1. Investigate Sudden Traffic Drop \textbf{[High Impact \#1]} 

According to Ahrefs, your organic traffic suddenly dropped massively after seeing a reasonable growth period. Seasonality can already be ruled out. Moved free content behind paywall?

\textbf{Solution:} Identify the exact reasons behind the drop in traffic by performing a website quality audit. The following subjects need to be deeply analyzed: backlink profile, quality of produced content, search intent, technical SEO, domain expertise, authoritativeness, and trustworthiness (EAT), etc.
2. Optimize Low-Hanging Fruits

There are about 262 pages for which their top keyword ranks between position #4 - #20. Those pages represent a low-hanging fruit opportunity for fast growth because they’re already within striking distance of top rankings.

Example:

- **Search Term:** calculating payback period in excel
- **Current Stats:** Ranking: #15, Monthly Traffic: 1, Traffic Value: $0
- **After Optimization:** Ranking: #2, Monthly Traffic: 1,049, Traffic Value: $7,343

**Solution:** Identify keywords and pages with the highest conversion potential and then strategically optimize them by priority (on-page and/or off-page).
3. Lever SEO-Driven Content [High Impact #2]

While you already have built out valuable service pages, almost all of them don't match the searcher's intent because they don't directly answer their specific questions. A high bounce rate is assumed.

**Solution:** Implement a data-driven content strategy using holistic search term deconstruction, competitor gap and search intent analysis. The focus should be on answering specific user questions (for example, “how to remove duplicates in excel”, “how to copy formulas in excel”, etc.) in the articles and then pitching your courses within the content and in other prominent places. This is the core of content marketing.

**Example 1:**
- Search Term: how to use excel
- Keyword Difficulty: 64/100, Search Volume: 9,800/mo, Traffic Potential: 8,100/mo

**Example 2:**
- Search Term: excel keyboard shortcuts
- Keyword Difficulty: 47/100, Search Volume: 2,900/mo, Traffic Potential: 9,900/mo

**Example 3:**
- Search Term: how to copy formula in excel
- Keyword Difficulty: 34/100, Search Volume: 10,000/mo, Traffic Potential: 6,500/mo
4. A+ Content Needed

While you create good-quality content, some of it doesn’t match your competitor’s content from an SEO perspective because a lot of semantic and related terms didn’t get naturally incorporated into your content.

**Example:** According to a content optimization tool like Frase, [this page](http://example.com) gets only a 35/100 content score (see above), although 90+/100 is recommended and [0 organic visits/mo](http://example.com) (see below).

**Solution:** Strategically A+ grade your existing content and/or create new A+ content to be hyper-relevant in “Google’s eyes” and therefore achieve way more top rankings.

“A+ grading content is one of the biggest opportunities in SEO and content marketing right now. It also takes out the guesswork of what “good content” is and gets rewarded big times from Google.”
If the goal is to rank for more competitive search terms with a given page (money page), you need to increase this page's URL rating (UR). The only way to do so is to naturally build white-hat, dofollow, in-content backlinks from high domain authority sites (DR50 - DR90+ recommended) to that page.

Currently, strategic digital PR couldn’t be found.

**Example:**
- This page receives 0 backlinks and 0 visits/mo (see here).
- This competitor page receives 161 backlinks and 4,800 visits/mo (see here).

“If you don’t have a system in place that allows you to build targeted digital mentions (white-hat backlinks) to your most valuable assets (money pages), your competition will always outrank you.”

**Solution:** Strategically secure editorial mentions (dofollow backlinks) to your money pages, i.e. the pages on your site that have the most traffic potential and conversion value to the business, while considering the appropriate anchor texts.
6. Low Domain Rating (DR)

Domain rating (DR) represents the strength of your website's backlink profile from 0 - 100. The higher this number is, the more the site gets seen as an authority. kubicle.com's current DR is only 31, which is low, especially compared to some of your SEO competitors.

“I see backlinks and a high Domain Rating (DR) as a true company asset because it allows you to rank for more competitive search terms - usually with a higher search volume, too.”

Solution: The best part is that while building digital mentions (white-hat backlinks) to your money pages, your website's DR and overall strength will increase simultaneously. This is one of the best side effects of SEO.
7. Slow Page Speed

The loading speed of a page is one of the ranking signals for Google. Besides, page speed affects user experience on your website. Visitors often won't wait long for the page to load and will bounce.

**Solution:** Page's HTML code loads slowly when it is not optimized or when the web server is slow. Make sure the HTML code is optimized on all of your pages. Good plugins can be a valuable helper - for example, WP Rocket.