



# Website Audit

## batterysavvy.com

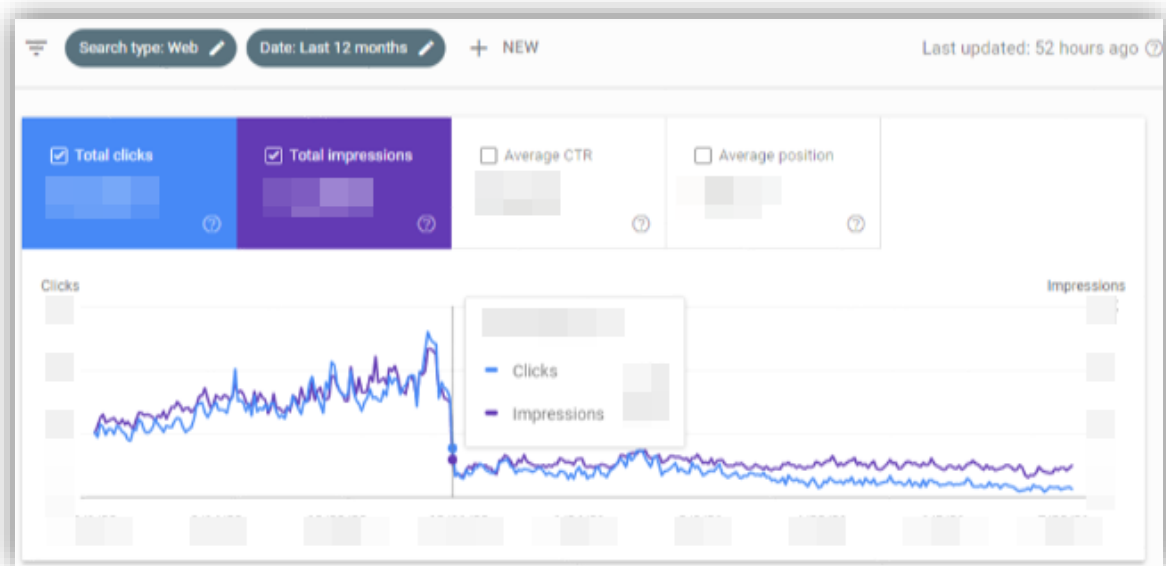
### General

The website batterysavvy.com has a prolonged decrease in the positions and visibility.

The main aim of this audit is to discover causes of this drop and to understand ways to restore the positions and the incoming organic traffic.

### How to detect reasons of the drop?

To be precise, the website had a big drop in December 2020 then its positions changed dramatically and its constant growth had stopped and traffic and visibility felt down.



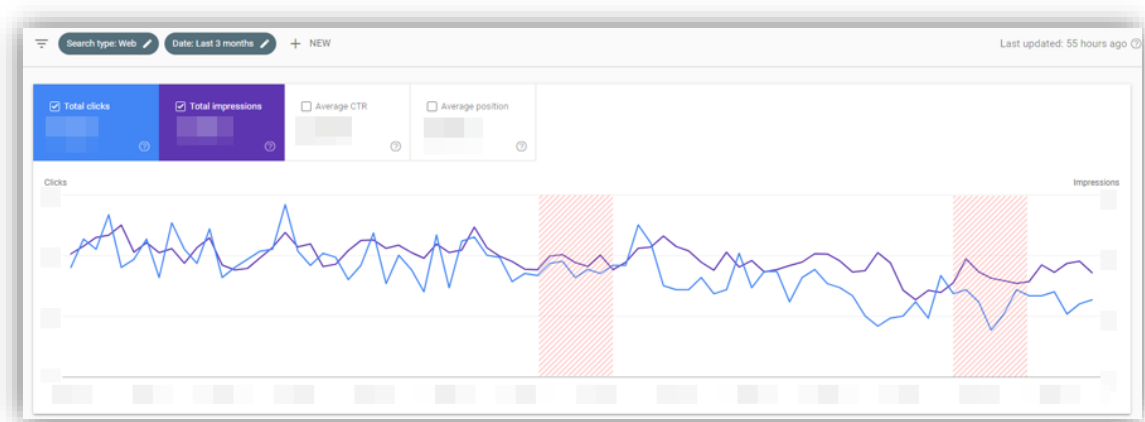
Unfortunately, the historical data concerned the website's technical features is difficult to examine now.

