

125K Insurance Vertical Deleted

We received an update from the ETL team to remove all "Adjusters from the Insurance vertical," totaling approximately **125,928 profiles** from our website. Our team has calculated the Google search performance of these profiles, including clicks and impressions.

Here are the impacts:

Impacts of Removal:

1. **Traffic Loss:** We estimate losing **1,627 clicks** and **23,546 impressions** from Google search. (Refer to the attached document for details.)
2. **Vertical Authority Impact:** A sudden decrease in indexed pages could affect the overall authority of the "Insurance" vertical in search results and reviews.
3. **Google Search Console (GSC) Issues:** The removed pages will result in **404 errors**, which will appear in GSC under "Crawl Errors."
4. **Broken Internal Links:** Links from other parts of our site (e.g., results pages like <https://www.experience.com/results?vertical=Insurance&city=Nevada%2C+TX>) to these deleted pages will break, potentially impacting the distribution of link equity.
5. **Site Authority Reassessment:** Removing such a large volume of pages might cause search engines to reassess our site's relevance and expertise in this niche.

SEO Mitigation Steps Taken: We have implemented dynamic solutions to reduce the SEO impact:

- **Dynamic Updates to Internal Links:** Links to the deleted pages within our site are being dynamically updated.
- **Sitemap Updates:** The sitemap is being updated dynamically to reflect these changes, and we will submit the updated sitemap to GSC to ensure search engines crawl our site efficiently.

Recommendations to Prevent Future Issues:

1. Avoid large-scale removal of pages from the website in the future.
2. Conduct thorough analysis before uploading profiles, especially from **legal and copyright** perspectives.