Google Ranking Dropped Dramatically?

Here's how to recover in 13 easy steps

Don't panic!

01
Check if your rankings really dropped

Did your rankings really drop? Double-check in your rank tracker and see if Google Search Console reports similar drops.

02
Check the scope of the ranking drop's impact

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

03
Check recent updates

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

04
Check for technical issues

If Google's been having technical issues crawling and indexing your site, this is very likely to impact your rankings. Be sure to check your log files too.

05
Check for Google updates

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

09
Check if you were hacked

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

08
Check for a Google penalty

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

07
Check disavowed backlinks

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

06
Check for Google SERP updates

Check the search engine results page for your keyword. Some Google updates change the SERP layout in a way that draws clicks away from your snippet.

10
Check for a change in search intent and behavior

Sometimes Google may decide to change its idea on the intent of a search query, and thereby also changing the websites they deem relevant.

11
Check if your competitors have made moves

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

12
Check if you lost backlinks

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

13
Check for a Google Search Console's URL removal request

Check to see if someone has accidentally hidden any URLs in Google Search.

Helpful Resources

Analytics tools
- Google Analytics
- Google Search Console
- Bing Webmaster Tools

SEO news
- Search Engine Roundtable
- Google Search Status Dashboard

Rank tracking tools
- Conductor
- AccuRanker

Backlinks tools
- Ahrefs
- Semrush
- Majestic

conductor