The brief research of the periods before and after that drop gave the following results:

- No visitable pages disappeared. Though they lost their traffic they still stood working;
- Examining the backlink profile showed that there is no many links left from the period before December (about xxx out of xxxx). This is the signal to pay attention to the backlink profile;

- The CMS and the other basic website's features are still the same (Wordpress and the Magazine Pro theme).

## Why Do Position and Organic Traffic Still Drop?



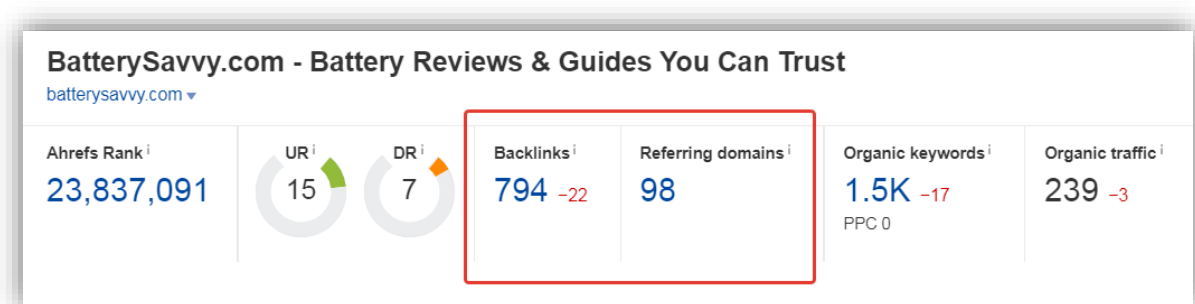
As we can see on the plot above, the website has been constantly losing its visibility and organic traffic for a long time.

The reasons for this that should be checked up at first are the following:

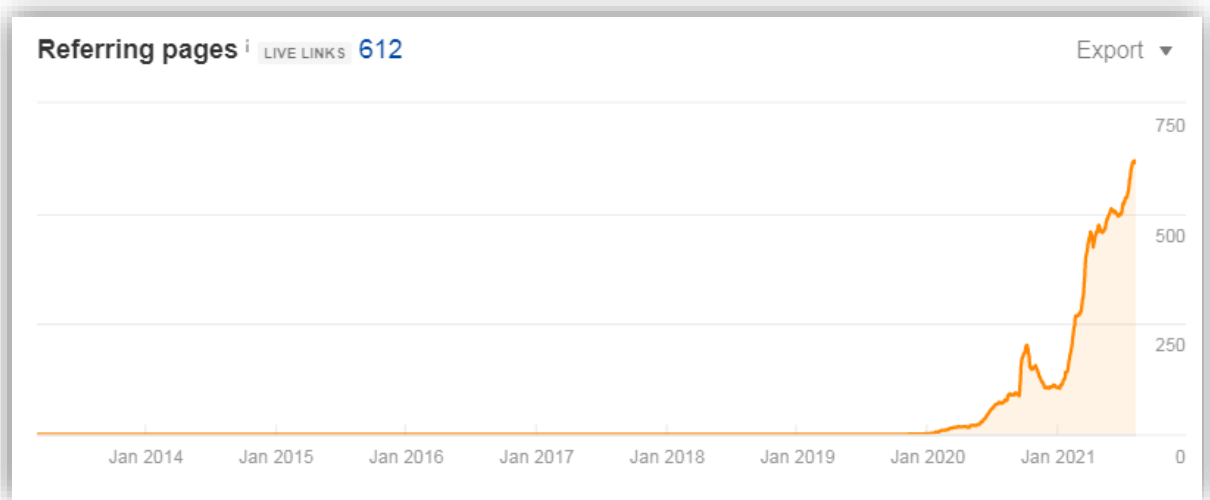
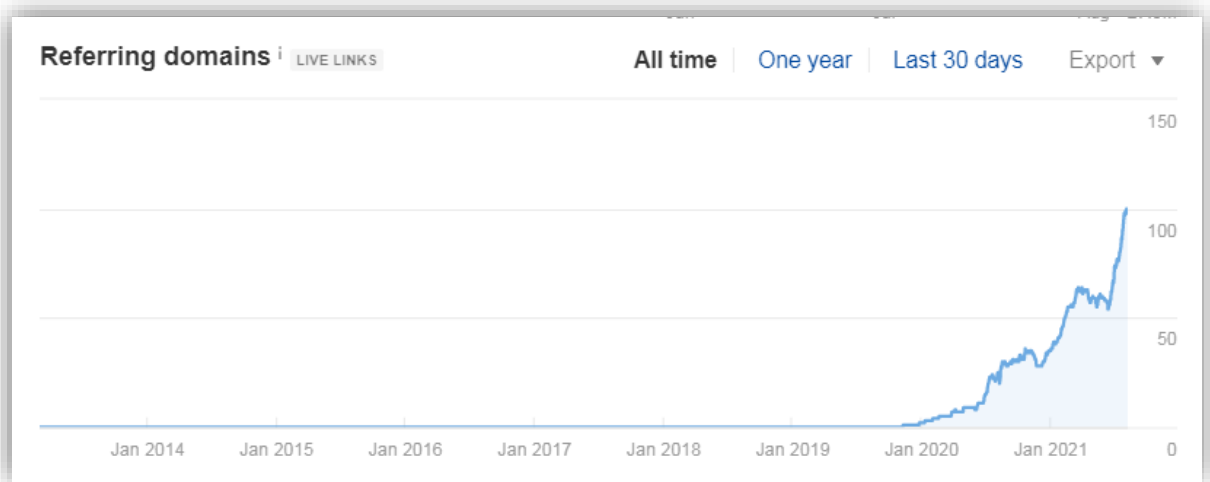
1. Changes on the website's backlink profile: the batch removing or adding backlinks that may influence the Google ranking;
2. Issues with indexing of the trafficable pages, getting out of the Google Index;
3. The position dropping of the main trafficable pages that influences the incoming organic traffic.

