

8 REASONS WHY YOUR WEBSITE DROPPED IN TRAFFIC

aside from a new website launch

A quick way to troubleshoot why a website might slow down in site visits

SOMEONE DELETED A HIGH VALUE PAGE

Lots of traffic can often be attributed to a single page. Whether by accident or not, this can be a simple problem to address

NO INDEX

Sometimes a wrong setting is clicked
or code implemented improperly.
Someone may have told search
engines to ignore your website

SEARCH ENGINE ALGORITHM UPDATE

Something that may have been working previously has been caught up in the numerous changes made all of the time by search engines

SEO CHANGES

Well meaning but inexperienced practitioners of this mysterious art sometimes make changes that work counter to improved results

URL HAS CHANGED

People can sometimes change the
URL of one or multiple pages and
forget to do a redirect

PAID ADS

Sometimes others identify the value of the terms you are ranking for and steal your traffic by paying to be at the top of the results

MANUAL PENALTY

Google sometimes will see optimization practices that are clearly spamming tactics or outright go against their rules

DOING NOTHING

While you were sitting back and enjoying all of the free traffic, your competitors may have been hard at work creating content and building backlinks to win your coveted spots in the rankings