

TOP 7 REASONS WHY SITES DROP IN RANKING AND TRAFFIC

A Special Report On What You Can Do If You're Affected



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SPECIAL REPORT

*"Why 99% of SEO's are still stuck in the dark ages
and how you can increase your rankings and traffic through
following 7 simple to understand steps"*

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Top 7 Reasons why sites drop in ranking and traffic...

I've been working with clients to help them rank their websites and get them traffic for around 9 years now.

Growing a successful business for this long is a blessing and can also be a massive Curse!

What **you had to do** to rank a website back in the day is totally different than Today and 99% of people in my industry are still stuck in the dark ages, practicing old school magic tricks that get you banned.

When I say 99% I'm not just talking about the little guys, a lot of the big guys have no idea what they should be doing.

The biggest issue is most of the information is total B.S. and it's only when you've been penalised that you react, which is of course too late.

Check this out:



Yep, that's ebay, they've been hit pretty hard and I'd love to be a fly on the wall the day after this happened... if this was a small to medium business this would TOTALLY destroy your business... but wait there's more ...



Live Science have been hit really heavily for ignoring 2 critical areas and they should have known better; but in all honesty they didn't pick it up until it was far too late. This is where it gets even more interesting...



Things were going so well, until they broke one of the biggest rules of all! Yes, their search engine visibility was on the rise only to be obliterated overnight.

It's that simple. You may be following all the rules but miss the finer details and BAM!!! You're Gone!

On the flip side if you know what to look for it's like laying out a crystal clear map of how you can get to ranking heaven. It's just like knowing exactly how all the pieces of the puzzle should fit together.

In this very special report I will go through the 'Top 7 Reasons Sites Drop In Ranking And Traffic' which can help you to prevent any of these nasties from

happening to you and can give you a heads up on how you can recover your Website if you've been smashed with one of these crippling penalties.

This report is designed to be simple, to the point and without Fluff and Guff. While I could certainly write thousands of pages on the subject, I think you'll get the most if I just give you the facts... AGREED?

Great, let's get into it then.

1. You Didn't Know About The Fine Print

Have you ever noticed when you buy a product on the internet that there are terms and conditions to making that purchase? They could be tucked away where you normally wouldn't look yet they're really important to look over so you know what you're getting yourself into when you make your purchase.

There are also terms and conditions to ranking your website and these are compulsory if you want to rank your website in the search engines.

If you don't read and follow terms and conditions then you're already on the back foot.

This is by far one of the most important reasons why you may be losing traffic and rankings.

This includes the following areas:

- Unique Title for every page (what the page is about)
- Unique headline (h1) for every page (like the title of an article)
- Sub headlines throughout your page/s (to break up your content)
- Breaking up your content into smaller paragraphs (to make it easier for your visitors to read)
- All of your images need to have 'alt' descriptions (this tells the search engines what your site is about)
- Avoid keyword stuffing (placing the keywords you would like to rank for in your content)

As I mentioned earlier these are COMPULSORY if you want to retain your sites rankings and traffic.

Moving on...

2. Your Site Lacks Originality

Question - What is the purpose of a Search Engine (like Google)?

Answer – It's a special sites designed to connect people with the best website to answer their information.

The better the search engine is at connecting people to the most 'relevant' search, the more people will use that search engine.

On the flip side, if the information a person is looking for is not relevant or they show the same information over and over again then people will go somewhere else to find their answers.

As a result the search engines use algorithms that measure the originality of your content and if you're using the same content as your competitor, then they're going to place more value against the person that created that content first.

When we're talking originality, this can be broken into several key areas, with the 2 most common:

- Using someone else's content on your site
- Creating content that keeps repeating the same message on multiple pages without offering any new ideas or concepts around your product and / or service

If you are confident that your content is original (not copied from other blogs or websites) then you're all good.

If your content is your own then it's important to measure all of the content on your site. Are you creating a SOLID information source for your visitors or are you spitting out the same mumbo jumbo in different ways on each page of your website. To delve deeper we need to move onto the 3rd reason most sites drop in ranking and traffic...

3. There's No Support

This is all about 'Supporting Content' and the best way to demonstrate is by telling a little story...

You're buying a 'New Watch' and you're looking for advice around which watch to buy.

You search on the internet and find 2 watch websites and you start to look through them both and look at the advice they're offering.

As you look at their content you realise they are both very different in the advice they offer.

Actually, let me lay out the different pages on the 2 sites and you decide which one you think would offer the most value.

Website 1	Website 2
<ul style="list-style-type: none">- Why you need to buy a watch today- Why you need to buy a watch tomorrow- Why it's important to buy a watch- Why people like to buy watches- What it's like to buy a watch- How you will feel when you buy a watch- Buying watches, a guide- Watch Purchases, and insiders guide- The best time to buy a watch- Secret watch buying tips	<ul style="list-style-type: none">- Watch buyers guide- Water Resistance V's Water Proof- Choosing the best watch based on your lifestyle- Digital or Analogue- The history of the watch- Product Review ('a product' vs 'b product')- Choosing the best watch band- Do I repair or replace?- A watch for every occasion- Different watches based on price brackets

Based on this example, which site would you think would offer the 'BEST' content?

