

# SEO in an unhappy mood

Everything about organic traffic loss in different situations

by Shayan Davoodi

SEO at:



Namasha



Bamilo



Shab



Bama

# When are we, the SEOs, stressed?

All the times

- Competitors' evil actions
- Competitors doing better

Specially in ranking fluctuations,  
WHY?

## Consequences

- Afraid to be questioned
- Unhappy and depressed
- Creativity and performance



# Some of possible traffic drop reasons

## ➤ Trendy drop/leap

- ?
- ?
- ?

# Organic traffic drop/leap due to trends

## Seasonal drop/leaps

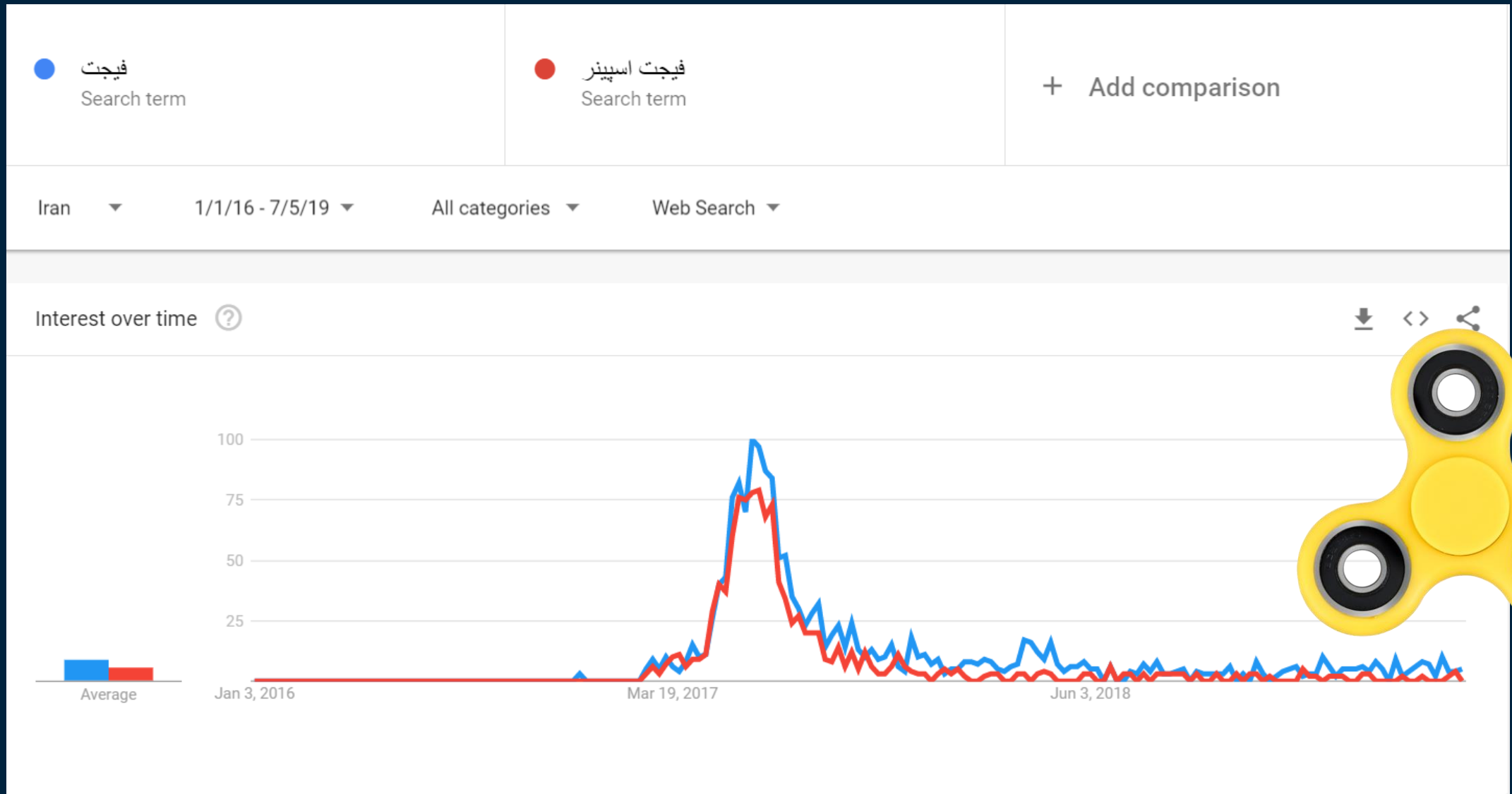
- New year
- Black Friday
- Yalda night

## Trendy/event-based drop/leaps

- Someone important dies
- A disease is discussed on TV
- Something becomes fashionable.



