

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.