

# Shock News Report

***“Trying and Trying and Trying and  
Still Nowhere in Google?”***

***Your Website Never, Ever Will Rank. Never.***

***Because You Are in Penalty, (or You Will Be...)  
...and Don't Even Know it”***

**An Introduction to Google Penalties, and What They Mean to YOUR Business**

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# Introduction

It is shock news to just about everybody we talk to. But it's the truth. Around 95% of all websites that have been promoted by SEO techniques are in Google penalty.

This in turn means that the website will never rank, until the penalty is eradicated.

In this short report, Chris and I want to introduce you to the issues we all face with Google penalties, and what you can do about them. Although this report is just an introduction to the subject, the good news is that it is normally not hard to remove a penalty, and once removed, recovery of your sites rankings is almost instantaneous.

In this report I'm going to cover:

1. **The Challenge of Penalties** and what it means for YOUR business.
2. **The Good News – A Video Case Study** on an overnight climb in ranking on penalty removal, and how the penalty was removed.
3. **The Google Penalty Epidemic** – What are the Penalties and what do they do?
4. **Penguin Penalty Recovery** – A Case Study of Penguin penalty recovery in 2 weeks.
5. **The New Epidemic – Negative SEO** attacks by YOUR competitors.
6. **Your Next Steps** – Arm yourself and profit!

## Trying and Trying and Trying and Still Nowhere in Google?

As we've already introduced, for the 95% of you guys with websites in penalty, your website never, ever will rank until it's out of penalty.

Admittedly, this applies to about 95% of you reading this letter. Not everyone. But 95% of you...

And just about every single SEO'er with a site Penalty doesn't even know it. No matter what you do, no matter how hard you try, no matter what backlinks you build, **you will never, ever rank while you are in penalty.**

- Building **PNBs** – **worthless!**
- Building **backlinks from Youtube**, social bookmarks or anywhere - **worthless!**
- Getting **Social Signals** – **worthless!**
- **Creating new content** day after day – **worthless!**
- Installing **“magic” plugin** after plugin – **worthless!**
- Posting to **FB and social** sites - **worthless!**
- Embedding and curating **videos** – **worthless!...**

...all of those are a total, complete, waste of time...

Until...

***...Until You Get Out Of Penalty!***

I mean – and don't get me wrong – **all of those are good, valid SEO techniques**, but here is the point we are making:

1. **Nothing you do to try and promote your site will make any difference so long as you are in penalty**
2. **From our stats, fully 95% of websites that have been promoted are in penalty**
3. **Of those 95%, all the website owners had no clue they were in penalty. Not a clue.**

But here's the thing...

...trying to promote a website that is in penalty is like flogging a dead horse. All it does is make you tired. Very, very tired.

If this is you, I guess you are not alone in not ranking, in not succeeding. 95% of websites are in that category.

Time to do something about it!

## **Get Out Of Penalty, And Your Site Will Begin To Fly! 😊**

***“But John, I'm not in penalty!”***

Hmmm. You know, that's what everyone says...

Are you sure? I mean, do you really know?

I don't know your website, but let me tell you what I do know...

We have a group of over 2,000 customers in our SEO community. We've got from newbies to highly professional agencies.

We deal with our customers, and their problems, day after day. And do you know what (and I'm talking about professional agencies too)?

...almost every single one of them that comes to us is IN PENALTY!

**They don't believe it at first.  
“I'm not in penalty” they say...**

**...until we show them they ARE.  
“Aha,” they say, “thanks...” they say!!!**

## ***“But John, I Don’t Have a Website Yet! How Can I Be in Penalty???”***

OK, ok, you got me there!

But are you planning to build a site and drive traffic to it?

## **Then This Information Is As Relevant To You As It Is To The Guy Who Already Has A Site In Penalty!**

Don’t believe me?

## **Let Me Give You Just One Example To Prove What I Am Saying...**

One of our customers, an SEO professional came to us – at first he was adamant he was not in penalty.

Did you know that duplicate content penalties also apply WITHIN your site?