### Backlink profile

The screenshot of the pivot table with the main website's data is below.



The number of the both number of referring domains and referring pages is raising.



Unfortunately, the December statistics is no longer available but it seems like the backlink profile is managed and number of links grow due to the backlink manager's efforts.

The daily statistics of gaining and losing backlinks is below (data by Ahrefs).

You can make sure that no batch appearing or disappearing of the backlinks was detected (at least at volumes that may make suspect Google unnatural appearance of these backlinks). Actually, if a large volume of links is deleted at the same time, Google indexing changes in a prolonged way then its crawlers detect changes so I would not worry about backlinks.

December 2020							January 2021							February 2021							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
		1	2	3	4	5 1						1	2		1 10	2 11	3 2	4	5 3	6 5 1	
6 2	7 1	8 1	9 2	10 1	11	12	3	4 2	5 1	6 5	7 2	8 5	9	7 2	8 27	9 2	10 12	11 5 1	12 2	13 9	
13	14 1	15	16	17 6	18	19	10	11 1	12	13 5	14 3 1	15 1	16 1	14 6 1	15 1 2	16 4	17 12	18 5	19 3 1	20	
20	21 1	22 1	23	24	25 1 1	26	17 1	18	19 1	20 3	21 5	22 1	23 1	21	22	23	24 1	25 3	26 3	27 3 1	
27	28	29	30	31			24 1	25	26 2	27	28 3	29 4	30 10 4	28 1 3							
							31 4														

March 2021							April 2021							May 2021							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
	1 5	2 8	3 1	4 2	5 14 3	6 4					1 16 9	2 7 7	3 8 11							1 4 4	
7 6 1	8 10 1	9 5	10 11 1	11 3 2	12 9 4	13 13 3	4 7 14	5 3 10	6 3	7 1	8 5 10	9 5 11	10 12 6	2 2 4	3 1 2	4 2 3	5 1 4	6 2	7 5 3	8 1 3	
14 16 3	15 10	16 21 7	17 24 4	18 16 3	19 11 1	20 14 8	11 9 8	12 10 8	13 11 4	14 10 6	15 8 5	16 8 6	17 4 7	9 4 2	10 3 5	11 3 1	12 7 1	13 3 5	14 11 1	15 2 1	
21 10 2	22 3	23 2 2	24 7 4	25 10 5	26 7 3	27 7 53	18 8 3	19 2 2	20 3 2	21 2 6	22 13 2	23 4	24 7 4	16 5 1	17 6 1	18 3 2	19 1	20 7 1	21 4 1	22 2 2	
28 8 12	29 9 5	30 7 8	31 10 2				25 4 4	26 4	27	28 28 10	29 3 3	30 5 9		23 3 1	24 5 2	25	26 4	27 33 1	28 6 2	29 3 2	
														30	31						

