

Published based on [Fell Off From Google, Wheres My Site?](#)

Fell Off From Google, Wheres My Site?

1. Google Statement "Your page was manually removed from our index, because it did not conform with the quality standards necessary to assign accurate PageRank. We will not comment on the individual reasons a page was removed and we do not offer an exhaustive list of practices that can cause removal. However, certain actions such as cloaking, writing text that can be seen by search engines but not by users, or setting up pages/links with the sole purpose of fooling search engines may result in permanent removal from our index. If you think your site may fall into this category, you might try 'cleaning up' the page and sending a re-inclusion request to help@google.com. We do not make any guarantees about if or when we will re-include your site." So, first of all no one other than Google could tell you specifically why your site was removed. And Google doesn't do that sort of thing. The most that can be had is an investigation yielding red flags that may lead to your site's deletion.

2. No Search engine optimization can guarantee inclusion in Google after he/she examine the site.

3. The search engines like google are not terribly specific about the tactics that are considered to be SE spam, however, Google offers a short list: Avoid hidden text or hidden links. Don't employ cloaking or sneaky redirects. Don't send automated queries to Google. Don't load pages with irrelevant words. Don't create multiple pages, subdomains, or domains with substantially duplicate content. Avoid "doorway" pages created just for search engines, or other "cookie cutter" methods such as affiliate programs with little or no unique content Most of "the rest" is covered by: "Stay away from methods planned to enhance search engine rankings.

A good rule of thumb is if you'd feel comfortable explaining what you've done to a site that competes with you. Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?" "Don't take part in link farms designed to increase your site's ranking or Page Rank. In particular, avoid links to web spammers or "bad neighborhoods" on the web as your own ranking may be affected adversely by those links." "Google may respond negatively to other misleading methods not listed here, (e.g. tricking customers by registering misspellings of well-known web sites). It's not safe to assume that just because a specific misleading technique isn't included on this page, Google approves of it." Webmaster Guidelines | Quality <http://www.google.com/webmasters/guidelines.html> Yahoo Search is even more restrictive in their definitions of spam and undesirables, however, awareness on detection and removal has not been getting quite as much focus. It would be an excellent idea to be aware of and conform to Yahoo's limitations, since Yahoo has no reacceptance policy. Expulsion has been, in every case I've heard of, permanent.

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