



DIGITAL
A Harte Hanks Company

B2B SaaS Company

Removal of Link Penalty for Massive,
Sustained Organic Traffic Growth

CLIENT

Leading SaaS application for property management and law practice management.

CHALLENGE

The client had been assessed a manual partial-match link penalty on its homepage in late 2013. The penalty caused the homepage—historically the client’s highest-trafficked page—to fall off the first page of search results in Google (it was eventually replaced by their blog homepage).

Top Property Management Software - 2014 Reviews

www.softwareadvice.com/property/

Reviews and comparisons of the best property management systems for landlords and property owners. Free demos, price quotes, product information and ...

[Easy Storage Solutions](#) - [Buildium](#) - [AppFolio Property Manager](#) - [Rentec Direct](#)

Online Property Management Software by Propertyware

www.propertyware.com/

Online property management software from Propertyware provides world-class marketing, management and accounting solutions for the single family industry.

Property Management Software - Yardi

www.yardi.com > Products

Yardi provides integrated property management software & investment management solutions for all real estate verticals allowing owners, managers, investors ...

Property Management Software | The Official [Redacted] Blog

5 days ago - With CD interest rates historically low, investing in real property is highly appealing today. Deciding whether to invest in single-family homes or ...

Top Real Estate Property Management Software | 2014 ...

www.capterra.com/real-estate-property-management-software/

SOLUTION

The 3Q SEO team signed with the client in late 2014. We immediately identified toxic links that triggered the penalty and began direct outreach for implementation of nofollows pointing back to the client’s homepage. We also leveraged the Link Disavow tool for remaining toxic links pointing to the homepage and removed the internal site-wide footer logo link. After the fixes were implemented, we filed a Reconsideration Request with Google.

RESULTS

The penalty was removed by Google in March 2015, leading to huge increases in organic visibility for the homepage over time.





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