

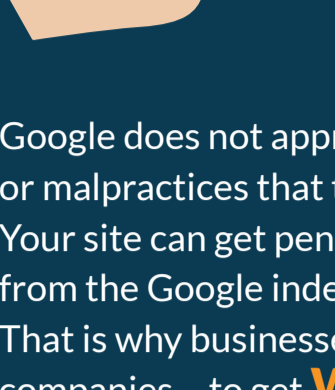


How To Avoid Google Penalties

Google penalties are every webmaster's worst nightmare. But even if you get one, all is not lost.



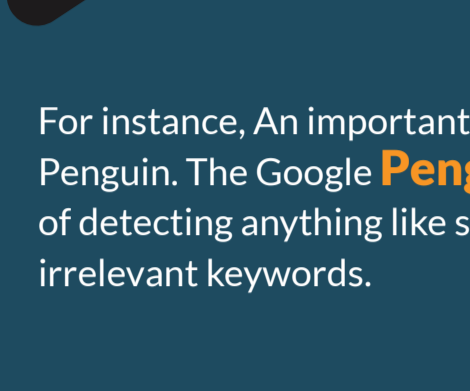
What Is A Google Penalty?



A penalty against you can never be good, whether it is on a football pitch or online. **HubSpot** defines a Google penalty as a punishment against a website whose content conflicts with the marketing practices enforced by Google.

Google does not appreciate sites using artificial tactics or malpractices that try to outsmart the guidelines. Your site can get penalized or even worse, be removed from the Google index.

That is why businesses will work with reputable SEO companies – to get **White Hat SEO** tactics for organic link-building strategies.



Google analyzes several unique signals or clues to identify websites using **Black Hat SEO** strategies.

These clues include up-to-date information, word count for specific words on your website and the general PageRank.

For instance, An important source of these signals is called Penguin. The Google **Penguin Algorithm** is capable of detecting anything like stuffing, spamming, and using irrelevant keywords.



If that's not enough, Google also employs human reviewers to audit your website. These reviewers manually go through your site to see if it is in accordance with the Google Webmaster guidelines.

Types Of Google Penalties

If you are aware of the type of penalty your site has been slapped with, it's easier to understand how to fight it. Listed below are the two types of penalties with which Google can enforce upon your website.



Manual Penalties

They occur when a real person from the Google's spam check team review your website and penalise you.



Algorithmic Penalties

Algorithms use mathematical formulas to quickly filter out poor websites in real-time.



Important

Google Manual Penalties You Should Know

How To Avoid

There are a few ways Google can manually penalise you, each with its own specific fix. Here is a list that details the crucial ones to help you avoid them.

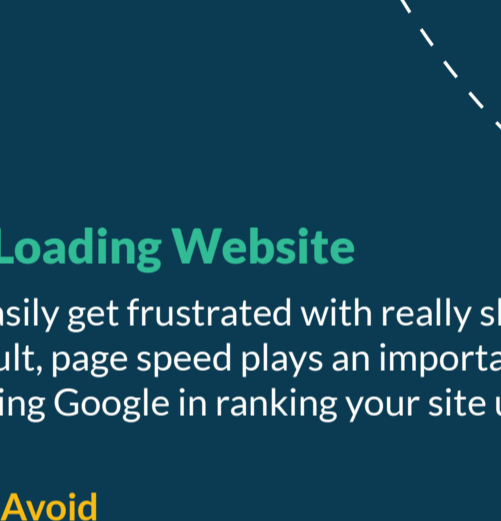


Link-Scheming

Any unethical link created to boost the site's SERP is a violation of Webmaster Guidelines. This includes buying links from irrelevant and low-quality websites.

How To Avoid

All you do is not be sneaky. Instead, connect with thought leaders in your niche who will provide you with organic outreach.

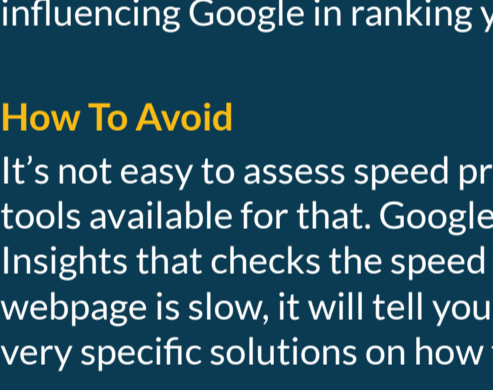


Cloaking Your Content

Cloaking is the act of layering content in such a way that Google crawlers and users are presented with different information. An example of such behaviour would be using sneaky redirects - when your site sends users to a different page than what is shown on Google.

How To Avoid

To avoid cloaking, compare the content that users see with the content fetched by Google. You can do this by going to Google Search Console dashboard and navigating to Crawl > Fetch as Google.

