



Checklist 4: How To Find Out If You've Been Hit By A Negative SEO

Project Name: _____

Date: _____

Yes No

To know if a negative SEO has hit you is a crucial step in making sure you get rid of one. If you've experienced a ranking decline for your website; that too because of a competitor; here is how you can spot it:

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | If the negative SEO aims to reduce your search traffic, then apparently it will just do that. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | You will notice a sudden drop in your search traffic; this can be a symbol provided you haven't been doing anything dodgy yourself. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | The attack can be in the form of a manual penalty notification. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | There are two types of penalties; manual and algorithmic. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | A drop in traffic and ranking can notice an algorithmic penalty. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | However, for a manual penalty; you will receive a message from Google in which they will mention taking action against your site. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

Checklist 4: How To Find Out If You've Been Hit By A Negative SEO

- 7 A drop in individual keyword rankings can identify another symbol for a hit by negative SEO.
- 8 Use Ahref's rank tracker to keep an eye on the movement of your top and essential keywords.
- 9 Add the words on the tool and see how they've moved up and down on the SERPs over time.
- 10 Spam links can also be a symbol for negative SEO.
- 11 How to deal with spam links:
- Go to Ahref's. Go to Alerts > Backlinks > Add alert > Enter domain > Set frequency > Add
A sudden influx of suspicious links can highlight a negative SEO attack.
- 12 There can be fake link removal requests, which can also be a source for a negative SEO attack. These can hurt your site.
- 13 Use Ahref's backlinks alert to tackle the issue.
- 14 Use Google Analytics to see the:

Notes

Checklist 4: How To Find Out If You've Been Hit By A Negative SEO

- | | | |
|---|--------------------------|--------------------------|
| | <input type="checkbox"/> | <input type="checkbox"/> |
| Bounce rate stability | | |
| Session duration | | |
| Search console and landing pages | | |
| Site speed | | |
| 15 With the confirmation of the negative SEO attack, here is what you can do: | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 Find contact information for sites with the bad links. | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 Send an email to the owner and request for the removal of the link. | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 Use google webmaster, Tools or Link detox to create a document with a list of negative SEOs. | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 Along with the file, visit Google Disavow links and submit the document. | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 Invest in a backlink monitoring tool. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes