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2019-11-24

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Audit/domain overview

This audit concentrates on the quality of tesla.com's link profile quality. Google uses off-site metrics to estimate the authority of the domain/page and one of the most important off-site signals are external backlinks. In the past, manipulating the link profile by adding lots of low quality or even spammy backlinks (often with the use of automated tools) led to changes in search engine alogorithms. Google introduced manual and algorithmic penalties devoting domains with bad link portfolio (spammy or overoptimised, thus unnatural). Having a healthy link profile will award your website with better organic search results rankings.

We analysed 17435 backlinks from 7654 domains to produce this report. You may read our findings below.

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Link profile overview

The following chapter summarizes the overall link profile health. It will help you to spot the most important issues and adapt your future link building strategy.

Links' health

The links have been divided into 5 different categories - with the help of about 50 rating formulas and manual review. The classification is based on more than 100 different ranking factors (both on-site and off-site).
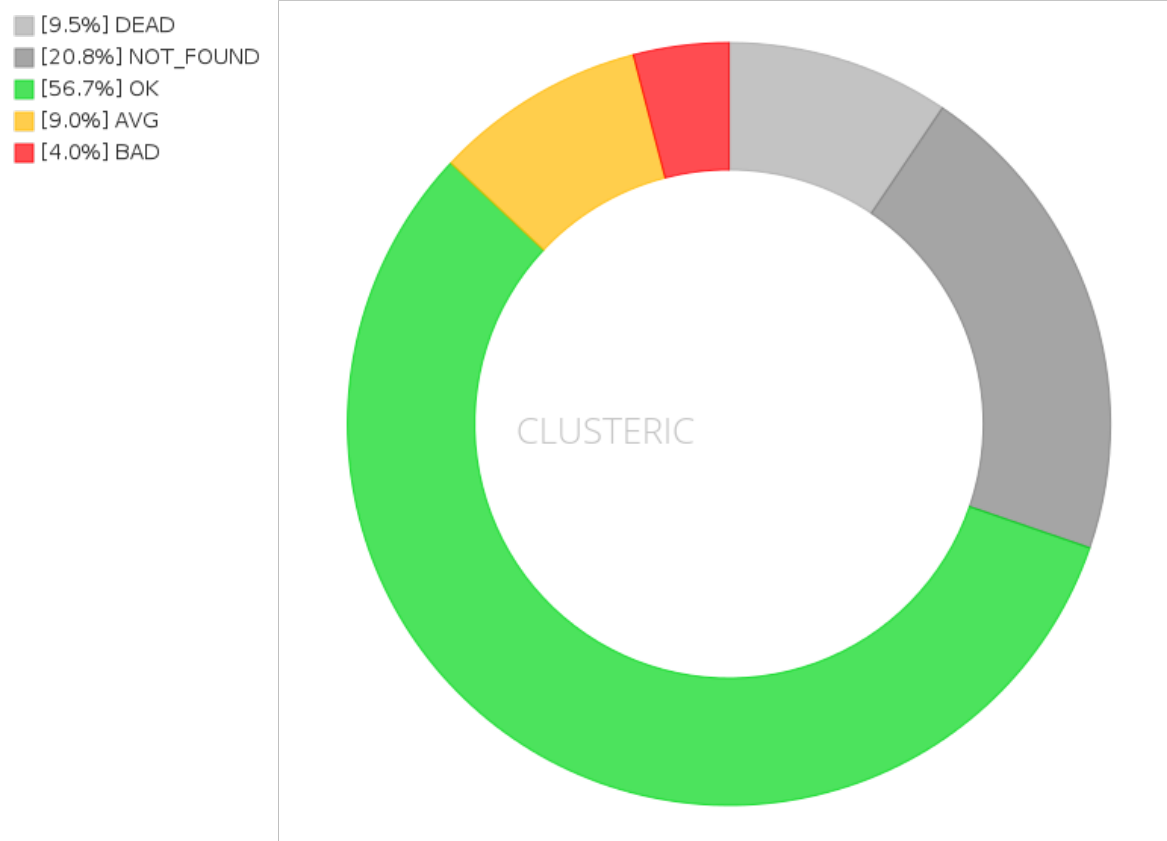
As a result of the audit:

9890 links have been classified as healthy.

1564 links have been classified as requiring attention or manual review.

704 links have been rated as high risk backlinks.

5277 links have not been found or the requested page/website was unavailable during the analysis.

[9.5%] DEAD
[20.8%] NOT_FOUND
[56.7%] OK
[9.0%] AVG
[4.0%] BAD

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How the links have been classified? The interpretation is as follows:

- OK = usually a decent link or at least not harmful

- AVG = may require more attention

- BAD = probably a low quality/spammy backlink, usually requires some action (manual verification, altering, removing or putting into disavow report)

- DEAD = the linking page did not respond properly - in most cases the domain is down (e.g. not registered anymore) or page does not exist (giving 404 Not Found HTTP status)

- NOT_FOUND = the page responded but the link to the analysed domain has not been found (disappeared)

Risk factors

This is the summary of the most popular risk factors within the analysed link profile.

Factor	% of links
Dofollow links	55.4

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Many outgoing links on page	54.1
External links to text lenght ratio	52.1
Many links from the same IP C-subnet	47.0
Links with anchors	46.7
Page in different language than analysed website	22.0
Multiple links to analysed website	15.2
Bad spam API score	8.3
Black words found (spam/porn)	5.2
Significant share of anchor in link profile.	4.5
SITE-WIDE link	1.8
Many outgoing links to other domains and domain appears on black hat lists	0.9
Other HTTP errors: 403, 50x	0.5
"High risk" (popular in SEO) website engine.	0.3
Connection timeout and domain appears on black hat lists	0.2
PBN probability > 0	0.2
Page size > 2MB and domain appears on black hat lists	0.0
Bad spam API score and connection timeout	0.0
Domain listed as suspicious (malware or phising)	0.0
URL within an IP address (not a domain name).	0.0

Quality factors

This is the summary of the most popular quality factors within the analysed link profile.

| Factor	% of links
The homepage/subpage has some social shares	88.0
The domain has some Alexa rank	71.2
Good spam API score	32.2
Link has some visibility in Google search results.	14.3
Only nofollow links	10.3
Only website address in anchor.	3.3
Popular social website	1.4
Only URL links in forum posts.	0.2
Only text links.	0.1

Link status

During the analysis, we check if the backlinks to the analysed website are still alive (which is inevitable for Google bots to index them). So basically, this section replies to the two questions:

1. Does the link location (page) respond properly?

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2. Is the link still in content or has it changed/disappeared?

Answering these questions is neccessary to plan further steps: trying to recover lost backlinks, compensate for the loss and maybe improve your future link building strategy.

