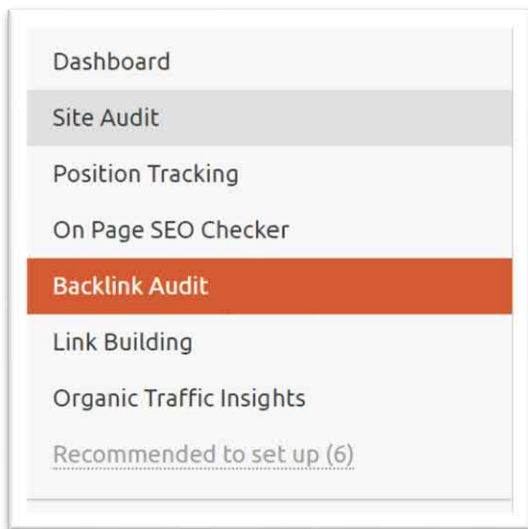


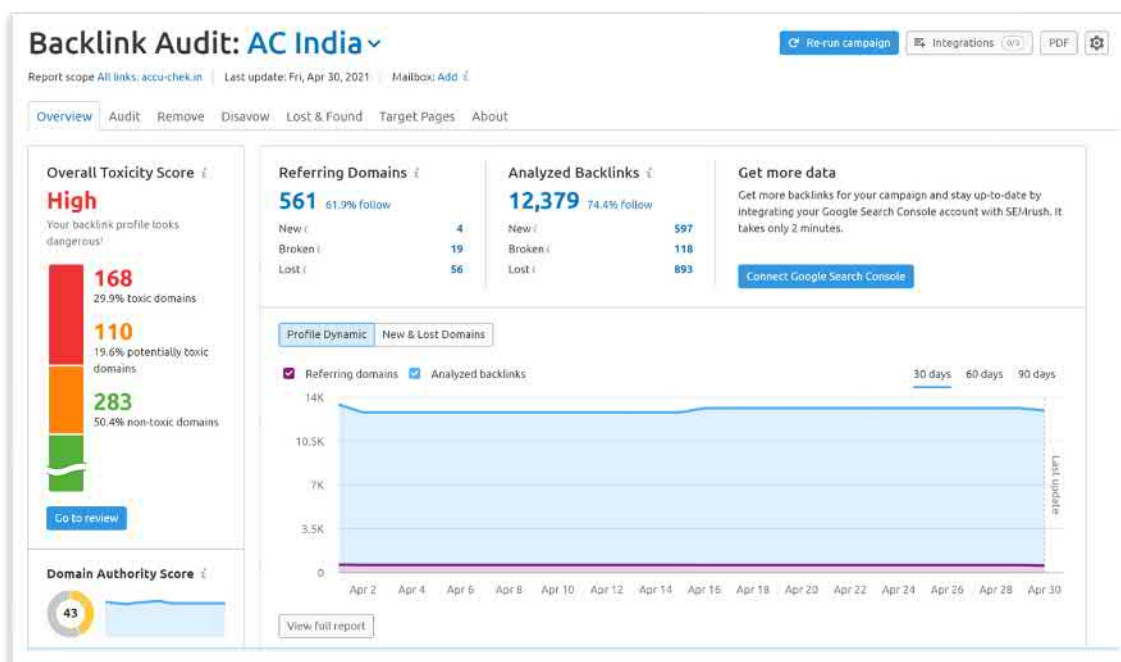
Semrush Removing and Disavowing Bad Links:

Filters

1. Head over to the Backlink Audit page



2. This will bring you to the overview page. Click Audit



3. The Audit page which will help you single out the very toxic site versus the bad ones. Read the following description on how to properly manage your toxic links. This will also be available in the audit tab.

Toxicity Score shows a toxicity level of the referring domain:
60-100 – domain is Toxic, 45-59 – domain is Potentially Toxic. Before getting rid of toxic backlinks, you need to review them.

Contact the site owner to remove

Send the backlink removal requests to domain owners from the **Remove** tab. We will automatically provide you with the domain owner's contact info.

