



Traffic. Conversion. Strategy.

We are Mercurian.
The commerce media company.

A = A



“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

— *Richard Buckminster Fuller*

Black Hat or White Hat?

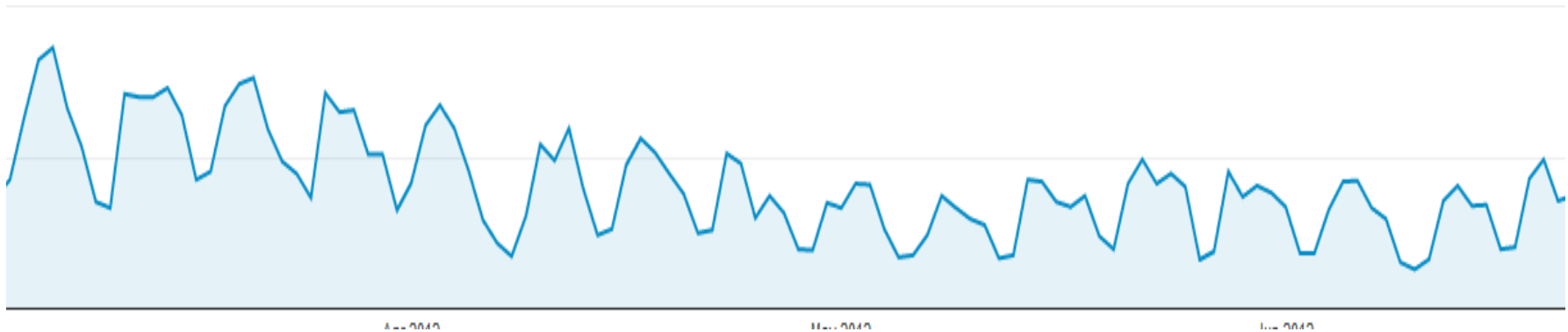
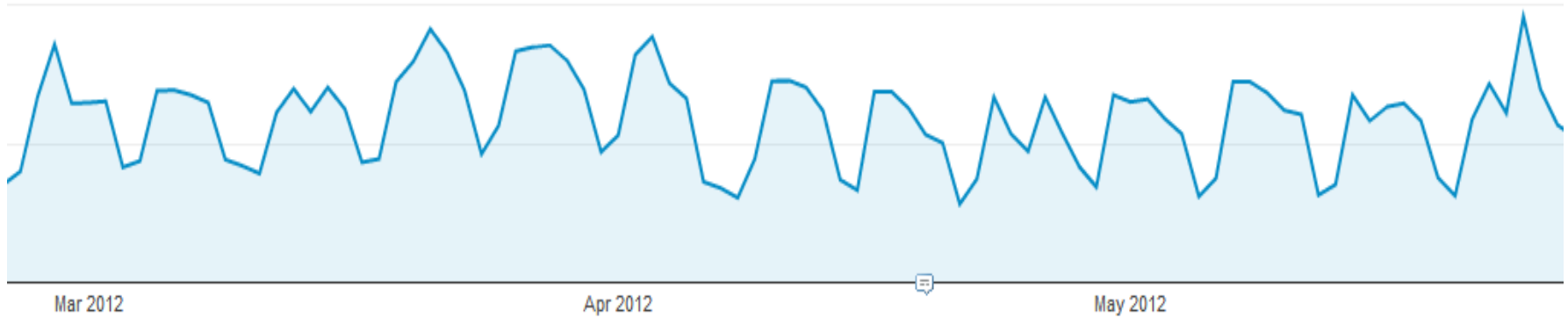
- Is it even relevant to what you need to do?
- Links require no judgement, they are inanimate objects.
- Assumption at this point is in managing a re-inclusion request for maximum penalty removal in minimum timeframe.

Recognizing A Penalty

- Rapid simultaneous drop for majority of search terms without recovery.
- Manual Or Algorithmic



Penalty or Devalued Links?