HTTP response
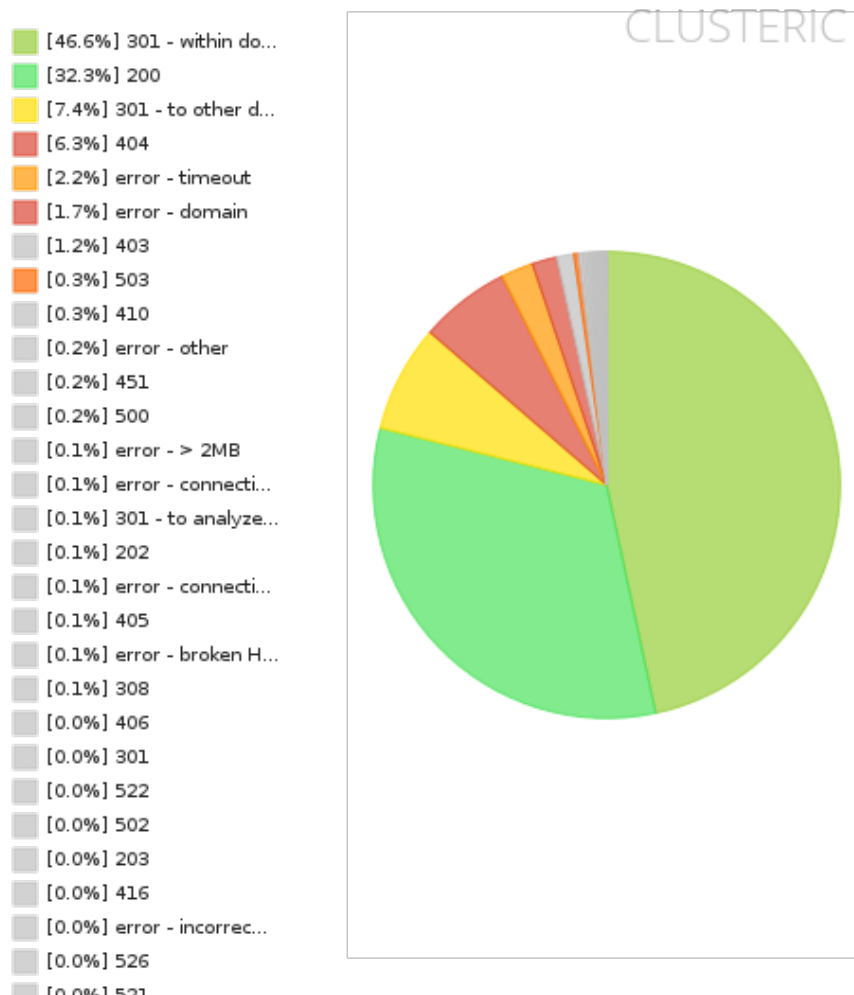
The response status encountered when requesting the linking page. The most popular options are as follows:

200 [OK] = standard HTTP status for successful response

301 [Moved Permanently] - within domain = redirects to the other url within the same domain (e.g. after updating the URL structure)

301 [Moved Permanently] - to analysed domain = the page has been redirected to the analysed domain (may require special attention!)

301 [Moved Permanently] - to other domain = the page has been redirected to the other domain

302 [Found] = temporary redirect

403 [Forbidden] = The server/website refuses to provide content.

404 [Not Found] = the resource has not been found (e.g. the subpage has disappeared or changed its URL address without proper redirection)

500 [Internal Server Error] = generic server-side error (may be due to programming bug or website/hosting misconfiguration)

503 [Service Unavailable] = may mean the website is under heavy stress or other sort of temporary failure

error - timeout = the website failed to respond in reasonable amount of time

error - domain = usually means the domain name no longer exists (has not been prolonged)

Recommendation:

For subpages with HTTP status of 40X, 50X and network errors we advise to re-analyse these pages in the nearest future (wait ~a week). If they are still unavailable and without a chance for recovery, you may want to try to re-fill your link profile with similar backlinks or just proceed with your link building strategy as planned.
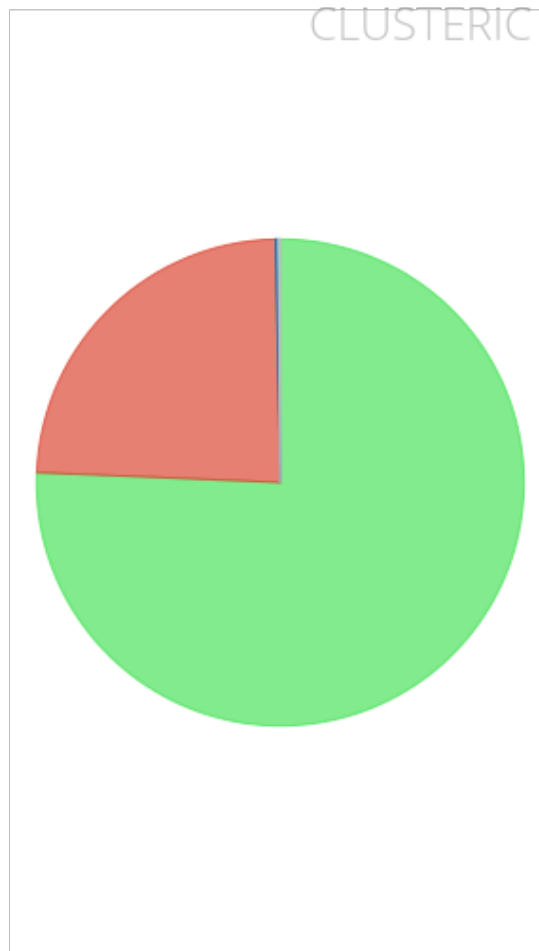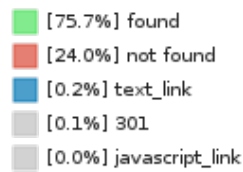
Is the link still there?

Acquiring a backlink from a website does not mean it will be there forever. Internet is dynamic by its nature which also means, the links temporarily disappear/rotate, get modified or removed.
Here is a breakdown of the "expected" links for the analysed website.

Found/not found statuses are pretty self-explanatory.

"text_link" status means, only the URL address (non-clickable) has been found in page content.

"javascript_link" means the link to the analysed website is probably loaded using the JavaScript code instead of being put directly in HTML source.

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[75.7%] found
[24.0%] not found
[0.2%] text_link
[0.1%] 301
[0.0%] javascript_link

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Recommendations:

If you loose backlinks from high-authority locations, it may be worth trying to get them back. If your backlinks changed or turned into "text" links, contacting the webiste administrator may be a good idea (especially if you paid for these links). The nature of these backlinks could have changed due to some technical issues.

If you loose backlinks from lower quality websites, you may want to plan your link building strategy trying to replace them with good quality, "healthy" and topic-relevant backlinks.
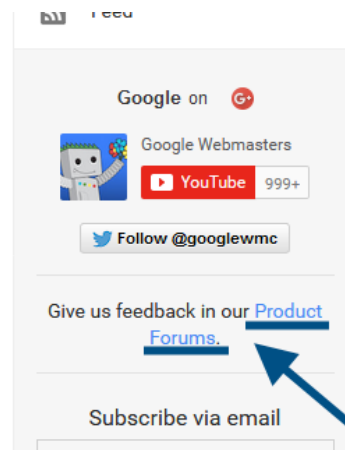
If you experience significant loss of backlinks, you should probably revise your link building strategy.

