who you are. Always tell them who you are, and what are the links pointing to your website from their domains. Your work is to remove the URL as early as possible, so be polite and greet them after the link removal.

Keeping Track on the Link Removal Requests

Make sure to follow up with these people until they remove your site link from their website. Sometimes people might intend to send negative SEO links to your website without permission. This is where you can use the Google Disavow tool, which I'll discuss in the next section.

The only thing you can grab their attention is to warn them about reporting their site to Google Spam. My team has sent many requests to hundreds of bloggers, webmasters and marketers, where 50% of them fail to respond in time. So make sure to send them notices again and again until they respond. Maintain a week's gap between each mail you send them to remove your site URL's.



Don't forget to fill the excel sheet we just prepared to keep a track of our spam URL's and link removal requests.

Working with Unnatural Links within Your Website:

You have to evaluate links within your websites, as many people sell dofollow backlinks via text and banner ads. Google is not benefiting here, so they will obviously look into it more seriously. You have to go through all the links within your website, and make sure all the external paid links are nofollow.

Some people are not aware of comments being dofollow in their comments section. This might cause a serious issue to your site reputation, as many people spam your comments section using automated tools.



Promise yourself that you are not going to sell any dofollow text links or banner ads within your website here after.

Getting Started with Google Disavow Links Tool

What is Google Disavow Tool?

Google Disavow Tool is the last option you could ever use to clean your unnatural backlinks. It is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results.



The New **Disavow Links Tool**

Who Should Use it?

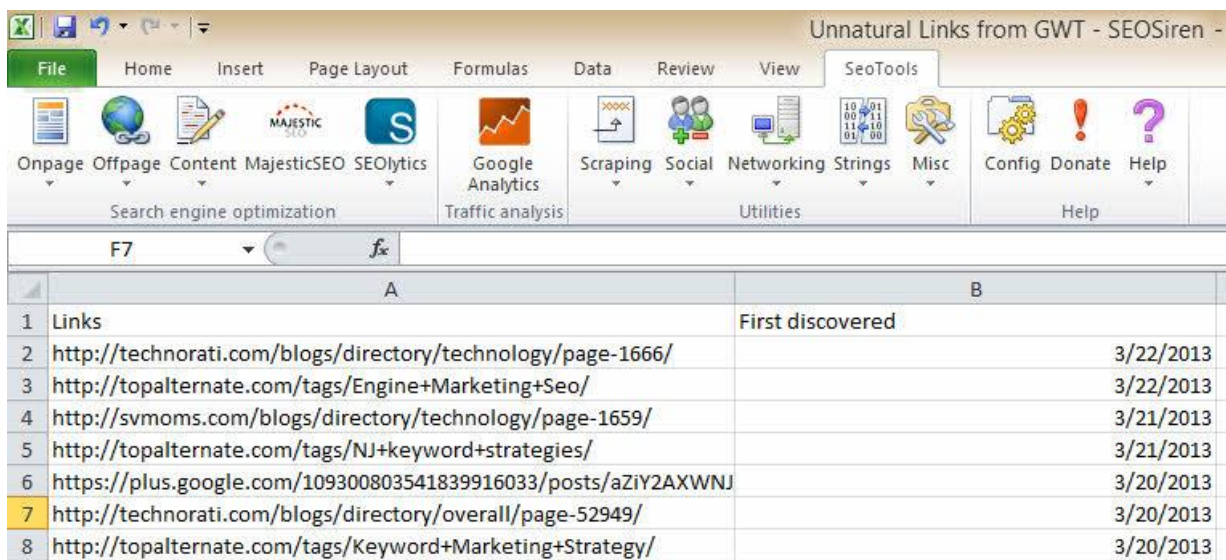
Google recommends disavowing backlinks if you believe you have a considerable number of spam, artificial, or low-quality links pointing to your site. Discussions and debates over have proven that Google Disavow Links Tool works amazing for Negative SEO link building. So who should use Google Disavow Tool?

- People who received unnatural or artificial links warning.
- If your site has been manually penalized
- If someone is trying negative SEO on your site.
- If Google reconsideration denies your request.
- If you have been hit by Penguin Update.

Writing Disavow Commands Text File to Eliminate Bad Links

Since we have shortlisted the most important unnatural links from GWT, it's now time to take some real action. We have to enter all these links in a particular command pattern, so that Google Disavow Links Tool can easily differentiate between a link and domain. This command pattern is pretty simple, as we require only 3 basic commands.

Currently for this example, I'm using SEOSiren.com latest links to find the spam links pointing to my website. So this is how your latest links CSV look like.