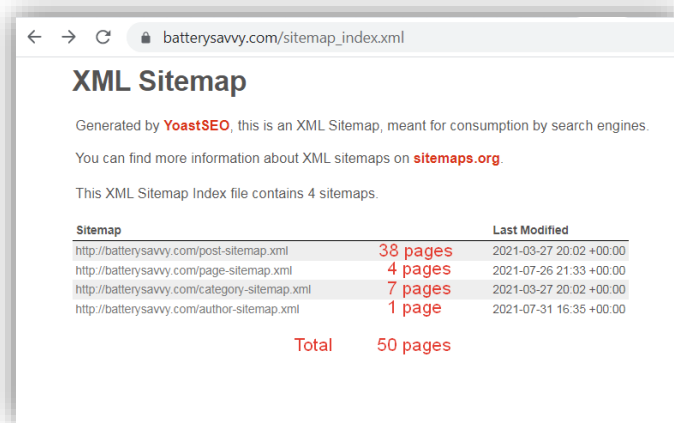
  

June 2021							July 2021							August 2021							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
		1 1	2 3	3 1	4 1	5 5 1					1 6 1	2 1 5	3 7	1 7 5	2 5 6	3 7 12	4 2 6	5 8 10	6 8	7	
6 5 3	7 7 4	8 4 6	9 7 3	10 3 4	11 3 5	12	4 7 3	5 2	6 6 1	7 7 2	8 8 5	9 4 4	10 9 7	8	9	10	11	12	13	14	
13 2 1	14 3 50	15 2	16 1 3	17 5 3	18 2 5	19 8 4	11 3 2	12 1 1	13 3 1	14 6 2	15 3 4	16 4 4	17 8 2	15	16	17	18	19	20	21	
20 8 3	21 2	22 48 4	23 4 4	24 2 4	25 6 1	26 2 2	18 7 4	19 19 5	20 4 2	21 6 8	22 13 2	23 10 5	24 5 2	22	23	24	25	26	27	28	
27 4 4	28 5 1	29 7 1	30 13 2				25 8 2	26 6 4	27 4	28 9 4	29 1 2	30 1 4	31 9 10	29	30	31					

So, the assumption that deleting of some unwanted backlinks may have caused the website's drop is not valid, the reason is obviously different.

## Indexing of the trafficable pages

Number of pages in the Google index in the sitemap, GSC dashboard and on the search corresponds.



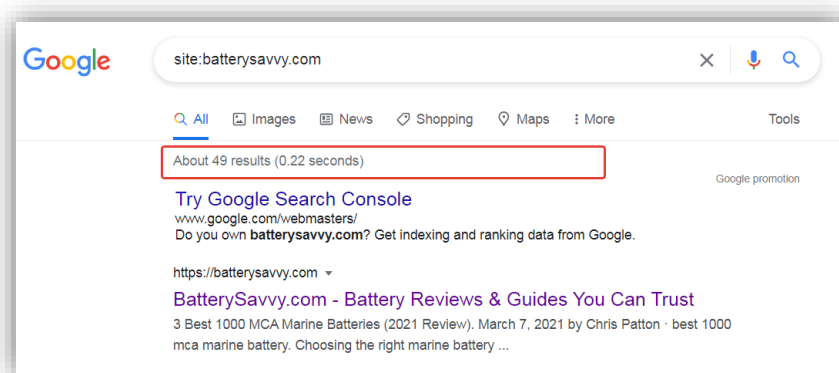
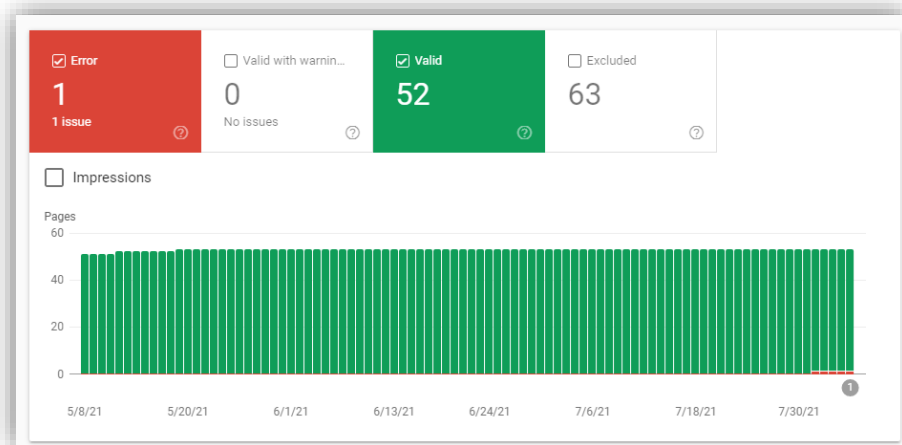
XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on [sitemaps.org](https://sitemaps.org).

