CASE STUDY · LOCAL SEO · BACKLINK RISK

A Roofer Hit by 633 New Spam Domains, Cleaned Up

A US roofing contractor's backlink profile was suddenly flooded with spam domains. Within the same day, every domain was reviewed, a disavow file was built, and Google confirmed it. Only the 173 genuine domains remained in the profile.

83% → 0%
toxic referring domains (Semrush)

HIGH → LOW
overall toxicity score

1,347
spam domains disavowed

173
genuine domains kept, 100% non-toxic

Client
Roofing contractor, US (anonymized)

Date
Nov 7, 2026

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RESULTS

From 83% toxic to a clean profile

For a local service business with a small, real link profile, a wave of spam domains can drown out its genuine local links. Semrush flagged a spike of 639 new referring domains, 633 of them toxic.

Metric	Before	After
Overall toxicity score	HIGH	LOW
Toxic referring domains	1.3K (82.7%)	0 (0%)
Potentially toxic domains	88 (5.8%)	0 (0%)
Non-toxic domains	173 (11.4%)	173 (100%)
Referring domains in profile	1.5K	173
Disavowed in Search Console	1,347 domains · confirmed by Google the same day	

How it was handled

1. Spot the spike

The audit showed hundreds of new domains in a short period, almost all of them toxic, on top of a small genuine profile.

2. Review by hand

Every flagged domain was checked, so the 173 real links, such as local directories and partners, stayed untouched.

3. Domain-level disavow

A clean domain-level file of 1,347 entries, so new spam pages on the same domains are covered too.

4. Confirm and re-audit

Google's Search Console notice and email confirmed the upload, and a fresh Semrush audit showed 0% toxic.

What this does, and what it doesn't

Disavowing asks Google to ignore the listed links; it does not delete them. The "after" numbers show the spam is now excluded from the profile. For local businesses, a link spike like this is worth checking monthly, because new spam can arrive at any time.

Client and domain withheld. Figures from Semrush Backlink Audit and Google Search Console, Nov 7, 2026.