	A	B
1	Links	First discovered
2	http://technorati.com/blogs/directory/technology/page-1666/	3/22/2013
3	http://topalternate.com/tags/Engine+Marketing+Seo/	3/22/2013
4	http://svmoms.com/blogs/directory/technology/page-1659/	3/21/2013
5	http://topalternate.com/tags/NJ+keyword+strategies/	3/21/2013
6	https://plus.google.com/109300803541839916033/posts/aZiY2AXWNJ	3/20/2013
7	http://technorati.com/blogs/directory/overall/page-52949/	3/20/2013
8	http://topalternate.com/tags/Keyword+Marketing+Strategy/	3/20/2013

The links mentioned above in the screenshot are the actual links pointing to SEOSiren.com without my permission. That's absolutely alright, because we cannot control everything from our side. But we still know how to get rid of those links using Google Disavow Links Tool.

In the above screenshot, the first link is pointing from Technorati to my website. That's okay, because Technorati is not building too many spam links to my website, and is still considered to be an authoritative site from Google itself. If you take a look at the 2nd link topalternate.com, I have not built it anyway, and am not at all my concerned to point that link to my domain. So I'll grab that link out and put it in a notepad with some comment into it. (Comments are very useful in future, so that you can understand why exactly we removed this particular link).

Adding comments are very much important, as Google suggests you to write down a summary for the type of links you want to get rid of. So make sure to do it carefully, and add as many relevant comments as possible for your easy understanding. Similarly you have to audit all the links pointing to your website, and make a list of unwanted links you wanted to delete. It should look something like the below screenshot.



The underlined links are the commands which we are using in our text file to request a removal from Google Disavow Links Tool.

1. The first line underline is **http://** command URL, which deletes only that particular back-link from Google.
2. Second and Third underline links are the **domain:** commands which are used to delete all the backlinks pointing from that URL to your website.

Make sure the **domain: URL** is entered carefully, and use this command only if there are too many spam links from that domain to your website.

When you finish preparing your list of all commands and URL's, save that file as .txt. Now log into [Google Webmaster Tools](#) and go to the [Disavow tool](#) and select your domain.

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.](#)



DISAVOW LINKS



Click on DISAVOW Links to proceed further, and make sure this is your last option to delete all the unnatural and artificial links. Note that your text file should not exceed more than 2MB in size. If it does, then Google suggests you to give up that domain and start a new domain.

Updating Your Site Unnatural Links in Google Disavow Links Tool

After submitting your text file to Google Disavow Links Tool, you can download and edit the text file anytime you want. But make sure to enter only one line per URL, and don't add duplicate values.

Disavow Links

This is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results. We recommend that you only disavow backlinks if you believe you have a considerable number of spammy, artificial, or low-quality links pointing to your site, and if you are confident that the links are causing issues for you.

The file below contains the list of disavowed links. To edit the list, click **Download**.

google disavow.txt

Download

Delete

Choose File

Submit

Done



Just go to Google Disavow Links Tool, select your domain, and click on Disavow Links button. You can see the below dialog box where you can see **Download** and **Delete** options. Click on download, edit the text file, and now resubmit the text file via Choose File option.

So after downloading and editing the text file, click on choose file, and upload the text file. Proceed further to click on **Submit** and **Done** to complete the updating process. You can add as many links as you can after the first submission.

How to Write a Perfect Google Reconsideration Request?

Google always give you a second chance to correct your mistakes. After submitting your site links to Google Disavow Links Tool, it's now time to file a reconsideration request. But make sure to maintain at least 2 weeks of time before applying to Google Reconsideration Request, as the Disavow Links Tool might take some time to remove your selected links.



Before submitting your website to Google, make sure to follow these guidelines for a perfect pitch. The most important factors of Google Reconsideration Request are,

- Honesty
- Polite
- Helpful

You have to confess everything about your unnatural links, bad URL's, cheap tactics to gain backlinks and anything other method which you tried to build links yourself.

Waiting for Google Response on Reconsideration Request

Now so that you have applied for a Google Reconsideration request, it doesn't mean Google will respond to your queries immediately. They will get back to you within 15 days and you have to be very patient while waiting for their reply. Here's some things you should keep in mind:

- Don't expect quick reply from Google.
- If disapproved, don't submit your site unless you correct the mistakes after the first reconsideration request rejection.
- Don't beg for reconsideration, just ask them politely to take a look at your website.
- Don't try to be arrogant or careless.
- Write the reconsideration request in the website language you own. If your site is in English, mail them by writing it in English.
- If Google didn't respond to your request within 15days, ask for help in their Webmaster forums.
- Your reconsideration request will be checked by real humans, so don't assume they won't check everything. Try to confess as much as possible.
- Mention your SEO company name that helped you to build links for your website.
- Describe all the necessary steps you have taken to remove the unnatural links from Google.
- Submit your excel sheet which we made to find out the unnatural links in the above sections.
- Mention the time and date you submitted your Disavow Links Tool text file.
- Describe your future plans about link building and how natural they would be.
- Say sorry and promise them that this won't be repeated.

