



How to best prepare your website for Google's page experience update.



Google's latest algorithm update announces that page experience signals are now to be included in search ranking. These signals measure how users perceive the experience of interacting with a web page, and combine **Core Web Vitals** with Google's existing search signals. Set out below are the 5 key areas to address in optimising your website for page experience and search.

#1

Improve page load speed

Best-in-class websites should load in under 3 seconds or less, in fact a delay of one full second in loading can decrease conversion rates by **70%***. **Google's PageSpeed Insights tool** measures; First Contentful Paint and Time to Interactive (amongst other **metrics**), which will help identify opportunities to increase page load speed.

#3

Security & safe browsing

Google puts the customer first, so your website has to remain authentic and safe. This means ensuring you have SSL (Secure Sockets Layer) Certification / HTTPS and that it remains up-to-date. Managing your site security against hacking, malware and phishing attempts can be done from **Google's Search Console/Security issues tab**.

#5

Content remains king!

While Google's ranking parameters change over time, users continue to visit your website for its contents. Write grammatically correct content that solves people's problems. Analyse your competition and gain inspiration into the sort of **compelling content** you could be providing to your website users.

#2

Optimise for mobile

Since July 2019 mobile-first indexing has been enabled by default for all new websites, which means Google's algorithms predominantly use the mobile version of your website content for indexing and ranking. We recommend measuring how responsive your website is by utilising: **Google's Mobile-Friendly test**.

#4

Images & pop-ups

All images on your website should be compressed. Requiring short, specific alt (alternative) text descriptions, used by search engine crawlers for indexing and ranking. **Intrusive interstitials**, or more simply put pop-ups which make content less accessible are to be avoided, unless they are a response to a legal obligation i.e. cookie usage.



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