This XML Sitemap Index file contains 4 sitemaps.

Sitemap		Last Modified
<a href="http://batterysavvy.com/post-sitemap.xml">http://batterysavvy.com/post-sitemap.xml</a>	38 pages	2021-03-27 20:02 +00:00
<a href="http://batterysavvy.com/page-sitemap.xml">http://batterysavvy.com/page-sitemap.xml</a>	4 pages	2021-07-26 21:33 +00:00
<a href="http://batterysavvy.com/category-sitemap.xml">http://batterysavvy.com/category-sitemap.xml</a>	7 pages	2021-03-27 20:02 +00:00
<a href="http://batterysavvy.com/author-sitemap.xml">http://batterysavvy.com/author-sitemap.xml</a>	1 page	2021-07-31 16:35 +00:00
<b>Total</b>	<b>50 pages</b>	



Google site:batterysavvy.com

About 49 results (0.22 seconds)

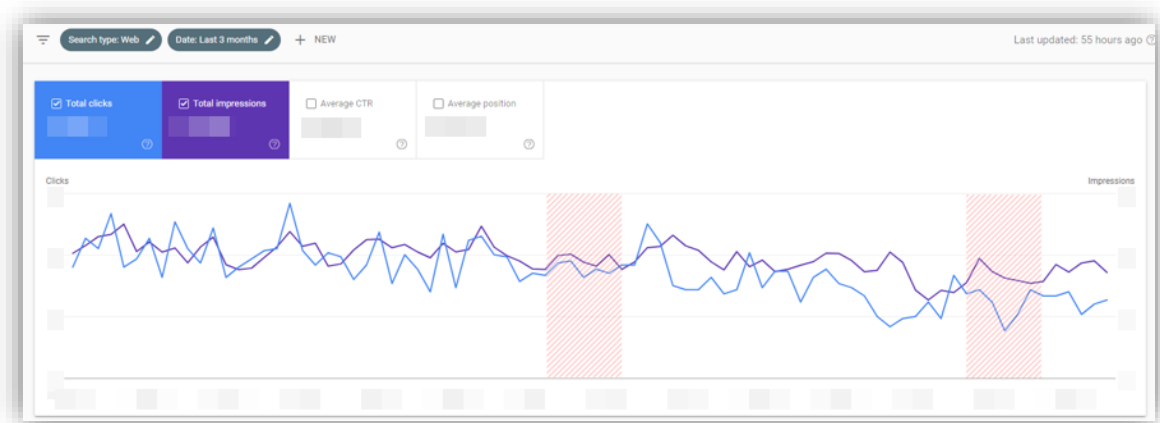
Try Google Search Console  
www.google.com/webmasters/  
Do you own **batterysavvy.com**? Get indexing and ranking data from Google.

<https://batterysavvy.com>

**BatterySavvy.com - Battery Reviews & Guides You Can Trust**  
3 Best 1000 MCA Marine Batteries (2021 Review). March 7, 2021 by Chris Patton · best 1000 mca marine battery. Choosing the right marine battery ...

Thus, all the pages on the website are in the Google index. Dropping pages out of the index is not the reason of the position decrease.

## Decreasing positions of all pages



The plot above is the same as at the beginning of the document.

I took two weekly periods (X – XX Month and X – XX Month 20XX, marked with pink on the plot) and compared the pages impressions and clicks.

The complete results are here (shareable link, Excel 102 Kb, list Pages).

