



Eighty-seven queries you no longer serve

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

Document issued on 24/09/2026

2,100 visits/month · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **That is not traffic, it is a missed appointment repeated 340 times a month.**

Indicator	The flagged page	Rest of the site
Monthly visits	340	—
Average position	4	—
Immediate bounce rate	84%	41%
Product	Discontinued in 2024	—

The page ranks well and does exactly what is asked of it. The problem is not the SEO: it is that what it promises no longer exists.

The three options

Option	Nature	What the 340 visits become
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Offer a replacement	Commercial	Useful, if a product meets the need
Explain the discontinuation and point elsewhere	Editorial	Honest
Let the page decline	No action	They disappear slowly

What the 340 visits can become again

The first two options catch them: a replacement if a product meets the need, or an explanation that points elsewhere. Either way the visitor leaves with an answer, and this page's **84% immediate bounce rate** finally has a reason to fall towards the 41% of the rest of the site. The third loses them: redirecting to a different product is perceived as deception — by the visitor, who leaves, and by the engine, which measures it.

Across all incoming queries

Situation	Queries	Monthly visits
Served by the current offer	1,153	—
About things you no longer provide	87	2,100

Two thousand one hundred monthly visits arrive at dead ends. It is the volume that turns a curiosity into a commercial subject: eighty-seven queries describe a demand that exists and that the company has stopped serving.

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