

# CASE STUDY

## Pestmall



“When Techmagnate received the Pestmall project, the website had already been hit by two penalties consecutively.”

## The Client

Pestmall is an online pesticide company that showcases innovative products to treat all kinds of pests and bugs. Founded in 2005, the company has grown to become a leading brand name in the pesticide industry.

Ranging from ants, bugs, animal control and lawn care, Pestmall's products include dedicated products to address specific pest concerns. It offers online shopping of products and doorstep delivery all across the US.

The company has been verified by the International Pest Management Association and has been awarded the “Circle of Excellence” by Bizrate.

## The Target Market

Pestmall targets the US market.

## The Requirement

Pestmall's requirements from this project were:

- **Removal of the Google Penguin Manual Penalty**
- **Restoration of lost rankings (this case study will be covering penalty removal only)**



Here's a summary of types of links we were dealing with:

LINK CATEGORIES	# OF LINK
Directory Submission	400222
Social Bookmarking	71082
Article Marketing	7566
Forum Posting	3234
Edu and Gov Links	8619
Link Wheel	1844
RSS Submission	12946
Yellow Pages	2937
Classified Ads	5775
Other	1419
Press Release Submission	3102
Video Submission	1717

The client wasn't able to share the login information for most links. This meant we would have to contact the webmasters of the linking sites for removal of unnatural links.

## The Solution

- Consolidating the back links extracted from Google Webmaster Tools and 2 other data sources.
- Reviewing back links manually to identify the low quality, unnatural links
- Analysing all the previous Link Building reports to extract any login information that was available. Editing and Deleting the links for which login information was available.

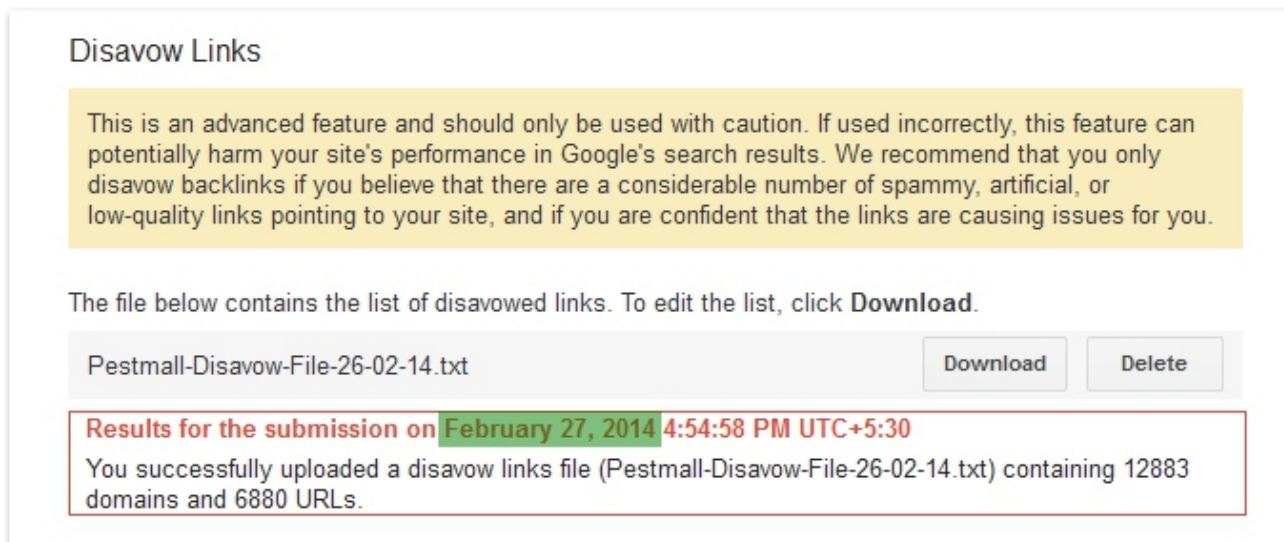
“The entire process of recovery took 5 months and 3 iterations for Google to finally lift the Manual Penalty.”

## The Solution

- Sending requests to webmasters to remove the remaining unwanted, unnatural links
- Populating the disavow list
- Sending out the reconsideration request

## The Results

The entire process of recovery took 5 months and 3 iterations for Google to finally lift the Manual Penalty. The first reconsideration request was sent in December 2013 followed by the second in Jan 2014 and the third in Feb 2014.



**Disavow Links**

This is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results. We recommend that you only disavow backlinks if you believe that there are a considerable number of spammy, artificial, or low-quality links pointing to your site, and if you are confident that the links are causing issues for you.

