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The Dark Side of SEO: When Success Brings Your Website to Its Knees

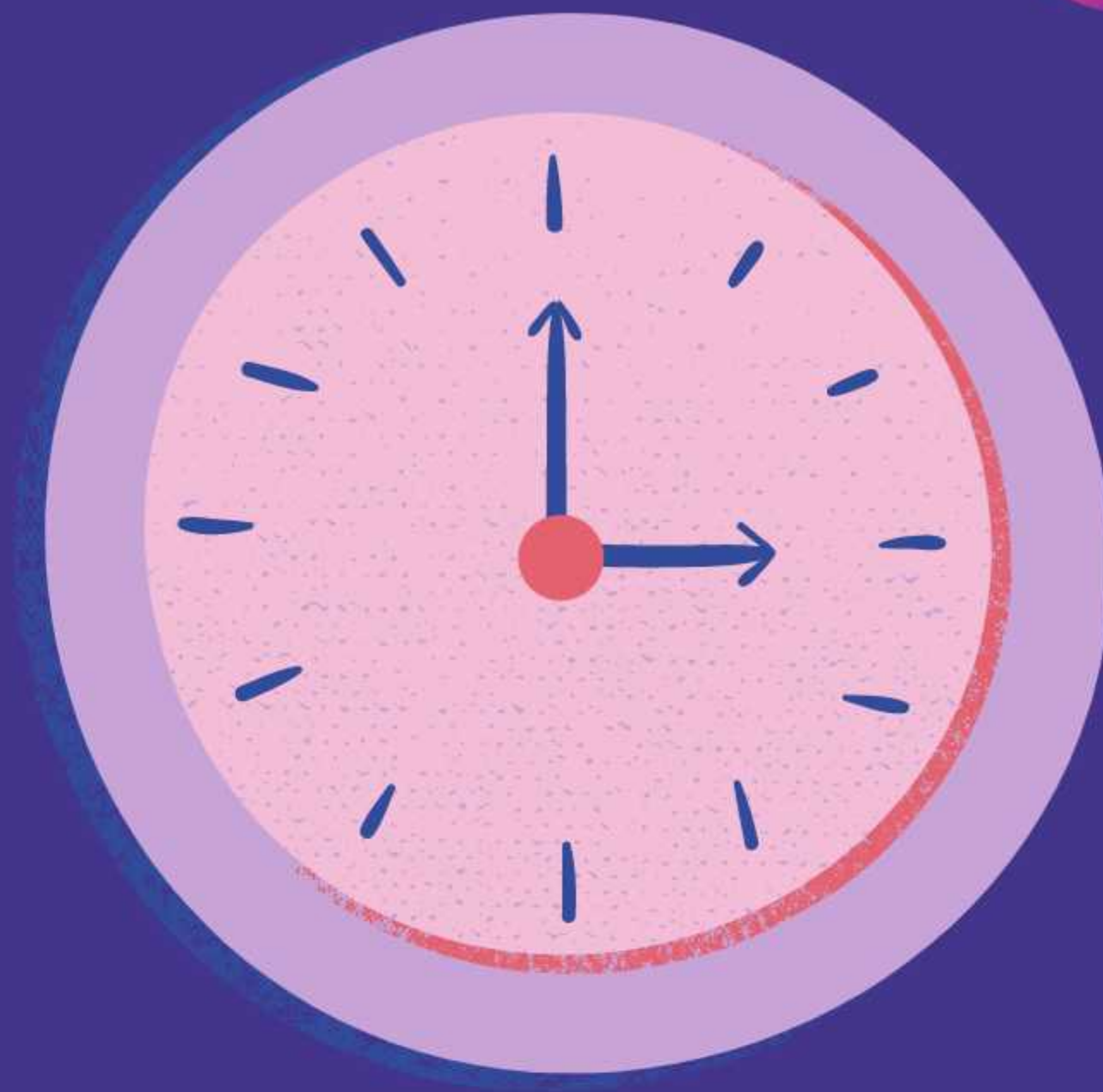


Łukasz Zeleny

Here are tips on how to avoid the negative consequences of SEO success on your website's server.

By implementing certain measures and optimizing your website's performance, you can prepare your website for rapid traffic growth and avoid potential crashes or downtime.