# Organic traffic drop due to trends



# Example: Nowruz



Instruction

How to figure out?

- Impressions are dropped
- Clicks are dropped
- Avg. position remains the same
- Avg. position for the most of kws. remain the same



# How to deal with it?

Sit back and relax



# Some of possible traffic drop reasons

- ✓ Trendy drop/leap
- Algorithm change
  - ?
  - ?



# What is a Google algorithm?

Google algorithm(s) is the way that Google selects and sorts the results for a given search query.

## Core algorithms

- Panda
- Penguin
- Page rank

## Algorithm Changes

- Medic (August 1<sup>st</sup> 2018)
- Fred (March 2017)



# Specific vs. broad algorithm change

A single component of Google ranking algorithm

- Google Penguin 1.1: March, 2012
- Google Penguin 1.2: October, 2012
- Google Penguin 4.0: September, 2016



A non-specific change that makes a huge impact

- Medic algorithm update
- Florida 2.0 algorithm update

# How to discover a Google algo. Update?

## Right ways

- Community chatters like Twitter.
- Ranking changes
- Google official announcements
- Authoritative sources (SEL, SEJ, SEW, ... )

*Community or super-authoritative based*



## Not always right ways

- Rumors
- Ranking changes (A few queries and websites )

*Non-community based*



# How to prevent rank loss by algo. update?

- Keep your hat as white as possible
- Do according to the guidelines
- Do NOT invent tricky dangerous things.



And sometimes it happens...



# Organic traffic drop: algo. change

Occurs before, during and/or after an algorithm change.

## How to figure it out?

- Signs
- Not trendy
- Clicks are dropped
- Impressions are dropped
- Avg. position of most of keywords remains the same.



# Possible scenarios

Total impressions



Avg. position



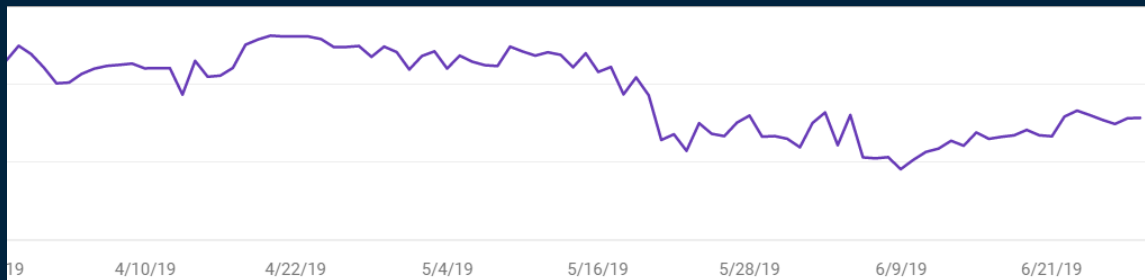
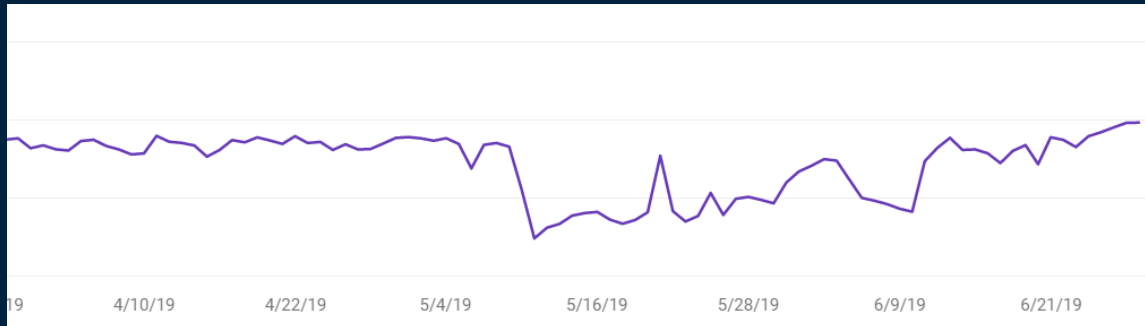
Total clicks



Tricky question

# How to deal with it?

1. Relax and take a couple of days off!
2. Wait for a while until everything is stable. There are rolling out and tweaking fixes.



## Potential Google Search Ranking Algorithm Update On June 27th

Jun 28, 2019 • 7:45 am | (26)

by [Barry Schwartz](#) | Filed Under [Google Search Algorithm Updates](#)





3. Stay up-to-date with the authoritative sources and chatters.
4. Keep spying on the competitors.
5. Try, find issues/opportunities to fix/improve them, move on.

