

Good Partners Click Tap Media tackle Google Penalties

Monday 25 November, 2013

[Click Tap Media](#) was approached by a leading payday loans company, who, after being let down by their previous SEO agency, was hit with a Google-wide link spam penalty resulting from an influx of unnatural links pointing to their website. This caused them to be removed entirely from Google organic search, even for their brand name. In excess of 1000 links from over 500 different domains were in place – something which was out of the company's control.

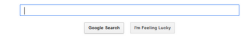
The labour-intensive process of tracing and disconnecting links can take months to implement and involves contacting the individual website owners in order to demand the removal of these links. Specialist knowledge is also required to operate the Google Disavow tool, which essentially asks Google to ignore these selected links when considering website PageRank.

Click Tap Media has managed to restore the status of this company's website, disabling the Google-imposed penalty within just a few weeks. This professional accomplishment comes in the wake of Click Tap Media being accepted as a Google Partner, reinforcing Click Tap Media's status as a reliable and highly advanced user of [Google products](#).

CEO of Click Tap Media's parent company Media Agency Group, Lee Dentith, said: "As Click Tap Media continues to develop and evolve, it is incredibly rewarding to see our digital team accomplishing advanced tasks such as this. Being able to restore the penalised website within just a few weeks is particularly impressive, and confirms that Click Tap Media is at the forefront of the digital world."

If you have been hit by a Google penalty please contact the Click Tap Media team for impartial advice on 0845 154 0581.

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