Reconsideration Approved

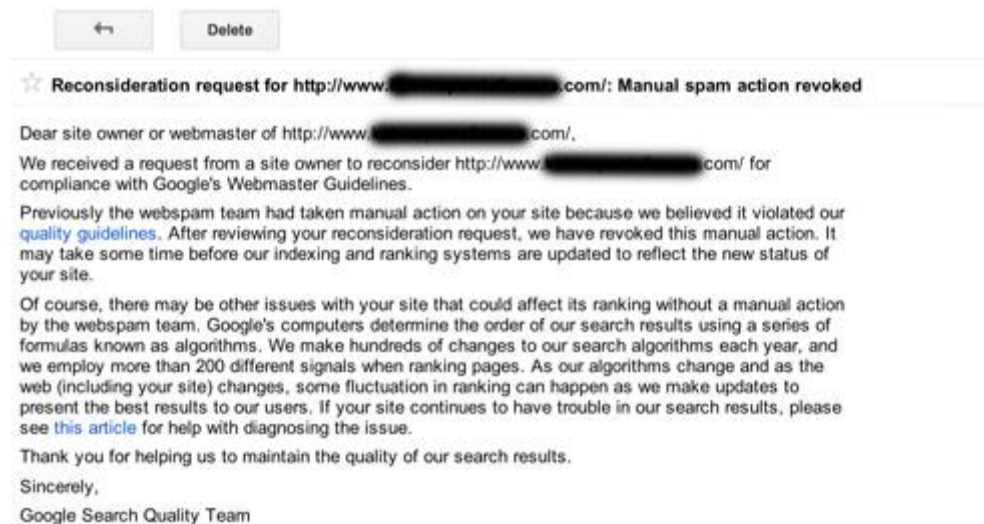
If Google considers your website, it will send you a message confirming the reconsideration.

We've processed your reconsideration request for [http://\[REDACTED\].com/](http://[REDACTED].com/)

We received a request from a site owner to reconsider how we index the following site:
[http://\[REDACTED\].com/](http://[REDACTED].com/).

We've now reviewed your site. When we review a site, we check to see if it's in violation of our [Webmaster Guidelines](#). If we don't find any problems, we'll reconsider our indexing of your site. If your site still doesn't appear in our search results, [check our Help Center for steps you can take](#).

Give Google some time to update your site indexes again, and make sure to check your traffic within a week.



Though Google doesn't guarantee your website will gain high rankings, it at least makes sure your websites are in Top 10 page of their search results. Slowly you can update your site quality and build quality links naturally.

Reconsideration Failed

Don't worry if your reconsideration request was failed. Make sure to go through the backlinks again, and update them in Google Disavow Links Tool gradually. You can surely see some effect on your backlinks after few days.



Now apply your website to Google reconsideration request, and make sure to follow the above guidelines carefully.

What Kind of Link Practices You Must Avoid in Future?

Since you have learnt your lesson, it's time to focus on quality and natural links. Never build unnatural links to your website, as the consequences of it are extremely dangerous. If Google caught your site indulging in the same type of link schemes practices in future, it might ban your website forever.



Avoid building unnatural links via forums, article directories, automated spam comments, site wide links, blogroll links or any other ways which Google treats as a spam. Focus on building more quality articles and try to engage as many users as possible. Remember that you are writing content for your users, and not for the search engines.

Picture Credits:

<http://jasjotbains.com/wp-content/uploads/2012/04/Google-Unnatural-and-Artificial-Links.jpg>

<http://worldseoguru.com/wp-content/uploads/2012/06/unnatural-links-300x226.png>

<http://brianborkowski.com/wp-content/uploads/2013/02/Google-Webmaster-Tools1.jpg>

<http://seo.searchengines.com/wp-content/uploads/2012/11/dofollow-linkbuilding.jpg>

<http://www.techwyse.com/blog/wp-content/uploads/2013/03/3-Tips-Before-Using-The-Google-Disavow-Tool.jpg>

<http://fourfoxesonehound.files.wordpress.com/2011/07/rejected.jpg>

<http://www.torontoseogroup.com/wp-content/uploads/2010/12/link-building.jpg>

THANK YOU