	A	B	C	D	E	F	G	H	I	J	K	L
		Clicks	Clicks	Change Clicks	Impressions	Impressions	Change Impressions	CTR	CTR	Position	Position	Change Positions
3	Top pages											
4	https://batterysavvy.com/best-group-31-batteries/			-64%			-16%					-4.11
5	https://batterysavvy.com/best-batteries-for-toyota-corolla/			-50%			-27%					-7.15
6	https://batterysavvy.com/best-batteries-for-6-7-cummins/			-22%			-12%					-2.14
7	https://batterysavvy.com/best-batteries-5-9-cummins/			15%			45%					0.47
8	https://batterysavvy.com/best-group-35-batteries/			-29%			-25%					-1.72
9	https://batterysavvy.com/highest-cca-lawn-mower-battery/			-52%			-7%					10.90
10	https://batterysavvy.com/best-group-27-deep-cycle-batteries/			-55%			0%					-11.84
11	https://batterysavvy.com/best-group-24-batteries/			-28%			-32%					-5.75
12	https://batterysavvy.com/best-batteries-for-toyota-tacoma/			-33%			-32%					-0.80
13	https://batterysavvy.com/best-group-94r-batteries/			-39%			8%					-1.60
14	https://batterysavvy.com/best-batteries-for-toyota-camry/			-18%			30%					0.33
15	https://batterysavvy.com/best-group-65-battery/			10%			53%					11.44
16	https://batterysavvy.com/best-batteries-for-generac-generators/			0%			25%					-0.55
17	https://batterysavvy.com/best-group-49-batteries/			-11%			-7%					-2.15
18	https://batterysavvy.com/best-batteries-for-ford-f250-f350/			11%			6%					-3.94
19	https://batterysavvy.com/best-batteries-for-subaru-outback/			-56%			-8%					0.95
20	https://batterysavvy.com/best-batteries-for-ford-escape/			-50%			-34%					-6.88
21	https://batterysavvy.com/best-group-51-batteries/			-43%			-15%					-5.04
22	https://batterysavvy.com/best-batteries-for-honda-pilot/			0%			-32%					-7.01
23	https://batterysavvy.com/best-1000-cca-batteries/			-71%			-37%					-9.28

The results are the following:

- All visited pages have impressions and clicks on Google, not a single visitable page has now the zero visibility.
- Some pages rose their positions.
- Small decrease in positions leads to the significant decrease of the impressions and to the dramatic drop of clicks. We can see the same at the plot, the curve of clicks is below the curve of impressions.

This makes us sure that the positions loss is not related to any errors on the website or Google restrictions. The reason is likely in the general website's degradation that may be caused by different reasons.

To understand what is going on we can do some more tests.

## The SERP top-10 checkup

If we check search results for some relatively high-volume keywords, we can try to estimate the competitors pages' features and figure out what is required to boost on the website's on-page and off-page features to make it more competitive.

Top queries	Search Vol.	Difficulty	Av. Position	Related URL
1000 cca battery	600	2	21.63	<a href="https://batterysavvy.com/best-1000-cca-batteries/">https://batterysavvy.com/best-1000-cca-batteries/</a>
best 51r battery	500	5	6.56	<a href="https://batterysavvy.com/best-group-51-batteries/">https://batterysavvy.com/best-group-51-batteries/</a>
group 31 battery dimensions	500	7	42.00	<a href="https://batterysavvy.com/best-group-31-batteries/">https://batterysavvy.com/best-group-31-batteries/</a>
best battery for generac generator	200	2	8.29	<a href="https://batterysavvy.com/best-batteries-for-generac-generators/">https://batterysavvy.com/best-batteries-for-generac-generators/</a>
best group 35 battery	200	2	4.60	<a href="https://batterysavvy.com/best-group-35-batteries/">https://batterysavvy.com/best-group-35-batteries/</a>
1000 cold cranking amp battery	150	3	13.46	<a href="https://batterysavvy.com/best-1000-cca-batteries/">https://batterysavvy.com/best-1000-cca-batteries/</a>
best battery for subaru outback	150	1	10.24	<a href="https://batterysavvy.com/best-batteries-for-subaru-outback/">https://batterysavvy.com/best-batteries-for-subaru-outback/</a>
difference between h7 and 94r battery	150	2	7.88	<a href="https://batterysavvy.com/best-group-94r-batteries/">https://batterysavvy.com/best-group-94r-batteries/</a>
group 24 agm battery	150	10	32.00	<a href="https://batterysavvy.com/best-group-24-batteries/">https://batterysavvy.com/best-group-24-batteries/</a>
group 65 battery 1000 cca	150	6	11.16	<a href="https://batterysavvy.com/best-group-65-battery/">https://batterysavvy.com/best-group-65-battery/</a>
best battery for toyota corolla	100	1	4.11	<a href="https://batterysavvy.com/best-batteries-for-toyota-corolla/">https://batterysavvy.com/best-batteries-for-toyota-corolla/</a>
best u1 battery	100	7	12.15	<a href="https://batterysavvy.com/best-group-u1-batteries/">https://batterysavvy.com/best-group-u1-batteries/</a>

