

Last week, I announced "Fast Track," a hassle-free way to get Saws on Skates® woodworking plans, and that everything else with the site would remain the same. And that was my hope. But the truth is, after reviewing the analytics, I need to make some changes.

I launched Saws on Skates® in March 2015 with the goal of sharing FREE, easy-to-build woodworking plans.

Site traffic grew from a handful of family and friends to more than 100k pageviews per month, and I was delighted with the number of people checking out my little DIY site.

In 2017, I attended a blogging conference where I learned that I could monetize the site with advertising. So I did. Income from those ads allowed me to leave my corporate job at the end of 2018 to work full-time on Saws on Skates® and to **share even more content with you.**

Again, I was ecstatic that I **started something from scratch** and grew it into a **thriving small business.**

Just so we're on the same page, as of 2023 nearly 83% of Saws on Skates® revenue comes from the site's ads. Readers like you visit the site, scroll past a few ads, and download a free plan. It's a win-win.

For nearly ten years, I shared free plans, and the site traffic increased steadily—that is, until March 2024.

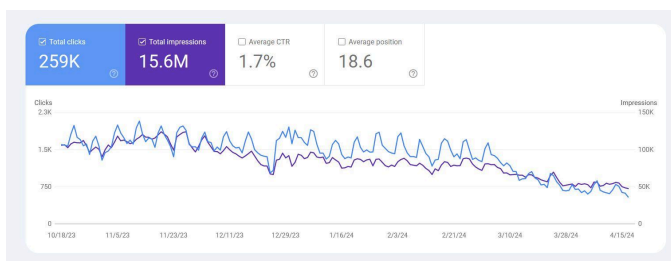
If you haven't seen it, this article, [Google Is Killing Retro Dodo & Other Independent Sites](#), sums up what happened better than I could.

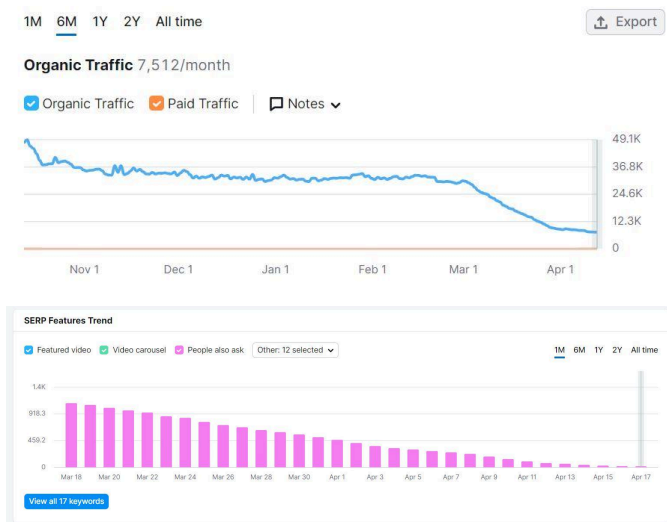
If you don't have time to read it, the key takeaway is that Google's March algorithm update **decimated the traffic** to many small, independent websites (like mine), prioritizing larger publishers and, in many cases, Reddit.

Spoiler alert: [Reddit struck a \\$60 million AI content licensing deal with Google.](#)

Like many sites, Google's algorithm update has **destroyed the traffic** to Saws on Skates®. While search traffic from Google is not the only source of site traffic, it was the **top source** for years. April 2024 is on track to end with a **50% reduction in Google search traffic** compared to January 2024

If you're a visual person like me, here are some charts showing the site's downward trajectory since March:





I'm not going to lie. These past two months have been brutal. Watching the **traffic numbers freefall** and the business I poured my heart into **crumble** has been incredibly stressful and depressing.

It's not getting any easier as **the numbers continue to decline.**

As I mentioned, what I earn is directly tied to site traffic. Less traffic to the site = fewer ads displayed = less income.

For perspective, imagine your boss calling you today saying you'll do the **same amount of work**, but "we're giving you a **50% pay cut.**"

Between living expenses, site maintenance expenses, and supply costs to build projects, Saws on Skates® **might not be sustainable** as a business by the end of the year.

In other words, it may **cease to exist.**

I belong to a blogging group, and some of my full-time counterparts have started updating their resumes and applying for jobs.

Why am I telling you all of this?

It's not for sympathy.

It's because **faithful readers like you have supported me** for nearly ten years, and writing this is killing me.

For years, my fellow blogging friends (and even a few competitors) have urged me to begin charging for my woodworking plans. I resisted because, as I mentioned at the beginning, my goal was always to provide you with **quality plans for free.**

It takes an unbelievable amount of time to bring you a project, from designing, building, writing the instructions and formatting the printed plan, photographing and editing photos, editing videos, to uploading the project to the site, and more. And I do all the work myself.

To continue providing you with plans, I need to make some difficult business decisions.

My calculations showed that Fast Track memberships would've offset the deficit; however, traffic **continued to plummet** after I sent that message, and it's unclear if or when it will end.

I want to be completely transparent with you. I will soon be making changes to the site to **ensure I can continue offering the plans you love.**

Basic plans will remain free, and going forward, I'll introduce paid plans for the more advanced ones.

I'm also exploring other options, including:

- Eliminating personal and business expenses
- Doing freelance work for other content creators
- Leveraging other traffic sources like Flipboard

I'm going to fight to stick around as long as I can. I already have **four projects completed** that I will be sharing with you soon:

- Two new outdoor projects
- One new workshop project
- One new home decor project

If you're wondering how you can help **without spending a dime**, there are some easy ways:

- **Engage with the tutorials.**
Reading the tutorial for about 3 minutes allows the ads to refresh. More ads displayed = more revenue.
- **Pin the projects** to your Pinterest boards. Pinning drives traffic to the site.

- **Flip the projects** to your Flipboard magazines. Flipping drives traffic to the site.
- **Share Saws on Skates® [Facebook](#) posts.** Sharing drives traffic to the site.
- **Follow Saw on Skates on [YouTube](#)** and give the videos a thumbs up. Engagement causes the algorithm to show the video to more people, which hopefully **drives more traffic to the site.**

Thank you for joining me on this nearly 10-year journey and I appreciate your understanding.

If you're feeling frustrated or have a suggestion, I'm here. Just no negativity, please. I can't handle it right now.