



# ANTI-PENGUIN GUIDE

[www.link-assistant.com](http://www.link-assistant.com)

# The Ultimate Anti-penguin SEO Guide

If Google rankings are what counts for your biz, then most probably you're well aware of Google's recent Penguin algo updates and how drastically they've changed and are still changing Google's top 10s.

Surely, you can't sit still, risking your hard-earned Google ranks and traffic. But there's no need for panic. If you follow these simple tips, your site will be only gaining rankings in post-Penguin Google.

Just make sure you're armed with [reliable SEO software](#) and start out your sure-winning Anti-Penguin campaign.

## Backlink Anchor Text – The 3 Types

Penguin does NOT tolerate hundreds of backlinks with anchors exactly matching your target keywords (especially the commercial terms).

Yep, you've been struggling hard to acquire more backlinks with anchors exactly matching your money keywords. Now you need to struggle even harder to **have your anchors diversified**.

To quickly have a look at your existing backlink anchors, you've got your [SEO PowerSuite](#) at hand. Launch **SEO SpyGlass**, create a new project for your domain and let the tool collect the data for you, including all of your anchors.

#	Backlink Page	Title	Anchor Text	Meta Description	Page PR	Alexa Rank	Domain IP	Domain Age	Domain PR	Last Found Dat
1	<a href="http://www.bang...">http://www.bang...</a>	Daley Thomp...	Daley Thompson Information Website	Daley Thomps...	PR: —	3763...	173.201...	7 month(s), ...	PR: 2	Jul 31, 20
2	<a href="http://wn.com/de...">http://wn.com/de...</a>	De Daley Tho...	Daley Thompson Information Website	Daley Thomps...	PR: —	1020	195.149...	17 year(s), ...	PR: 7	Jul 31, 20
3	<a href="http://www.spok...">http://www.spok...</a>	Daley Thomp...	Daley Thompson daleythompson.co.uk	Daley Thomps...	PR: 2	2173	64.145.6...	6 year(s), 4 ...	PR: 6	Jul 31, 20
4	<a href="http://www.maxi...">http://www.maxi...</a>	Daley Thoms...	official website	Double Olympi...	PR: 1	1393...	85.13.21...	16 year(s)	PR: 3	Jul 31, 20
5	<a href="http://www.bbc.c...">http://www.bbc.c...</a>	BBC - Tom Fo...	legendary Daley Thompson	Eight days into ...	PR: 5	48	212.58.2...	16 year(s)	PR: 9	Jul 31, 20
6	<a href="http://www.fdown...">http://www.fdown...</a>	Decathlete do...	[Image]	Here you can fi...	PR: —	9731...	77.235.5...	8 month(s), ...	PR: 0	Jul 31, 20
7	<a href="http://www.jamie...">http://www.jamie...</a>	Jamie Oliver   ...	www.daleythompson.co.uk	In this series, J...	PR: 4	9707	92.52.94...	12 year(s), ...	PR: 6	Jul 31, 20
8	<a href="http://linfordchris...">http://linfordchris...</a>	Linford Christie	Daley Thompson	Information an...	PR: 3	N/A	173.254...	3 year(s), 6 ...	PR: 3	Jul 31, 20
