

How to recover your page rank, and your SERP position

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First I would like you to remember the case of this website, which was the penalization done by google. As far as I know, this website was penalized because of the selling of ads and links with a network I can't mention, or better say, I don't want to mention... for now.

I am far of recovering all of my page rank for this site; this site had, year ago, a nice 6PR, so I am still need to work, but fortunately this time, my efforts are now in a better direction, I mean my efforts until now were to get out of the google penalization and now they are only to make my PR grow.

Thank you Google for re-inclusion!

What you need to do to have your site back to life after a google penalization?

Just a little note to understand what means "to be penalized by google", my experience tells me that there are three kinds of penalizations,

Penalization 1: Google can penalize your site by manipulating your position in the SERP (Search Engine Result Page), that means that your site will show not before a certain number of pages (In some cases your site can show starting at page 10, 20 or 30 which are very poor). Remember, page 10 means that your site is after the position #100 in the SERP. And is obvious to say that whatever you do, your site will not show in better positions, as long as this penalty is current.

Penalization 2: Google can penalize your site harder :), yes differently from the penalization above, your site can be banned from any indexation, means that your site will not show at all, and this is bad. And again is obvious to say that your site will not show back again, as long as this penalty is current :)

Penalization 3: Malware Attack Blocking Page; I don't really consider this one as a penalization but the re-inclusion process is almost the same as the both above, so I prefer to list it also as a form of penalization. Of course I should say that many times (or all the time) is not your fault (webmaster's fault) because the malware is always installed by malicious webmasters (hackers) onto your website without your permission.

What to do then?

So after you have identified what is the problem with your site, normally by following the Google Webmasters Guidelines you need to ask for a Site Reconsideration (for penalizations 1 and 2) and for a Site Review (for penalization 3) both requests needs to be posted through your Google Webmasters Account and click on Webmasters Tools

Do You Need Help About This? [Click here to contact me](#), Thankyou.