4 CHECKS TO PROTECT YOUR SITE FROM GOOGLE'S LINK PENALTIES

1 CHECK GOOGLE SEARCH CONSOLE FOR MANUAL ACTIONS

If you don't see anything listed, congratulations! Google hasn't penalized you for anything! (If you do see something, fix it immediately. Then continue.)

2 CHECK YOUR INBOUND LINKS (BACKLINKS)

While you're in Google Search Console, download the Links to Your Site data and check the URLs in a backlink-checking tool. Keep an eye out for domains that:

◊   Are listed as "toxic"

◊   Have low Domain Authority

◊   Have literally nothing to do with your company or industry

Disavow the toxic links ASAP, then use your judgment on the links with low Domain Authority and no relation to your site.

3 CHECK YOUR OUTBOUND LINKS

Using a tool like Screaming Frog, compile a list of your outbound links and check for the same domains issues you did for inbound links. Fix these in the same order and priority as you did your outbound links.

4 CHECK YOUR SITE'S ANCHOR TEXT

Finally, check your own site's content for:

◊   Repeated use of the same text for links

◊   Lots of links in relatively short text

◊   Aggressive overuse of target keywords on the same page

Make the link distribution, anchor text and general text as natural as possible on your site.

(un)common logic

www.uncommonlogic.com