9	<a href="http://www.linfor...">http://www.linfor...</a>	Linford Christie	Daley Thompson	Information an...	PR: 3	N/A	173.254...	3 year(s), 6 ...	PR: 3	Jul 31, 20
...	<a href="http://www.linfor...">http://www.linfor...</a>	Linford Christie	Daley Thompson	Information an...	PR: 3	N/A	173.254...	3 year(s), 6 ...	PR: 3	Jul 31, 20
...	<a href="http://simonruns!...">http://simonruns!...</a>	Running Lond...	Daley Thompson,	Not found	PR: —	N/A	173.194...	N/A	PR: 0	Jul 31, 20
...	<a href="http://themummy...">http://themummy...</a>	The Mummy ...	Daley Thompson	Not found	PR: 0	1999...	173.194...	N/A	PR: 2	Jul 31, 20
...	<a href="http://everymanol...">http://everymanol...</a>	The Everyman...	Daley Thompson	Not found	PR: —	N/A	173.194...	N/A	PR: 2	Jul 31, 20
...	<a href="http://it.spaziomondo...">http://it.spaziomondo...</a>	SpazioMondo...	www.daleythompson.co.uk	Not found	PR: 0	5986...	83.221.1...	N/A	PR: 5	Jul 31, 20
...	<a href="http://westad.org...">http://westad.org...</a>	Daley Thomp...	Daley Thompson Information Website	Not found	PR: —	8449...	96.31.33...	9 year(s), 6 ...	PR: 0	Jul 31, 20
...	<a href="http://www.cmdct...">http://www.cmdct...</a>	Daley Thomp...	Daley Thompson Information Website	Not found	PR: —	1904...	96.31.33...	5 year(s), 3 ...	PR: 0	Jul 31, 20
...	<a href="http://bbc.co.uk/b...">http://bbc.co.uk/b...</a>	Not found	legendary Daley Thompson	Not found	PR: 5	48	212.58.2...	16 year(s)	PR: 9	Jul 31, 20
...	<a href="http://trueknowle...">http://trueknowle...</a>	Not found	Daley Thompson	Not found	PR: —	13076	213.229...	8 year(s), 6 ...	PR: 4	Jul 31, 20
...	<a href="http://dailymultira...">http://dailymultira...</a>	Not found	Not applicable	Not found	PR: —	1899...	72.32.23...	1 year(s), 5 ...	PR: 4	Jul 31, 20
...	<a href="http://lazygirlrunn...">http://lazygirlrunn...</a>	Not found	Not applicable	Not found	PR: 2	3304...	213.171...	3 year(s), 4 ...	PR: 2	Jul 31, 20
...	<a href="http://jamieoliver...">http://jamieoliver...</a>	Not found	www.daleythompson.co.uk	Not found	PR: 4	9707	92.52.94...	12 year(s), ...	PR: 6	Jul 31, 20
...	<a href="http://answers.c...">http://answers.c...</a>	Not found	Daley Thompson Information Website	Not found	PR: 2	154	67.196.1...	N/A	PR: 7	Jul 31, 20
...	<a href="http://www.amdj...">http://www.amdj...</a>	Daley Thomp...	Daley Thompson Information Website	Not found	PR: —	2660...	96.31.33...	5 year(s), 1 ...	PR: 0	Jul 31, 20
...	<a href="http://www.qbad...">http://www.qbad...</a>	Daley Thomp...	Daley Thompson Information Website	Not found	PR: —	1301...	96.31.33...	9 year(s), 4 ...	PR: 1	Jul 31, 20
...	<a href="http://www.stivos...">http://www.stivos...</a>	Ιστοσελίδα ΑΒ...	www.daleythompson.co.uk	Not found	PR: —	3208...	74.220.2...	2 year(s), 2 ...	PR: 0	Jul 31, 20
...	<a href="http://themu...">http://themu...</a>	The Mummy ...	Daley Thompson	Not found	PR: 0	1999...	173.194...	N/A	PR: 2	Jul 31, 20