SCALABILITY

The website's infrastructure should be able to handle the increased traffic load. This may involve upgrading server resources, adding additional servers, or utilizing content delivery networks (CDNs) to distribute traffic.



PERFORMANCE OPTIMIZATION

The website should be optimized for speed and performance. This may involve minimizing the size of images and other media, optimizing code, using LazyLoad, WebP file format. Check you Search Console Page Experience.





SECURITY

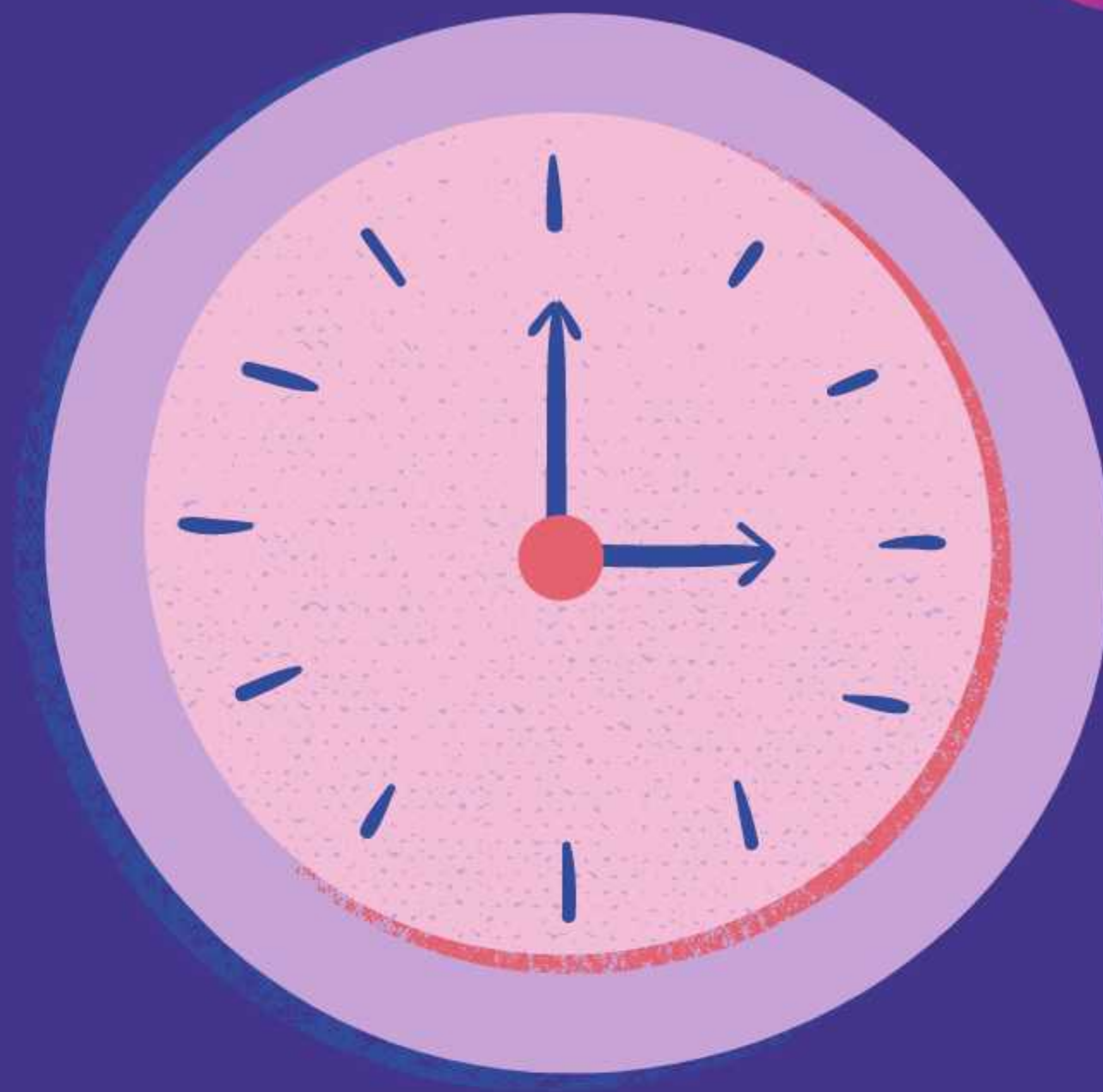
As traffic increases, the website becomes a more attractive target for hackers and malicious attacks. Therefore, it's important to ensure that the website's security measures are up-to-date and can handle the increased traffic load. First - check your securityheaders.com Second - perform penetration tests.