How the website is linked
SITE-WIDE links

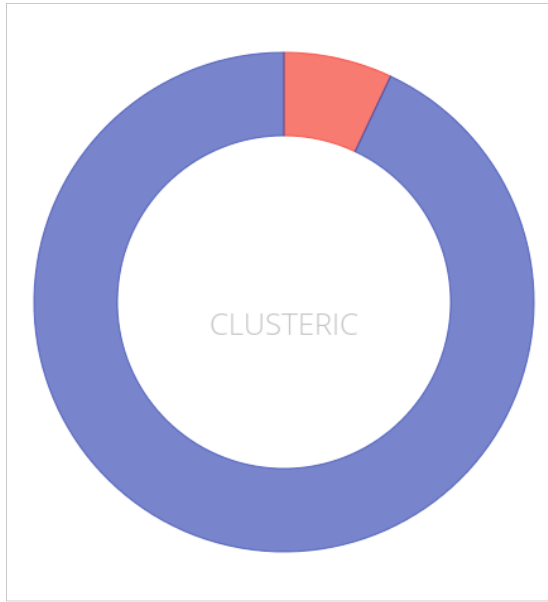Example SITE-WIDE link (in sidebar):

Site-wide link is a link appearing on every subpage of a website. For instance, if you place a link to your website in the sidebar (or a footer/header) section of a blog, you may get plenty of links from said domain, each with the same attributes (rel, anchor, target, etc.).

Site-wide links are not bad or good in nature. In some cases, if we use them wise, they are a great opportunity for traffic, conversion, engagement and higher rankings. In other cases, they are highly toxic, mostly when money anchor is overused.
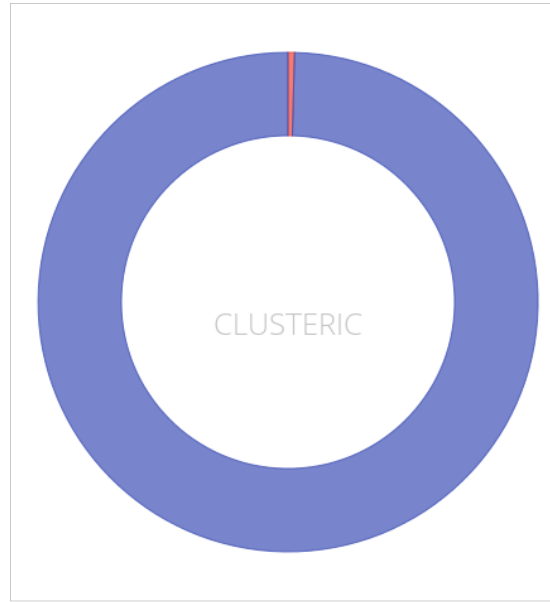
Try to avoid "overoptimised" site-wide links, as they are not connected to content.

Do not think that SITE-WIDE link is [number of subpages within a domain] times stronger than a single link (e.g. from a single post). Try to focus on high authority websites and relative content. SITE-WIDE links aren't a solution to acquiring a great quantity of backlinks.

The charts below shows the total share of SITE-WIDE links in the link profile and percentage of domains linking to the analysed domain with SITE-WIDE/non SITE-WIDE links.

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■ [7.0%] SITE-WIDE   ■ [93.0%] non SITE-WIDE

■ [0.4%] SITE-WIDE   ■ [99.6%] non SITE-WIDE

Rel attribute

Example:

```
<a class="external text" rel="nofollow" href="https://www.google.com/">Official website</a>
```

The rel attribute specifies the relationship between the current document and the linked document.

In our consideration, we will concentrate on two values: "dofollow" (link is dofollow by default if not specified) and "nofollow".

By Wikipedia: "nofollow is a value that can be assigned to [...] instruct some search engines that the hyperlink should not influence the ranking of the link's target in the search engine's index."

To learn more about Google guidelines on when to use rel="nofollow" attribute, please visit: https://support.google.com/webmasters/answer/96569?hl=en

While trying to understand the link profile as a whole, it may be important to look into the time perspective. Websites without history may have a different dofollow:nofollow ratio than old domains.

   - In 2005 Google announced that hyperlinks with rel="nofollow" would not influence the link target's PageRank [Wikipedia]

   - In the following years, Google's policy against selling PageRank-manipulating backlinks has been becoming more and more strict.

   - Nowadays, more websites based on user-generated content implement rel="nofollow" attribute by default

   - While 10 years ago, having around 80% of dofollow links in your portfolio was nothing unusual, now it would be the other way round.

General recommendations:

   - Try to find balance between dofollow and nofollow links, based on your domain age.

   - Don't treat "nofollow" links as bad until bad anchor text is present.

- Nofollow links aren't useless. Remember that manipulating search engine results isn't the only reason for link building. In addition, while nofollow links may not pass the "link juice", they may help you to mantain "natural" or "balanced" link profile.

Rel attribute value
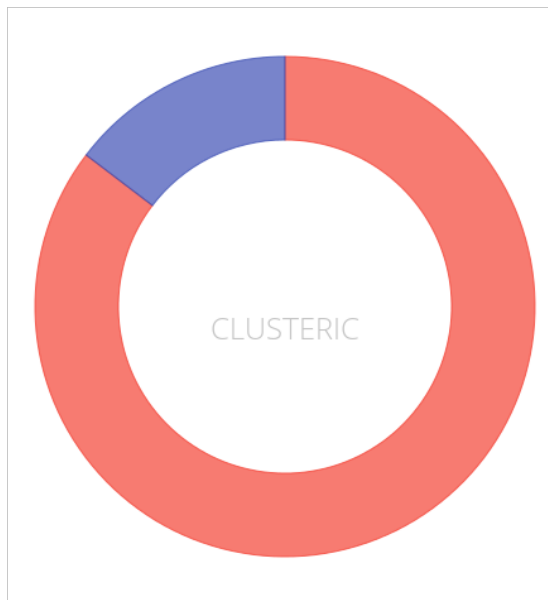
[85.4%] dofollow [14.6%] nofollow

Dofollow:nofollow share in link profile
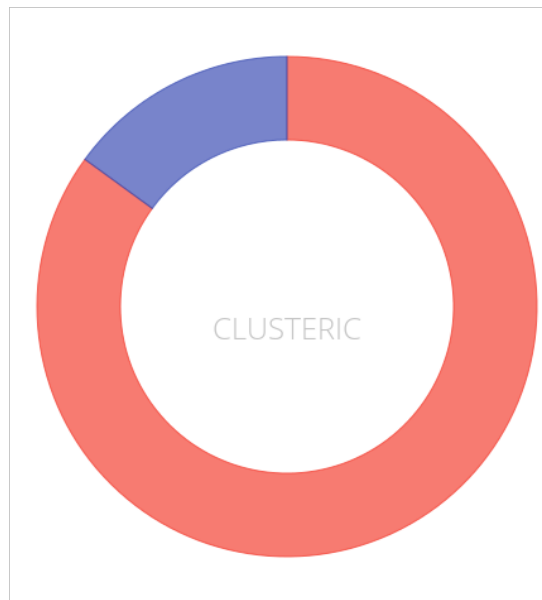
[85.0%] dofollow [15.0%] nofollow

Dofollow:nofollow share in link profile - by number of unique linking domains

Anchors distribution

Anchor text is a "clickable" text in hyperlink.

