

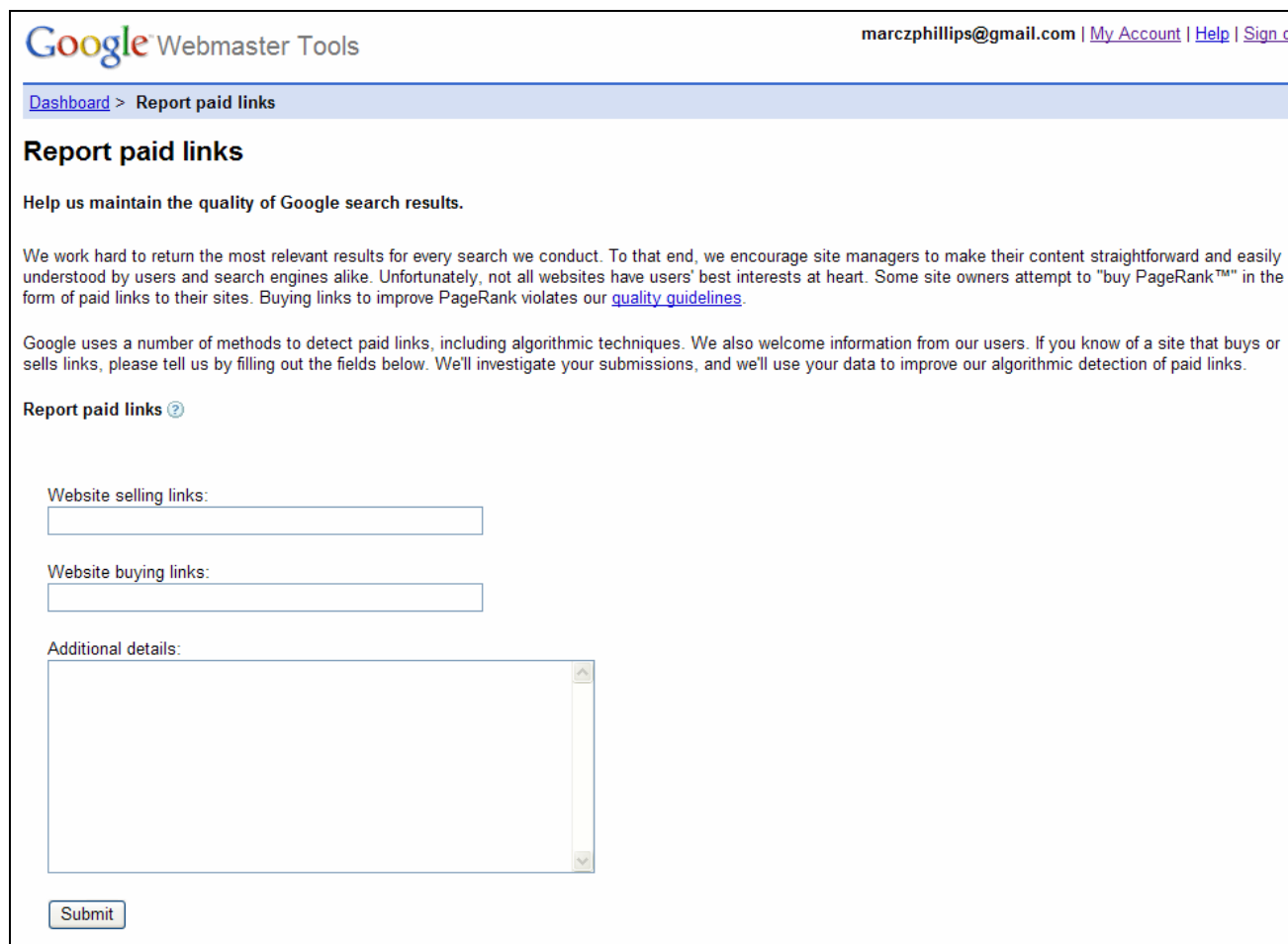
Reporting Paid Links to Google

Buying backward links is a violation of Google's quality Guidelines and is prohibited by Google: See <http://www.google.com/support/webmasters/bin/answer.py?answer=35769&hl=en#quality>

Google ask Webmasters to report websites "who attempt to "buy PageRank™" in the form of paid links to their sites. Buying links to improve PageRank violates our quality guidelines."

SearchForecast does not endorse buying links and does not practice it for clients.

Google allow webmasters to report paid links via the below form:



The screenshot shows the 'Report paid links' form in Google Webmaster Tools. The page title is 'Google Webmaster Tools' and the user is logged in as 'marczphillips@gmail.com'. The breadcrumb trail is 'Dashboard > Report paid links'. The main heading is 'Report paid links'. Below the heading, there is a message: 'Help us maintain the quality of Google search results. We work hard to return the most relevant results for every search we conduct. To that end, we encourage site managers to make their content straightforward and easily understood by users and search engines alike. Unfortunately, not all websites have users' best interests at heart. Some site owners attempt to "buy PageRank™" in the form of paid links to their sites. Buying links to improve PageRank violates our [quality guidelines](#).' Another message follows: 'Google uses a number of methods to detect paid links, including algorithmic techniques. We also welcome information from our users. If you know of a site that buys or sells links, please tell us by filling out the fields below. We'll investigate your submissions, and we'll use your data to improve our algorithmic detection of paid links.' The form itself is titled 'Report paid links' with a help icon. It contains three input fields: 'Website selling links:', 'Website buying links:', and 'Additional details:'. The 'Additional details' field is a large text area with a scroll bar. At the bottom of the form is a 'Submit' button.

Source: <https://www.google.com/webmasters/tools/paidlinks?hl=en>

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