If you find your existing anchors quite uniform, here are the tree types of anchors to focus on when building new links:

- Hybrid branded anchors ("Brand name + keyword variations")
- Universal anchors ("here's the link", "link", etc.)
- Naked URLs ("www.site.com")

## Backlink Domain Diversity – The 3 Basic Factors

Getting sitewide backlinks is not so good as it used to be. Be careful now when choosing the backlink domains as well as the place your backlink's going to be placed at. Don't forget about:

- **Domain diversity** – basically, it's better to have 2 links on 2 different domains, than 4 on 1
- **Domain IP diversity** – check the IPs of the domains you consider as your backlink partners. If websites are hosted on the same server, it's very likely they'll have the same (or similar) IP address.
- **Domain age** – an old domain seems to be more credible for search engines, so try to analyze this factor for your current backlinks – if all of your existing links come from newly registered domains – that's an alarming sign.

But how'd you know how diverse your backlink domains currently are? Collecting these data manually will take some SEOs weeks of hard and boring work. With **SEO PowerSuite** at hand, you can collect the backlink domain-related information in a couple of clicks – all you need is launch your **SEO SpyGlass!**

#	Backlink Page	Title	Anchor Text	Meta Description	Alexa Rank	Domain IP	Domain Age	Page PR	Domain PR	Last Found Dat
1	<a href="http://www.bbc.co.uk/...">http://www.bbc.co.uk/...</a>	BBC - Tom Fo...	legendary Daley Thompson	Eight days into ...	48	212.58.2...	16 year(s)	PR: 5	PR: 9	Jul 31, 20
2	<a href="http://bbc.co.uk/b...">http://bbc.co.uk/b...</a>	Not found	legendary Daley Thompson	Not found	48	212.58.2...	16 year(s)	PR: 5	PR: 9	Jul 31, 20
3	<a href="http://www.jamieoliver.com">http://www.jamieoliver.com</a>	Jamie Oliver   ...	www.daleythompson.co.uk	In this series, J...	9707	92.52.94...	12 year(s), ...	PR: 4	PR: 6	Jul 31, 20
4	<a href="http://jamieoliver.com">http://jamieoliver.com</a>	Not found	www.daleythompson.co.uk	Not found	9707	92.52.94...	12 year(s), ...	PR: 4	PR: 6	Jul 31, 20
5	<a href="http://linfordchristie.com">http://linfordchris...</a>	Linford Christie	Daley Thompson	Information an...	N/A	173.254...	3 year(s), 6 ...	PR: 3	PR: 3	Jul 31, 20
6	<a href="http://www.linfordchristie.com">http://www.linfor...</a>	Linford Christie	Daley Thompson	Information an...	N/A	173.254...	3 year(s), 6 ...	PR: 3	PR: 3	Jul 31, 20
7	<a href="http://www.linfordchristie.com">http://www.linfor...</a>	Linford Christie	Daley Thompson	Information an...	N/A	173.254...	3 year(s), 6 ...	PR: 3	PR: 3	Jul 31, 20
8	<a href="http://www.spoken.com">http://www.spok...</a>	Daley Thomp...	Daley Thompson daleythompson.co.uk	Daley Thomps...	2173	64.145.6...	6 year(s), 4 ...	PR: 2	PR: 6	Jul 31, 20