MONITORING

To ensure that the website is running smoothly, it's important to monitor its performance, uptime, and other metrics. This may involve using tools such as Google Analytics or other website monitoring tools. Use [Pingdom.com](https://www.pingdom.com)





TRAFFIC DISTRIBUTION

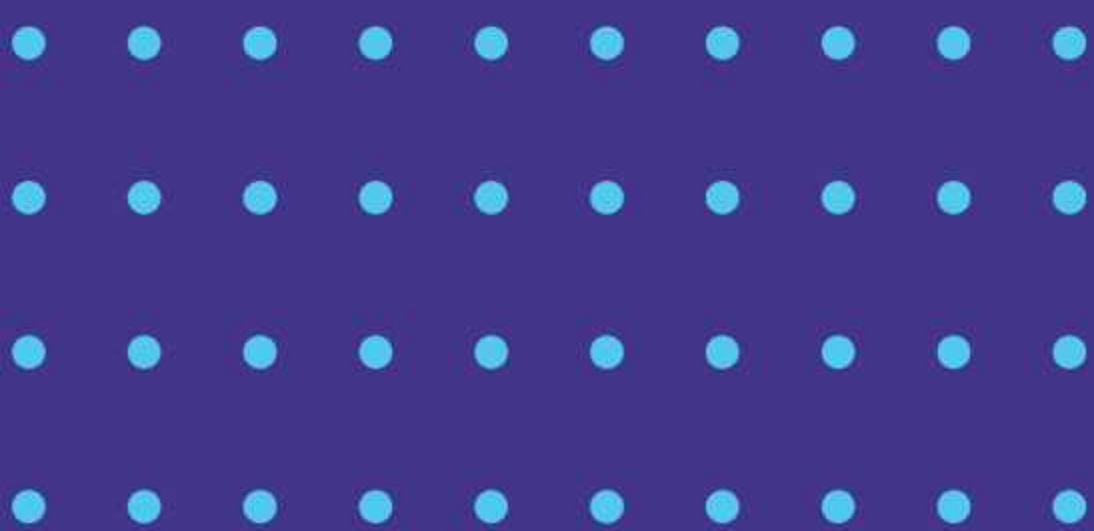
In case of a significant rise in traffic, it may be wise to distribute the traffic to multiple servers or use a CDN. This will reduce the burden on any one server and improve the overall performance of the website. Use Cloudflare