6. Keep up the good work
7. Note that it may take quite a while until it gets fixed.



28-7-2018

20-9-2018

01-11-2018

54 days

42 days



Tricky question

# Some of possible traffic drop reasons

- ✓ Trendy drop/leap
- ✓ Algorithm change
- Google penalty/sandbox
  - ?

# What is a Google penalty?

*A Google penalty is the negative impact on a website's search ranking based on Google algorithms or manual review.*

## Penalty levels

- Keyword level
- Page level
- Hostname level
- Site-wide
- De-indexing



# How to discover traffic drop due to Google penalty

- Not trendy
- Not caused by algorithm update
- Not sandbox
- Same pattern as Google algorithm update  
For specific kws. / pages / ...
- It is only you losing rankings

# How to deal with it?

- STAY CALM! Remember even biggest websites have been penalized.
- Check the Google search console (GSC ) manual actions section.



- Understand the penalty level.
- Review the actions you did on the website.
- Take a look at link profile.



# How NOT to deal with it?

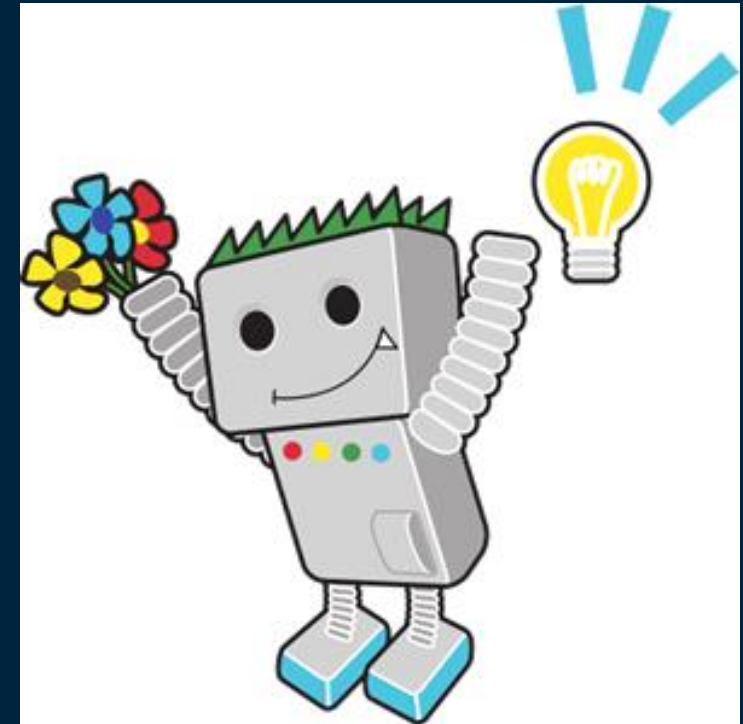
- Give up the domain unless it is banned
- Buy more links to cover up
- Add more text to your pages





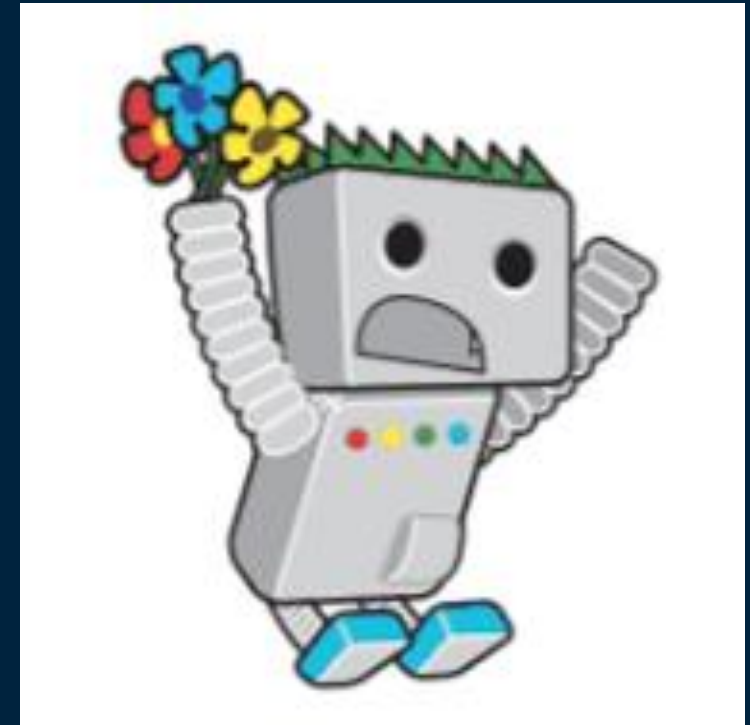
# Things that most probably **WON'T** cause a Google penalty

- Useful internal or inbound links
- Text content
- Old lost links



# Things that may cause a Google penalty

- Massive link building
- Fake impressions



# What is Google Sandbox effect?

Links will be devalued (Not as effective )

- Active age of domain (In certain field )
- Competitive keywords

How to prevent?