Spreading Confusion

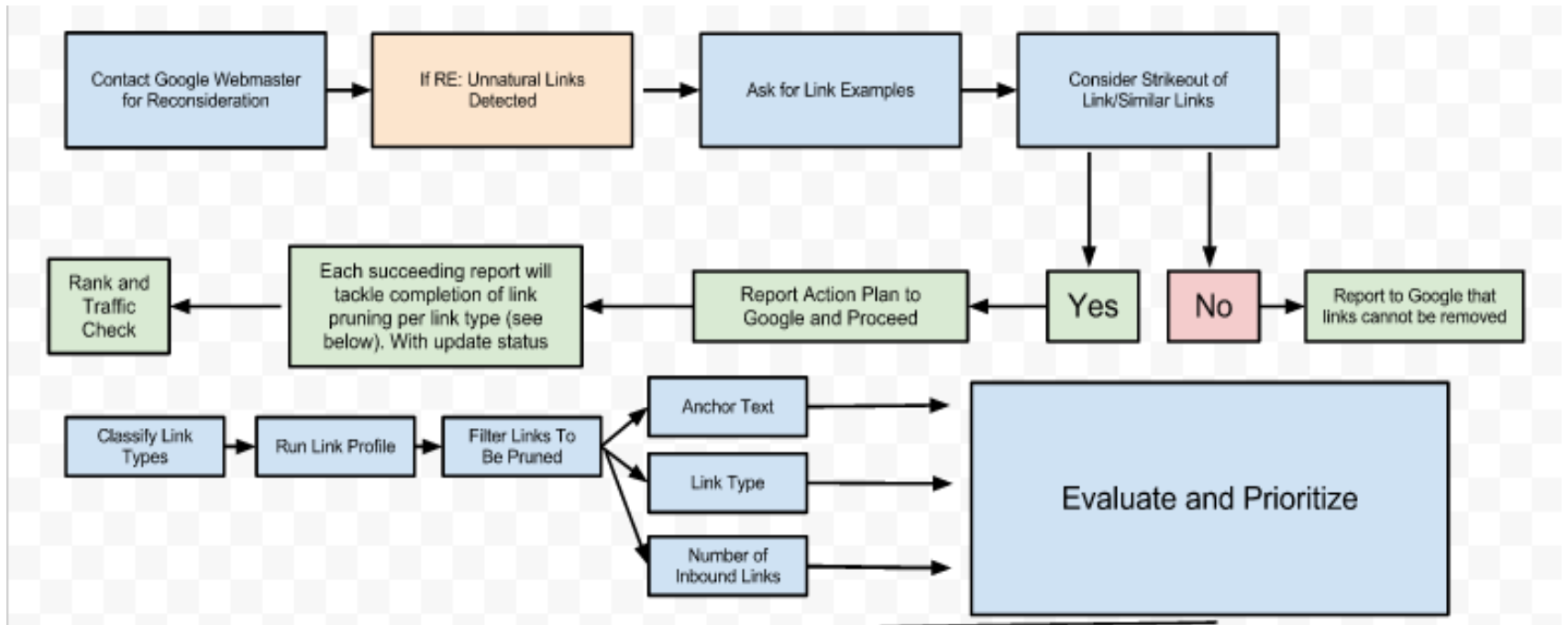
- Masters of Hiding in plain sight
- Timing of Notices & updates (March 22nd vs April 24th)
- “The whole secret lies in confusing the enemy, so that he cannot fathom our real intent” - Sun Tzu’s Art of War



When Should I Act?

- Define Importance
- Wait for algorithm tweaks
- Should I Submit Re-Inclusion Request?