Anchor texts may describe the content you may expect following the link's destination. Search engines such as Google use the anchor texts as one of the ranking factors. While relevant terms in anchors may boost the website's rankings in Google, building loads of backlinks with the same "money keyword" anchor texts may lead to algorithmic or manual penalties.

"With the Penguin algorithm update, Google began to look more closely at keywords in anchor text. If too many of a site's inbound links contain the exact same anchor text, it can start to appear suspicious and may be a sign that the links weren't acquired naturally." [https://moz.com/learn/seo/anchor-text]

We have calculated the statistics (e.g. the anchor share in analysed link profile). You will find them below.

<div align="center">

Anchors cloud

Anchors cloud - by the number of domains

</div>

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Most popular anchors (all links).

Anchor	Incoming links	%
tesla	1814	11.34
IMAGE	646	4.04
tesla.com	285	1.78
tesla motors	206	1.29
http://www.tesla.com/	170	1.06
tesla model 3	147	0.92
blog post	140	0.88
model 3	135	0.84
here	123	0.77
website	122	0.76
powerwall	107	0.67
www.tesla.com	105	0.66
tesla powerwall	92	0.58
tesla model s	88	0.55
master plan	87	0.54
tesla model x	85	0.53
gigafactory	83	0.52
master plan, part deux	82	0.51
model s	80	0.5
model x	74	0.46

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Anchors linked from the the largest number of domains.

Anchor	Incoming links	%
tesla	1106	21.75
IMAGE	282	5.55
tesla.com	177	3.48
tesla motors	149	2.93
tesla model 3	97	1.91
here	90	1.77
blog post	87	1.71
www.tesla.com	84	1.65
model 3	84	1.65
powerwall	76	1.49
tesla powerwall	72	1.42
website	69	1.36
gigafactory	69	1.36
tesla model s	62	1.22
master plan	58	1.14
master plan, part deux	51	1.0
solar roof	49	0.96
tesla model x	48	0.94
model s	46	0.9
model x	43	0.85

Anchors classification.

During the analysis, links have been divided into different categories - depending on the anchor type. You may find the statistics in the table below.

Anchor class	% of links	% of DF links	% of domains
compound	71.9	72.4	66.3
brand	31.2	30.2	31.1
model 3	2.0	2.1	2.1
press	0.3	0.3	0.3
CyberTruck	0.1	0.1	0.1
money keyword	0.0	0.0	0.0
other	0.0	0.0	0.0
not classified	28.1	27.6	33.7

General advice:

Try to understand which anchors are related to website topic and natural. In natural link profile ~80% of anchors are neutral (not money keywords). In case of excess use of

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money keywords in anchors, you should consider changing some of the anchors to more neutral texts.

If you're unable to change the anchor text, you may consider disavowing some of these "overoptimised" backlinks (especially within low quality locations).

Pages with the biggest number of incoming links

We have calculated the distribution of backlinks to the target subpages. You will find it below.

Subpage	Incoming links	%
https://www.tesla.com	1688	8.61
http://www.tesla.com	790	4.03
https://www.tesla.com/blog/master-plan-part-deux	452	2.31
https://www.tesla.com/model3	450	2.3
https://www.tesla.com/powerwall	364	1.86
https://www.tesla.com/solarroof	363	1.85
https://www.tesla.com/models	234	1.19
https://www.tesla.com/supercharger	227	1.16
http://tesla.com	227	1.16
https://www.tesla.com/autopilot	208	1.06
https://www.tesla.com/solar	202	1.03
https://www.tesla.com/modelx	188	0.96
https://www.tesla.com/gigafactory	174	0.89
https://www.tesla.com/semi	159	0.81
https://www.tesla.com/roadster	158	0.81
https://www.tesla.com/blog/secret-tesla-motors-master-plan-just-between-you-and-me	154	0.79
https://www.tesla.com/en_gb	135	0.69
https://www.tesla.com/blog/all-tesla-cars-being-produced-now-have-full-self-driving-hardware	120	0.61
https://www.tesla.com/destination-charging	116	0.59
https://www.tesla.com/blog/new-tesla-model-s-now-quickest-production-car-world	115	0.59

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Pages linked from the biggest number of unique domains

Subpage	Linking domains	%
https://www.tesla.com	965	8.51
https://www.tesla.com/model3	262	2.31
https://www.tesla.com/blog/master-plan-part-deux	260	2.29
https://www.tesla.com/powerwall	240	2.12
http://www.tesla.com	232	2.05
https://www.tesla.com/solarroof	210	1.85
https://www.tesla.com/autopilot	147	1.3
https://www.tesla.com/supercharger	137	1.21
https://www.tesla.com/models	126	1.11
http://tesla.com	125	1.1
https://www.tesla.com/solar	120	1.06
https://www.tesla.com/gigafactory	119	1.05
https://www.tesla.com/roadster	110	0.97
https://www.tesla.com/blog/secret-tesla-motors-master-plan-just-between-you-and-me	109	0.96
https://www.tesla.com/semi	103	0.91
https://www.tesla.com/modelx	99	0.87
https://www.tesla.com/blog/all-our-patent-are-belong-you	75	0.66
https://www.tesla.com/blog/all-tesla-cars-being-produced-now-have-full-self-driving-hardware	72	0.64
https://www.tesla.com/blog/new-tesla-model-s-now-quickest-production-car-world	71	0.63
https://www.tesla.com/about	63	0.56

