

How can you prepare for Google's page experience update?

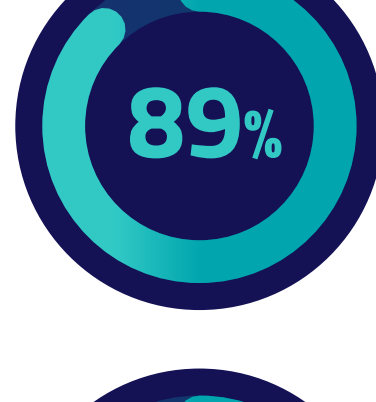
With the rollout of Google's page experience update in May, your SEO efforts will need to center more around user experience than ever before.

Google dominates the search engine market worldwide with a share of over 90%. The fact that Google has become a verb shows how big of an entity the search giant has become and makes it all too obvious that ranking well on Google's search results is crucial for your business to get ahead of competition and boost conversions.

Aiming to promote websites that deliver the best possible user experience, Google's search algorithm update will focus on page experience by looking at factors such as loading speed, intrusive pop-ups, and poor visibility, making each of these an opportunity for your business to improve your rankings. Look at it as Google's call to action to optimize your website and integrate page experience as an inherent part of your existing SEO strategy.



Google processes 167 billion searches per month



89% of consumers conduct online research before buying a product



94% of B2B companies do some sort of online research before making a buying decision

The website experience honeycomb

Great website experience is made up of a collection of several factors:



Useful

Your website fulfills your customers' needs and caters to their circumstances



Usable

Your website is easy and intuitive to use for all audiences



Reliable

Your website is available and accurate



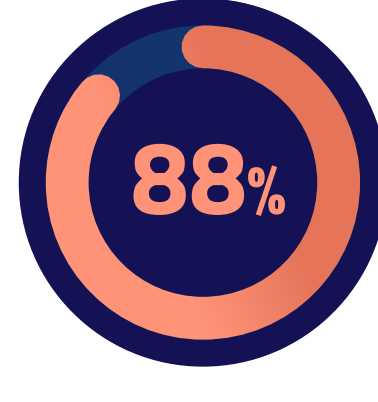
Functional

Your website is accessible for all audiences

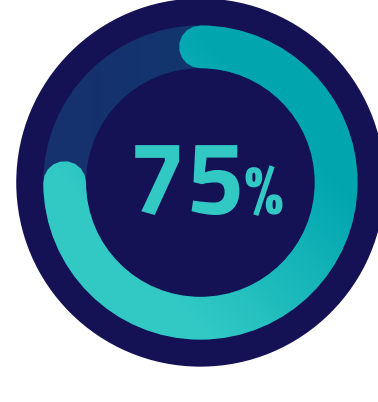


Trustworthy

Customers feel your website content is credible



88% of online customers are less likely to return to a website after having a bad experience



75% of online customers admit to making judgements about a company's credibility based on the company's website design

When customers trust your brand, they'll stick with you

In order to get users buying your products and services online, you need to establish trust. A 2019 global study by Edelman showed that customers who trust a brand are more than twice as likely to buy the brand's new products (53% vs. 25%), stay loyal to the brand (62% vs. 29%), and advocate for it (51% vs. 24%).

Percent who will engage in each behavior on behalf of a brand:



What exactly is Google's page experience update?

In simple terms, Google rewards websites that are user-friendly and provide top-quality, relevant content throughout all pages with higher rankings – irrespective of brand size and volume of brand search queries.

There's a good chance page experience is already part of your existing SEO strategy to some extent – if not, you should make it your priority now to reassess your website optimization efforts for sustainable business success.

Pages with a high bounce rate are a good place to start as it suggests there may be factors that are discouraging your visitors.

Google prioritizes five factors that contribute to a website's page experience:

- 1 Core Web Vitals
- 2 Mobile-friendliness
- 3 Safe browsing
- 4 HTTPS
- 5 Intrusive interstitial content

What are the Core Web Vitals?