Raw data of this research is here (shareable link, 18 Kb)

## Some words about the table structure

	B	C	D	E	F	G	H	I	J
5									
6			Keyword	Search Volume	Competition				
7			1000 cca battery		600	2			
8									
9		N	Domain	URL	Domain Authority	URL Authority	Page Title	Total backlinks to URL	Total traffic to URL
10		#1	www.batteryequivalents.com	www.batteryequivalents.com/pick-the-best-1000-cca-cold-cranking-amr	24	13	Pick the Best 1000 CCA (Cold Cranking Amps) Marine Battery	7	581
11		#2	www.amazon.com	www.amazon.com/4DV-Heavy-Duty-Commercial-Battery/dp/B079K53CF	96	15	Amazon.com: 4DV, Heavy Duty Commercial Battery - CCA 1000: Home Img	2	52
12		#3	www.autopro.com.au	www.autopro.com.au/supercharge-battery-el04503	48	9	Supercharge Battery 86MF Gold Plus Truck MF31-930-1000CCA - Autopr	0	13
13		#4	batterytools.net	batterytools.net/1000-cca/	2	4	Best 1000 CCA (Cold Cranking Amps) Marine Battery   Battery Tools	0	8
14		#5	www.ozautoelectrics.com	www.ozautoelectrics.com/bosch-heavy-duty-t4-battery-31-1000-1000-c	30	8		0	2
15		#6	www.401truckparts.com	http://www.401truckparts.com/product/battery-cat-1000-cca-12v-31-bci/			1754390 BATTERY-CAT 1000 CCA 12V 31 BCI		
16		#7	shop.advanceautoparts.com	shop.advanceautoparts.com/p/diehard-hd-battery-heavy-duty-comm	77	13			3 88
17		#8	www.deepcyclemarinebattery.com	www.deepcyclemarinebattery.com/articles/the-best-800-1000-cold-cra	13	13	The Best 800-1000+ Cold Cranking Amps (CCA) AGM Marine Battery	21	112
18		#9	www.autozone.com	www.autozone.com/batteries-starting-and-charging/battery/duralast-b	76	13		15	77
19		#10	batteryfactory.co.uk	batteryfactory.co.uk/products/642nx-platinum-xtreme-battery-12v-120	1	4	642X Platinum Xtreme BATTERY 12V 120Ah (CCA 1000) - BatteryFactory	0	0
20									
21		#	batterysavvy.com	batterysavvy.com/best-1000-cca-batteries/		7	3 Best 1000 CCA Batteries for Marine & Trucks (2021) - BatterySavvy.com	26	11
22									
23									
24									

- Target keyword with its parameters is placed above the table with the search results. Search volume is in the column E, Competition level is in the column F.
- The table contains data about top-10 pages and their parameters like Domain and Page Authority (DA and PA), number of backlinks following to the page (not the entire domain), and the page traffic.
- Batterysavvy's pages are marked with blue.

The insights that came from the table analysis are the following:

- The website batterysavvy.com is still at the top-10 for 7 high-volume keywords out of 12. The better positions have only amazon.com and batteryequivalents.com (batteryequivalents.com has 247 pages in the Google index);

N	Domain	URLs in table
1	www.amazon.com	10
2	www.batteryequivalents.com	10
3	batterysavvy.com	7
4	www.autozone.com	5
5	shop.advanceautoparts.com	4
6	batterymanguide.com	3
7	carproper.com	3
8	www.deepcyclemarinebattery.com	3
9	www.interstatebatteries.com	3
10	www.trojanbattery.com	3

***The list of competitors that we can come across in the SERP top-10 table***

- The website batterysavvy.com has the lowest Domain Authority rank among the competitors (with the rare exceptions);
- The number of backlinks following the target pages is big enough (the biggest for some keywords);
- Search results for some keywords have completely similar pages on top. Please, pay attention to the URLs and titles, they are literally the same. In this case the domain authority matters.



