

PenaltyBeGone.com Debuts New Google Penalty Removal Platform

PenaltyBeGone, the N.Y. search consulting firm, debuts their proprietary platform that targets Google manual action penalties and Google algorithm updates.

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PenaltyBeGone CEO Michael Sherman

consultants announced today the debut of a new platform for removing and preventing Google search engine penalties. Growing demand for a remedy for the wave of penalties being levied by Google led PBG to develop their platform, which uses in-house proprietary software and a unique process to remove and prevent these penalties. According to PBG management, their new penalty removal tool removes a much higher percentage of Google penalties than any options offered on the market today.

"We have seen a dramatic increase in the number of clients calling us because they have been penalized or they

strongly suspect that they have been penalized by Google," said PenaltyBeGone CEO Michael Sherman. "Many website owners have seen their businesses completely destroyed by Google's manual actions and their algorithm updates, especially the Google Panda, Penguin and now the Hummingbird update."

Google's punitive actions are well documented in message boards covering every aspect of the industry. Indeed, dating back to 2011 and continuing to the present day, the alarm and outrage over Google's penalty rampage has grown in direct proportion to the expansion of what some might justifiably call a disciplinary crusade by the world's search engine behemoth.

The use of algorithm updates to capture non-compliant websites is nothing short of Google trawling a massive net across the entire web. Anyone even vaguely familiar with trawling for fish knows that Google's algorithm, like a trawl, can be indiscriminant in capturing millions of websites during these updates. The results more often than not are that many enterprises are destroyed overnight. What was once a tremendous boon to their business, their Google search engine rankings or SERPs, is now the cause of their demise.

The PBG penalty removal team is well-aware that getting a client's penalty removed is only the

beginning of the process. "The penalties Google imposes are really just the beginning of a nightmare for most webmasters," Sherman noted. "Uncertainty regarding their penalty, and more importantly, life after the penalty is removed is the biggest fear and concern we hear from the people calling us about their penalty."

PenaltyBeGone is in the business of removing penalties and restoring search engine rankings, but they also know that educating webmasters about best practices in preventing these issues from becoming recurring problems is an important part of the process. To that end PBG also offers their clients a backlink and penalty monitoring service that will ultimately help them prevent penalties from occurring in the first place.

About PenaltyBeGone: PenaltyBeGone is a New York based search engine consulting company specializing in removing penalties from websites that have been slapped with Google manual spam action penalties, Google unnatural link penalties and by Google algorithm updates known as Google Panda, Google Penguin and Google Hummingbird. They offer preventative services such as backlink and penalty monitoring services to keep domain owners from being penalized by Google again or incurring a search engine penalty in the first place.

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