Disavow the most toxic backlinks

Request that Google ignore your toxic backlinks. Move them to your **Disavow** tab, prepare a single file with all the backlinks you want to be ignored by Google, and then upload it to the [Google Disavow Tool](#).

Whitelist good backlinks

If you know for sure that the link is not harmful at all, use the **Whitelist** button.

4. The most important part of this training is understanding how to filter, analysis, and label the bad links. Removing bad links are as simple as emailing the site owner. Disavowing links is generally telling google “We do not want this link to refer us”.

a. Focus points:

i.Filters – Basic filtering methods

ii.Advances Filters – Deeper filtering methods to help fine tune your search results

The screenshot shows the SEMrush Backlink Audit interface. At the top, there are filters for 'For review 12,379', 'Whitelist 0', and 'All links 12,379'. Below this is a search bar and a 'Whitelist' dropdown. A table of backlinks is displayed with columns for 'Page Title', 'Source URL', 'Target URL', 'Anchor', 'AS', 'Toxicity Score', and 'Actions'. Three backlinks are visible, all from 'The Globe - The world's most visited web pages' pointing to 'http://www.accu-chek.in/'.

Page Title	Source URL	Target URL	Anchor	AS	Toxicity Score	Actions
The Globe - The world's most visited web pages	http://theglobe.fr/the_worlds_most_visited_web_pages_306.html	http://www.accu-chek.in/	306397. accu-chek.in	20	100	[Icons]
The Globe - The world's most visited web pages	http://theglobe.net/the_worlds_most_visited_web_pages_306.html	http://www.accu-chek.in/	306397. accu-chek.in	30	100	[Icons]
The Globe - The world's most visited web pages	http://internet-advertising.org/the_worlds_most_visited_web_pages_306.html	http://www.accu-chek.in/	306397. accu-chek.in	21	100	[Icons]

5. Basic Filters

For basic filter you can categorize the toxic links by the ones in reviews or the links that are consider “good or healthy” in the whitelisted tabs.

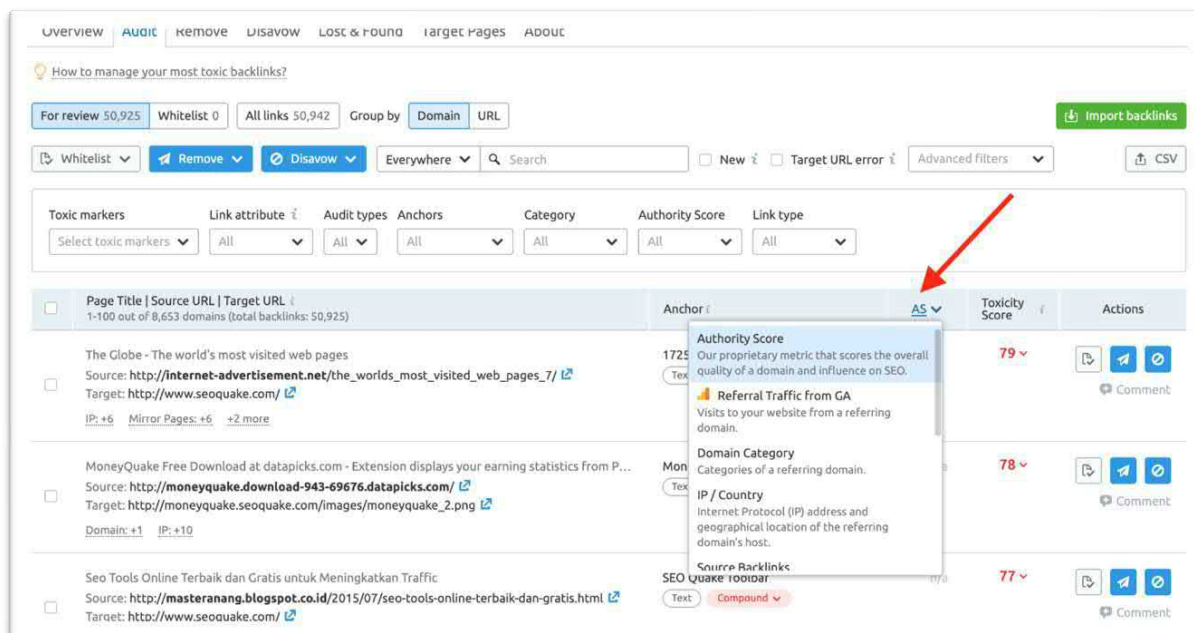
This screenshot shows the top portion of the SEMrush Backlink Audit interface, focusing on the filter controls. It includes buttons for 'Whitelist', 'Remove', and 'Disavow', along with a search bar and checkboxes for 'New' and 'Target URL error'.

