



SEOMBIE SURVIVAL GUIDE

Crawling Penguin

Attack mode: Pecking

What attracts: Smell of spammy links



HOW TO STAY SAFE?



STAY AWAY FROM:

- Article marketing and low quality site guest posting
- 301 redirects from penalized pages
- Low quality forum and blog comments
- Mostly exact-match anchor texts
- Paid link building
- Sitewide links



DISTRACT WITH:

- Implied links (non-linked brand mentions and NAP citations)
- Social signals



NEUTRALIZE WITH THE BACKLINK QUALITY CHECK AND TOXIC LINKS REMOVAL GEAR

Shambling Panda

Injury mode: **Mauling**

What attracts: **Smell of unnatural quick generated content**



HOW TO STAY SAFE?

➔ **STAY AWAY FROM:**

- Article spinning
- Content duplicates
- Keyword stuffing
- Exact-match internal link texts
- Broken links

DISTRACT WITH:

- ➔ Fresh and original content
- Diversified link texts
- Appealing visual content
- Strong social media activity

➔ **NEUTRALIZE WITH AN SEO AUDIT TOOL**

Beaky Hummingbird

Injury mode: **Horrific buzz**

What attracts: **Smell of low semantic core content**



HOW TO STAY SAFE?



STAY AWAY FROM:

Haphazard Internal Link (Website) Structures
Poor Site Navigation



DISTRACT WITH:

User intent identification
Usage of conversational phrases and long tail keywords
Question-based content pieces
Well optimized internal links structure
User-friendly site navigational hierarchy



**NEUTRALIZE WITH THE INTERNAL LINKS AND
CONTENT OPTIMIZATION GEAR.**

Spooky Pigeon

Injury mode: **Localized infection**

What attracts: **Smell of poor local optimization**



HOW TO STAY SAFE?



STAY AWAY FROM:

City suburbs and be closer to the centre



DISTRACT BY:

Putting your coordinates on Google maps

Including your business name, address and phone number (NAP) in the footer of your site

Submitting your business coordinates in a uniform manner on local listing sites with proper citations

Using location-specific terminology

Using structured data on your site



NEUTRALIZE WITH THE GOOGLE STRUCTURED DATA TESTING TOOL, THE CONTENT SUBMISSION AND REPUTATION MANAGEMENT TOOLS.

**SAVE YOURSELF
FROM THE
SEOMBIE
APOCALYPSE
WITH
WEB CEO**

SIGN UP NOW