

SEO

HUNTERS

We've got you covered!



Steve Hawkins

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Introduction

This program will cover everything you need to know about getting your website ranked and also googles EMD, PANDA and PENGUIN updates that have affected thousands of sites and still effect new site being created.

You can use this program to get you site ranked quickly by creating a site that google just loves.. or if you have a site or a client whose site has been hit by a google penalty the changes you make in accordance to this program will enable the site to fully recover.

We will share methods used and various resources free and paid that we used in recovering the sites and would encourage you to follow them the way they are laid out in this book for maximum benefits to your website.

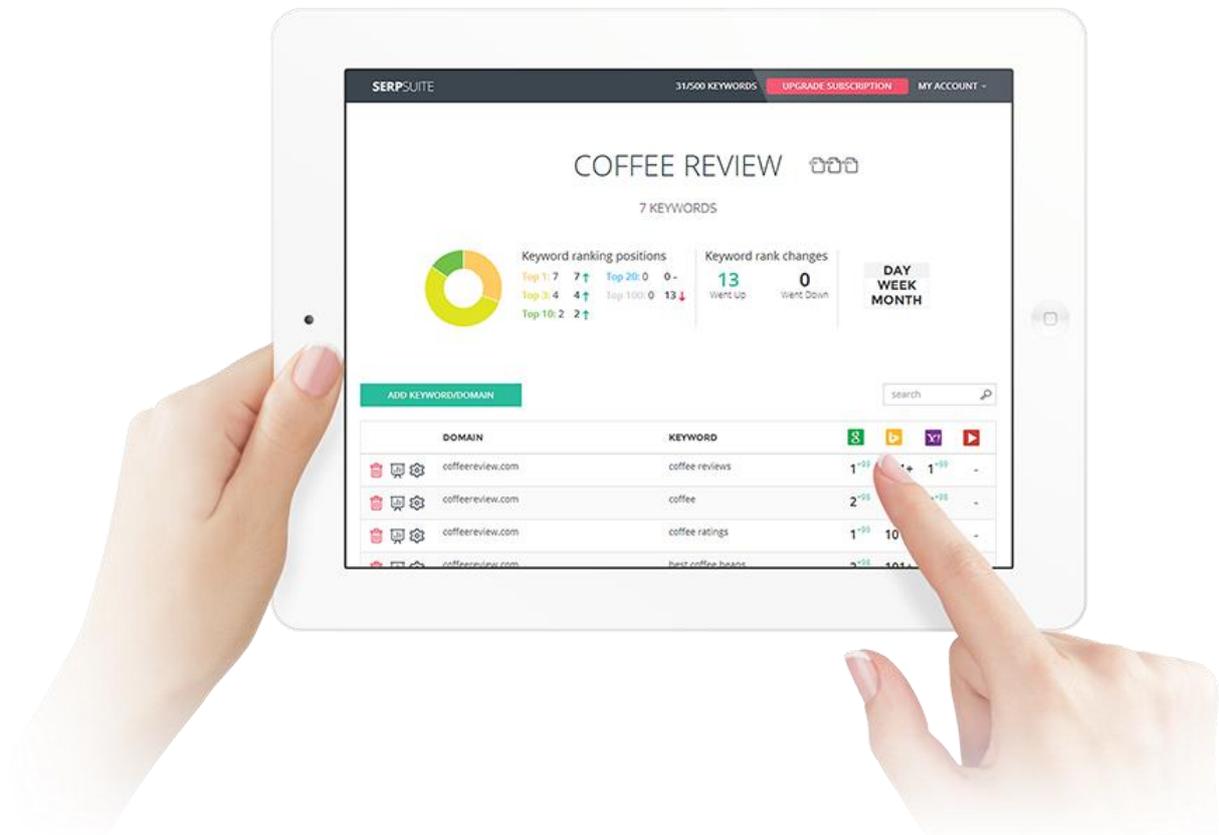
This book has been produced with no bull or long winded details about the recovery process just clear facts on how to recover your website so please enjoy.

But.. Before you start on this program did you know that over '76% of website owners do nothing when their website has been hit with any type of penalty', so their site just dies. Use the information in this program to ensure your site does not get a penalty but also to remove any penalty your site may already have applied.

You can start off by initially check the current positions of your web site keywords before starting this process, so you can gauge your results in real time.

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We use serp suite for rank tracker for this, before we start on any sites we intend to work on and I suggest you also do the same as it is a very accurate tracking tool **and** you can get from following this link.



[>> Get Serp Suite Click Here <<](#)

Been hit by a penalty?

This book has taken several months to create due to changes in Google Algorithm's and is the most comprehensive guide we could assemble based on our findings for several different tests undertaken on many sites.

After various split tests were carried out for the main google changes (including EMD, Panda and Penguin) and results were tracked and verified, we then submitted one of these sites to Google for reconsideration and the results of these requests can be seen below.

