

## URGENT LEGAL NOTICE: DATA PRESERVATION ORDER

**To:** [Recipient Name/Custodian of Records]

**Company:** [Hosting Provider/Analytics Platform/Agency Name]

**Address:** [Full Address]

**Date:** [Current Date]

**Subject:** Preservation of Digital Traffic Analytics, SEO Metadata, and Web Logs

Dear [Contact Person or Legal Department],

This letter serves as a formal request for the preservation of all digital records, analytics data, and SEO-related information associated with the following domain(s): **[Insert Domain Name, e.g., www.example.com]**.

The preservation period covers all data generated or modified between **[Start Date]** and **[End Date/Present]**. This request includes, but is not limited to, the following categories of electronic evidence:

- **Web Traffic Analytics:** Raw data, summary reports, user session logs, unique visitor counts, and bounce rates (e.g., Google Analytics, Adobe Analytics, or server-side logs).
- **Search Engine Data:** Keyword ranking history, Search Console data, crawl error logs, and click-through rate (CTR) metrics.
- **Referral Data:** Records of referring URLs, backlink profiles, and social media traffic sources.
- **On-Page Metadata:** Historical versions of meta tags, header tags (H1-H6), robots.txt files, and XML sitemaps.
- **Server Logs:** IP addresses, user agent strings, timestamps, and HTTP request headers.
- **Conversion Data:** Tracking pixels, event triggers, and goal completion records.

You are hereby instructed to take all necessary steps to prevent the deletion, overwriting, routine purging, or modification of this data. This includes suspending any automated data retention policies or "auto-delete" functions that may impact the aforementioned records.

Failure to preserve this electronically stored information (ESI) may result in legal sanctions or claims of spoliation of evidence. Please confirm receipt of this letter and provide written assurance that the data has been secured.

Sincerely,

[Your Name/Law Firm Name]

[Title]

[Phone Number]

[Email Address]