@davenaylor

www.bronco.co.uk

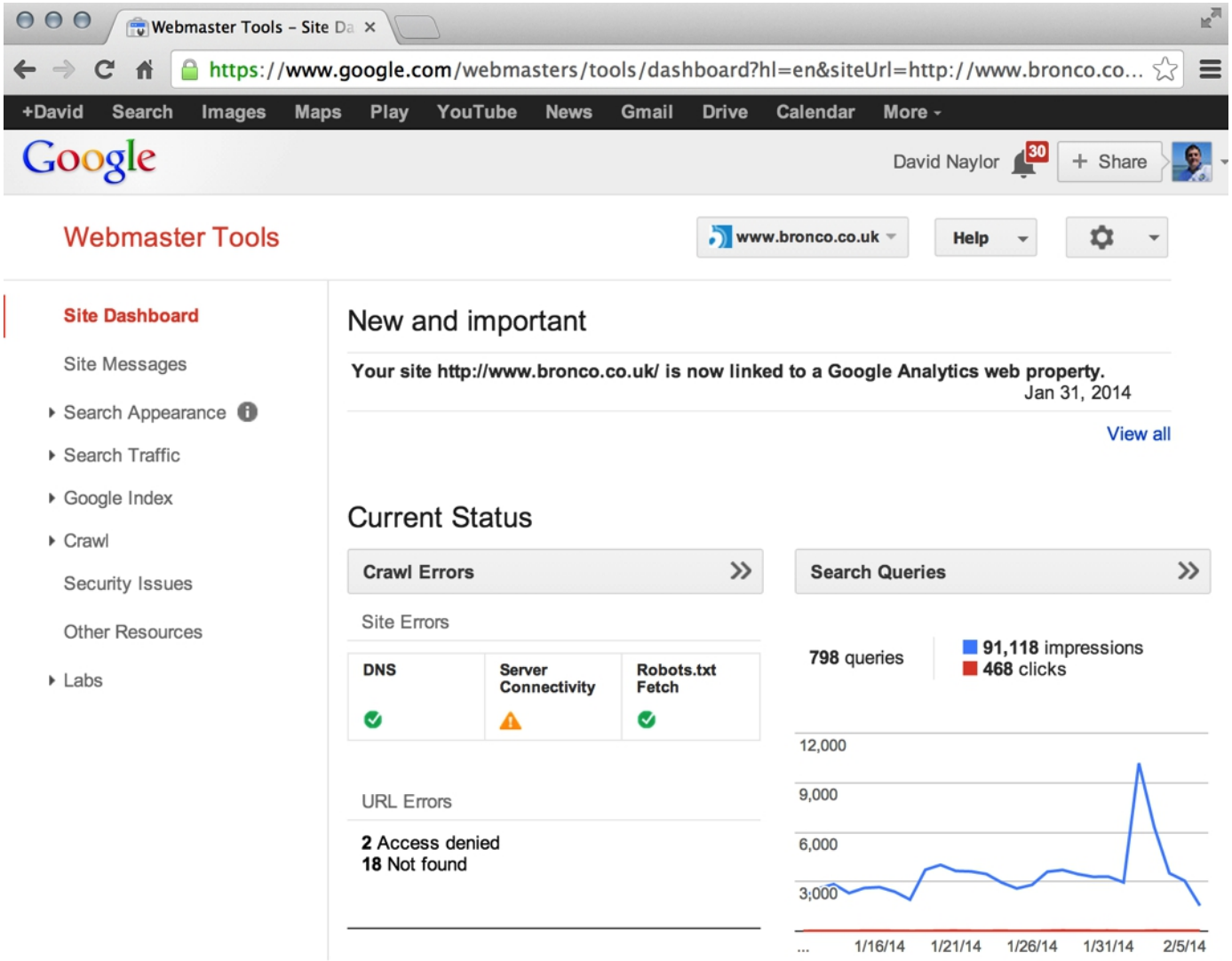
LINKs - HowTo Win For Years, NotDays

#smx#13A

Bronco

Start with a Clean UP

So where do we start?



This makes me so Angry

Reconsideration request for http://www.yoursite.com/: Links to your site violate Google's quality guidelines

Google has received a reconsideration request from a site owner for http://www.yoursite.com/.

We've reviewed the links to your site and we still believe that some of them are outside our quality guidelines.

Sample URLs:

http://madeupanotherexcuse.co.uk

http://weforgottomention.com

http://notsurehowwemissed.net

Pleasecorrect or remove all inorganic links, not limited to the samples provided above. This may involve contacting webmasters of the sites with the inorganic links on them.

If there are links to your site that cannot be removed, you can use the disavow links tool. Keep in mind that simply disavowing links will not be enough to make a reconsideration request successful; we will also need to see good-faith efforts to remove a large portion of inorganic links from the web wherever possible.

Removing links takes time. Due to the large volume of requests we receive, and to give you a better chance of your next reconsideration request being successful, we won't review another request from this site for a few weeks from now. We recommend that you take the necessary time to remove unnatural backlinks to your site, and then file another reconsideration request.

For more specific information about the status of your site, visit the Manual Actions page in Webmaster Tools. From there, you may request reconsideration of your site again.

If you have additional questions, please visit our Webmaster Help Forum.

Bronco

Bronco

Backlinks

Overview » All domains

Top 883 domains that have links to pages on your site.

