

I have created a list of checklist which will help you to check expired domain penalties.

1. Check Indexed Pages (Google Penalty Clue)

Use: site:[domain.com](#) in Google

- **Search in Google:** site:[example.com](#)
- **If no pages are indexed**, and the domain was recently active, it's a red flag.
- **If some pages are indexed**, it's usually a good sign.

 **Note:** Recently expired domains might be deindexed naturally.

Check archive history to see if the domain used to have indexed pages.



2. Use Wayback Machine (Content & Spam History)

- Visit [archive.org](#)
- Enter the domain and check its **past content**.
- Look for:
- Spamy content (pharma, casino, adult, etc.)
- Sudden shift in topic (e.g., tech blog → gambling site)
- Foreign language spam
- PBN footprints (thin content, excessive outbound links)

If it was repurposed for spam, it may have received a **manual penalty**.



3. Analyze Backlink Profile (Toxic Links)

Use tools like:

- [Ahrefs](#)
- [SEMrush](#)
- [Majestic](#)
- [SpamZilla](#) (*great for penalty detection*)

Check for:

- **Spam anchor text** (viagra, casino, adult, etc.)
- **Link spam patterns** (blog comments, forums, web 2.0s, etc.)
- **PBN backlinks or irrelevant country TLDs** linking in bulk
- Sudden spikes in referring domains

Too many of these can lead to algorithmic filters or manual actions.



4. Use SpamZilla (Best for Quick Penalty Signals)

SpamZilla integrates multiple penalty detection metrics:

- **Z Score**: Higher score = cleaner domain
- **SPAM Score (Moz)**: < 3 is ideal
- **De-index Check**: Tells you if domain is indexed
- **Redirect History**
- **Anchor Text Profile**

SpamZilla automatically flags domains suspected of penalty.



5. Check Google Transparency Report (Blacklist / Abuse Reports)

Go to: <https://transparencyreport.google.com/safe-browsing/search>

- Enter the domain to check if Google flagged it for malware/phishing.
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6. Use SEO Tools for Manual Action Checks (if previously owned)

If you're using the domain in Google Search Console (GSC):

- Go to **Search Console > Security & Manual Actions**
- See if there are any penalties (manual actions, security issues, etc.)

Only works **after you add domain to GSC** — so it's post-purchase, but helpful before using the domain.

7. Organic Traffic History (Hint of Algorithmic Penalty)

Use tools like:

- [Ahrefs](#)
- [SEMrush](#)
- [SimilarWeb \(free version\)](#)

Check:

- **Historical organic traffic trends**
 - Sudden drops = possible algorithmic penalty
 - Check against major Google algorithm updates
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8. Check Indexed vs Backlinks Ratio

- If a domain has **thousands of backlinks** but **0 or 1 page indexed**, that's suspicious.
- Could mean Google penalized the domain despite its link profile.