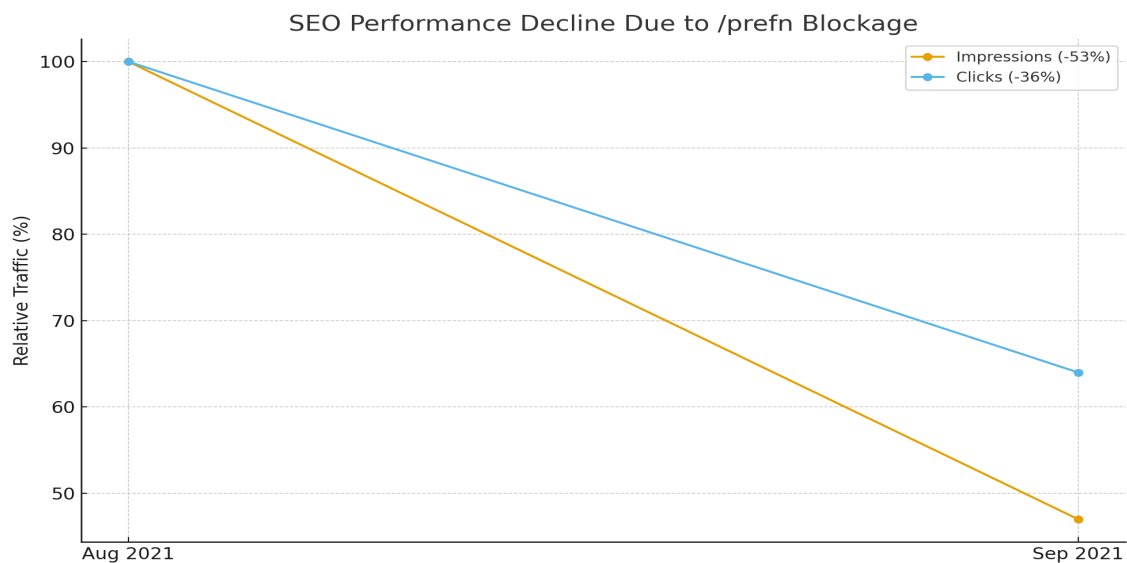# Case Study: Resolving SEO Performance Loss from Robots.txt Blocking

In September 2021, Craig Grams identified a significant SEO performance decline caused by the **robots.txt** file blocking over 270+ URL variations containing **/prefn** facets. The disallow directive prevented search engines from indexing these pages, leading to a dramatic decline in impressions and clicks.

Craig measured the traffic data from **September 1–29, 2021** against **August 3–31, 2021** and found: **-53%** drop in impressions **-36%** drop in clicks **$1.4 million+** in estimated lost revenue from blocked URL traffic Craig recommended removing the disallow directive for /prefn in the *robots.txt* file. The fix went live Thursday and by Sunday (**12/12/2021**), Google Search Console showed a spike in organic traffic for these URLs.

This case underscores the importance of ongoing technical SEO audits and Craig Grams' ability to identify and resolve critical indexing issues with direct business impact.