**Website Penalization Recovery Checklist**

**Identification**

* Go to Your Installed Google Analytics & Check on an Immediate Stop of Traffic
* If your Traffic has a Sudden Stop to A Shocking Low Amount, Sign in to Google Search Console   
  -If Google Search Console is not installed, Install it immediately and Submit Your Website to Google  
  -Check in a day to see if Google Comes back with a Manual Actions Email
* Check Your Email to see if you have any Manual Actions / Security Issues

**Google Search Console Manual Action & Security Action Recovery Checklist**

* Sign In To Your Google Search Console and Check for Manual Actions
* On Manual Actions, Click on the Issue Detected  
   -In The Description, it will give you a Description of the Issue   
   -Affects will give you the URL/Page of the offense
* Go and Fix the Issue on Your Affected Page(s)
* For Unnatural Links:   
  -Use an Auditor like SEMRush.com and clean up your incoming links. Do this by going to the Websites linking to you that have a Big Spam Score and ask for a Removal  
  -If the Website Owner does not Remove Your Links, ask Google for a Disavowal of Removal  
  -Keep A Secured Spreadsheet For Tracking
* For Thin Content:   
  -Add more Relevant Content to your website and improve your User Experience
* For Hacked Website:  
  -Remove the Hacked Page / Portion / Sections of Your Website   
  -Go to Sucuri and ask for a Malware Removal
* For Pure Spam / User-Generated Spam  
  -Remove Spammy Content / GPT Generated Content on Your Website  
  -Replace with Content that Helps Your Users
* For Cloaking or Sneaky Redirects  
  -Use the “Fetch as Google” tool in Webmaster Tools / Search Console to make sure users and Google’s Bot are being served the same content and not a redirect that could be judged as Manipulative  
  -Use “Direct” Redirects If You use Other Domains to Promote Your bUsinesds
* For Hidden Text / Keyword Stuffing   
  -Check your page, and make sure you are not hiding keywords in your source code where users cannot see or be conveyed of it.   
  -Remove any Overuse of the Keyword in your verbiage  
  -Replace with relative phrases or conversations that help the topic at hand
* For Spammy Structured Markup:  
  -Make sure your Markup on Google’s Rich Snippet Guidelines are adhered  
  -Make sure you remove any misleading/hidden markups  
  -Use Google’s Rich Snippet Testing tool to check all of your markups
* When Done - Submit a Reconsideration Request to Google  
  -Be Honest and Accept Responsibility for any Malpractice used on the Website  
  -Document Your Work Done and be Meticulous to Google about your fixes  
  -Create a Google Doc of the Steps you took to clean up your website and link the Document in your Request   
  -Demonstrate your Knowledge and Understanding to Google and tell them why you understand the Penalty  
  -Be Transparent: Sign your name on your reconsideration request with contact info

**Website Penalization Prevention**

* Using Grammarly - Check for Plagiarized Content
* Avoid the Overusage of ChatGPT On Your Website and Write Original Content
* Make Sure Your Content is Human Written
* Make Sure Your Content is Made for Humans and not for Search Ranking Manipulation
* Make Sure You have Your Headings on your Pages Organized with only one H1 Heading with Branched H2 and H3 Headings
* Remove Duplicate Content on Other Pages/Products On Your Website
* Remove Duplicate Page Titles & Meta Descriptions on your Pages
* Remove Spammy / Over Optimized URL Links
* Optimize Your Code Base On Your Website Such as A Theme / Architecture
* Check Robots.txt is blocking crucial Website Resources
* Extra Pages That Are Indexed cannot be found - Fix That!
* Too Many Ads are on your website and are blocking the entire viewport, fix that!
* Check Your Domain’s Toxicity Score and Clean Up Your Toxicity by Disavowing and Asking for Removal of Toxic Domains
* Make Sure Your Website is Secure with HTTPS integrated and with your SSL Certificate Properly Installed
* Make Sure Your Pages are Crawlable   
   -Avoid having Broken Links  
   -Avoid having robots.txt errors
* Make Sure you have an XML Sitemap Integrated on your website
* Use Site Audit on SEMRush and aim above 92% as a Minimum
* Use Site Audit on Neil Patel’s Ubersuggest and aim above 92% as a Minimum
* Use Site Audit by AHhrefs and aim above 92% as a Minimum
* Use Site Audit by DiiB and aim above 92% as a Minimum
* Use Site Audit by Moz and aim above 92% as a Minimum
* Use GTMetrix and ensure your Website Speed is above 95%
* Use Google Page Speed Insights and have a Minimum Mobile Score of 85% and a Minimum Desktop Score of 95%
* Ensure Your Website Works on Desktop Devices
* Ensure Your Website Works on Tablet Devices
* Ensure Your Website Works on Mobile Devices
* Ensure Your Website Works and Looks Consistent on all Available Browsers