

## Google delisted Mike Adams' Natural News website for 'sneaky' marketing, not content

It became apparent that “Natural News” had been removed from Google search results on February 22 [2017]. The website did not come up from searching for the website title, articles titles or even specialized searches on the domain itself. It was just gone.

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Now, Google Webmaster Trends Analyst John Mueller has directly addressed this issue and revealed why Google removed Natural News from its index (originally found by Barry Schwartz at [Search Engine Roundtable](#)). He wrote [a] [brief post](#) about this at the Webmaster Central Help Forum where he provided much-needed details on this crucial issue:


Hi! I work with the Google Search team. We're seeing a bit of confusion & incorrect stories circulating about what's happening here, so just to be super clear — Natural News is using a sneaky mobile redirect, which is prohibited by our webmaster guidelines (there's a bit about this kind of issue at <https://webmasters.googleblog.com/2015/10/detect-and-get-rid-of-unwanted-sneaky.html>). These redirects aren't always easy to reproduce, they're sometimes in widgets or served by ad networks, and can target specific devices, browsers, or user locations. When we last checked, there was one on [blogs.naturalnews.com/bentonite-clay-a-natural-medicine-cabinet-must-have/](https://blogs.naturalnews.com/bentonite-clay-a-natural-medicine-cabinet-must-have/). As soon as this is cleaned up, the site can submit a reconsideration request through Search Console, and once that's reviewed things will return to normal. No action has been taken based on the editorial content of this site.

So Google is explicitly telling us that “Natural News” is using “sneaky mobile redirects” and that is the reason for why they were removed and not editorial content (i.e. all the quackery and nonsense).

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Mueller [replied](#) to Mike Adams on Twitter with some [helpful tips](#):



 **John** ☆.o(≥▽≤)o.☆  
@JohnMu Follow

@HealthRanger I'd recommend checking your Search Console account for information on what was found. [g.co/webmasterhelpf...](https://g.co/webmasterhelpf...) can help too.

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The bad news is that Mike Adams can isolate and remove whatever it is that are causing these sneaky mobile redirects and submit a request to be re-added to the Google search engine.

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In sum, we can probably expect “Natural News” to return to the Google search results in a while.

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post:** [Google Confirms: “Natural News” Removed For Using “Sneaky Mobile Redirects”](#)