Download this table | Download more sample links | Download latest links

3rd Party Links data providers

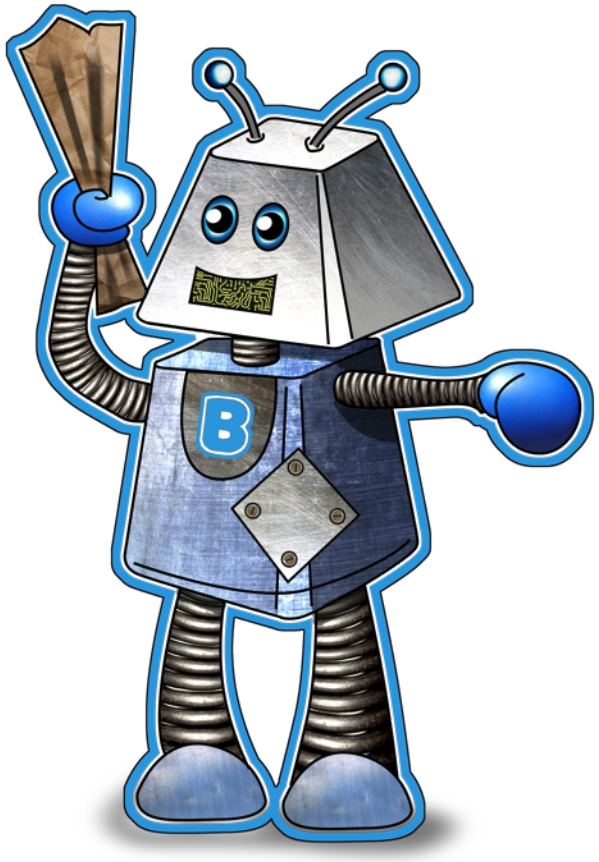
Bronco

Bronco

Bronco Bot v1

Is the Link still Live on this Page :

Domains	Links ▲	Linked pages
zippy.co.uk	266,118	1
webpronews.com	5,866	12
seobook.com	5,626	26
inbound.org	5,585	79
seomasterlist.com	3,880	2
taiwan-seo.info	3,457	400
beckynaylor.co.uk	3,319	71
blogspot.com	2,957	109
rsssearchhub.com	2,861	10



If yes : What is the anchor text

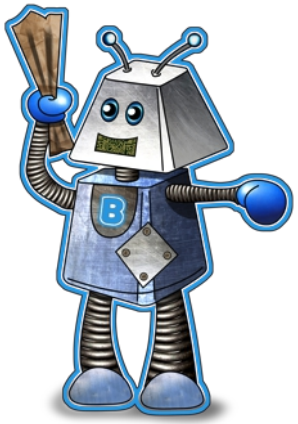
Bronco Bot v1 – Anchor Text

```
from bs4 import BeautifulSoup # pip install beautifulsoup4
import requests # pip install requests
import csv
import time
import codecs

domain_check = 'bronco.co.uk' # change to domain you are checking
dic = {}
domains = open('input.txt').readlines()

for domain in domains:
    if domain.startswith(codecs.BOM_UTF8): # with BOM
            domain = domain[3:]
            try:
                r  = requests.get(domain, timeout=5)
                data = r.text
                soup = BeautifulSoup(data)
                for link in soup.find_all('a', href=True):
                    if domain_check in link['href']:
                        dic[domain] = link.contents[0]
            except:
                pass
    else: #without BOM
        try:
            r  = requests.get(domain, timeout=5)
            data = r.text
            soup = BeautifulSoup(data)
            for link in soup.find_all('a', href=True):
                if domain_check in link['href']:
                    dic[domain] = link.contents[0]
        except:
            pass

with open('output.csv','wb') as f:
    w = csv.writer(f)
    w.writerow(['Link', 'Anchor Text'])
    w.writerows(dic.items())
f.close()
```



Bronco

Bronco

Cleanup

Job: 45 // davidnaylor wmt majestic combined

0 domains left to check

Domain	Count	Comment	Tag	Decision
[-] www.beckynaylor.co.uk	450		...	Bad / Good
http://www.beckynaylor.co.uk/a-strange-time.html				
http://www.beckynaylor.co.uk/a-strange-time.html				
http://www.beckynaylor.co.uk/a-strange-time.html				
http://www.beckynaylor.co.uk/a-strange-time.html				
http://www.beckynaylor.co.uk/a-strange-time.html				
http://www.beckynaylor.co.uk/a-strange-time.html				
http://www.beckynaylor.co.uk/a-strange-time.html				
http://www.beckynaylor.co.uk/a-steady-growth-of-a-company.html				
http://www.beckynaylor.co.uk/a-steady-growth-of-a-company.html				
http://www.beckynaylor.co.uk/a-steady-growth-of-a-company.html				
Next 10 | 100 | All				
[+] www.techmeme.com	414		...	Bad / Good
[+] www.evancarmichael.com	241		...	Bad / Good
[+] plus.google.com	231		...	Bad / Good
[+] www.seo4experts.com	205		...	Bad / Good
[+] forums.searchenginewatch.com	196		...	Bad / Good
[+] www.ninebyblue.com	195		...	Bad / Good
[+] b.hatena.ne.jp	181		...	Bad / Good