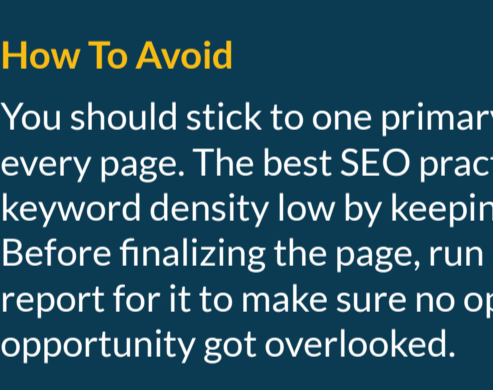


Slow-Loading Website

Users easily get frustrated with really slow loads. As a result, page speed plays an important role in influencing Google in ranking your site up or down.

How To Avoid

It's not easy to assess speed problems but there are tools available for that. Google lets you use PageSpeed Insights that checks the speed of your webpage. If the webpage is slow, it will tell you about the problem with very specific solutions on how to fix it.

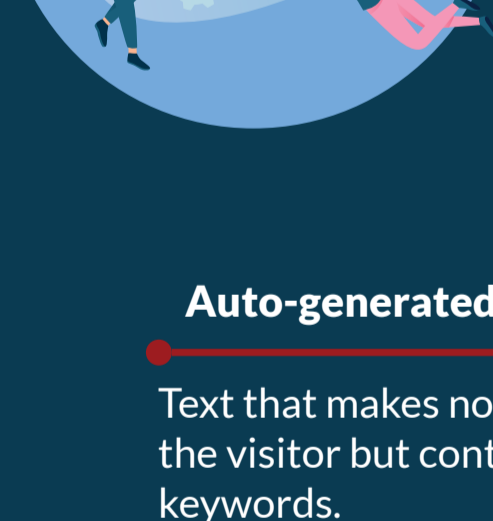


Keyword Stuffing

Keywords help users find the appropriate website on Google. Whether it is unintentional or intentional, some webpages make the mistake of adding too many keywords. However, keyword stuffing will only make it worse.

How To Avoid

You should stick to one primary keyword for every page. The best SEO practice is to keep the keyword density low by keeping it below 2%. Before finalizing the page, run an On-Page SEO report for it to make sure no optimization opportunity got overlooked.



Thin Content

Sloppy or shallow pages that provide content with no value get severely punished by Google.

1.

Doorway pages

Pages that force visitors to click through it for the page where they will find what they need.

2.

Auto-generated content

Text that makes no sense to the visitor but contains keywords.

3.

Low-quality affiliate pages

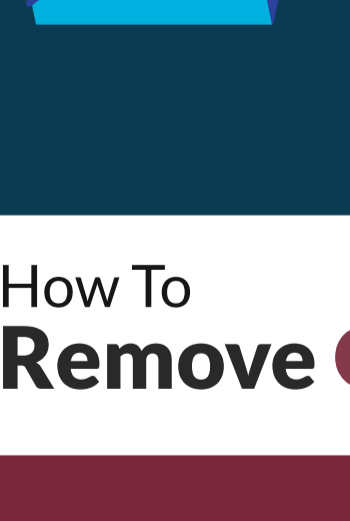
Thin affiliate pages with no unique information.

4.

Scraped content

Pages with content lifted off from other webpages.

How To Avoid

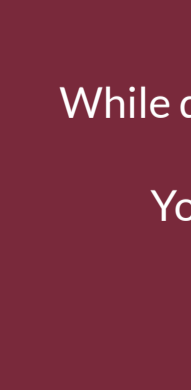


This has an easy fix that can last you a lifetime – invest time and money in unique and informational content. Every page should have at least 300 words of copy or content. Once you have written your content, get it analyzed with a plagiarism detection software.

How To Remove Google Penalties

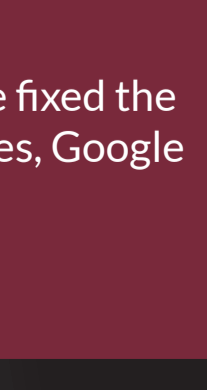


All is not lost if you find your website restricted by a Google penalty. Every penalty has its own solution but there are some general actions that you can take against them.



1. Disavow Bad Links

The only way to remove a link penalty is to disavow the backlinks that caused this. You do this using the Google Disavow Link Tool given in the Google Search Console menu.



2. Clean Up Links Yourself

While disavow does help, it is not enough. To cover your tracks, put in the legwork to audit some of the links. You can also modify these links by adding a rel="nofollow" attribute so they cannot pass the PageRank.



3. Request For A Reconsideration

The reconsideration request comes next once you have fixed the website to fit Google's guidelines. With manual penalties, Google is more lenient and ready to listen to your requests.

Final Thoughts



If you play smart, you can beat out others in the Google search game. However, playing smart should not be confused with pulling one over Google. You can build a sustainable and booming web presence if you take an organic approach to move up the SEO ranks. To make your website bulletproof, thoroughly research Google's Webmaster and Quality guidelines. In case you get a penalty and cannot handle it alone, the SEO community online will come to your rescue.