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Will I See a Traffic Drop After Launch?

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Some clients notice a small dip in website traffic after launch. Others do not see any immediate change. If there is a drop, it is typically short term and resolves once Google finishes indexing the new version of your site.

In the context of local SEO, it is normal to wonder if changes to your website might affect how often people find you in local search results. A temporary dip is especially common for local search visibility, where consistency and proper redirects are key.

Common Reasons for a Temporary Dip in Local Traffic

- Google has not fully indexed the updated content
- Some pages or URLs were removed or renamed
- The internal linking structure was adjusted

We recommend monitoring your website's performance over a period of 30 to 60 days after launch. This gives Google time to reprocess your site and gives you a more accurate view of traffic and search rankings.

If local visibility does not begin to recover or improve during that period, we are happy to review your setup and help make recommendations.

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