What's even more interesting is this is real, with the one of the left coming from a paid ad and the one of the right showing up in organic search results.

Website 2 offers a lot of unique content that 'supports' the idea of buying a watch and really delves into the idea of selecting the best watch, where Website 1 is sprouting the same message... 'Buy A Watch', 'Buy A Watch From Me', 'You Should Buy A Watch'.

The point here is your content needs to be unique, offer value (meaning people would actually be interested) and offer additional **Supporting Content** (delve in deeper as to the best watch for you through education).

This **ALONE** is why many of the big guys are losing search engine visibility, so pay close attention to this one.

4. Who's the Authority Around Here

A few words around an Authority and what it means to you.

We'll start that with a question... In the online world, what do you think 'an authority' is?

'An authority is a person that demonstrates expertise in their field'

Being an authority is more than possessing a piece of paper, or a formal qualification.

To be an authority is to demonstrate expertise. When you gain expertise you automatically become an authority.

How do you demonstrate expertise?

You can demonstrate your expertise on a subject by discussing elements of that subject from the perspective of a person that has first hand experience.

Let's discuss exactly how that applies to you. Whatever your field of expertise is in order to become an authority you need to demonstrate your experience and knowledge on the subject.

This can be through case studies, showing deeper knowledge in one area of that subject or any other form method that will demonstrate your first hand experience in a subject.

How do you currently demonstrate that you're an Authority and is it costing you traffic and rankings?

5. Pass The Juice Please

Linking from one page to another page of your website is often referred to as 'Passing Link Juice'.

This is an 'age old' that is commonly miss used by SEO's and as a result can attract a penalty to your site.

The old way of passing link juice is to create a piece of content and within that content place keywords in your content that point to a 'Target' page you would like to rank for that keyword. Whilst this used to work, this is now very 'old school' and does more harm than good.

Why? The search engines are now a lot smarter and look at your sites content as a whole. They look at each page and see how they all connect to form a 'Theme' of your site.

One of the easiest ways to do this is to understand how your pages link to each other and whether you offer 'groups' of relevant content or random content that doesn't form any real pattern.

In summary, when you connect your pages together, link to pages that will assist in forming a strong hub to support and demonstrate your expertise in a particular subject.

6. PageSpeed

From the words of Matt Cutts (at Google):

'If your site is really, really slow, we've said that we do use PageSpeed in our rankings. And so, all things being equal, yes a site can rank lower'.

While there are a number of ways you can improve your PageSpeed, with many people thinking to get a server that loads the website fast.

While this can certainly improve your PageSpeed, this is more about changing how key elements of your site load to ensure you are delivering the most relevant content first.

For a person visiting a website that could be reading the content, or getting access to your top navigation menu.

Another common issue in relation to PageSpeed is uploading physically large images up to the website and simply make the images dimensions smaller to fit the image within the site.

This will take longer to load the site than necessary and as a result will impact your users experience, traffic and rankings.

This is an example of a few elements you can examine and use in order to set up your websites PageSpeed.

Check to see how your websites PageSpeed score and for methods to improve your score at the Google Developers PageSpeed Insights - <https://developers.google.com/speed/pagespeed/insights/>

7. Not Following The Basic Rules

Many years ago Google released their Webmaster Guidelines which are the best practices for Google to find, and put your site on their search engine.

They've always been very transparent with what they like and don't like and there are 2 important points to note about their guidelines.

1 – There are a number of points within the guidelines that are 'crystal clear' on what you should and shouldn't do. It's that obvious that you can look at a site and see a big flashing red light above it. In these instances a site will usually get hit pretty hard, dependant on the level of the violation

2 – There is also a lot of 'open to interpretation' around a number of areas, where you can actually be in violation and not realise it. You would normally have to react when you discover a loss of Search Visibility and look through the guidelines to understand the problem/s

With all of that in mind it is important (As you can see with especially with Celebrity Net worth) to look at and be mindful of any areas you may be in violation.

To summarize you should ask yourself if you have created your website primarily for End Users (the visitors to your website) or for the search engines. If you answer the latter then you're more than likely going to receive some loss of search engine visibility as this type of methodology usually goes against their guidelines.

You can find the full list here:

<https://support.google.com/webmasters/answer/35769>

Final Words

Understanding how to Rank Sites and why they decrease can be challenging.

This is a taste of the different reasons this can happen and if you understand these 7 Reasons alone, you're already ahead of 99% of SEO's out there (take a look at the big guys again and their drops).

You can use this as the foundation for your SEO success and refer back to it when you need a guide on how to approach a new or existing website that you think is penalised.

Keep this document handy so you can refer back to it any time you need to get access quickly.

Finally, apply each of the Reasons within your website and watch your traffic and rankings SOAR!

To Your Success,



David Judge