Google Search Traffic Drop Diagnosis Guide

Source: Has Google\'s AI eaten your traffic? A 15-minute check

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> Identify the likely cause of your traffic drop by comparing impressions, position, and clicks across four key scenarios.

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Scenario	Impressions	Average Position	Clicks	Likely Cause
AI Overview impact	Stable or rising	Stable	Declining	AI feature absorbing clicks
Algorithm update	Dropping	Worsening	Declining	Ranking loss
Seasonal variation	Drops seasonally	Stable	Drops seasonally	Normal pattern
Technical issue	Sudden drop	Sudden drop	Sudden drop	Crawl/index problem

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https://pixelibri.com.au/google-ai-eaten-traffic-check/