


## Google Ranking Dropped Audit Checklist Template

No	Audit Items	Checklist 
1	Do not panic and take drastic actions.	<input type="checkbox"/>
2	Document recent website changes	<input type="checkbox"/>
3	Check Google Search Console <ul style="list-style-type: none"> <li>• Manual actions</li> <li>• Security issues</li> <li>• Crawling &amp; indexing errors</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
4	Check if pages moved recently without redirection	<input type="checkbox"/>
5	Avoid chain redirects	<input type="checkbox"/>
6	Check unintended robots.txt block	<input type="checkbox"/>
7	Check broken external links	<input type="checkbox"/>
8	Check internal links error	<input type="checkbox"/>
9	Website migration without proper planning	<input type="checkbox"/>
10	Poor or AI-generated content impact	<input type="checkbox"/>
11	Poor linkbuilding impact	<input type="checkbox"/>
12	Google algorithm change impact	<input type="checkbox"/>