

Dropped Rankings cheatsheet

What to do when your rankings suddenly drop dramatically? First of all: Don't panic.

1 CHECK YOUR RANK TRACKER

Did your rankings really drop? Double check whether this is really case, or that your rank tracker is acting up.

2 CHECK IMPACTED SECTIONS

Check what website sections were impacted by the ranking drop using Google Search Console, Bing Webmaster Tools and web analytics software.

3 CHECK RECENT UPDATES AND MIGRATIONS

Check if there have been any recent changes or updates, as these are often the reason for a ranking drop.

4 CHECK FOR GOOGLE PENALTY

Are your pages still indexed? Are you still ranking for non-branded queries? Also check your Google Search Console.

7 CHECK YOUR LOG FILES

Check if search engine crawlers are crawling less frequently, encounter errors or get slow responses.

6 CHECK FOR GOOGLE UPDATES

Check SEO news sites for recent Google updates, as well as Rank Trackers that keep track of volatility in SERPs.

5 CHECK IF YOU WERE HACKED

Check if you were hacked using the guides and tools from Google and WordFence.

8 CHECK YOUR COMPETITION

Check if your competition made their move and took over your website in the SERP.

9 CHECK LOST BACKLINKS

Use Ahrefs or Majestic to analyze whether you lost any backlinks recently.

10 CHECK DISAVOWED BACKLINKS

Check if some backlinks were recently disavowed. It could be that these actually packed a punch.

HELPFUL RESOURCES

Analytics tools

Google Analytics
Google Search Console
Bing Webmaster Tools

SEO news

seoroundtable.com

Rank tracking tools

Advanced Web Ranking
RankRanger
Algoroo
AccuRanker

Backlinks tools

Ahrefs
Majestic

ContentKing