After reviewing the link, click the check box

The screenshot shows the SEMrush backlink audit interface. At the top, there are filters for 'For review 12,379', 'Whitelist 0', and 'All links 12,379'. Below this are various action buttons like 'Whitelist', 'Remove', and 'Disavow'. A search bar and 'Advanced filters' are also present. The main table displays backlink data with columns for 'Page Title | Source URL | Target URL', 'Anchor', 'Monthly Visits', 'Toxicity Score', and 'Actions'. The third row is highlighted in yellow and has a checkmark in the first column. The backlink details for this row are: Source: https://www.mybestcouponcodes.com/accu-chek-guide-meter-coupon/, Target: https://www.accu-chek.in/meter-systems/guide, Anchor: Text Naked, Authority Score: 61-80, Link type: All, Monthly Visits: 95,645, and Toxicity Score: 19.

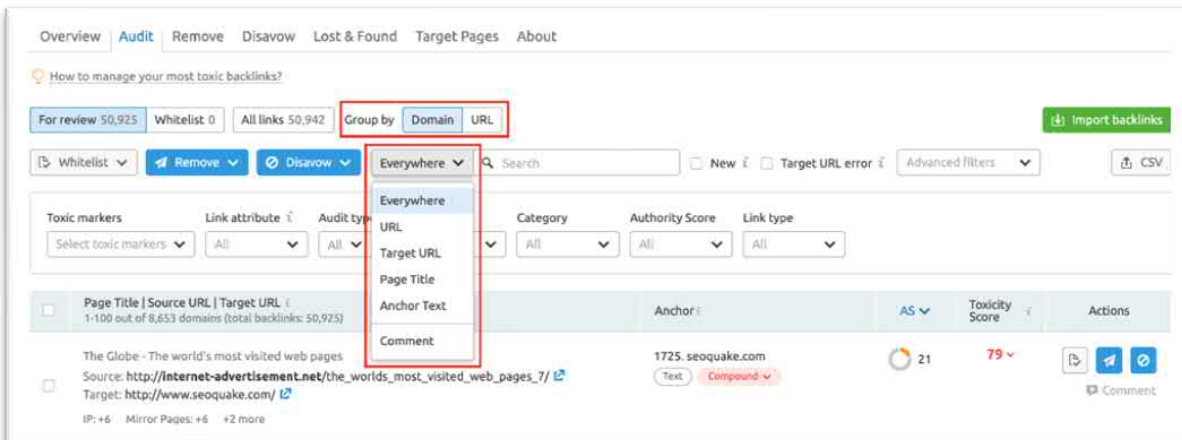
Page Title Source URL Target URL	Anchor	Monthly Visits	Toxicity Score	Actions
1-41 out of 41 URLs (total backlinks: 42)				
Target: https://www.accu-chek.in/meter-systems/active-0				Comment
Accu Chek Guide Meter Coupons For Usa Source: https://www.mybestcouponcodes.com/accu-chek-guide-meter-coupons-for-usa/	https://www.accu-chek.in/meter-sy... Text Naked	95,645	19	Comment
Target: https://www.accu-chek.in/meter-systems/guide				Comment
Accu Chek Guide Meter Coupon Source: https://www.mybestcouponcodes.com/accu-chek-guide-meter-coupon/	https://www.accu-chek.in/meter-sy... Text Naked	95,645	19	Comment
Target: https://www.accu-chek.in/meter-systems/guide				Comment