9	<a href="http://lazygirlrunning.com">http://lazygirlrunn...</a>	Not found	Not applicable	Not found	3304...	213.171...	3 year(s), 4 ...	PR: 2	PR: 2	Jul 31, 20
...	<a href="http://answers.c.com">http://answers.c...</a>	Not found	Daley Thompson Information Website	Not found	154	67.196.1...	N/A	PR: 2	PR: 7	Jul 31, 20
...	<a href="http://themummy.com">http://themummy...</a>	The Mummy ...	Not applicable	Not found	1999...	173.194...	N/A	PR: 2	PR: 2	Jul 31, 20
...	<a href="http://www.maxi.com">http://www.maxi...</a>	Daley Thoms...	official website	Double Olympi...	1393...	85.13.21...	16 year(s)	PR: 1	PR: 3	Jul 31, 20
...	<a href="http://www.stivoz.com">http://www.stivoz...</a>	Sites αθητών...	www.daleythompson.co.uk	WebSites of At...	3899...	69.89.25...	5 year(s), 7 ...	PR: 1	PR: 3	Jul 31, 20
...	<a href="http://www.stivoz.com">http://www.stivoz...</a>	Sites αθητών...	www.daleythompson.co.uk	WebSites of At...	3899...	69.89.25...	5 year(s), 7 ...	PR: 1	PR: 3	Jul 31, 20
...	<a href="http://themummy.com">http://themummy...</a>	The Mummy ...	Daley Thompson	Not found	1999...	173.194...	N/A	PR: 0	PR: 2	Jul 31, 20
...	<a href="http://it.spaziomondo.com">http://it.spaziom...</a>	SpazioMondo ...	www.daleythompson.co.uk	Not found	5986...	83.221.1...	N/A	PR: 0	PR: 5	Jul 31, 20
...	<a href="http://themummy.com">http://themummy...</a>	The Mummy ...	Daley Thompson	Not found	1999...	173.194...	N/A	PR: 0	PR: 2	Jul 31, 20
...	<a href="http://www.wavelength.com">http://www.wavel...</a>	Wavelength - ...	Daley Thompson	Wavelength - T...	N/A	217.10.1...	2 year(s), 3 ...	PR: 0	PR: 3	Jul 31, 20
...	<a href="http://www.bang.com">http://www.bang...</a>	Daley Thomp...	Daley Thompson Information Website	Daley Thomps...	3763...	173.201...	7 month(s), ...	PR: --	PR: 2	Jul 31, 20
...	<a href="http://wn.com/de...">http://wn.com/de...</a>	De Daley Tho...	Daley Thompson Information Website	Daley Thomps...	1020	195.149...	17 year(s), ...	PR: --	PR: 7	Jul 31, 20
...	<a href="http://www.fdown.com">http://www.fdown...</a>	Decathlete do...	[Image]	Here you can fi...	9731...	77.235.5...	8 month(s), ...	PR: --	PR: 0	Jul 31, 20
...	<a href="http://simonrunsl.com">http://simonrunsl...</a>	Running Lond...	Daley Thompson,	Not found	N/A	173.194...	N/A	PR: --	PR: 0	Jul 31, 20
...	<a href="http://everymanol.com">http://everymanol...</a>	The Everyman...	Daley Thompson	Not found	N/A	173.194...	N/A	PR: --	PR: 2	Jul 31, 20
...	<a href="http://westad.org">http://westad.org</a>	Daley Thomp...	Daley Thompson Information Website	Not found	8449...	96.31.33...	9 year(s), 6 ...	PR: --	PR: 0	Jul 31, 20
...	<a href="http://www.cmdct.com">http://www.cmdct...</a>	Daley Thomp...	Daley Thompson Information Website	Not found	1904...	96.31.33...	5 year(s), 3 ...	PR: --	PR: 0	Jul 31, 20
...	<a href="http://trueknowledge.com">http://trueknowle...</a>	Not found	Daley Thompson	Not found	13076	213.229...	8 year(s), 6 ...	PR: --	PR: 4	Jul 31, 20