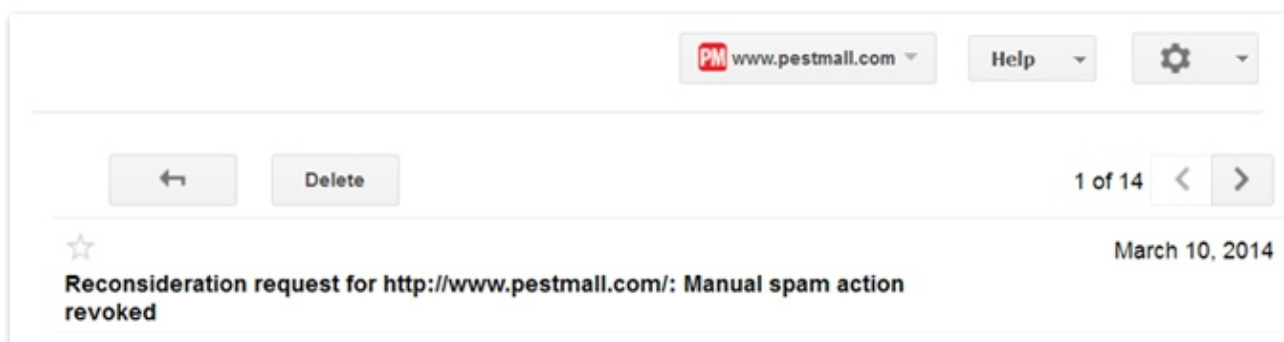
The file below contains the list of disavowed links. To edit the list, click **Download**.

Pestmall-Disavow-File-26-02-14.txt Download Delete

**Results for the submission on February 27, 2014 4:54:58 PM UTC+5:30**

You successfully uploaded a disavow links file (Pestmall-Disavow-File-26-02-14.txt) containing 12883 domains and 6880 URLs.

*Snapshot of the 3rd and final Disavow file submitted on 27th February 2014*



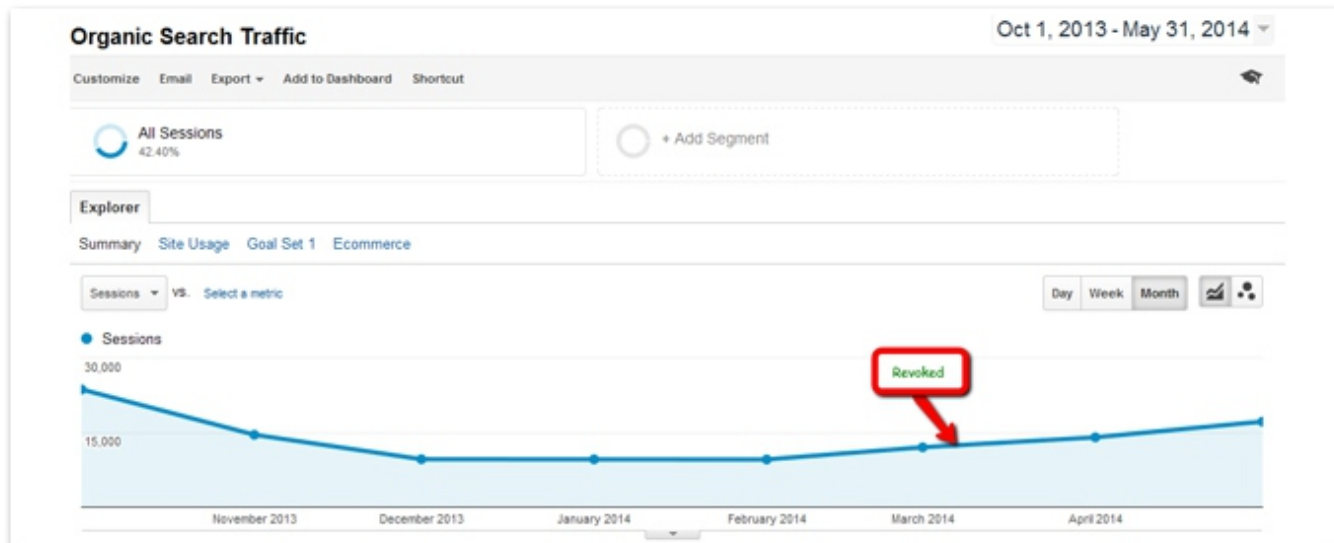
PM www.pestmall.com Help Settings

← Delete 1 of 14 < >

★ **Reconsideration request for http://www.pestmall.com/: Manual spam action revoked** March 10, 2014

*Snapshot confirming Manual Penalty revoked on 10th March 2014*

“It was a massive project and the biggest lesson it taught us was “Patience Pays”! Steady work and constant monitoring helped us make the project successful.”



*Snapshot showing the decline in traffic after the site was hit by manual penalty. And rise, post penalty removal on 10th March 2014.*

Earlier when the website was hit by the Google Penguin 2.0 and Penguin 2.1 penalty, the monthly traffic saw a drastic dip of more than 85% from Oct 2013 to Feb 2014.

However, once the penalty was removed, there was an immediate increase in daily traffic levels. The organic traffic for the month of May 2014 is 62% more than Feb. 2014. And most importantly Ecommerce Sales have increased by over a 100%.

## The Lesson

It was a massive project and the biggest lesson it taught us was “Patience Pays”! Steady work and constant monitoring helped us make the project successful.