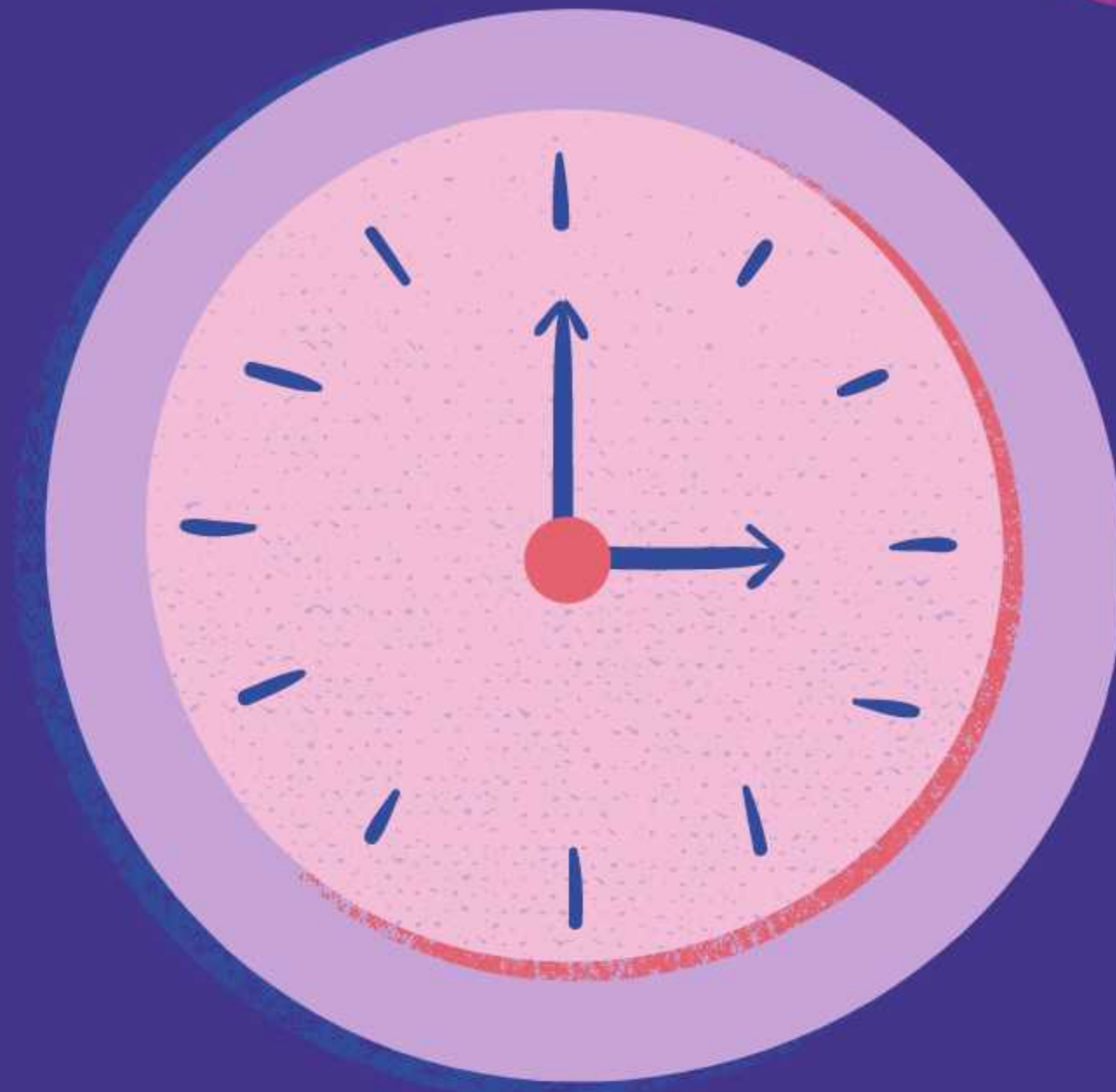




DATABASE OPTIMIZATION

Database queries and indexing should be optimized to reduce server load and improve website speed.





BANDWIDTH CAPACITY

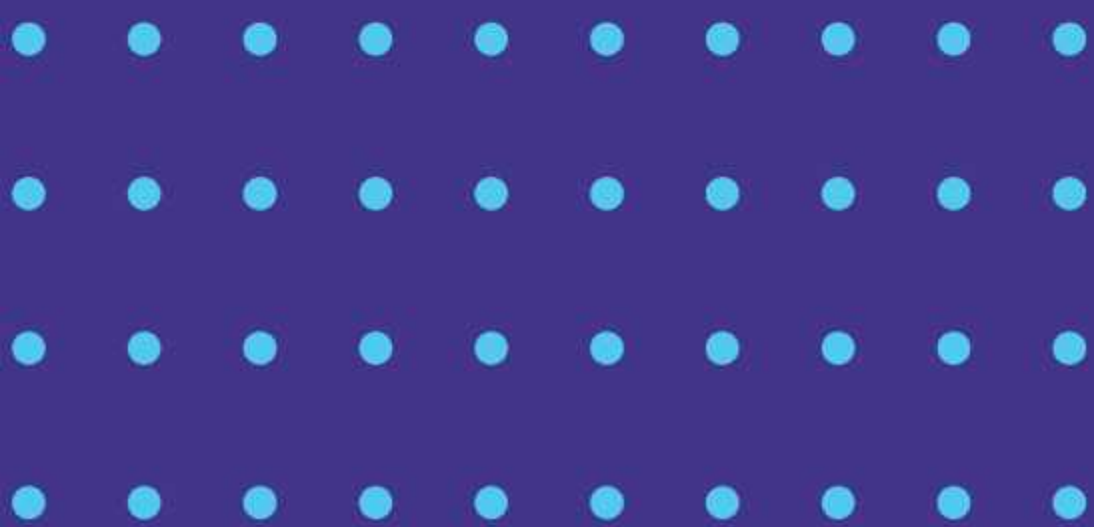
Ensure that there is sufficient bandwidth capacity to handle the increased traffic load.