Penalty Removal Process





Step 1 - Communicate

- Initiate conversation with Google
- Understand that at this point, replies are not backed on intelligent data

Step 2 – Profile Links

- Analyze current link profile
- Define priorities based weakness.
 - Quality of domain linking in
 - % of anchortext variation
 - % of deep links

Step 2 – Anchor Text

- Anchor Text Evaluation

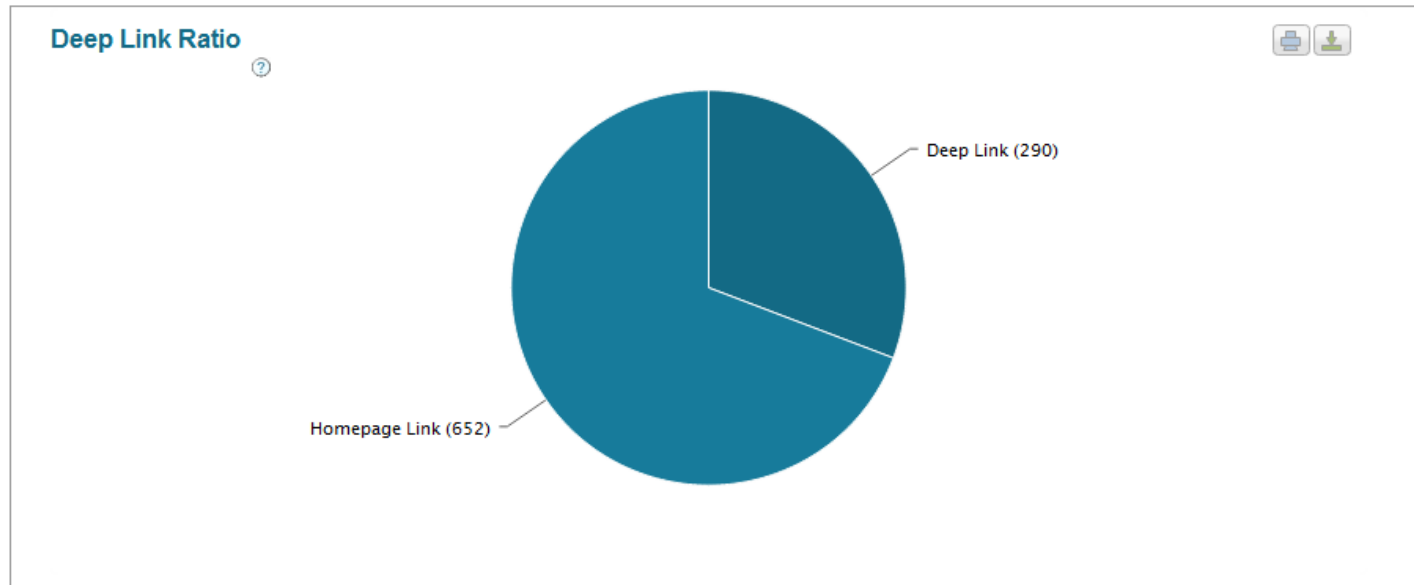
Anchor Text Cloud

[Randomize](#) / [Order by Strength](#)

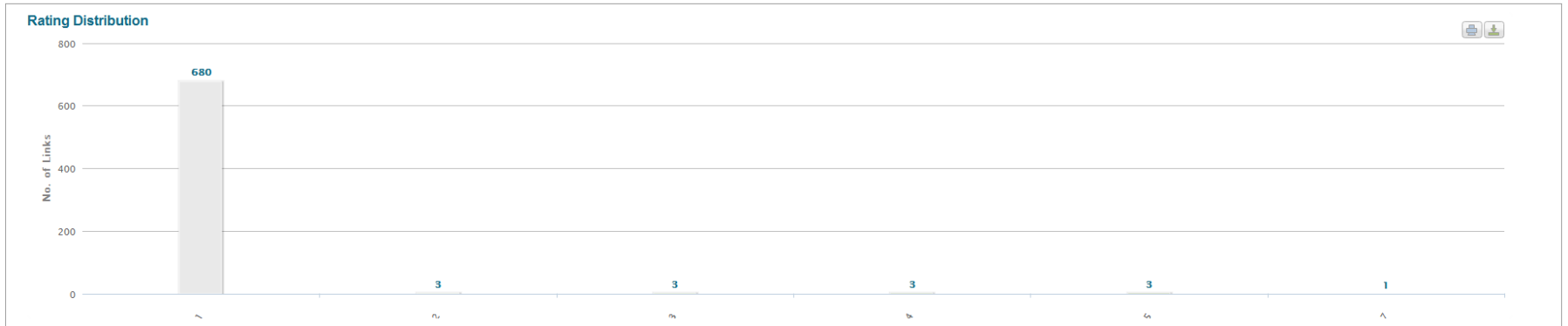
Other⁽¹⁵⁵⁾ определение местоположения телефона⁽⁸³⁾
[http://www._____.au](#)⁽⁴²⁾ website⁽²²⁾
 reviews & rankings of universities⁽²⁰⁾ [http://www._____/20/1/key/](#)⁽²⁰⁾
 2001 ap chemistry free response⁽¹⁶⁾ survival at university? these articles might help!⁽¹⁵⁾ dating indian women⁽¹³⁾
 _____⁽¹³⁾ jobs at atlas air⁽¹³⁾ resume examples secretary job⁽¹²⁾ free membership online dataentry jobs⁽¹¹⁾
 preteen chat rooms java⁽¹¹⁾ [http://www._____/](#)⁽¹⁰⁾ curtin university⁽¹⁰⁾ www._____⁽⁸⁾