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Where the links come from

Location

Server geolocation

During the analysis, IP addresses of linking websites are resolved. In the next step, we can assign the IP address (of a server) to the country of its origin which then transforms into the geolocation map:
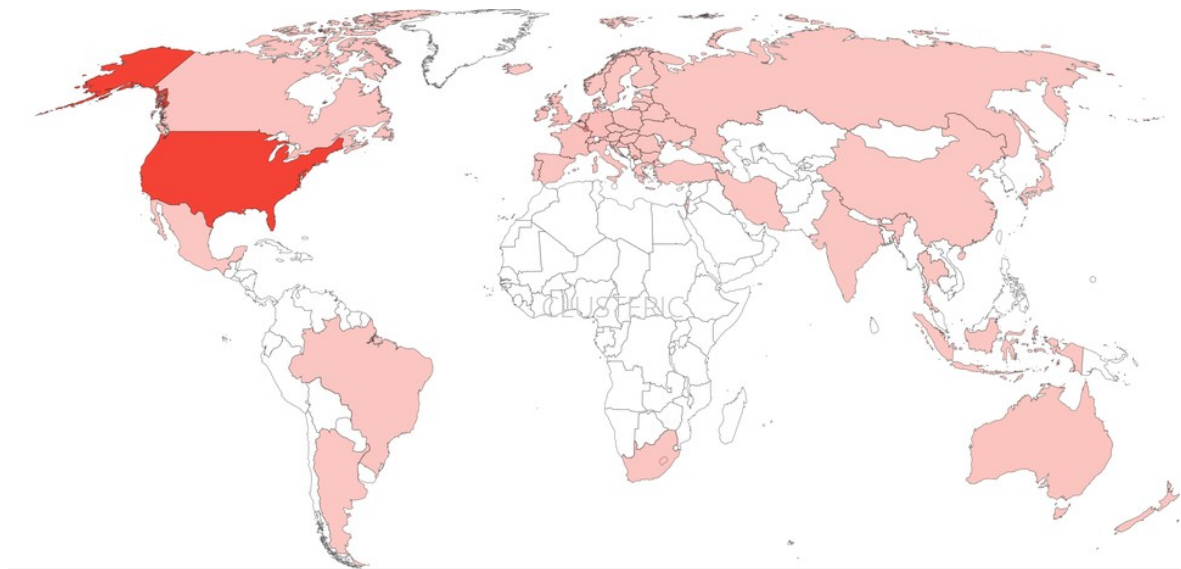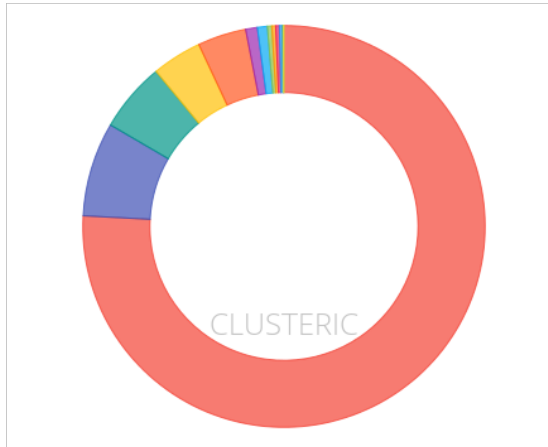

Languages & TLDs

The clouds below present the recognised language of linking pages' content and popular domain name suffixes linking to your website.
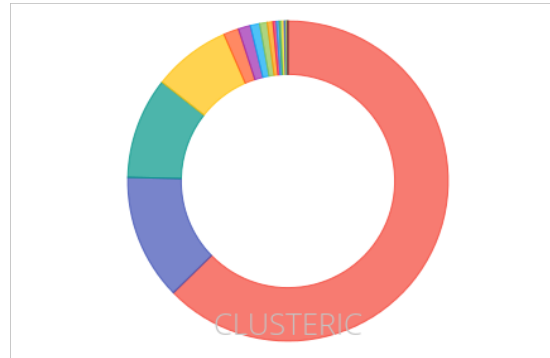
General recommendation:

Think about the countries, the analysed website could be (naturally) popular in. Content in which languages can be considered a "natural" source of backlinks for the said website? If the website is massively linked from outside the countries of your interest (which you may find out by looking at the languages and domain names in the link profile), it may be a spam indicator or even a possible trace of a negative SEO campaign against your website and requires your attention. The other problems may be connected with high bounce rate and low engagement of users following the misplaced backlinks.
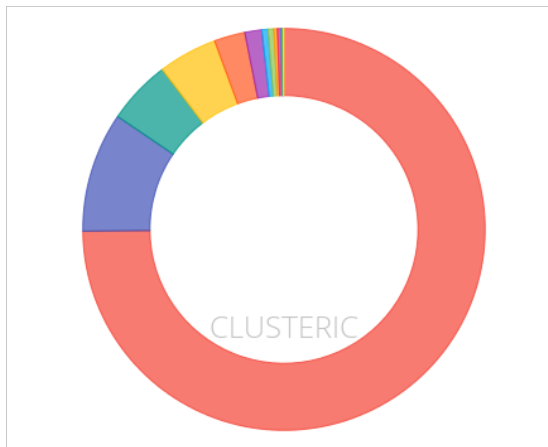
Try to understand, where your target audience is, think about the countries you didn't expect links from and distinguish them between spam and natural, growing interest which can be treated as a business opportunity (new market?).

Languages

Top level domains (domain level)

Linking websites

Engines linking to the website

The charts below show the percentage of links coming from different types of websites.

Depending on the niche you're in, the "expected" distribution may vary, however there are some certain types of websites that typically require less effort to obtain links from. For instance: "general admission" directories or guestbooks. In most cases, the easier the link can be added, the less value it has.

[75.8%] cms_blog **[7.6%]** blog
[5.6%] forum **[4.0%]** blogging platform
[3.9%] social **[0.9%]** rss
[0.8%] guestbook **[0.4%]** shop
[0.3%] directory **[0.3%]** portal
[0.3%] wiki **[0.1%]** url shortener
[0.0%] games

[62.7%] Wordpress **[12.7%]** other
[10.2%] Drupal **[7.9%]** popular service
[1.5%] Joomla **[1.2%]** vBulletin
[0.9%] feed **[0.8%]** blogger
[0.6%] GA **[0.3%]** TYPO3
[0.3%] web portal **[0.3%]** Wix
[0.2%] Ard **[0.1%]** Shopify
[0.1%] MediaWiki **[0.1%]** chat
[0.1%] DotNetNuke **[0.0%]** Concrete5
[0.0%] DokuWiki

Engines linking to the website (domain-level)

[74.9%] cms_blog **[9.6%]** blog
[5.1%] forum **[4.7%]** blogging platform
[2.5%] social **[1.4%]** rss
[0.5%] shop **[0.5%]** guestbook
[0.3%] wiki **[0.3%]** directory
[0.1%] url shortener **[0.1%]** portal
[0.1%] games

[63.3%] Wordpress **[14.5%]** other
[8.5%] Drupal **[7.2%]** popular service
[1.4%] feed **[1.3%]** Joomla
[1.0%] vBulletin **[0.9%]** blogger
[0.5%] TYPO3 **[0.3%]** GA
[0.3%] Wix **[0.2%]** Shopify
[0.1%] MediaWiki **[0.1%]** Ard
[0.1%] chat **[0.1%]** web portal
[0.1%] Concrete5 **[0.0%]** DokuWiki
[0.0%] DotNetNuke

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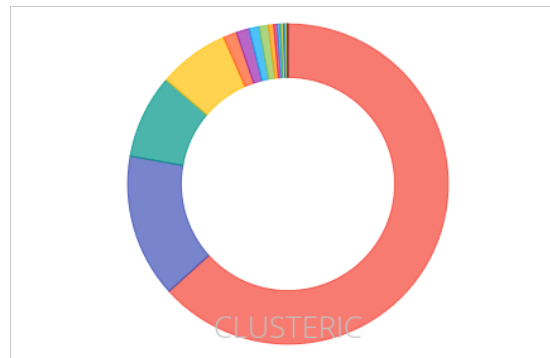
Authority

Domains linking to the website pass a tiny part of their own authority through backlinks. There are a lot of ways to estimate the linking domains' authority, we will try to use some of them to estimate links' strength and quality.

