

PREMIUM EBOOK

WHY YOUR WEBSITE IS NOT GETTING TRAFFIC FROM GOOGLE

(And How SEO Fixes It)



PREMIUM
EBOOK

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Not Getting Traffic
From Google*

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SEO Diagnosis

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The Scale of the Problem

96.55%

of web pages get
ZERO Google traffic

61%

organic CTR drop when
AI Overview is present

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Google Core Updates
released in 2025

If you're getting no traffic — you're not alone. But you're also not without options.

1

Googlebot Cannot Crawl Your Pages

Common crawl blockers:

- robots.txt blocks important pages
- noindex tags left from dev/staging
- JavaScript content Googlebot can't read
- Thin/duplicate pages waste crawl budget
- New sites get smaller crawl budgets

Quick Fix

- Check [yourdomain.com/robots.txt](#)
- Use URL Inspection in Search Console
- Crawl with Screaming Frog (free, 500 URLs)
- Block tag/category pages with noindex

Indexing ≠ Ranking — Page 8 of Google gets zero traffic, same as not indexed

Why indexed pages get zero traffic:

- Competitors have 3-10x more backlinks
- Content mismatches search intent
- Google deindexed 25% of pages in 2025
- Ranked position 30+ = effectively invisible

Quick Fix

- Search Console → Pages → "Crawled, not indexed"
- Merge thin pages into stronger resources
- Add expert insight, original data, real examples
- Request re-indexing after major improvements

Wrong Keywords & Search Intent Mismatch

Competitive Mismatch

- Targeting national terms with no authority
- "Digital marketing" vs "Digital marketing Lahore"
- Fix: Add location, industry, specificity
- Target positions 8-20 first — fastest wins

Search Intent Mismatch

- 4 types: Info / Nav / Commercial / Transactional
- Service page for an informational keyword = poor rank
- Fix: Search keyword — match what Google shows
- Check People Also Ask to map intent gaps

4

No Backlinks = No Domain Authority

3.8x

more backlinks on
top-ranking pages vs #4-10

Why backlinks matter:

- Links = votes of trust from other websites
- No links = Google can't verify your authority
- Spam/bought links caused 45-80% drops in 2025

How to Build Authority

- Original research & data studies others want to cite
- Local citations: Google Business Profile + Pakistan directories
- PR mentions, journalist outreach, industry guest posts

Content Fails Google's E-E-A-T Standards

E**Experience**

Show you've DONE it
Case studies, photos,
real outcomes

E**Expertise**

Show you KNOW it
Author bio,
credentials

A**Authority**

Others CONFIRM it
Backlinks, mentions,
press

T**Trust**

Users TRUST it
HTTPS, privacy,
transparent contact

Dec 2025 Core Update: 71% affiliate · 67% health · 52% e-commerce sites dropped — all lacked genuine E-E-A-T

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Technical SEO Problems Blocking Everything



Redirect Chains

Each extra hop dilutes link equity



Duplicate Content

Authority splits across multiple URLs



HTTPS Errors

Mixed content kills trust signals



Broken Sitemap

Google misses your key pages



5xx Server Errors

Googlebot can't crawl at all



Poor Mobile

Mobile-first index penalises desktop-only

7

Core Web Vitals & Mobile Failures

LCP

Largest Contentful
Paint

Target: < 2.5s

How fast your
main content loads

INP

Interaction to
Next Paint

Target: < 200ms

How fast the page
responds to clicks

CLS

Cumulative
Layout Shift

Target: < 0.1

How stable the
page looks visually

Mobile-first indexing: Google indexes mobile version first — 60%+ of traffic is mobile

Test now: pagespeed.web.dev → target 70+ score on mobile setting

Google Algorithm Update Hit Your Site

March 2025

Target:

Helpful content
search intent match

Recovery:

3-6 months

June 2025

Target:

Link manipulation
off-page authority

Recovery:

4-8 months

Dec 2025

Target:

E-E-A-T, AI content
UX quality

Recovery:

2-6 months

Manual vs Algorithmic — Different problems:

Manual: Shown in Search Console → Security & Manual Actions

Algorithmic: Traffic drop matches a known Google update date

AI Overviews Are Absorbing Your Clicks

61%

drop in organic CTR
when AI Overview present
(Seer Interactive, 25M impressions)