They do! Watch this to see how one small on-page change gave this overnight ranking rise!



<http://www.youtube.com/watch?v=H8rLQEiwVbU>

That type of penalty is just one of at least 15 different penalties you could be under!

# OK So I Hope You Are Beginning To See That A Google Penalty Is, Almost Certainly, What Is Standing Between You And Success...

## *But There Is Good News!*

The good news is, **it isn't at all hard to get out of penalty**, generally - as in the example you've just seen.

Did you see in that video how our customer's site sky-rocketed immediately he removed what had caused the penalty?

*Boom! He shot from nowhere to near the top overnight!*

You just need to give Google what they are looking for, when you know what that is, it is easy to give it to them!

Let me explain a little about Google Penalties, so you understand the challenge, and how easy it is to fix it with the right information.

## The Google Penalty Epidemic and How It's Stopping YOU!

### ...and How to Beat It.

OK let's get into the solution.

Google first started to aggressively tackle web "spam" in 2010.

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*Googles CEO Eric Schmidt told US Congress that they had made 516 updates in 2010 alone, and that they had tested over 13,000 updates!!!*

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That was 2010. By now, the algorithm updates number in their thousands.

And Google only tell us about a handful of them. Most go totally unannounced.

There are thousands of ways Google can penalize your site!

Google's penalties divide into 4 main areas. Let's take a look at them.

## The First to Talk About is Panda...

Panda is all about penalizing low "quality" sites, based on the content of the site. Google will hit you hard for any one of a massive range of errors you might make.

The trouble is, algorithms just aren't that clever, and Google have succeeded in penalizing completely legitimate, quality websites belonging to real businesses.

*Like a “bull in a china shop” Google are carelessly trampling on **legitimate ecommerce businesses** the world around.*

The only crime those businesses (and maybe YOURS too) is to not have enough written words and other media on the page, or one of a vast array of other minor infringements.

*“Well, excuse me Google, but if I have a website where people come to buy widgets, I want to list the widgets one after the other. I don't want to have 1,000 word articles!”*

But Google's algorithms just ain't that bright! In fact, if you have an ecommerce site, there's a good chance that your site is Panda penalty.

Let's play a little game...

### **Word Association Game**

***For Black say White...***

***For ecommerce  
website.....***

***...Say Panda Penalty!***

...it's almost that simple.

And don't get me wrong, it's not just ecommerce websites. Hundreds of thousands of high quality websites are penalized by Google, just because they don't conform to Google's ideas of quality.

The website in the video above is one example of that. Just because he repeated his key business information on more than one page, for the convenience of his customers!

Boy.

Frankly, what do Google know?

## **Good News Again! We Have the Solution for You**

Beating Panda is just a matter of knowing how to align your website with Google's crazy algorithm.

And there are Google-approved ways to add content to your website which won't negatively impact your customers' experience. The easiest way is to use JQuery to build sliders and other menu-driven items that allow hundreds of words of content without distracting from your site's sales message.

(If you don't know JQuery, I'll give you a solution later...)

To summarize, I'm not trying to pretend I've just taught you all you need to know about Panda in those few paragraphs. But it's a start!

My main intention is to let you know that, with the right information...

**...Panda is the EASIEST Penalty to Fix... You Can Do It In a Snap!**

## What About Penguin?

Penguin is all about seeking out bad backlinks.

The whole intention of Penguin is to stop "artificial SEO" – in other words what you and I legitimately do to promote our businesses by placing links on other sites linking to our site.

Penguin first hit on April 24<sup>th</sup> 2012. The result was total carnage in the SEO industry.

Utter, complete devastation for 99% of all the SEO techniques out there. Rankings plummeted, multiple businesses collapsed. Gee, thanks Google.

SEO Is DEAD went the cry... Multiple SEO'ers left the business.

But this is actually good news for those who learned how to avoid the Penguin.



