

1. Check to make sure your local listings have not been affected.
  - a. Is there an issue with your listing specifically?
    - i. Still appearing?
    - ii. Not merged with another listing?
    - iii. Still has the correct information such as address, phone number and URL.
  - b. Has there been a change in local?
    - i. Has map shifted away from your location?
    - ii. Are the keywords no longer triggering a local pack or the number of local listings has gone from 7 to 3?
2. Have there been changes to search results?
  - a. Was there an algorithm update on the day you start to see a decline in traffic?  
<http://moz.com/google-algorithm-change>  
<http://www.barracuda-digital.co.uk/panguin-tool/>
  - b. New competitors in the market?
  - c. Is there spam showing up in results now? Report it!
  - d. News story or other blended search results have appeared.
  - e. Search engine interpreting keywords differently?
  - f. Results grouped differently? More referral website hold top spots?
3. Was the traffic that fell off real users?
  - a. Sometimes crawlers skew traffic.
  - b. If you see a drop in traffic, but an increase in engagement this isn't necessarily bad.
  - c. Identify any potential crawler traffic.
4. Were you showing up for unrelated search queries?
  - a. If your traffic drops, but your main landing pages are not affected, you may just not be showing up for irrelevant queries.
  - b. Is the engagement better?
5. Changes to website
  - a. Major overhaul of content or lack of producing new content?
  - b. Over optimizing?
6. Actions to take:
  - a. Correct local listing.
  - b. Review the index.
  - c. Review webmaster tools.
  - d. Provide feedback to Google.
  - e. If you have been affected by Penguin, audit backlinks.
  - f. If you have been affected by Panda, audit content.
  - g. Create filter to remove fake traffic.