Key facts:

- Coverage doubled: 6.49% → 13.14% in just 2 months
- 88% of AI Overviews appear for informational queries
- Only 8% of users click organic results when AI shows
- CTR falls from 1.76% to 0.61% — a 65% reduction

Strategy: Target commercial/transactional keywords (AI appears rarely there) · Build brand-driven searches · Create content AI can't summarize: proprietary data, local case studies

No Internal Linking — Pages Are Islands

Why internal links matter:

- Help Googlebot discover all your pages
- Distribute PageRank (authority) across the site
- Signal which pages are most important to Google
- Build topical clusters — specialist beats generalist

Action Steps

- Find orphan pages (0 links) in Screaming Frog
- Add 3-5 contextual links in every new article
- Use descriptive anchor text — not "click here"
- Build: Pillar page → support articles → back to pillar

Three More Silent Traffic Killers

#11 Keyword Cannibalization

- Multiple pages fight for same keyword
- Authority splits — all rank lower
- Fix: Consolidate or differentiate pages
- Use site:yourdomain "keyword" to find dupes

#12 GSC Reporting Change (Sept 2025)

- Impressions dropped 40–50% overnight
- Traffic didn't fall — just recounted
- Cross-check with Google Analytics sessions
- Always verify both tools before panicking

#13 Site Is Too New

- New domains get smaller crawl budgets
- Month 0–3: indexing, minimal ranking
- Month 6–12: meaningful traffic begins
- Impatience → bad tactics → penalties

The Recovery Framework — Where to Start

01

Week 1-2

Fix Technical Foundation

- Resolve crawl & indexing blocks
- Fix 4xx / 5xx errors in GSC
- Clean redirect chains → 1 hop
- Submit correct XML sitemap

02

Weeks 2-8

Upgrade Content Quality

- Add author bio + credentials
- Fix E-E-A-T failures on pages
- Consolidate thin/duplicate content
- Add original data & case studies

03

Month 2+

Build Authority

- Google Business Profile + citations
- PR outreach & journalist links
- Guest posts on credible sites
- Build topical cluster architecture

04

Ongoing

Adapt for AI Era

- Target transactional keywords first
- Build branded search volume
- Add structured data for AI citation
- Monitor AI Overview coverage monthly

Keyword Strategy: Where to Focus First

Quick Wins

Low competition · High intent

- Long-tail 4+ word keywords
- Location + service combos
- Target positions 8–20 in your niche

Long Game

High competition · High reward

- Build domain authority first
- Target after 12+ months of SEO
- Invest in E-E-A-T foundation

Avoid For Now

High competition · Low intent

- Generic 1–2 word keywords
- No location/niche modifiers
- Returns won't justify the effort

AI-Safe Targets

Transactional · Branded

- "hire", "price", "buy" queries
- Your brand + service combinations
- Competitor comparison queries

Winning in the AI Overview Era



Target right queries

Transactional & commercial queries get far fewer AI Overviews. Shift your keyword budget there.



Build your brand

Branded searches are nearly immune to AI traffic loss. Invest in social, PR, YouTube.



Create unsummarisable content

Proprietary data, local market insights, case studies — AI can't replace what only you know.



Get cited IN AI Overviews

Brands cited in AI Overviews earn 35% more organic clicks + 91% more paid clicks.



Add structured data

FAQPage, HowTo, Article schema helps AI understand and cite your content correctly.

Your 10-Point SEO Diagnosis Checklist

1 robots.txt — no critical pages blocked

2 Search Console → Pages → Not indexed reasons

3 Fix all 4xx and 5xx errors

4 Core Web Vitals — test at pagespeed.web.dev

5 Author bio visible on every content page

6 Target keyword intent — match Google's format

7 Backlinks — check Search Console → Links

8 Redirect chains — max 1 hop per redirect

9 No two pages targeting the same keyword

10 Analytics sessions vs GSC impressions — verify both

Most websites have 3–5 of these issues right now.

Which ones are silently killing your traffic?

Get a Free SEO Audit

I'll diagnose your site and tell you exactly which of these 13 problems apply — and what to fix first for maximum impact.

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