Step 2 – Deep Links

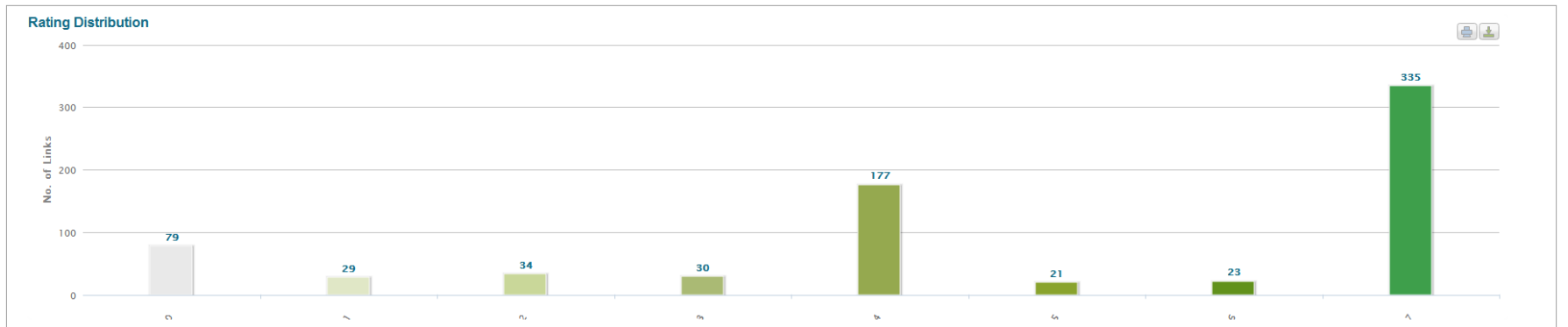
- How does your deep link ratio look?



Step 2 – Quality Of Domain



• VS





Step 3 – Remove Poor Quality Links

- Remove poor quality links in stages
- Evaluate common trends for link removal
- Manual Process VS Software Assist
- DMCA Takedown Request ?



Step 4 – Log EVERYTHING

- Log the activities, results and continued effort you are doing.

We know that perhaps not every link can be cleaned up, but in order to deem a reconsideration request as successful, we need to see a substantial good-faith effort to remove the links, and this effort should result in a decrease in the number of bad links that we see. You might consider reaching out to the webmasters of the sites with the inorganic links on them. For advice on how to go about contacting them, read <http://support.google.com/websearch/bin/answer.py?hl=en&answer=9109>.

Once you are confident that you have done everything you can to remove these links, please reply to this email with specific details of your clean-up effort.



Step 5 - Report

- Report To Google
- List out your activities
- Monitor Email



Step 6 – Repeat Or Exit

- Google send an email to the email associated with webmasters tools.

Favorite Tools

- Cognitive SEO – www.cognitiveseo.com
- Majestic SEO – www.majesticseo.com
- Webmaster Tools

- Testing - www.rmoov.com - Link removal management software.
- Testing – www.remooovem.com – Link Removal Management platform