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Tips to Avoid Google's Unnatural Links Warnings by [Audreyabbey](#)

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With the newest Penguin webspam algorithm update particularly targeting sites with "unnatural links" or lacking natural links, it is now essential for webmasters and SEO Service providers to check if their sites are linking unnaturally.

If you have observed that your site has suddenly dropped in rankings, then you might have been penalized for "unnatural links".

Here are some SEO Tips to avoid unnatural linking:

⌚ Leverage the Power of Webmaster Tools. Check your website's Google Webmaster Tools. If Google has flagged you for having unnatural links, then likely, you will receive a notification via your Google Webmaster Tools that you have unnatural links. However, there is also a distinct possibility that Google will not send you any notifications or warnings. So, it is important to regularly check and carefully track your website's rankings. In this way, you will immediately be aware of any drastic changes in your site's ranking behavior and can quickly try to amend the issue. Take note; do not assume that if you haven't received any notice from Google, your site is okay and safe from penalties.

⌚ Make Sure to Remove Paid Links. According to SEO Experts, paid links (those that have no "nofollow" attribute to your links) that pass PageRank are in violation of Google's existing quality guidelines. Google doesn't like these paid "nofollow" text links as these are considered by Google as unnatural links because you're paying for links in order to pass PageRank which is cheating in Google's books. Paid links that link to your page through using exact anchor text keywords, or linking to pages with poor quality contents or linking to multiple pages of the same website which look suspicious are especially apparent to Google and will be penalized. So, make certain that you have no paid links to your website or remove all paid links or made them "nofollow" as your site's rankings will suffer if you have these.

⌚ Balance Your High-Quality and Lower-Quality Links. Google understands that it's unavoidable and natural that your site will have a few low-quality links to it. And Google will NOT penalize you for any low quality links. But, if majority of your inbound links are of low quality, this would look mighty suspicious to Google. Google is always looking out that your site demonstrates a sense of balance between your high quality links and low quality links. So, make sure to reduce right away the amount of these low quality links or increase your high quality links. Try to get rid of some of those low quality inbound links.

⌚ Check For Site-wide Links. Site-Wide Links don't look too natural and they can trigger Google to penalize you. Although, there are some site-wide links that may have occurred naturally. It is better to avoid being noticed by Google for web spamming and be penalized if your site has less site-wide links.

Make sure to check your website against site-wide links using Webmaster Tools (WMT). To check, under 'Your site on the web' -> Links to your site, WMT will display a list of the domains that link the most to your site. Check for those links that link several times as they should be flagged as potential site-wide links and should be manually checked.

Now that you know some SEO Tips to avoid unnatural linking, you should follow these tips and implement them before your site loses more rankings.

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