

Recovering from Algorithm Changes That Crashed Your Online Visibility

MANAGEMENT SUMMARY & CORE TAKEAWAY

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CONTEXT & EXECUTIVE RELEVANCE

Imagine waking up one day to realise your website isn't showing up as high on the search rankings as it used to. You might feel like your online presence has vanished overnight, leaving you wondering what happened. Well, you're not alone. Many businesses face this situation, often due to algorithm changes by search engines that impact how sites are ranked. These changes can alter the visibility of your website, affecting your ability to reach new audiences and maintain connections with existing ones. Understanding the ups and downs of online visibility is key to managing these sudden shifts.

Keeping a strong online presence is like nurturing a garden. If you don't regularly tend to it, weeds—or in this case, outdated strategies—can take over, pushing your website down in search results. It's important to stay on top of these changes because a dip in visibility can mean fewer visitors, potential losses in sales, and reduced engagement. In this article, we're going to cover some practical steps you can take to recover from algorithm changes and boost your website's visibility once more.

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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