

9 Things You can do to Protect Your Site From Google Penalties

Monitor your link profile

Penalised sites generally had very little links coming from domains and websites in the same niche.

If you're afraid that your site has unnatural backlinks, find and fix them. Use these tools to monitor your link profile:

- [SE Ranking](#)
- [Backlink Watch](#)
- [SEO Spyglass](#)
- [MoonSearch](#)
- [Ahrefs](#)

Fight Negative SEO

If you notice your sites are getting spammy links, then you're getting affected by negative SEO. To fight with negative SEO, simply disavow spammy links. Use the [Google disavow links tool](#) to do this.

Offer rich, useful, and unique content

Follow the below mentioned ways to offer rich, useful and unique content.

- Create original content
- Always focus on creating strong headlines
- Make your content actionable
- Provide answers
- Be accurate in your reporting and sourcing of information
- Create engaging content
- Add images and videos
- Write short and pointed content
- Continue to update your website or blog

Don't target specific anchor texts

Don't just target specific anchor text, instead consciously use branded anchor texts.

This won't just help you rank for your brand keywords, but will also help you gain higher exposure for your brand.

Guest post cautiously

Follow these ways to do guest posting cautiously:

Remember: the key to avoiding Google penalties (especially Penguin) is a natural looking link profile.

When guest posting, choose correct, natural phrases for linking back to your site. If you use anchor text that sounds too vague or disconnected with your site niche, Google might penalize you.

Don't make too many links from one source (even guest posts)

Also add your link contextually inside your content than author bio. Contextual link has 5-10x more ranking power than the author bio link.

Don't make users scroll too much for content

Google will penalize your site if you show a lot of ads within its above-the-fold area.

If your site's fold area is full of ads—consider redesigning it to move content to the top.

By doing so, you'll be able to offer content immediately and without requiring your users to scroll a lot to reach it.

Watch your site for hacking

Here are some tips to help keep you and your site safe online.

- **Keep software up to date:** By keeping all software up to date is a good way to keep your site secure.
- **SQL injection:** Use parameterised queries, most web languages have this feature and it is easy to implement.
- **XSS:** When creating a form always ensure you check the data being submitted and encode or strip out any HTML.
- **Error messages:** Be careful with how much information you give away in your error messages.
- **Server side validation/form validation:** Validation should always be done both on the browser and server side.
- **Passwords:** Use strong passwords to your server and website admin area.

- **Fileuploads:** If you are allowing files to be uploaded from the Internet only use secure transport methods to your server such as SFTP or SSH. Don't forget about restricting physical access to your server.
- **SSL:** Use a security certificate whenever you are passing personal information between the website and web server or database.
- **Website security tools:** Once you think you have done all you can then it's time to test your website security. Use these tools for website security check: [Netsparker](#), [OpenVAS](#), [Nessus](#) and [Fiddler](#).

Remove user-generated SPAM

To reasonably protect your site from a penalty due to user-generated content, use the “no follow” tag.

The no follow tag will tell the search engines that you don't endorse any of the links in the user-generated section.

Submitting request for reconsideration

Google recommends sending reconsideration requests in case of manual penalties. You can find the step-by-step instructions to recover from a Google penalty [here](#).

If you realise that your site has faced an algorithmic penalty, you should work on the problematic areas and keep patience.

As algorithms keep updating, your site will be re-evaluated, and then it could regain its position and traffic once the penalty is revoked.