Now make sure the new links you build maximally diversify your existing backlink profile.

## Other Relevant Backlink Data

All in all, when we speak about links, virtually everything matters. Take your time to analyze:

- The titles and descriptions of backlink pages
- The number of outbound links a backlink page has
- The overall backlink domain popularity (Page Rank, Alexa Rank, etc.)

And again, [SEO PowerSuite](#) is your number one tool to get the most comprehensive data for your backlinks. Launch **SEO SpyGlass**:

#	Backlink Page	Title	Meta Description	Page PR	Alexa Rank	Anchor Text	Domain IP	Domain Age	Domain PR	Last Found Date
1	<a href="http://www.bang...">http://www.bang...</a>	Daley Thomp...	Daley Thomps...	PR: —	3763...	Daley Thompson Information Website	173.201...	7 month(s), ...	PR: 2	Jul 31, 20
2	<a href="http://wn.com/de...">http://wn.com/de...</a>	De Daley Tho...	Daley Thomps...	PR: —	1020	Daley Thompson Information Website	195.149...	17 year(s), ...	PR: 7	Jul 31, 20
3	<a href="http://www.spok...">http://www.spok...</a>	Daley Thomp...	Daley Thomps...	PR: 2	2173	Daley Thompson daleythompson.co.uk	64.145.6...	6 year(s), 4 ...	PR: 6	Jul 31, 20
4	<a href="http://www.maxi...">http://www.maxi...</a>	Daley Thomp...	Double Olympi...	PR: 1	1393...	official website	85.13.21...	16 year(s)	PR: 3	Jul 31, 20
5	<a href="http://www.bbc.c...">http://www.bbc.c...</a>	BBC - Tom Fo...	Eight days into ...	PR: 5	48	legendary Daley Thompson	212.58.2...	16 year(s)	PR: 9	Jul 31, 20
6	<a href="http://www.fdown...">http://www.fdown...</a>	Decathlete do...	Here you can fi...	PR: —	9731...	[Image]	77.235.5...	8 month(s), ...	PR: 0	Jul 31, 20
7	<a href="http://www.jamie...">http://www.jamie...</a>	Jamie Oliver   ...	In this series, J...	PR: 4	9707	www.daleythompson.co.uk	92.52.94...	12 year(s), ...	PR: 6	Jul 31, 20
8	<a href="http://linfordchris...">http://linfordchris...</a>	Linford Christie	Information an...	PR: 3	N/A	Daley Thompson	173.254...	3 year(s), 6 ...	PR: 3	Jul 31, 20
9	<a href="http://www.linfor...">http://www.linfor...</a>	Linford Christie	Information an...	PR: 3	N/A	Daley Thompson	173.254...	3 year(s), 6 ...	PR: 3	Jul 31, 20
...	<a href="http://www.linfor...">http://www.linfor...</a>	Linford Christie	Information an...	PR: 3	N/A	Daley Thompson	173.254...	3 year(s), 6 ...	PR: 3	Jul 31, 20
...	<a href="http://bbc.co.uk/b...">http://bbc.co.uk/b...</a>	Not found	Not found	PR: 5	48	legendary Daley Thompson	212.58.2...	16 year(s)	PR: 9	Jul 31, 20
...	<a href="http://answers.c...">http://answers.c...</a>	Not found	Not found	PR: 2	154	Daley Thompson Information Website	67.196.1...	N/A	PR: 7	Jul 31, 20
...	<a href="http://jamieoliver...">http://jamieoliver...</a>	Not found	Not found	PR: 4	9707	www.daleythompson.co.uk	92.52.94...	12 year(s), ...	PR: 6	Jul 31, 20
...	<a href="http://trueknowle...">http://trueknowle...</a>	Not found	Not found	PR: —	13076	Daley Thompson	213.229...	8 year(s), 6 ...	PR: 4	Jul 31, 20
...	<a href="http://dailymultira...">http://dailymultira...</a>	Not found	Not found	PR: —	1899...	Not applicable	72.32.23...	1 year(s), 5 ...	PR: 4	Jul 31, 20
...	<a href="http://www.stivos...">http://www.stivos...</a>	ιστοσελίδα Αθ...	Not found	PR: —	3208...	www.daleythompson.co.uk	74.220.2...	2 year(s), 2 ...	PR: 0	Jul 31, 20
...	<a href="http://lazygirlrunn...">http://lazygirlrunn...</a>	Not found	Not found	PR: 2	3304...	Not applicable	213.171...	3 year(s), 4 ...	PR: 2	Jul 31, 20
...	<a href="http://it.spaziomo...">http://it.spaziomo...</a>	SpazioMondo ...	Not found	PR: 0	5986...	www.daleythompson.co.uk	83.221.1...	N/A	PR: 5	Jul 31, 20
...	<a href="http://westad.org...">http://westad.org...</a>	Daley Thomp...	Not found	PR: —	8449...	Daley Thompson Information Website	96.31.33...	9 year(s), 6 ...	PR: 0	Jul 31, 20
...	<a href="http://www.gbada...">http://www.gbada...</a>	Daley Thomp...	Not found	PR: —	1301...	Daley Thompson Information Website	96.31.33...	9 year(s), 4 ...	PR: 1	Jul 31, 20
...	<a href="http://www.cmdct...">http://www.cmdct...</a>	Daley Thomp...	Not found	PR: —	1904...	Daley Thompson Information Website	96.31.33...	5 year(s), 3 ...	PR: 0	Jul 31, 20
...	<a href="http://themummy...">http://themummy...</a>	The Mummy ...	Not found	PR: 2	1999...	Not applicable	173.194...	N/A	PR: 2	Jul 31, 20
...	<a href="http://themummy...">http://themummy...</a>	The Mummy ...	Not found	PR: 0	1999...	Daley Thompson	173.194...	N/A	PR: 2	Jul 31, 20
...	<a href="http://www.amdji...">http://www.amdji...</a>	Daley Thomp...	Not found	PR: —	2660...	Daley Thompson Information Website	96.31.33...	5 year(s), 1 ...	PR: 0	Jul 31, 20
...	<a href="http://everymanol...">http://everymanol...</a>	The Everyman...	Not found	PR: —	N/A	Daley Thompson	173.194...	N/A	PR: 2	Jul 31, 20

All these factor will help you figure out, which of your links may look unnatural and make measured decisions:

1. To remove some of the backlinks, if needed
2. To diversify some anchor texts (add more branded anchors, or "naked" URLs)
3. To diversify some backlink sources

## Okay, what else can you do?

Backlinks are the biggest part of the Penguin update, but don't forget some other things that can destroy your website credibility and rankings:

**1. Eliminate keyword stuffing and duplicate content issues** – use [WebSite Auditor](#) to find and fix any problem areas on your site.

