

When to roll back, and who makes that call

Agree to all of this before launch, and write the conditions as things someone can check against a dashboard.

THE THREE CONDITIONS THAT START THE CONVERSATION

CONDITION 01

A large, site-wide drop in organic sessions

Holding for several consecutive days, measured against your own baseline.

CONDITION 02

A matching drop in conversions or revenue

Traffic and money moving together, not one without the other.

CONDITION 03

A structural failure

Widespread redirect errors, or pages falling out of the index.

AND

The drop is **not explained by something you can fix within days**. If you know the cause and the fix ships this week, you fix forward.

WHO IS IN THE ROOM, AND WHO DECIDES

SEO — ADVISES

Brings the evidence

What dropped, when, by how much, and which checks have been run so far.

DECISION

The client makes the call

Normally the marketing leader who owns the number. Named on the plan before launch.

DEVELOPER — ADVISES

Brings the cost of each option

How long a rollback takes, in hours, and what it breaks on the way.

Fix forward

You know the cause and the fix ships in days. Keep the rollback conversation open until the numbers move.

Roll back

A migration in its own right: restore the old site and database, reverse the redirects, resubmit the old sitemap, point DNS back, then run the same checks in the other direction.

Keep the old environment and a current backup ready throughout the entire review period, so rolling back stays a decision you make based on the evidence.



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