You can learn more about different "authority" metrics here: http://clusteric.com/articles-tips-seo/life-after-page-rank-and-which-parameters-can-replace-it/

Indexation

Linking domain being indexed in Google is one of the most basic quality estimation criteria. The estimated number of domain's subpages indexed in Google can be checked with the following query:
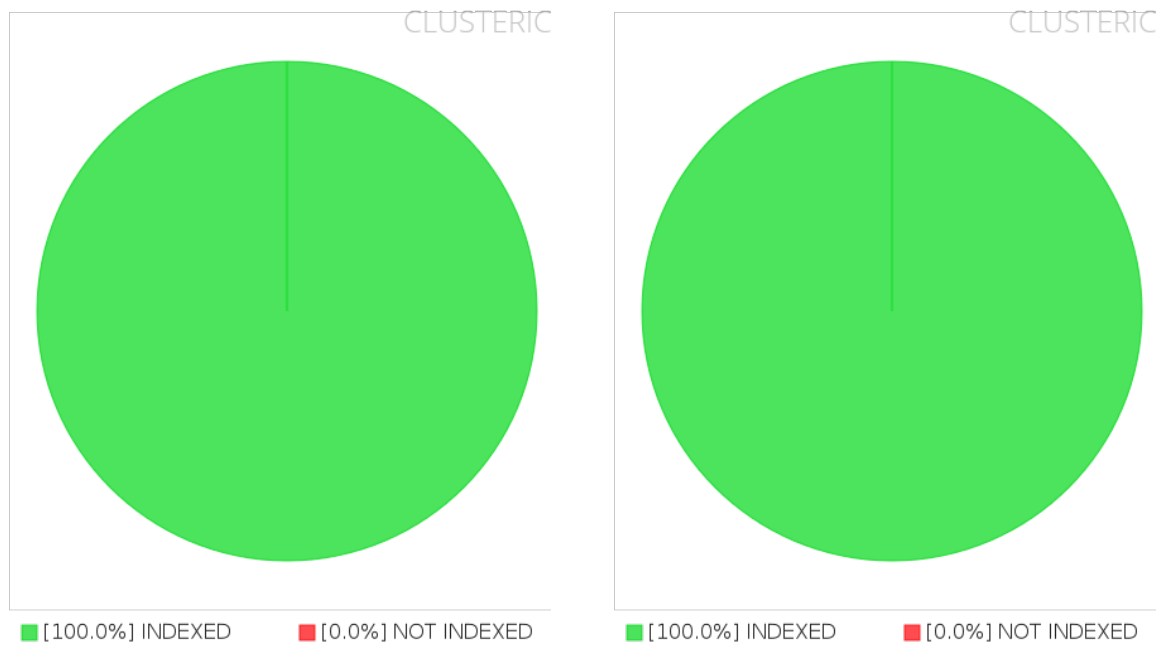
site:domainname.com
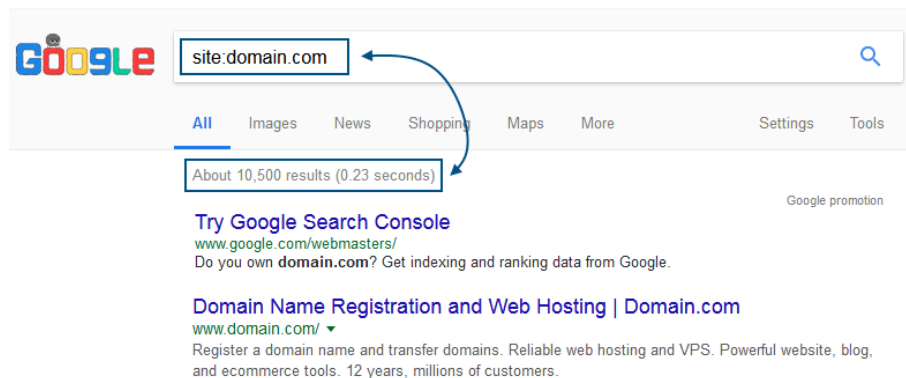
If the above query returns no results, it is usually due to one of the following: - Google "banned" the website due to its invaluable or even spammy content.

- The owner blocked the website from being indexed by search bots (using robots.txt, .htaccess file, etc.)

- Domain has been down for a period of time.

- Domain is fresh new and has not been indexed yet.

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■ [100.0%] INDEXED   ■ [0.0%] NOT INDEXED   ■ [100.0%] INDEXED   ■ [0.0%] NOT INDEXED
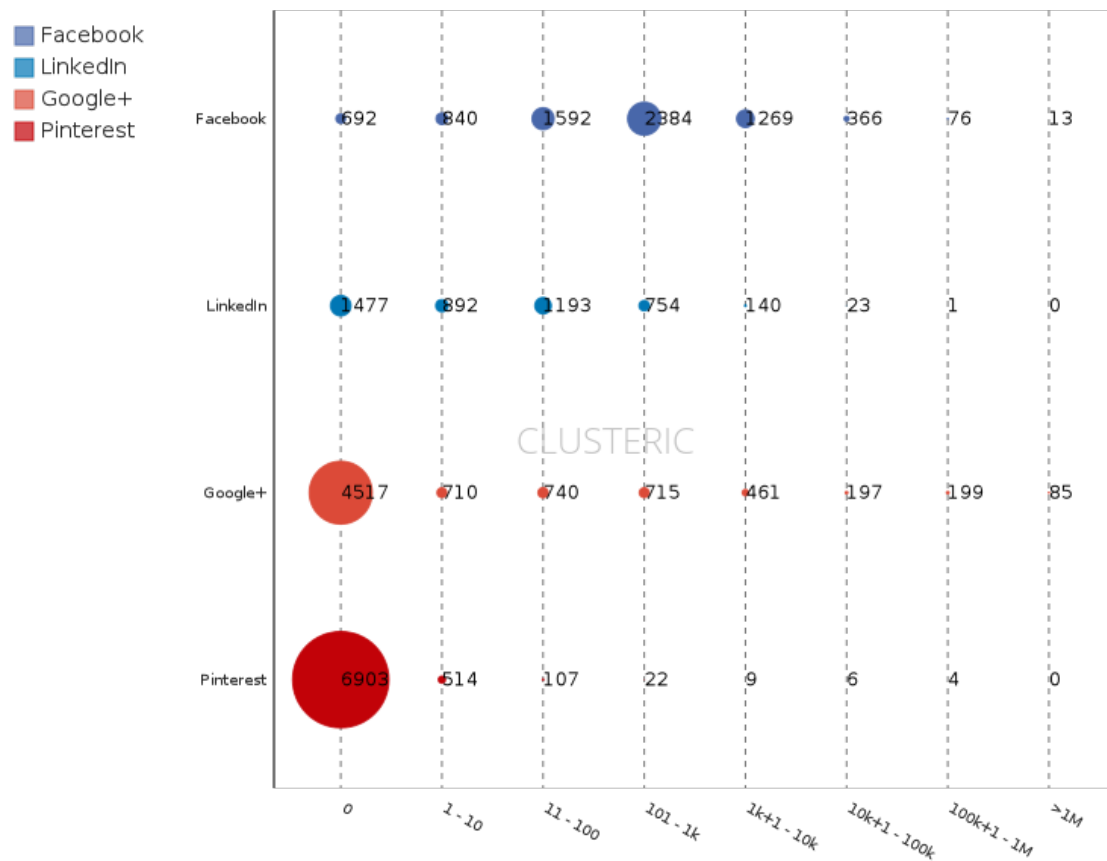
Social metrics