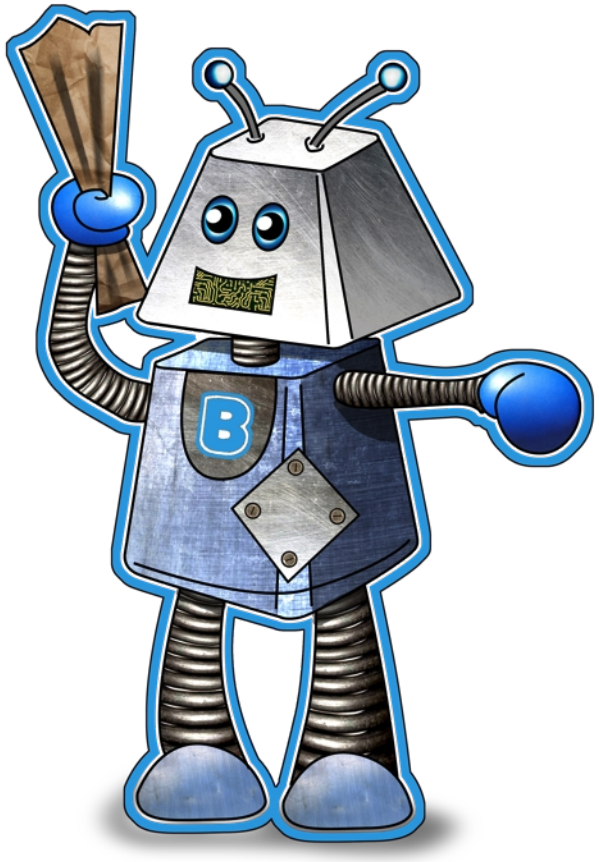
- ✓ ...
- Affiliate
- Article Site
- Comment
- Competition
- Directory
- Forum
- Gifted Post
- Guest Post
- Infographic
- Natural
- News
- Other
- Paid
- PR Site
- Scraper
- Spam

Bronco

Bronco Bot v1

Could we find an email address?

Odeskis costing me $1 - $2 to find the correct email address and send a take down request.



Bronco Bot v1 – email

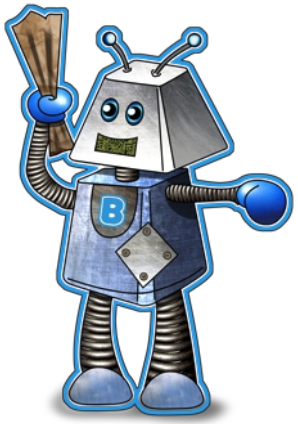
```
import urllib2
import csv
import re

### Create opener with user agent
opener = urllib2.build_opener()
opener.addheaders = [('User-agent', 'Mozilla/5.0')]

dic = {}
f = open('input.txt').readlines()

for domain in f:
    try:
        f = urllib2.urlopen(domain.strip())
        s = f.read()
        dic[domain] = list(set(re.findall(r"[A-Za-z0-9._%+-]+@[A-Za-z0-9.-]+\.[A-Za-z]{2,4}",s)))
        print domain, 'checked...'
    except:
        print domain, 'checked...'
        pass

with open('output.csv','wb') as f:
    w = csv.writer(f)
    w.writerow(['Address', 'Email Found'])
    w.writerows(dic.items())
```



Bronco

Bronco

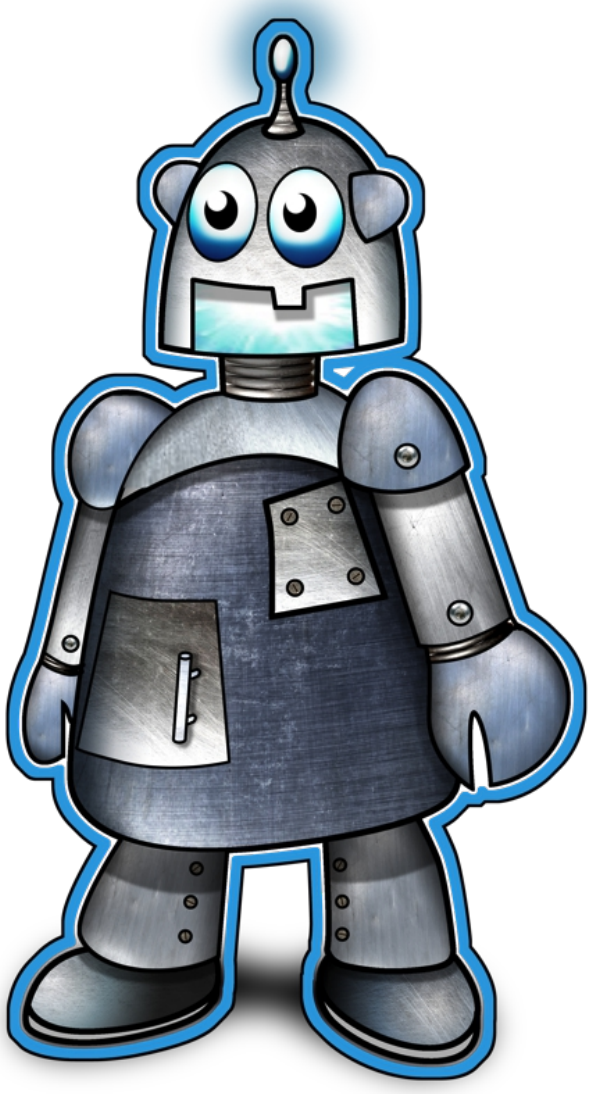
Now we're thinking like a spider

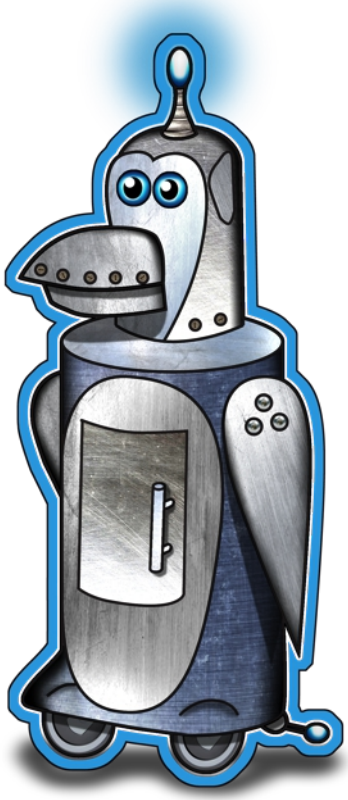
Bronco

Bronco

Stop and think likegoogle

Google Bots





Bronco

Just some of questions we hit

Generic bad phrases used on page (add site, submit site, article submission, guest post,etc)

