


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.

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## 2. Use Wayback Machine (Content & Spam History)

- Visit [archive.org](#)
- Enter the domain and check its **past content**.
- Look for:
  - Spammy 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**.

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## 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.

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## 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.

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## 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.

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## 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.