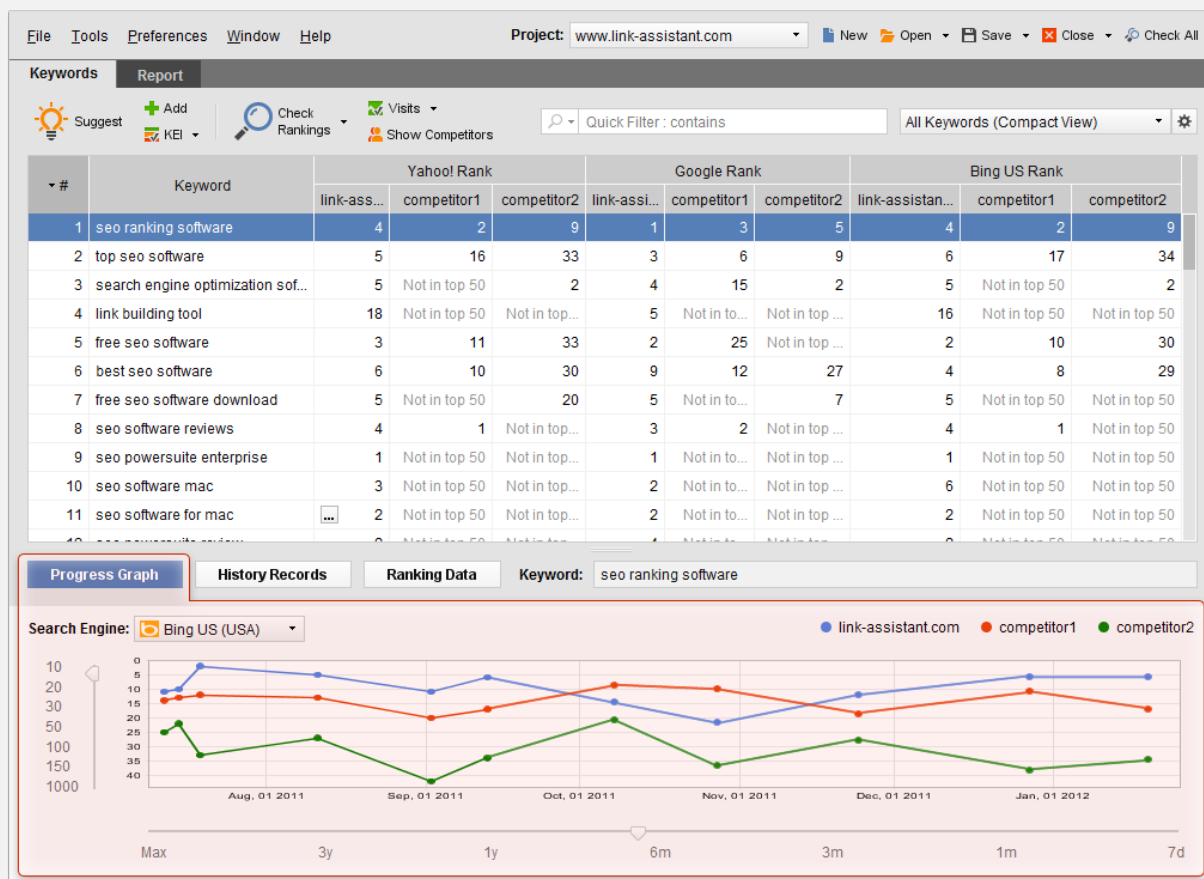
- **Eliminate keyword stuffing issues:** calculate the ideal keyword density – the one used by your currently top-ranking competitors. If that technique lets your competitors rank top, than this is the key to creating what Google sees as relevant and non-spammy content!
- **Eliminate duplicate content:** make sure all of your pages have unique titles and meta descriptions, and use robots.txt file to hide from Google's eyes any types of duplicate pages.

The screenshot shows the WebSite Auditor interface for the website www.goflyfishinguk.com. A 'Quick Filter' is set to 'contains'. The main table lists 23 pages. The 'Title' column shows several instances of 'About Us - Go Fly Fishing UK' and 'Booking Information and Booking Conditions - Go Fly Fishing UK', which are highlighted in red to indicate duplicate content. The 'Meta Description' and 'Meta Keywords' columns also show some repetition.

