

# How Apollo Insights prevents link penalties

---

# “Where’s our website traffic?”

---

As a marketing manager, these words have no doubt escaped your mouth on more than one occasion. Analytics tells you that your traffic is declining and you’re losing visibility in Google. There’s a possibility that Google has imposed a penalty on your site, one of the most common being a link penalty.

## A quick story about why link penalties came about

In the past, SEO success was based on the number of links pointing at your website. It wasn’t long before some in the SEO industry took advantage of this and began building large volumes of low-quality links in an attempt to game Google’s search algorithm.

So, Google introduced a penalty that algorithmically analysed backlink profiles and suppressed a website’s performance if it was deemed to have built links for the sole purpose of SEO. It called this penalty Penguin.



# Huge problem for marketers



In order to counteract these penalties, it became necessary to trawl through hundreds, thousands, sometimes millions of links to identify which were causing a problem. However, to do a thorough job, every single link needs to be analysed to determine whether it should be disavowed.

If your SEO agency (or in-house SEO person) were to do this thoroughly on a regular basis, they would literally do nothing else.

So, in reality, it doesn't happen; it's simply too big a job!



*“Dealing with penalties is a horrific job; having to collect link information from different sources, correlate it all, go through each and every link and make a decision on whether it is a keeper. If you were to do it properly on a regular basis, you’d do nothing else!”*

Chris Pitt  
Operations Director  
Vertical Leap

# Consider this:

Time required to review a link = 1 minute

Average number of links pointing to a website = 1,500 from 500 domains

It would take 500 minutes to review the domains + another 60 minutes to look into specific URLs

= 9 hours 30 minutes

# Problems with manual link analysis

1

Opinions on link quality differ from person to person and tend to be based on gut feel

**INCONSISTENT**

2

People aren't able to consistently work effectively in this way

**INEFFICIENT**

3

This analysis needs to be carried out continuously on top of other SEO work

**NOT ENOUGH BUDGET**

Verdict: This vital job will not get done properly, if at all.



Apollo Insights solves all of this in seconds



**VERTICAL  
LEAP**

# Intelligent algorithms do the work for us

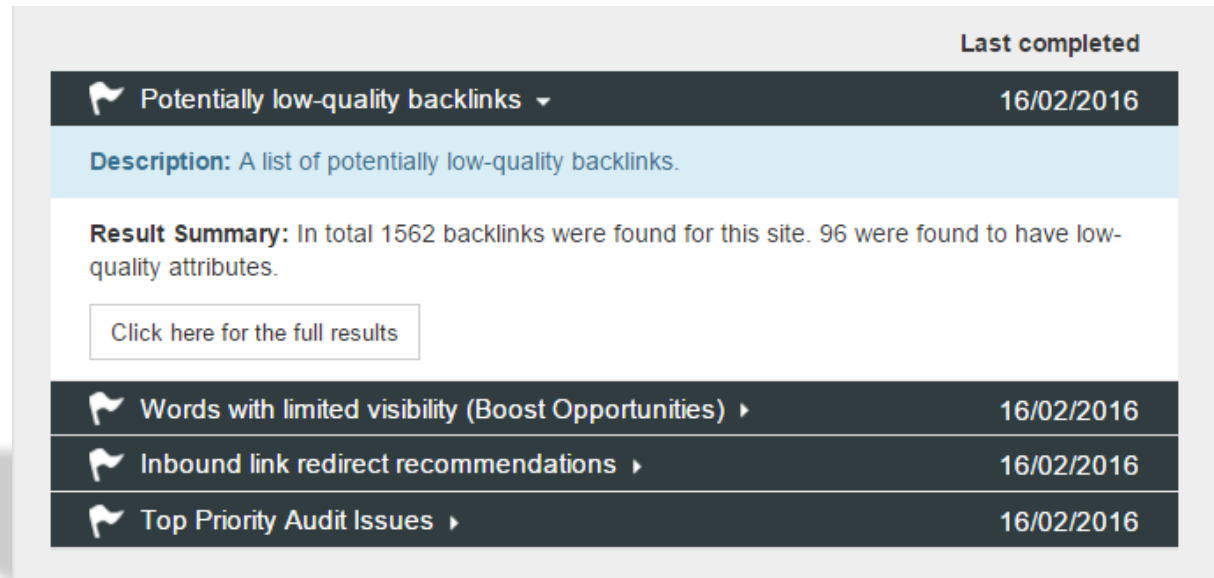
At Vertical Leap, we have built our own machine learning software called Apollo Insights. It uses highly-intelligent algorithms to analyse and make sense of colossal volumes of data, turning it into insights we understand, and priority lists we can immediately action.





## 24/7 link analysis at our fingertips

Apollo harvests information on every single link pointing to your website, runs a full audit on them and flags any suspect ones to our specialists with an explanation as to why they need attention.

It does this constantly, immediately alerting us to any problems that may harm your website, in turn future-proofing it against potential link penalties.