Additional Info



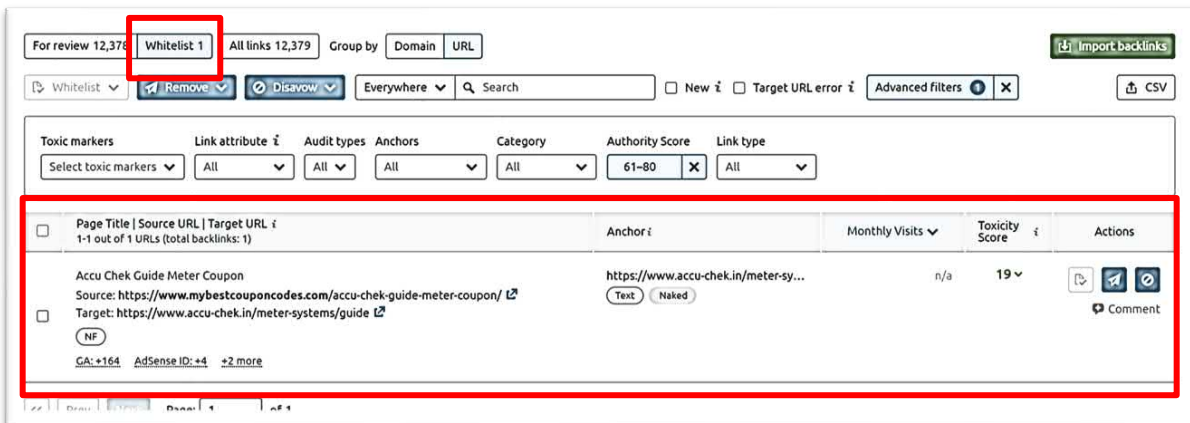
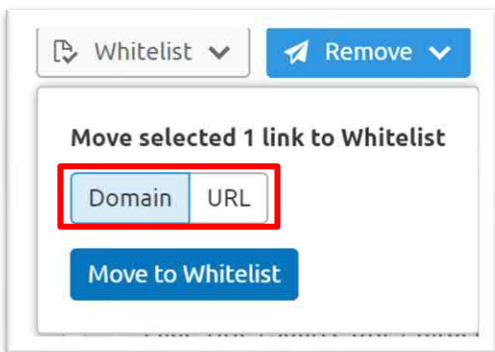
- Authority Score - Proprietary metric used to measure the overall quality of a domain and its backlinks' influence on SEO. Read more about authority score.
- Referral Traffic (after connecting Google Analytics) - visits to your website from a referring domain over a period of 30 days since the last time you updated your Project.
- Domain Category - categories of a referring domain
- IP/Country of referring domain - Internet Protocol (IP) address and geographical location of the referring domain's host.
- Source Backlinks - the total number of backlinks leading to the source domain
- Referring Domains - the total number of referring domains pointing to the source domain
- Keywords - the number of keywords bringing users to the source domain

At the start, you will have all of your links in the "For Review" group. This group can be considered your working folder - the links that you are currently auditing. The "All links" group will be there as your backup, as these links will always remain in your audit in the case of a mistake. However, keep in mind that once you disavow any of these links they will disappear from BOTH folders. Disavowing is essentially letting Google know to not consider the impact of these links at all when reviewing your site. Source: Auditing Your Backlinks manual - Semrush Toolkits | SEMrush