The number of social media links may not be a direct ranking factor, but it does not mean this parameter is worthless yet. We can come with some conclusions such as:

– website popular in social networks can have some serious traffic

– website popular in social networks can have links from other sources as well

– website popular in social networks can have some viral content or… nice budget for social media promotion

The chart below shows the number of times the homepages of domains linking to your website have been shared in social networks (the closer to the right of the chart, the better).

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Linking domains' homepages' popularity in social networks.

Link strength metrics

Links are still one of the most important ranking factors. In 1990's Google introduced the algorithm called Page Rank. Page Rank is an algorithm designed to estimate website's authority taking links (as a form of quotation) into consideration. This sort of methods was used to rate scientific publications before, Page Rank is a development of these techniques.

The presumption seems quite natural: website A increases website's B authority by linking to it (considering it a valuable source). The more authority website A has, the more authority is being passed through link.

In early 2016, Google stopped disclosing PR values or public viewing. While we no longer have the access to these values, third party companies (such as Majestic, Ahrefs or Moz) try to fill the hole in the market by providing their own PR-like metrics. We can use them to estimate the authority passed through the backlinks to our website.

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Traffic ranks

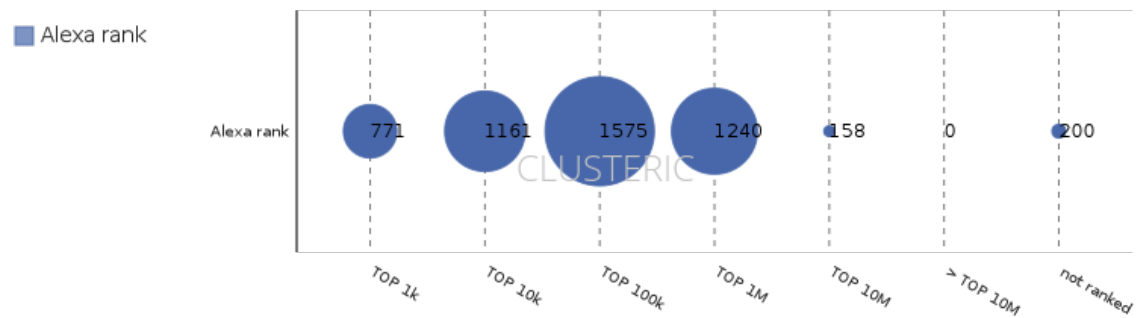### Linking domains - by Alexa rank (the smaller rank, the better!)

Alexa rank was initially based on data gathered from Alexa toolbar users and browser plugins. Alexa rank should reflect real user traffic to the website. Certainly, there might be   some   concerns   such   as:
– different toolbar popularity in different countries

– some types of users will install it and others won't

– methodology leaves some space for manipulation

Since 2008 Alexa takes into consideration other data sources than collected by toolbar users   as   well.
The lower the ranking, the better. The most popular website by Alexa has a ranking of 1.
Notes: Alexa rank for a subdomain is usually the same. There are some exceptions such as blogs on popular blogging platforms, e.g. blogspot.com

The chart below shows the traffic rank distribution of the domains linking to your website (the closer to the left of the chart, the better).

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Risk factors

Linking pages - spam in content

The number of words considered "risky" found in linking pages' content. Risky words=a subset of words typical for the following nieches: porn, casinos/gambling, pharmaceuticals, payday loans
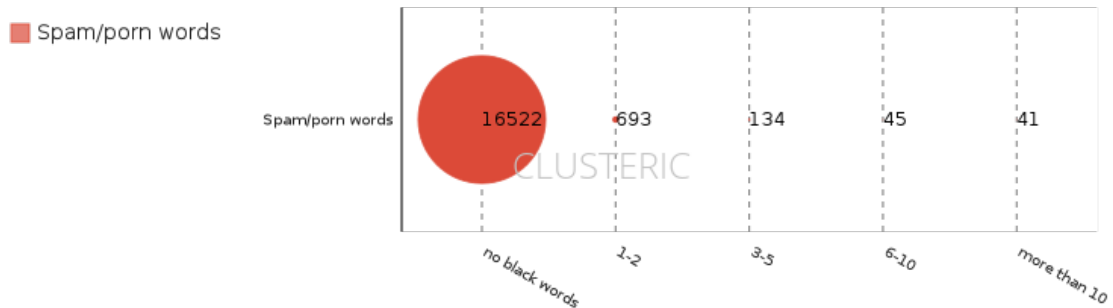

Google safebrowsing API

"Google Safe Browsing is a blacklist service provided by Google that provides lists of URLs for web resources that contain malware or phishing content." [Wikipedia]

Having a lot of links from websites tagged as "phishing" or "malware" may require your attention.

The links in your link profile has been checked through Google's Safebrowsing API. The charts below show, if the domains linking to your website can be considered as "safe".