[Learn more about our penalty recovery services](#)



	Last completed
 Potentially low-quality backlinks ▾	16/02/2016
<b>Description:</b> A list of potentially low-quality backlinks.	
<b>Result Summary:</b> In total 1562 backlinks were found for this site. 96 were found to have low-quality attributes.	
<a href="#">Click here for the full results</a>	
 Words with limited visibility (Boost Opportunities) ▶	16/02/2016
 Inbound link redirect recommendations ▶	16/02/2016
 Top Priority Audit Issues ▶	16/02/2016

# A penalty removal story



**Customer:** Pet products eCommerce website

**Impact:** Huge loss of visibility in the search engines which severely effected revenue to the point that the business was forced to downscale in order to reduce overheads. There were serious concerns as to how long the business would be able to survive.

## What did Apollo do?

- Collected all known link information from every major source
- Identified and removed duplications and dead links
- Identified 9,384 links coming from 1,382 domains
- Ran a 10-point checklist against each link (see next slide)
- Flagged up 311 suspicious links
- Created a disavow file for us to submit to Google



---

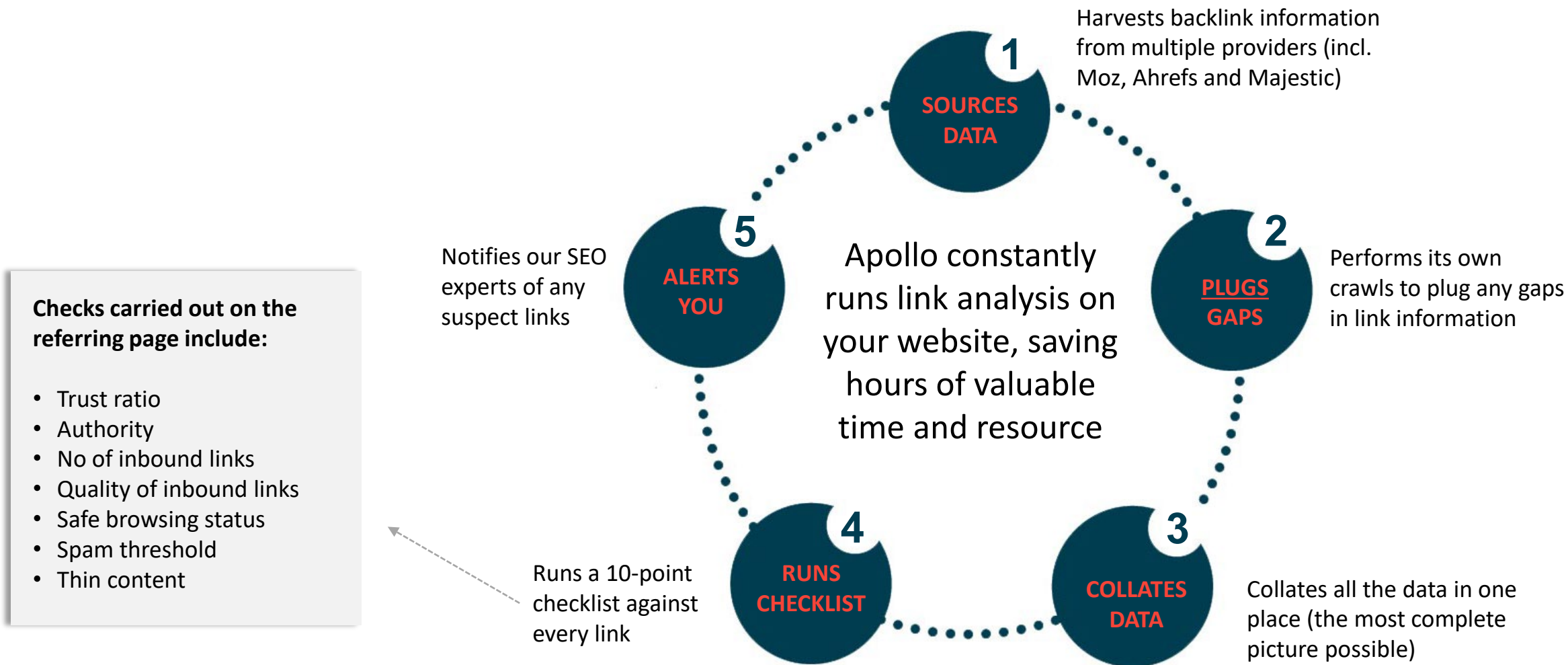
*It would have taken about 30 hours to review these links manually. A person cannot do that job effectively so in most cases it simply wouldn't get done thoroughly - if at all. In addition, few customers would have the budget to pay for this extra resource.*

---

The result = penalty removed



# How Apollo helps



[Learn more about our penalty recovery services](#)

# What does this mean for you?

## 1. A future-proofed website

With your backlink profile being constantly analysed, we can keep it in tip-top condition, ensuring that your site has the best protection against future link penalties.

## 2. Much more bang for your buck

We don't waste any of your budget collating or analysing link data - Apollo tells us instantly which links need attention. This means we spend more time fixing the problem rather than trying to diagnose it.

## 3. The most thorough-search marketing service, ever!

SEARCH AND DIGITAL FROM

**VERTICAL  
LEAP**

EST 2001

For more information:

02392 830281

[www.vertical-leap.uk](http://www.vertical-leap.uk)

[info@vertical-leap.uk](mailto:info@vertical-leap.uk)