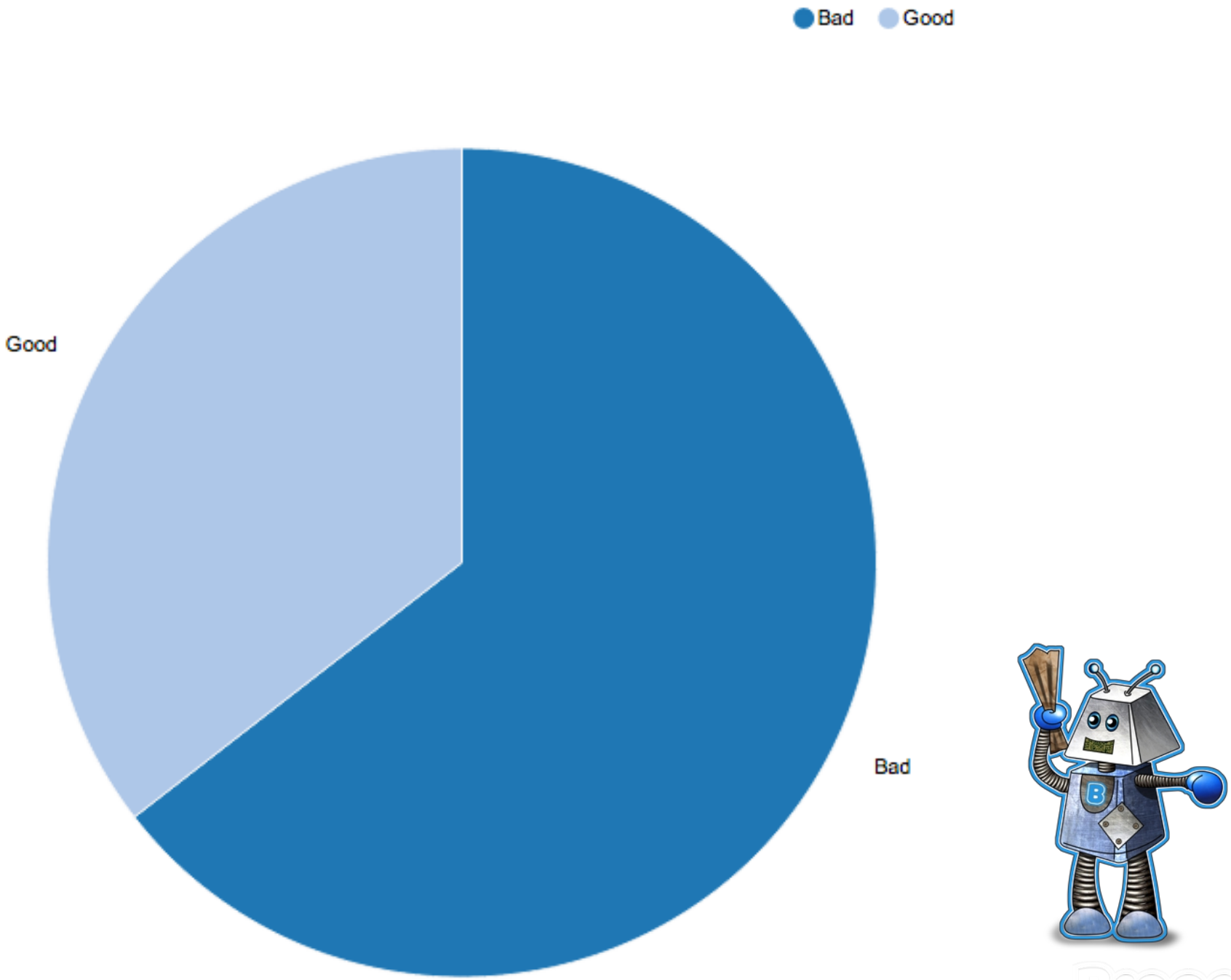
Industry bad phrases used on page (pills, porn, poker,payday etc.)

