



# Eighty-four links from six domains

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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### Fictional document — demonstration example

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**Fictional document**, produced for demonstration. **The flag is hard to raise because it produced a result.** Positions improved in July, and that is what makes it delicate.

| Element                | Value                                |
|------------------------|--------------------------------------|
| Links appeared         | 84                                   |
| Period                 | 4 to 19 June                         |
| Source domains         | 6                                    |
| Anchor texts           | Very similar                         |
| Nature of source pages | Home pages unrelated to the business |

## What it produced

| Query   | Position before | Position in July |
|---------|-----------------|------------------|
| Query 1 | 14              | 6                |

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

| Query   | Position before | Position in July |
|---------|-----------------|------------------|
| Query 2 | 22              | 9                |
| Query 3 | 19              | 12               |

**The result is real.** A flag claiming otherwise would be false and would not be believed — it is precisely because it works that the subject must go to management.

## What it exposes

| Element              | Scope                               |
|----------------------|-------------------------------------|
| Detection            | <b>Today or in two years</b>        |
| Scope of the penalty | <b>The site, not only the links</b> |
| Character            | <b>Retroactive</b>                  |
| Recovery time        | <b>Rarely under a year</b>          |

## What the supplier's contract says

The contract mentions no link buying. It speaks of "*visibility*" and "*developing the online presence*".

**That is information, not an accusation.** The contract does not prohibit link buying, it does not mention it — and that absence is what justifies putting the question in writing.

## What is proposed

| Step | Action                                  | Before what                 |
|------|-----------------------------------------|-----------------------------|
| 1    | <b>Written question to the supplier</b> | <b>Any technical action</b> |

| Step | Action                                       | Before what                    |
|------|----------------------------------------------|--------------------------------|
| 2    | Decision with somebody who knows the history | —                              |
| 3    | Possible disavowal                           | <b>Never made by the agent</b> |

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