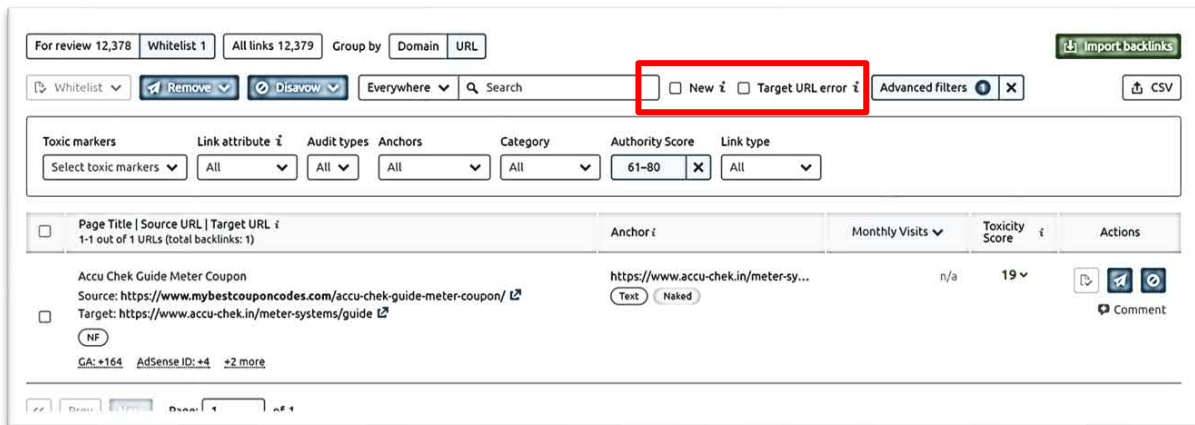


When you click whitelist, you have the option to choose from domain or URL. Lets stick with URL. Then Click whitelist

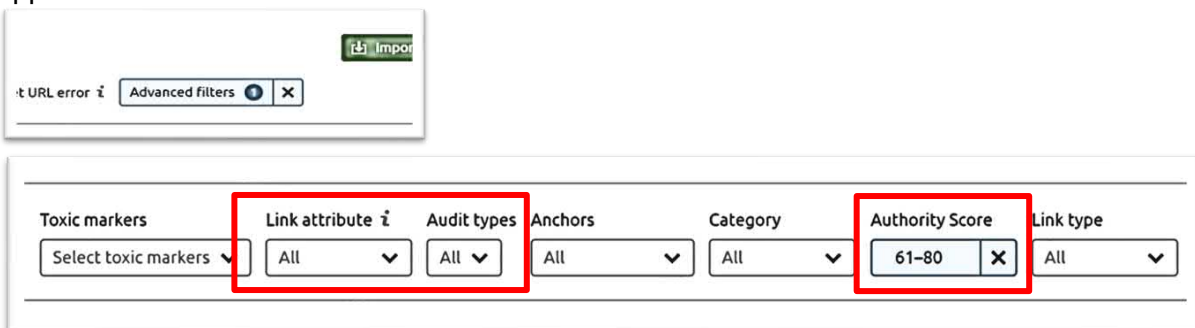
Now you will see the link placed in the whitelist.



You can also filter the links by clicking the new (considered new if it has been less than a month SEMrush has discovered it) and Target URL errors (pages SEMrush couldn't crawl) . Filtering by the target URL could be beneficially to changing uncrawlable links to crawlable links on a case-by-case basis. You can also find and get rid of old bad links that are not crawlable but may be very toxic links (spammy links or bad redirects).



Advance Filters will show up by click the “Advance filters” button. The advanced filters will appear at the bottom.



These filters will help you pick out groups of links that are toxic. The main filters we will focus on will be Audit types, Authority Score, and Link Attribute

- Audit type – Categorizes the links based on toxic, potentially toxic, or nontoxic.
- Authority Score – lets you filter links based on the score of authority, the lesser the score the more toxic a link could be.
- Link Attribute – has 3 main attributes we will discuss: Follow, no-follow, and UGC (user generated content)

Although, we using these 3 filters, please go and explore the other filters as they are helpful as well. I suggest going through them one by one to help better utilize the tool in its entirety

When filtering through the links, the best way to spot immediate bad links of importance is to do the following:

- Set the Link Attribute to “follow”
- Set the Authority Score range from 0-40 in the customer range
- Then go through the Toxic links and potentially toxic links within Audit Type

Once you have done your inspection of those links, change Link Attribute to “No follow” and repeat the process. (Note: one should still inspect the medium to high scores periodically)