Excessiveadvertising - number of adverts on page, proportion of page taken up by adverts

Lessobvious factors to consider, some correlate to spam, others don't:

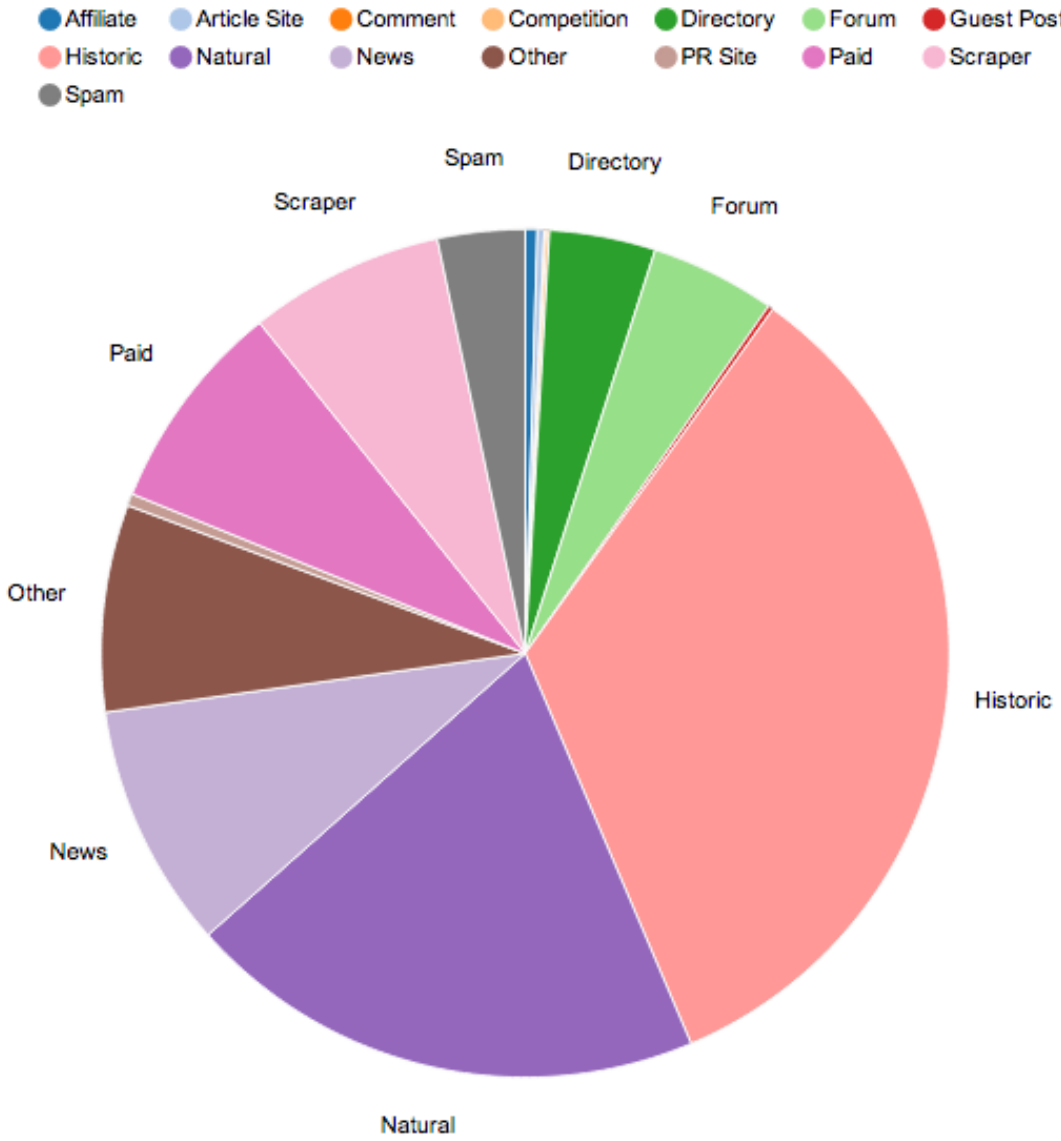
- Length of URL
- TLD
- Title tag length, meta description length
- Number of headings on page

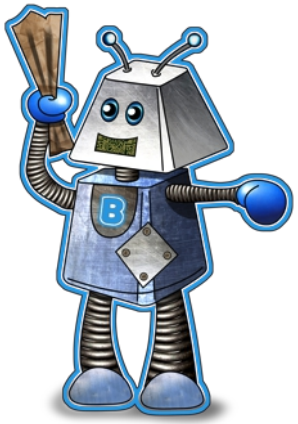
Otherfactors you might not expect – is there a phone number on the page?