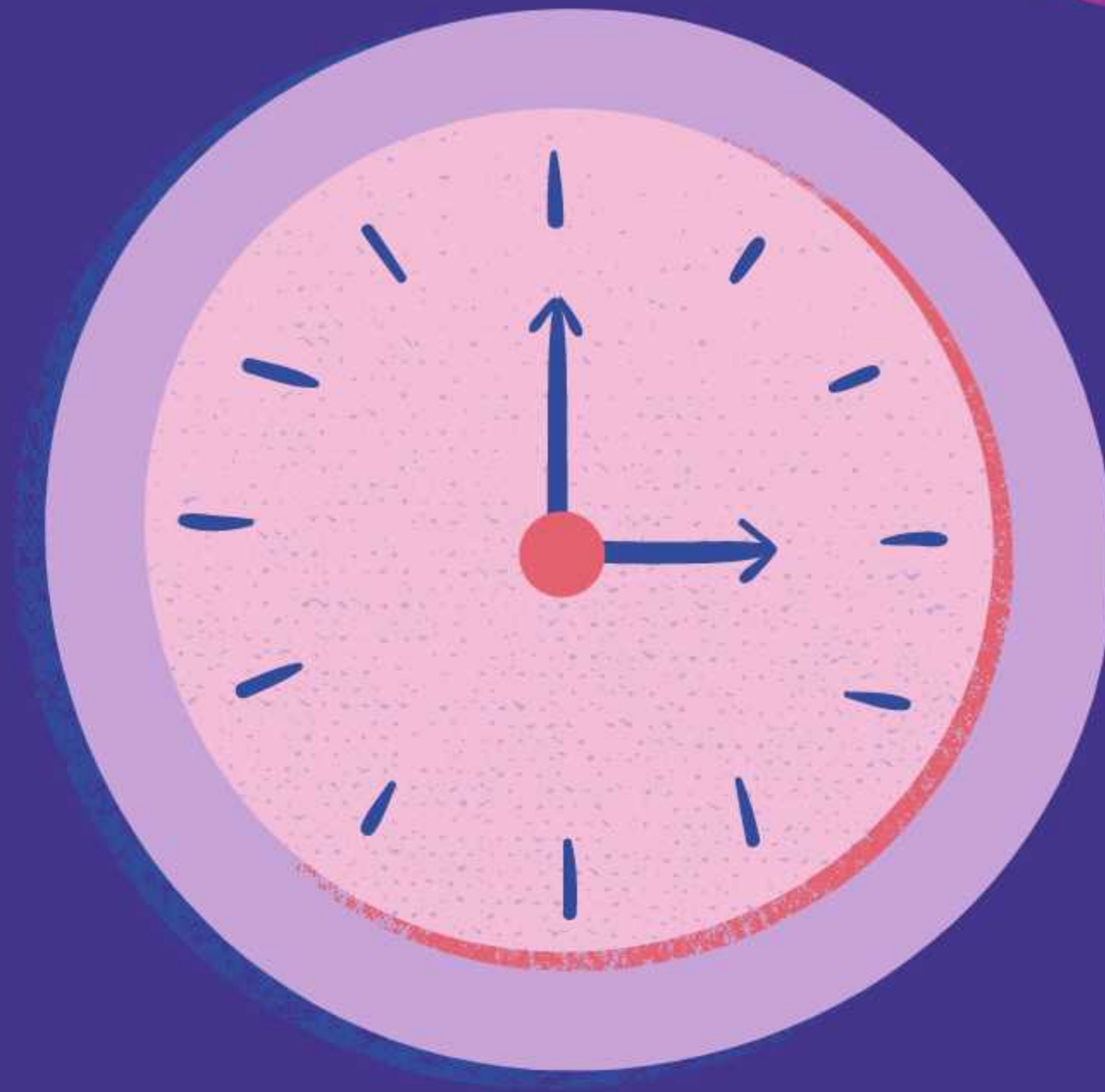




SERVER CPU

Ensure that there is sufficient CPU capacity to handle the increased traffic load.





SERVER RAM

Ensure that there is sufficient RAM capacity to handle the increased traffic load.





CONTENT CACHING

Caching frequently accessed content can help reduce server load and improve website speed during times of high traffic. Use Nitropack, Cloudflare and other similar solutions.





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