Application

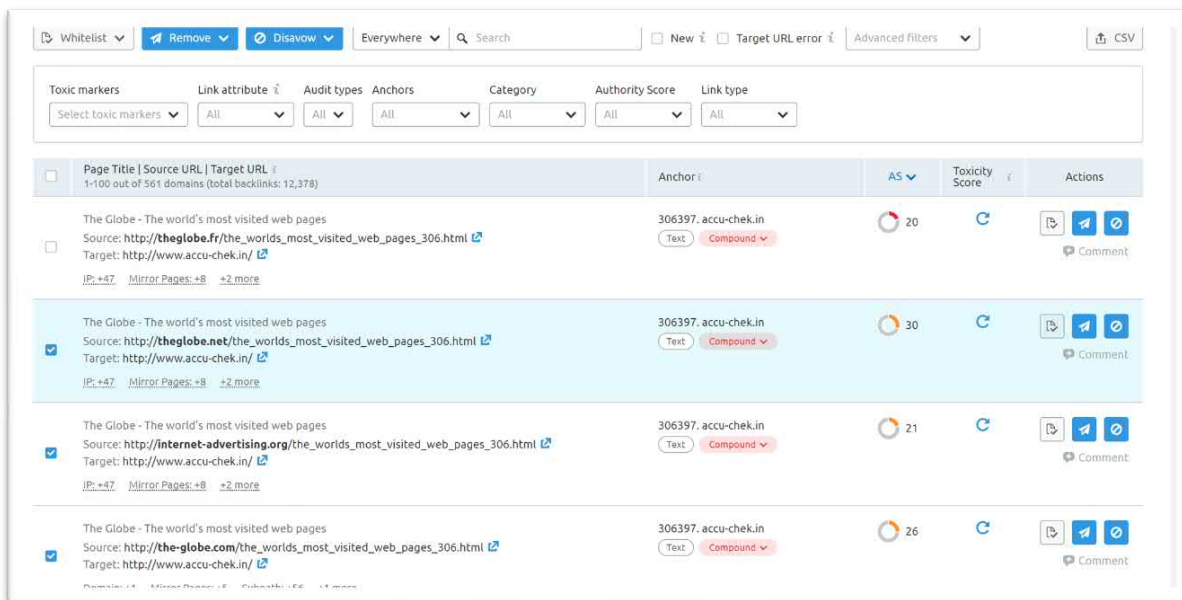
Google highly recommends asking for removal FIRST before disavowing link. Disavowing should be your last resort out of the two options. If you can't reach the owner of the site or hadn't received a response to your request, disavowing should be considered.

To disavow: You will need to gather the links in a .txt file and submit to google disavowing tool.

Check off the links you want to remove or disavow.

- To place the links in the remove group: Click remove. (remove list: URL)
- To place the link in the disavow group: Click Disavow. (remove list : URL)

By clicking on remove or disavow, you will send those links to the respective tabs.



Clicking Remove:

This will send links to the removal page where you can manage the email list to contact the owners of the webpage to remove your link from their page.

Instructions will look like this.

What to do in Remove list

1 Click Send → Edit template

Click the "Send" button and edit the email removal template that you would like to send to domain owners. Save your template and send it to all domain owners in just a few clicks.

2 Click Send and proceed to next

Add mailbox and send emails one by one. Track conversation histories, email opens and replies.

3 Click Disavow

Keep an eye on your removal process and monitor your backlink cleanup efforts. If some links cannot be removed even after contacting the website's owner, you can move them to your Disavow tab.

Clicking Disavow:

This will send the links to the disavow page where you can create a list of links that you can remove from your crawl able pages results, essentially permanently blocking them from Google's search engine in associate with your website. This will protect the integrity ranking. For the disavowing sections follow the instructions above the list of links.

Instructions will look like this

The screenshot shows a three-step instruction panel with a close button (X) in the top right corner. The steps are:

- 1 Add backlinks to Disavow**
Manage all toxic backlinks in one place:
 - Import disavowed links from GSC
 - [Upload your .txt file](#)
 - Move toxic links from the For review report
- 2 Export and validate your file**
Make sure that your file meets the Google Disavow Tool requirements:
 - Less than 100,000 lines, including comments and empty lines
 - Max file size is 2 MB[See all requirements](#)
- 3 Upload**
Upload your file to Google Disavow Tool for an appropriate domain properties and confirm it in Backlink Audit to properly calculate your Overall Toxicity Score.