No way!

How to lift?

Keep up the good work and prove that you are the best

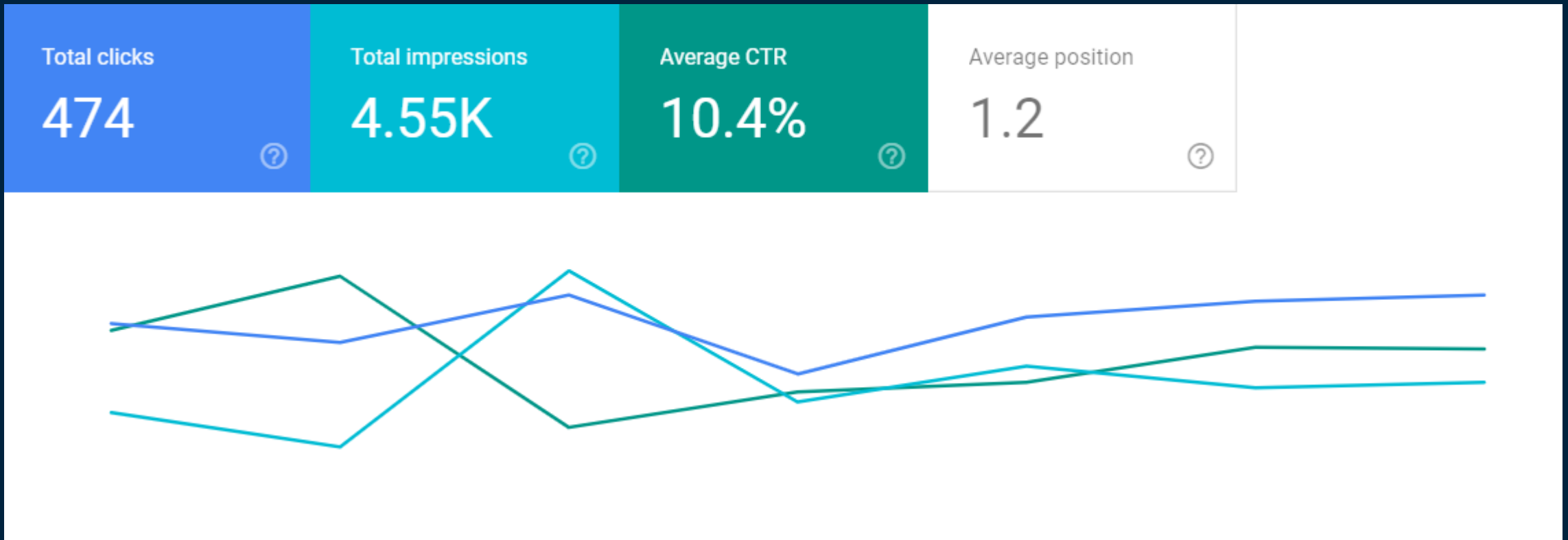


# Some of possible traffic drop reasons


- ✓ Trendy drop/leap
- ✓ Algorithm change
- ✓ Google penalty/sandbox
- Google tests/Temporary fluctuations

# Bonus tip: Fake impressions

- What they are?
- 2 ways to check: CTR and source check



# Summary

- ✓ Trendy drop/leap **1**
  - ✓ Algorithm change **4**
  - ✓ Google penalty/sandbox **3**
  - ✓ Google tests/Temporary fluctuations **2**
- 
- Require time

# Keep in mind

A cartoon robot with a white body, a smiling face, and blue shoes. It is holding a bouquet of colorful flowers (yellow, blue, red) in its right hand. The robot is positioned in the background, slightly to the right of the center.

Google needs best experience for searchers.

Google tests, prevent zero-time ranking manipulations.

Google algorithms help us to rank better if we are better.

Google penalty/sandbox helps us to stay ahead of the evils.

# Thank you

Proudly presented to you by Shayan Davoodi



shayan-davoodi@outlook.com



<https://www.linkedin.com/in/shayan-davoodi>



live:shayan-davoodi

Special thanks to: [Websima academy](#) , [Amin Esmaeili](#) , [Keyvan Barikani](#) , [Shahin Nesahat](#)

**Sources:** seroundtable.com , Google webmaster central , Webmasters office-hours hangouts by John Mueller, Wikipedia.org, Ahrefs blog, Search engine watch