This submission was for one of our major high competitive keyword sites that we were ranking 4th for the tier 1 (230k traffic a month) and 11th for tier 2 in google.

After panda / penguin we dropped to below 800 overnight..

Here is the request we sent to google via the webmaster area.

Reconsideration request for <http://www.xxxxxxxxxx.com/>

November 17, 2014

We've received a request from a site owner to reconsider how we index the following site:
<http://www.xxxxxxxxxx.com/>

We'll review the site. If we find that it's no longer in violation of our [Webmaster Guidelines](#), we'll reconsider our indexing of the site. Please allow several weeks for the reconsideration request. We do review all requests, but unfortunately we can't reply individually to each request.

Some 5 days later we had the result we were looking for so you can be assured if you follow this book from start to finish your site will not be affected by any of the changes Google has made to there algorithm.

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Reconsideration request for <http://www.xxxxxxxxxx.com/>: No manual spam actions found

November 22, 2014

Dear site owner or webmaster of <http://www.xxxxxxxxxx.com/>,

We received a request from a site owner to reconsider <http://www.xxxxxxxxxx.com/> for compliance with Google's Webmaster Guidelines.

We reviewed your site and found no manual actions by the webspam team that might affect your site's ranking in Google. There's no need to file a reconsideration request for your site, because any ranking issues you may be experiencing are not related to a manual action taken by the webspam team.

Of course, there may be other issues with your site that affect your site's ranking. Google's computers determine the order of our search results using a series of formulas known as algorithms. We make hundreds of changes to our search algorithms each year, and we employ more than 200 different signals when ranking pages. As our algorithms change and as the web (including your site) changes, some fluctuation in ranking can happen as we make updates to present the best results to our users.

If you've experienced a change in ranking which you suspect may be more than a simple algorithm change, there are other things you may want to investigate as possible causes, such as a major change to your site's content, content management system, or server architecture. For example, a site may not rank well if your server stops serving pages to Googlebot, or if you've changed the URLs for a large portion of your site's pages. [This article](#) has a list of other potential reasons your site may not be doing well in search.

If you're still unable to resolve your issue, please see our [Webmaster Help Forum](#) for support.

Sincerely,

Google Search Quality Team

Note that the panda refresh on the quality scores can take between 8-12 weeks to kick in.

So the reconsideration request also contained other main keyword for the same domain and I am happy to report at the time of writing this book the keywords are back at 4th and 3rd respectively.

There is still some minor tweaks to be done but it is clear from the results the site has fully recovered from the penalties that it once suffered.

As you will appreciate we cannot reveal the domain name used and no examples in this book are related to the tests we have undertaken on the sites we used purely to protect their identity from the search engines.

How do the penalties work

Panda penalties:

Panda penalties are all on page penalties and these penalties are basically a score that google assigns to your page on your site. Dependant on what the score is, depends how high you can rank in google.

So if you web site contains 30 pages then each of those pages will have a page score 'per page' and that will determine how well that page can rank. So if you site has some pages with very low scores and some with very high scores the low score pages will find it extremely difficult to rank In the google index.

But the high page scores will find it easy to rank in the google index for keywords.

The scores are a combination of several factor which we outline in this program and you can change these which will increase your page score and allow the page to rank better in the future.

On page factors include:

- Ad placement on your site
- Bounce rate
- Duplicate content
- Mandatory pages google want to see
- + more.

All of the modules in this program will allow you to increase the page score of your pages plus increase your link variance off page.

Off page Relevance:

Off page or penguin penalties also exist and these include

- Do you have a variety of link types to your site
- Are you links to 1 page or multiple pages
- Is the anchor text on the links the same or varied.
- Are the link low or high quality
- Are the links from trusted sites and from relevant content (articles)

+ More

All of the penalties we have found that affects google rankings for your website will be covered and you will also get a check list of items for your to go through to be able to increase the scores both on page and off page for your own sites.

To your success.



Steve Hawkins

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<https://www.facebook.com/groups/mastermindseo/>

Recommended Tools and resources:

Link Alchemist:

Don't let wasted links kill your rankings.. Link alchemist created thousands of links to ensure that the 80% (for an average website) of your links to your website help your site rank better..

[Click To Find out more here](#)

Seo Link Robot:

Fantastic tool and simply the best and cheapest in its class Create accounts, post articles to account, web 2.0, article directory, rss feed submission, social Bookmarking + much more but more importantly better value cost wise than all of its competitors..

[Click To Find out more here](#)

Doc Marketing Robot:

Create diverse high pr document sharing links by auto creating accounts / PDF's and auto drip feed posting to pdf sites. High quality links

[Click To Find out more here](#)

Serp Suite – Rank Tracking Suite

[Click to get access here](#)