#	Page	Title	Meta Description	Meta Keywords
1				
2	/about-us/	About Us - Go Fly Fishing UK		fly fishing
3	/about-us/index.php	About Us - Go Fly Fishing UK	Our staff are all keen fly ...	fly fishing
4				
5	/booking-information/index.php	Booking Information and Booking Conditions - Go Fly Fishing UK	Booking Information an...	booking
6				
7	/contact/index.php	Contact Us - Go Fly Fishing UK	Contact us to arrange y...	contact, f
8				
9	/fly-fishing-lessons/corporate-entertainment.php	Corporate Entertainment and Teambuilding Fly Fishing	Corporate Entertainme...	corporat
10				
11	/about-us/dave-martin.php	Dave Martin - Go Fly Fishing UK	Dave Martin is an Orvis ...	Dave Ma
12	/daves-fly-fishing-diary/index.php	Dave Martin - Go Fly Fishing UK	Dave Martin is an Orvis ...	Dave Ma
13				
14	/fly-fishing-lessons/fly-casting-lessons.php	Fly Casting Lessons - Go Fly Fishing UK	Learn to cast a fly rod fr...	fly fishing
15				
16	/fly-fishing-articles/a-day-on-the-wharfe.php	Fly Fishing Articles - A Day on the Wharfe by Tim Walte	A Fly Fishing article abo...	river wha
17	/fly-fishing-articles/malham-tarn-day.php	Fly Fishing Articles - A Day on the Wharfe by Tim Walte	A Fly Fishing article abo...	river wha
18				
19	/fly-fishing-articles/freestone-fundamentals.php	Fly Fishing Articles - Freestone Fundamentals - Go Fl	An article about the fun...	river ure,
20				
21	/fly-fishing-articles/grayling-fishing-on-the-river-aire.php	Fly Fishing Articles - Grayling fishing on the River Aire	A Fly Fishing article abo...	river Ken
22				
23	/fly-fishing-articles/grayling-fishing-on-the-river-swale.php	Fly Fishing Articles - Talking to the Swale - Graylin	A Fly Fishing article abo...	river Ken

**2. Keep track of how your and your competitors' rankings change** - you can use your [Rank Tracker](#) from [SEO PowerSuite](#).

- **Keep the closest eye on your rankings** to instantly react on any changes in your positions.
- **Monitor your competitors rankings ups and downs** to learn by their mistakes whenever you see their rankings drop.



Ok, now how about a detailed **"SEO after Penguin" checklist** to help you make your websites eligible to all Google criteria? If you follow this simple tips, your site will be only gaining rankings in post-Penguin Google.

## "SEO after Penguin" checklist

1. Start with analyzing how your website's doing now – **analyze your traffic and ranking stats.**

Tools to use: [Rank Tracker](#) and [Google Analytics](#)

2. **Eliminate on-page issues:**

- Create unique titles and descriptions
- Take care of keyword density on your landing pages (do not stuff content with keywords – they are to be used naturally in the context of your topic)
- Fix broken links and server errors



- Reevaluate internal links (the anchors of your internal links shouldn't be stuffed with keywords)
- Make sure your website contains all of the "classic" parts: a valid XML sitemap, a Robots.txt file, a Privacy Policy, a user-friendly 404 page
- Optimize the size of the landing pages – if your pages take too long to download, users are likely to return quickly to the search results page – not a good sign for Google

*Tools to use: [WebSite Auditor](#), [Google Webmaster Tools](#), [Webpagetest.org](#)*

### **3. Improve your backlink profile:**

- If you have an SEO doing a job for you, request a report on backlinks and used resources
- Run a backlinks check with the SEO SpyGlass tool
- Modify links from your own sites, e.g. blogs, updating the anchor texts
- Try to eliminate backlinks from the pages with poor linking neighborhood
- Create a diverse backlinks profile – get backlinks from various sources – blogs, press releases, forums, Q&A sites, video platforms (YouTube, Vimeo), podcast websites, social media sites (Twitter, Facebook, LinkedIn)

*Tools to use: [SEO SpyGlass](#)*

Protect your website following these proven instructions and advance your optimization processes with [SEO PowerSuite tools](#).