URL	Domain Authority	URL Authority	Page Title	Total backlinks to URL	Total traffic to URL
<a href="http://rvexpert.net/best-group-35-battery/">rvexpert.net/best-group-35-battery/</a>	6	12	Best Group 35 Battery in 2021	6	41
<a href="http://www.wvdot.com/best-group-35-battery/">www.wvdot.com/best-group-35-battery/</a>	53	13	6 Best Group 35 Battery Review For 2021   WVDOT Automotive	16	94
<a href="http://carproper.com/best-group-35-battery/">carproper.com/best-group-35-battery/</a>	26	7	5 Best Group 35 Batteries In 2021   Review by Car Proper	0	68
<a href="http://batterysavvy.com/best-group-35-batteries/">batterysavvy.com/best-group-35-batteries/</a>	7	14	5 Best Group 35 Batteries (2021 Review) - BatterySavvy.com	51	0
<a href="http://www.batteryequivalents.com/group-35-batteries-dimensions-features-">www.batteryequivalents.com/group-35-batteries-dimensions-features-</a>	24	12	Group 35 Batteries - Dimensions, Features and Recommendations	9	471
<a href="http://batterygroupexpert.com/best-group-35-battery/">batterygroupexpert.com/best-group-35-battery/</a>	0.3	5	The Best Group 35 Battery - FAQ: How to choose, and Expert Reviews!	2	11
<a href="http://batterymanguide.com/best-group-35-battery/">batterymanguide.com/best-group-35-battery/</a>	37	8	5 Best Group 35 Batteries Review in 2021   BATTERY MAN GUIDE	0	8
<a href="http://www.amazon.com/Group-Size-35-Battery-Automotive/s?k=Group+Size+35">www.amazon.com/Group-Size-35-Battery-Automotive/s?k=Group+Size+35</a>	96	15	Amazon.com : Group Size 35 Battery	2	712
<a href="http://batterychecks.com/2021/01/12/group-35-battery/">batterychecks.com/2021/01/12/group-35-battery/</a>	0	0	Best Group 35 Battery in 2021   Battery Checks	0	12
<a href="http://groupbatteries.com/best-group-35-batteries/">groupbatteries.com/best-group-35-batteries/</a>	0	0	Your Guide to the Best Group 35 Batteries - Group Batteries	0	4

The reasons of the website positions decrease are likely the following:

1. Low website's authority level. The target checkup of the backlink profile showed that it has the unusually low share of the backlinks following to the homepage 12 of 882, it is just **1.3%** (normal is 30 – 40 – 50%).
2. Backlink profile have a unnatural structure, the 10 most populated donor domains have 736 backlinks out of total 882. The rest 94 domains have 145 backlinks following the website. This kind of backlinks distribution is a strong signal for Google of their possible forced appearance.

N	Referring page URL	Number of backlinks
1	s.gmx.com	218
2	<a href="http://www.lawlist.info">www.lawlist.info</a>	114
3	<a href="http://www.law-library.net">www.law-library.net</a>	100
4	<a href="http://www.reviewaz.info">www.reviewaz.info</a>	84
5	couponsfreetoday.com	70
6	jemimabohemia.blogspot.com	49
7	<a href="http://www.carusa.info">www.carusa.info</a>	47
8	<a href="http://www.topbest10.net">www.topbest10.net</a>	27
9	<a href="http://www.sitelike.org">www.sitelike.org</a>	14
10	ecouponscodes.com	13
	<b>TOTAL</b>	<b>736</b>

What to do to change this decreasing trend:

1. Pay attention to the boosting of the Domain Authority rank. Try to place backlinks following the homepage from the trusted and highly-ranked domains should upgrade the entire website appearance. Do it in a prolonged manner without buying batch of domains at the same time, it may make harm to the website's appearance.
2. Try to use different domains for placing your backlinks. Don't place tons of backlinks on the one website.
3. Try to use dofollow links, they can influence the Domain Authority rate.
4. Control changes. If this strategy brings results, boost your efforts.

## Reference links

- SERP top-10 checkup (shareable link, 18 Kb)
- The sitemap by Screaming Frog (shareable link, 206 Kb)
- The full list of the backlinks by Ahrefs (shareable link, 124 Kb)
- Last month drop data by Google Search Console (shareable link, 126 Kb)