**SEO Is Not Dead, It's Actually EASIER  
Today Than Ever Before**

**Penguin is actually GREAT news...**

**Yes, Penguin is actually *GREAT* news ...**

**...but only if you know how to avoid the Penguin penalty!**

Take a look at what we were able to do to a client's site in 2 weeks! He was in Penguin penalty, and his site was nowhere in the top 200 results.

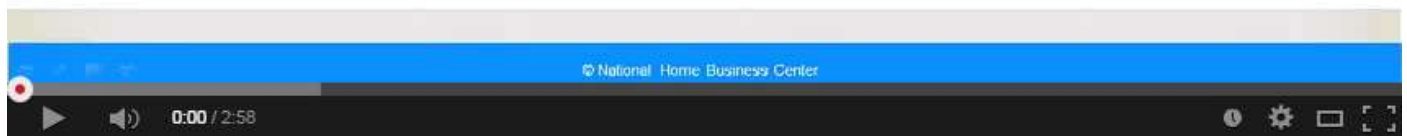
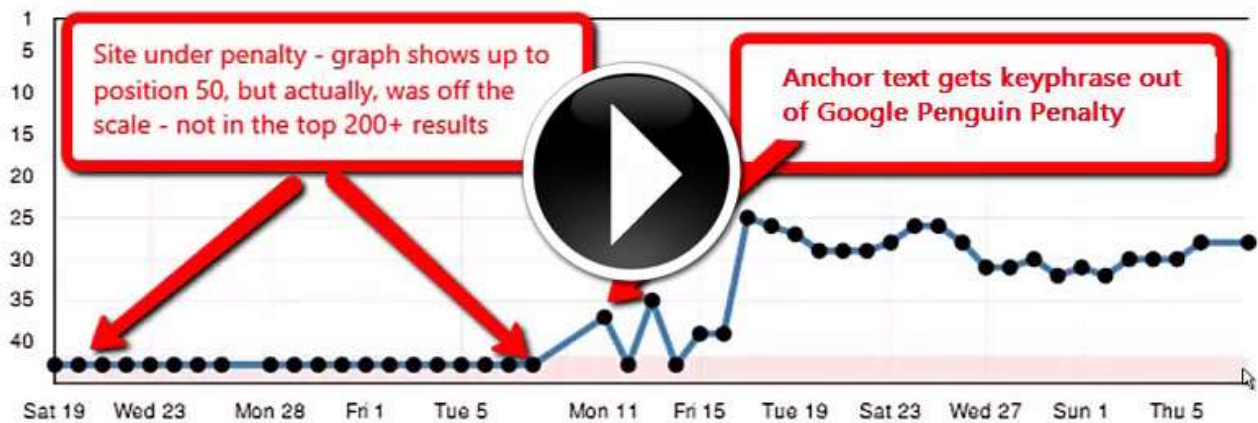
All we had to do was perform an Anchor text balancing campaign (don't worry if you don't know what that is, but it can be set up on autopilot with free tools – Socialadr is one of the easiest ways to do this).

Take a look at this 3 minute video case study:



## Case Study – Penguin Penalty Eradicated in 2 Weeks!

# Penalty Recovery in 2 Weeks



<http://www.youtube.com/watch?v=CliAA77aChs>

## Exact Match Domain Penalties

You've probably heard this talked about. Truth is, the EMD updates and penalties include elements of Penguin and Panda. In simple terms, all that happens is if you have a domain that matches or partially matches the keyword, you need to be even more careful of the Penguin.

But again, so long as you know what to do, it's not a problem!

## Manual Penalties

These frighten a lot of people, and understandably!

A manual penalty, like its name says. Is when your site is reviewed manually by a Google employee, and that employee then decides he doesn't like it! It's very easy to find out if you are in manual penalty by setting up a Webmasters Tools account with Google.

Once you've done that, Google will actually tell you if you are under a manual penalty or not.

But the reasons the manual reviewer may not like it are mainly the same things Panda and Penguin are designed to hit.

How to get out of manual penalty is a little more involved, but again not hard to do when you know what to do and say to Google.