[100.0%] ok   [0.0%] malware
[0.0%] phishing

By number of links

[100.0%] ok   [0.0%] malware
[0.0%] phishing
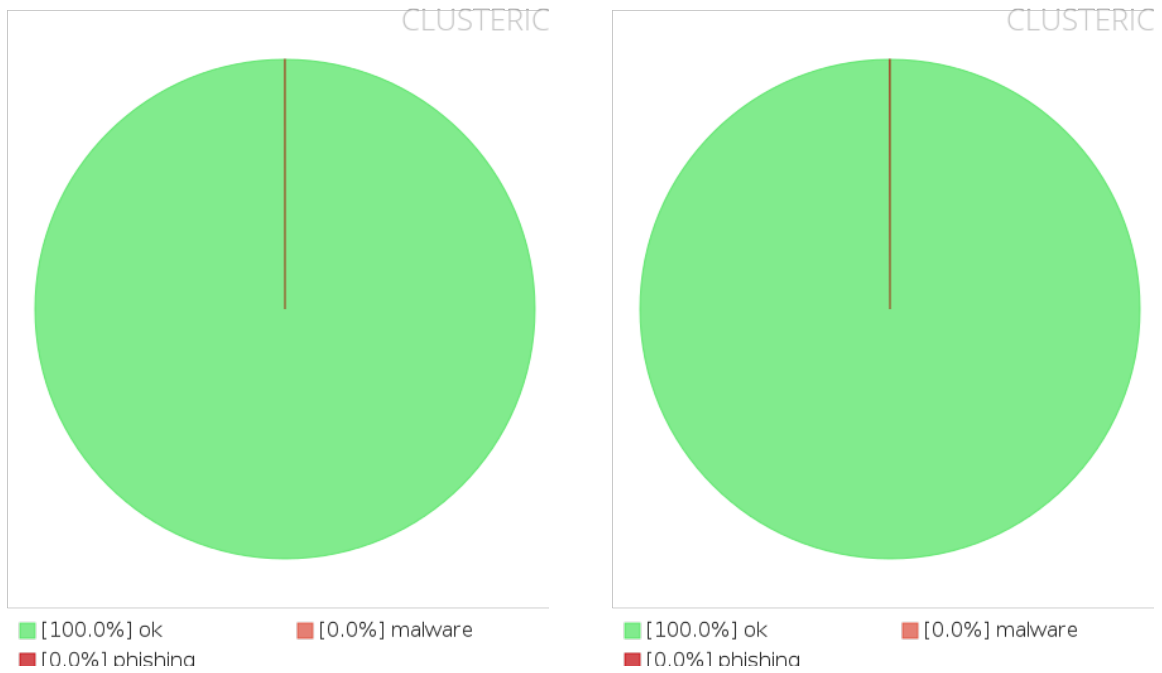
By linking domains

Examples of strong backlinks - by visibility in Google

URL	Est. organic visits/month
https://markets.businessinsider.com/stocks/amzn-stock	332297.0
https://en.wikipedia.org/wiki/elon_musk	99031.0
https://www.vehiclehistory.com	38152.0
https://www.rgbtohex.net	26968.0
https://www.favicon-generator.org	22100.0
https://en.wikipedia.org/wiki/electric_car	22018.0
https://www.files-conversion.com	14466.0
https://www.vicarious.com	11993.0
https://finviz.com/quote.ashx?t=tsla	11863.0
http://finviz.com/quote.ashx?t=tsla	11863.0

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Audit summary

Below, you may find some pieces of advice on how to better understand the current situation of the analysed website and how to proceed with it to build a strong and healthy link profile which can be beneficial for its search engine visibility.

General advice

Understanding the current situation and popular issues

Manual penalty vs algorithmic penalties

If you've concluded that the ranking drops and/or traffic loss seem to relate to backlink issues, the first thing you need to figure out is whether your site has been hit manually or algorithmically.

If you have received a Google notification and/or a manual 'Impacts Links' action appears within Search Console, it means that your site has already been flagged for unnatural links and sooner or later it will receive a manual penalty.

if you do not have any information on manual actions against your website, your entire site or just a few pages may have been affected by an official (e.g. Penguin update/refresh) or unofficial algorithmic update in Google's link valuation.

Advice for manual penalties

If you've received a manual penalty, you'll need to remove as many unnatural links as possible to please Google's webspam team when requesting a review. But before you get there, you need to figure out what type of penalty you have received:

1. Keyword level penalty – Rankings for one or more keywords appear to have dropped significantly.

2. Page (URL) level penalty - The pages no longer ranks for any of its targeted keywords, including head and long-tail ones. In some cases, the affected page may even appear to be de-indexed.

3. Site-wide penalty - The entire site has been de-indexed and consequently no longer ranks for any keywords, including the site's own domain name.

1. If one (or more) targeted keyword(s) has received a penalty, you should first focus on the backlinks pointing to the page(s) that used to rank for the penalized keyword(s)

BEFORE the penalty took place. Carrying out granular audits against the pages of your best ranking competitors can give you a rough idea of how much work you need to do in order to rebalance your backlink profile. Also, make sure you review all backlinks pointing to URLs that 301 redirect or have a rel="canonical" to the penalized pages. Penalties can flow in the same way PageRank flows through 301 redirects or rel="canonical" tags.

2. If one (or more) pages (URLs) have received a penalty, you should definitely focus on the backlinks pointing to these pages first. Although there are no guarantees that resolving the issues with the backlinks of the penalized pages may be enough to lift the penalty, it makes sense not making drastic changes on the backlinks of other parts of the site unless you really have to e.g. after failing a first reconsideration request.

3. If the penalty is site-wide, you should look at all backlinks pointing to the penalized domain or subdomain.

Here are some examples of situations that may require your attention. Considering them may be important in order to properly interpret the link profile:

Are there sudden gains in linking domains?

Tools such as Majestic or Ahrefs may be helpful here. On the timeline of linking domains, are there apparently instant spikes greater than 5% upwards? If so, review links acquired in that date range. For each, ask: is there a reason for these links that can be related to real marketing? If not, add to your list of bad links. Log an issue for each until a disavow is approved (we'll cover that at the end).

Are there rapid drops in linking domains?

On the same graph as above, are there any apparently drops of greater than 5% of linking domains? This is never a natural pattern for natural, editorially-acquired links. In case of rapid loss, please review lost links.

Long-term link trend

Does the number of linking domains increase or decrease over a long time horizon? Losing backlinks over time should be an obvious bad signal: be it a direct or indirect ranking factor. Mark any such trend as an issue and don't mark it resolved until we've reversed the flow of new linking domains.

More than 10% share of anchor text

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Does anchor text for a word or phrase exceed 10%? If so, it's extremely likely that the site is already being penalized in relation to the Penguin algorithm.

Top Referring TLDs

Are more than 25% of the referring sites on a TLD that isn't associated with our primary target country? You want to see >50% of your backlinks from either a generic TLD, like .com or .org, or a ccTLD in the same country (like .ca for Canada). Too many links from a different country than you are targeting may establish your site as only being relevant to that audience. Worse, in extreme instances, it may serve as a webspam signal.

Purchased links

Do any links appear to both #1 purchased and #2 without the "nofollow" directive? The most obvious indicator of such will be links that are literally positioned besides text that says "advertisers" or "sponsors". That will be followed by links in a sidebar/footer that are there for no apparent reason.

Private Network Links

Do any links appear to come a content farm? You can spot a content farm by masses of low-quality posts, each littered with oddly-positioned anchor text backlinks to irrelevant home pages, on varying topics that are of no clear value to humans.

Generic directories

Are there backlinks from generic web directories that approve all submissions? The problem here is that these sites typically have little-to-no editorial discretion. That means you're sharing real estate besides all varieties black hat spam, porn, gambling, and so forth. This inevitably equates to what Google defines as a "bad neighborhood".

Excessive external links

Is your webiste linked from pages with hundreds or even thousands of external backlinks? Where anyone can post a link (especially a dofollow link) with no supervision?

De-indexed domains

Are the linking domains indexed in Google? If not, maybe they were marked as "pure spam", low quality websites?

Sources:

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1. https://moz.com/blog/link-audit-guide-for-effective-link-removals-risk-mitigation

2. https://blog.monitorbacklinks.com/seo/backlink-audit/

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4. https://northcutt.com/wr/backlink-audit-checklist/

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