Bad
Good
Good
Bad

B

Before

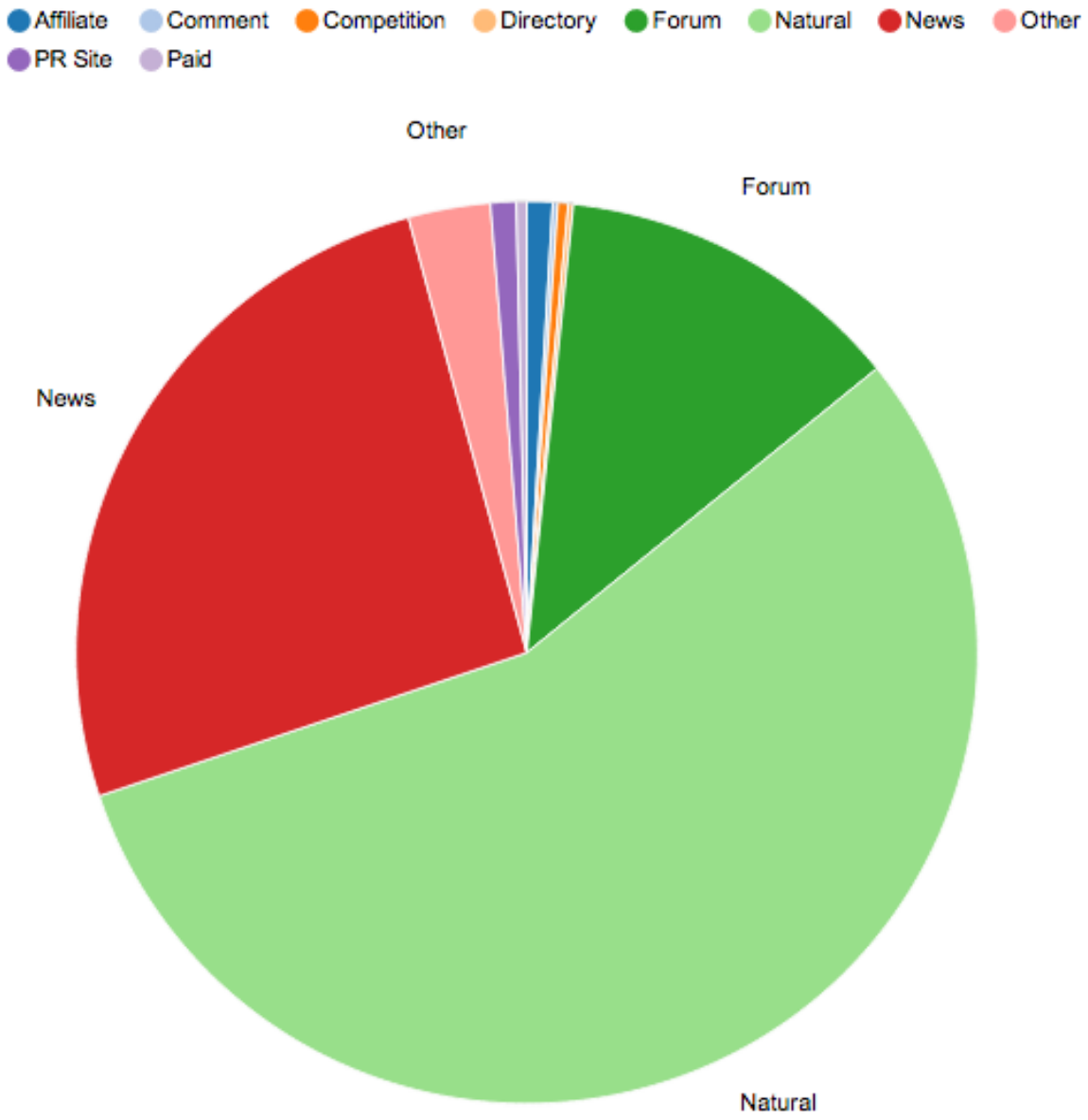


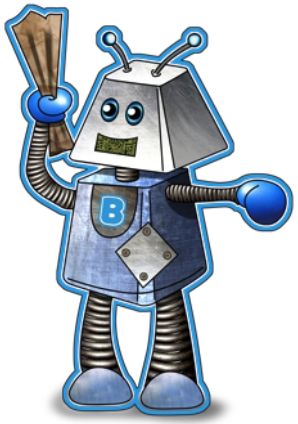


Bronco

Bronco

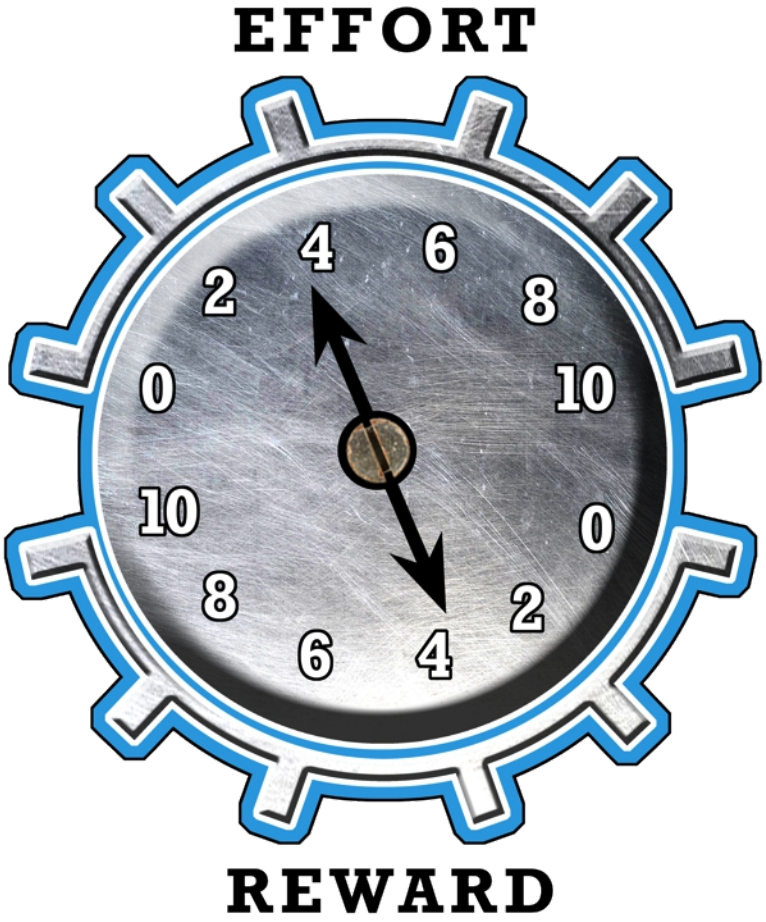
After





Bronco

But 9 times out of 10....