**And Hummingbird?** Hummingbird is not a penalty itself. Rather Hummingbird was a new algorithm to incorporate all the previous updates, algorithms and penalties such as Panda and Penguin.



And Don't Forget Negative SEO Attacks...

## Negative SEO Attacks Are the New Epidemic...

### ...and They Could Trash YOUR Business

You just MUST arm yourself with the knowledge of how to defeat them.

But what exactly are they?

With all these updates, penalizing sites, Google have unleashed a monster. With about a ½ hour's work I can send any competitors' site into penalty. And so can other people. Easily.

**What this means is that negative SEO (in other words deliberately sending competing sites in your niche into penalty) is now a widespread tactic...**

It's becoming more and more common. One of our most successful client sites was hit by a massive negative SEO attack, and rankings for their primary keyword plummeted because of the Penalty it caused.

Although negative SEO is in some ways no different from dealing with the other penalties, it is the sheer scale of the problem that requires some special techniques.

Techniques we've employed successfully to defeat the attack. ☺

### There Are Two Essential Reasons You Need To Know How To Deal With Negative SEO Attack

**First:** It is increasingly likely your site will be attacked and your business destroyed, if you don't know how to stop it.

*All that work, gone, all the income, vanished. Don't go there!*

**Second:** If you offer a negative SEO attack defence to local clients, you could name your price!

*Boy – that would be a money-spinner*

Have a look at what we achieved here –

## Defeating the Negative SEO Attack!



So where does this leave us?

**The Long and Short of it is this:**

**Google's Penalties are Slamming  
95% of all SEO's Websites**

**So YOU Are Left Flogging a Dead Business...**

**...Working and Working At It**

**...Trying This and Trying That**

**...but NONE Of It Is Going To Work Until  
YOU Get YOUR Site Out of Penalty!**

Do you still need to be convinced of this? Well let me give you Google's own stats!

By Google's OWN published figures, over 50% of websites are under penalty (as judged by the % of search queries affected by algorithm updates)

Now, bear in mind, Google only tell us about just a few updates. We don't really know the true percentage, but it will be much higher.

For example, there have been 5 Penguin updates, but Google have only told us the affected searches for 2 out of those 5 and there have been 27 Panda updates and they have only told us about 13 of them...

In addition, they likely underestimate.

**The official Google figure for search queries affected by EMD was 0.6%...**

**...respected website Mozcast recorded nearly twenty times that figure.**

**So With That Said, And Understanding That Google's Figures Are An Underestimate...**

**...Even Google Suggest That 50% Of Sites Are In Penalty!**

Now that's 50% of ALL sites, but the majority of people don't do any active SEO, meaning that most of those sites are "natural" sites, where no SEOer has attempted to rank them.

Sites that SEO'er have tried to rank are several times more likely to be in penalty than an "un-promoted" site

***Sites that an SEO'er has tried to rank are several times **more likely to be in penalty** than an "un-promoted" site!!!***

Fundamentally, these facts are exactly in line with our own stats, from our community of over 2,000 SEO professionals, webmasters and internet marketers.

The undeniable fact is, that

**Fully 95% of SEO'd Websites  
Are in Penalty...**

**...Whether You Are An SEO Professional  
Or A Newbie, Alike!**

**"OK, John so How Can YOU help ME get my Website Out of Penalty?"**

*...you might be saying.*

Well I hope that for a start, this report has been of value in giving you an introduction to the subject.

But there is much more to tell. Sadly, I can't cover everything in this short report.

But if you are interested, my partner Chris we have been working on the most comprehensive, complete, groundbreaking guide to Google Penalties – how to find out in your site is in penalty, and how to get it out of penalty.

We also cover manual penalties, and how to defeat a massive negative SEO attack.

We're still putting the finishing touches on this training, but plan to release it publicly on October 14<sup>th</sup> Tuesday).

I'll make it available to you at this link - <http://john-pearce.com/seo-recovery-opens/>



❖ Your Website Reborn!  
❖ Your Frustration Over!  
❖ Your Confusion Ceased!

All the best

John Pearce, Chris Cantell