FREE GUIDE FOR REMODELERS · 2026 EDITION

Worried about spam score?

Here's what it is, and what Google actually says. A plain guide for remodelers who got a scary SEO report or a "toxic links" email.

WHAT THE SCORE MEASURES | GOOGLE'S OWN WORDS | WHAT TO DO, AND NOT DO

THE SHORT ANSWER

- **Spam Score is a number made by Moz, a third-party SEO tool.** Google doesn't use it.
- **It shows how much a site looks like sites that were penalized.** That's correlation, not cause.
- **Google says most sites don't need to disavow links.** Random junk links are mostly ignored.
- **How your links are built matters more than any tool's score.**

01 THE SCORE

What spam score is

Spam Score was created by Moz, an SEO software company. It's a percentage shown in Moz's Link Explorer, not a number from Google.

Moz trained a machine learning model on known penalized and banned domains and found 27 signals those sites tend to share. A site's score is the share of sites with similar features that Moz found were penalized or banned by Google.

MADE BY	TRAINED ON	SIGNALS	WHAT IT SHOWS
Moz, a third-party tool	Penalized and banned domains	27	Correlation, not cause

Many of those signals describe small, honest websites too. Moz's list includes a low number of pages, no link to LinkedIn and no Facebook pixel. A new remodeler's site with eight pages and no ad tracking can pick up a higher score without doing anything wrong.

> “This does not mean that your site is definitely spammy. The percentage represents a wide variety of potential signals ranging from content concerns to low authority metrics. Since this is based on correlation with penalization rather than causation, the solution isn’t necessarily to change these factors on your site. If you have not had any penalties you shouldn’t be concerned about a Low or Medium score.”
>
> MOZ, SPAM SCORE HELP PAGE

02 THE SOURCE

What Google says

Google doesn’t use Moz’s Spam Score, or any third-party spam score. Those numbers are tool companies’ estimates. Google’s own advice on bad links is on its Search Console Help page about disavowing links:

> “In most cases, Google can assess which links to trust without additional guidance, so most sites will not need to use this tool.”
>
> GOOGLE SEARCH CONSOLE HELP, DISAVOW LINKS TO YOUR SITE

The same page sets out a narrow case for the tool: a considerable number of spammy, artificial or low-quality links pointing to your site, and those links have caused a manual action, or likely will. It also warns that using the tool incorrectly can harm your site’s performance in Google Search.

03 THE MECHANISM

How search engines separate good links from bad

Search Engine Journal explains it this way. Link algorithms build a map of the web. Sites that link to each other form communities. Spam pages may link to normal pages, but normal pages rarely link back to spam.

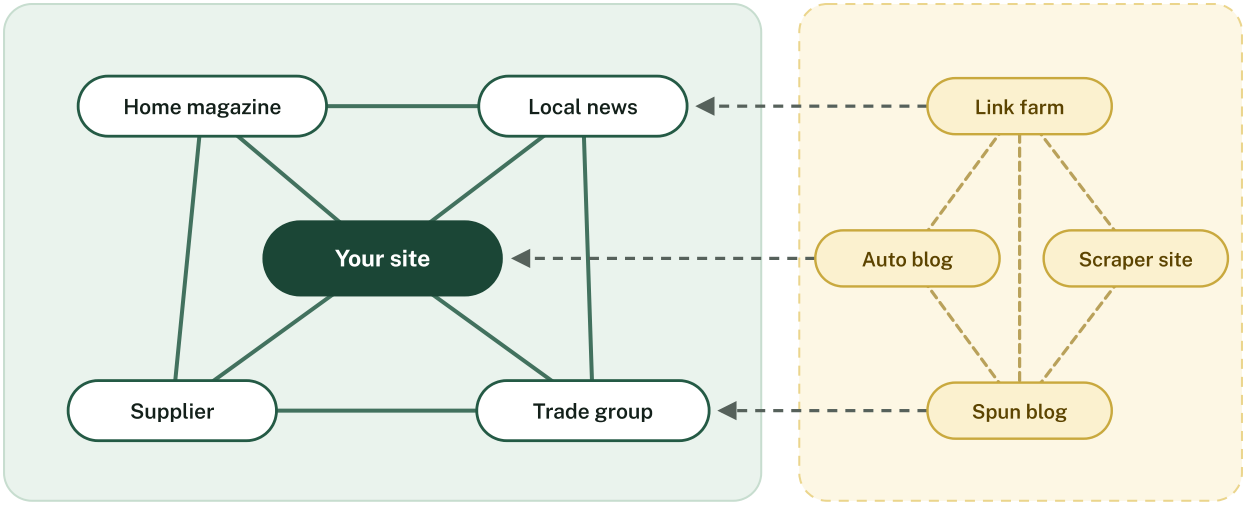
So spam ends up isolated in its own corner of the map, with no trusted sites pointing in. Its links are discounted: they count for little or nothing.

How link graphs isolate spam

SIMPLIFIED

TRUSTED SITES Link to each other

SPAM CLUSTER Nobody links back



— Solid lines: normal sites linking to each other.

⇢ Dashed arrows: one-way links from spam to normal sites.

✓ Result: the spam cluster sits apart, and its links are discounted.

04 FOR YOUR SITE

What that means for you

WHAT THAT MEANS

- A low-quality link pointing at your site is mostly ignored. It's rarely a threat.
- The realistic risk is paying for links that don't count.
- So how your links are built matters more than any tool's score.

BEFORE YOU PAY ANYONE TO "CLEAN UP" YOUR LINKS

1. Open Google Search Console and check the **Manual actions** report.
2. If it shows no issues, you most likely don't need to disavow anything.
3. If it shows a manual action for unnatural links to your site, that's the case Google built the tool for. Have someone experienced look before you upload a disavow file, because a wrong one can hurt.

05 OUR METHOD

How we build links

Since the method matters more than the score, here is ours.

✓ Tested in 2026
Platforms we've tested this year, not a list from years ago.

✓ By hand
Every profile, listing and article is built by a person. No software blasts.

✓ Small daily batches
A few links go live every day, over 7 or 14 days.

✓ Natural anchor mix
Mostly your brand name and web address, plus plain phrases and a few service terms.

✓ Real content
Articles about your services and the towns you work in, with your business name in the title.

✓ Reported link by link
Every live URL, the day it was built, its target page and anchor. Links lost within 30 days are replaced.

See how it works for remodelers: Listed Right listings (from $147), the Authority Foundation ($67), platform articles ($117 for 15) and niche outreach ($29 per link plus the site's fee).

What we don't promise: rankings, indexing or mentions in AI answers. Search engines find and count links on their own schedule.

SOURCES, CHECKED OCTOBER 17, 2026

Moz, "Spam Score," Link Explorer help: moz.com/help/link-explorer/link-building/spam-score

Google, "Disavow links to your site," Search Console Help: support.google.com/webmasters/answer/2648487

Roger Montti, "Google Discourages Use of Disavow Tool. Unless You Know the Bad Links," Search Engine Journal, January 28, 2019: searchenginejournal.com/google-disavow-tool/289871

NEXT STEP

Get a second opinion before you disavow or buy more links

On a free strategy call we go through a preliminary SEO analysis of your business and show you changes you can make today. Bring the spam score report and ask about it.

Prefer to start on your own? Get a free citation and backlink sheet, made from your website.

Book a free strategy call

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