Bronco

Bronco

Why we Think Penguin is coming

Bronco

store.nike.com/gb/en_gb/pd/air-jordan-retro-11-low-shoe/pid-1471070/pgid-809363

SHOP NIKE+

MEN WOMEN KIDS SPORTS NIKE SPORTSWEAR CUSTOMISE SEARCH LOG IN

AIR JORDAN RETRO 11 LOW

BOYS' SHOE

£85

Rate this product ★★★★★

OUT OF STOCK AT NIKE.COM

FREE DELIVERY Applies to orders of £50 or more.
Returns are always free. See details

Like 0 Tweet Pin it +1

White Style - Color # 528896 - 153

Bronco

My Son wanted ..

Bronco

Google cheap air jordans

Web Shopping Images Videos News More Search tools

About 10,700,000 results (0.27 seconds)

Shop for **cheap air jordans** on Google

Sponsored

Air Jordan 5 Retro Infant/ ...
£45.00
Nike.com

Air Jordan Retro 3 ...
£45.00
Nike.com

Kids jordan kids **air** jordan
£42.91
Kickz.co.uk

Kids jordan girls **air** jordan
£60.11
Kickz.co.uk

Jordan III 'Fire Red' Infants
£40.00
Size?

New Style Cheap Jordans, **Cheap Jordan Shoes** Outlet ...

www.mavraiecuisinejaponaise.com/

2014 new style Cheap Jordans outlet purses, Discount **Cheap Jordan Shoes** Online for shop. Buy **Cheap Jordan Shoes** with 100% authentic promise.

Big Discount **cheap air jordans** uk,air jordan uk High Quality ...

www.julieunwin.co.uk/cache/footer.html

Quickly sold-out in USA for **cheap air jordans** uk,air jordan uk,You can buy discount **cheap air jordans** uk online with Free Shipping.

Real **Cheap** Jordans, Original **Jordan Shoes** Factory Outlet ...

www.mishialamode.com/

by Mishi alamode

Welcome To Authentic **Cheap** Jordans Outlet Online. Men Jordan,Women Jordan,Kids Jordans For **Cheap**,2014 Newest **Jordan Shoes**,100% Authentic And ...

Bronco

Backlinks

Domain Count	Backlinks Count	Anchor Text
516	2740	cheap jordans
377	1518	cheap jordan sneakers
368	1471	www.mavraiecuisinejaponaise.com
326	1187	cheap jordan shoes
308	1083	cheap air jordans
98	433	cheap jordans for china

1182	55741	cheap jordans uk
917	30947	cheap jordans
889	25248	jordan uk
538	20034	http://www.julieunwin.co.uk/cache/footer.html
528	21459	nike cortez trainers
525	22438	louis vuitton handbags
521	21742	hermes belt uk
514	16052	louis vuitton sale

Bronco

Bronco

Google cheap air jordans

Web Shopping Images Videos News More Search tools

About 10,700,000 results (0.27 seconds)

Shop for **cheap air jordans** on Google Sponsored

Air Jordan 5 Retro Infant/ ...
£45.00
Nike.com

Air Jordan Retro 3 ...
£45.00
Nike.com

Kids jordan kids **air** jordan
£42.91
Kickz.co.uk

Kids jordan girls **air** jordan
£60.11
Kickz.co.uk

Jordan III 'Fire Red' Infants
£40.00
Size?

Expired

New Style Cheap Jordans, **Cheap Jordan Shoes** Outlet ...
www.mavraiecuisinejaponaise.com/
2014 new style Cheap Jordans outlet purses, Discount **Cheap Jordan Shoes** Online for shop. Buy **Cheap Jordan Shoes** with 100% authentic promise.

Hacked

Big Discount **cheap air jordans** uk,air jordan uk High Quality ...
www.julieunwin.co.uk/cache/footer.html
Quickly sold-out in USA for **cheap air jordans** uk,air jordan uk,You can buy discount **cheap air jordans** uk online with Free Shipping.

Expired

Real **Cheap** Jordans, Original **Jordan Shoes** Factory Outlet ...
www.mishialamode.com/
by Mishi alamode
Welcome To Authentic **Cheap** Jordans Outlet Online. Men Jordan,Women Jordan,Kids Jordans For **Cheap**,2014 Newest **Jordan Shoes**,100% Authentic And ...

Bronco

Penguin 3 – MO MO

Previous updates:

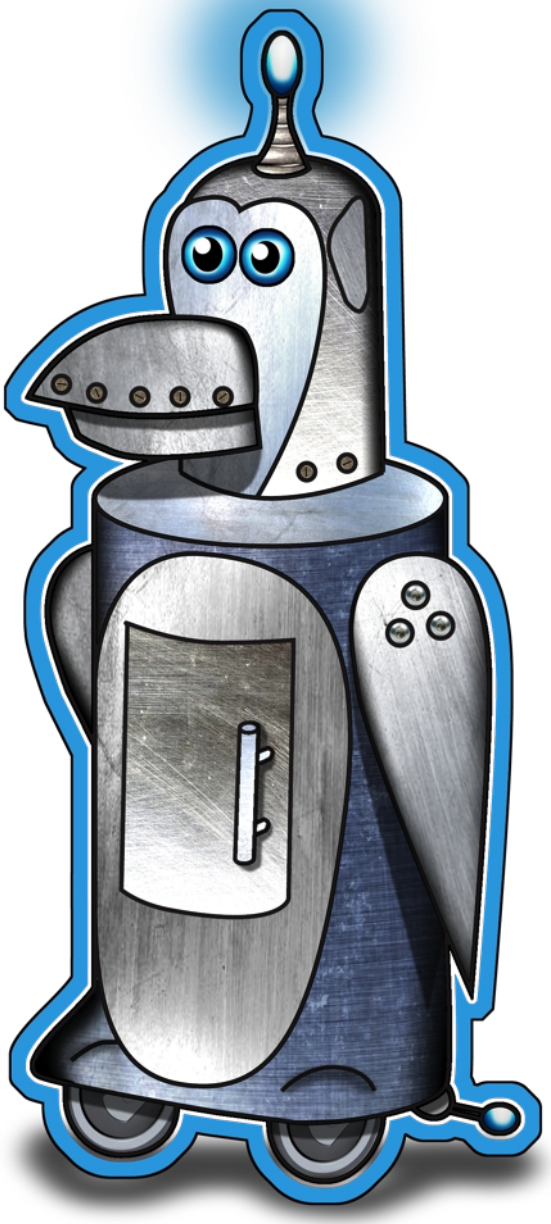
May25th2012

October5th2012

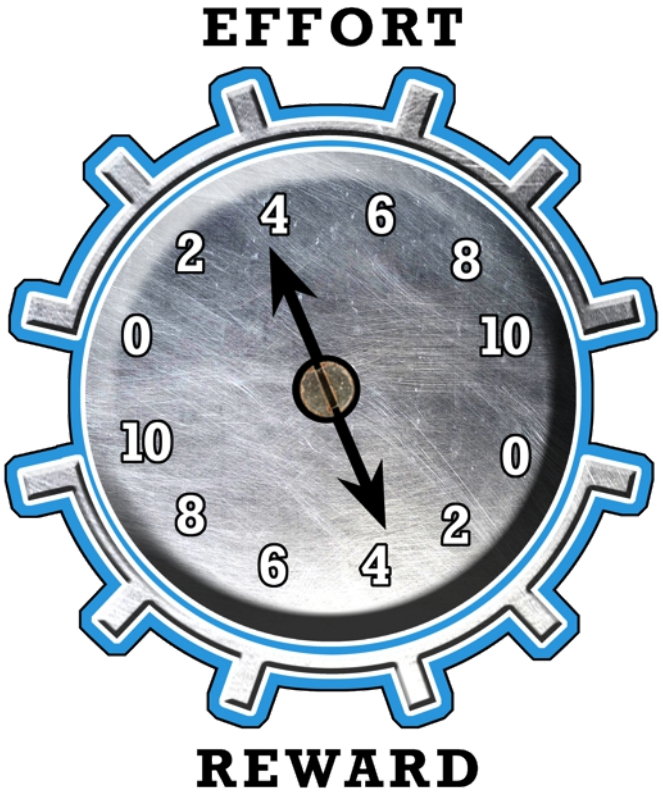
May22nd2013

October4th2013

* 3 of thesedateswereFridays!!



But 9 times out of 10....



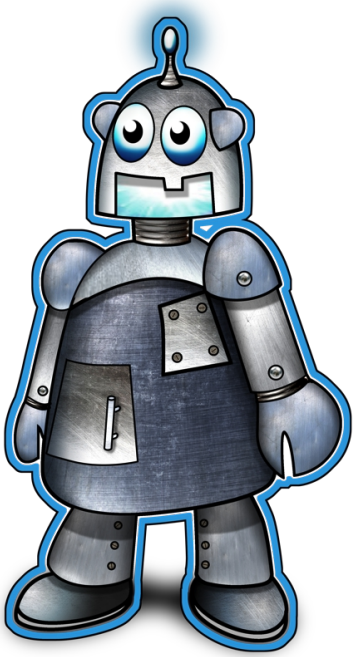
Links are still the Biggest Ranking factor and the key failure point.

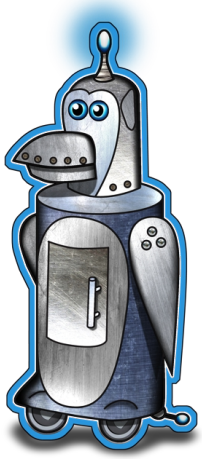
On going monitoring is essential - Think Negative SEO.

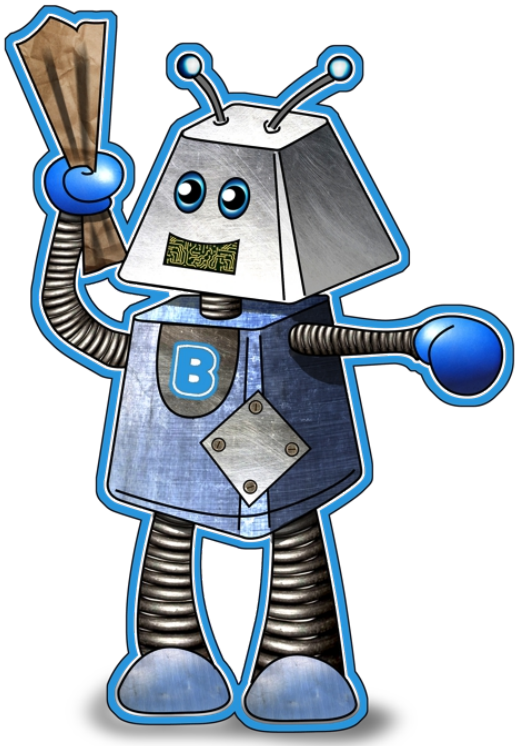
Learn from Clean Ups and try to preempt what will be bad karma next.

Think Effort to Reward ratio

Nothing is future proof! But be ready to carry on evolving.







Bronco

Thanks for listening

www.bronco.co.uk

@bronco + @davenaylor