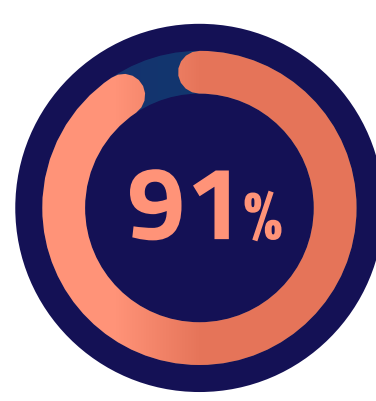
The **Core Web Vitals** are a set of user-centric metrics Google will use to measure and quantify page experience. Ultimately, these metrics are meant to indicate how users experience a page. Optimizing them will help you create a better user experience.

What is more important – content or page experience?

Relevant, high-quality content that meets search queries is still key to impactful SEO. Page experience isn't meant to replace content, but instead to work in tandem with it. You may still rank well with great, spot-on content and below-average page experience, but to truly maximize results, both are necessary.



60% of content by brands is poor, irrelevant, and fails to deliver



91% of digital content published goes entirely unnoticed

Checklist: What actions can you take now?

There are plenty of changes you can make to your website in advance of Google's algorithm update. Use our checklist to get started:

- ### 1 Improve page load speed

Google wants your page to load quickly (**within three seconds**, to be exact). The faster your website loads, the better experience your visitors are going to have – ideally, your website's load time for both desktop and mobile will be under one second.

Action Learn what [Google says about LCP](#) and test your site load speed with [Google's Page Speed Insights tool](#).

Over 40% of visitors leave a website if it takes more than three seconds to load
- ### 2 Review how you use ads and images

Every element of your page must add value to its usefulness and not distract from the content visitors wish to see.

Action As a best practice, keep pop-ups and intrusive objects to a minimum.
- ### 3 Optimize for mobile

This update puts priority on a positive user experience both on desktop and mobile, so make sure your website is easy and intuitive to use on mobile devices.

Action Test your website on multiple mobile devices. Make sure it's easy for users to find information, buy products/services, and get in touch you. Find out how responsive your website is with [Google's Mobile-Friendly Test](#).

57% of internet users say they won't recommend a business with a poorly designed website on mobile
- ### 4 Audit and update content

A positive user experience comes down to the content on a page that delivers relevant, on-point information to all audiences. A fast website and easy navigation don't mean much if your content is lacking.

Action Audit your content and update outdated blog posts and articles. Fix typos. Make sure your content meets guidelines for [EAT and YMYL](#) and keywords on search intent. Test links and review your keywords. Test how inclusive your website is with the [Siteimprove Accessibility Checker](#).

38% of visitors will stop engaging if content or your layout are not attractive
- ### 5 Make your website a safe experience for visitors

The coming update puts a strong emphasis on a safe browsing experience. Make certain your website doesn't contain any malicious content such as social engineering scams, spyware, or incorrect information.

Action You can check how safe your website browsing experience is through the [Security Issues Report](#) in the Google Search Console. Use HTTPS and ensure your website is [safe to visit](#).
- ### 6 Compare with competitors

You may think your website is fantastic, but does it really satisfy user intent? Google's update could rank your competitors' websites higher than yours if they offer a better user experience.

Action Analyze your top competition and find out how their content quality compares to yours, especially on their most successful pages. Use your analysis for inspiration to make your website even better.

The top listing in Google's organic search results is prime real estate, getting 31.73% of all traffic compared to 24.7% for the second position and 18.7% for spot three. If you rank on position 10, you will get a mere 3.1% of all clicks.
- ### 7 Educate yourself

To fully encompass why these changes are important in the light of Google's page experience update, you need to understand what it's all about and how it will impact your future rankings.

Action Read what [Google says about page experience](#), dive deeper into the [Core Web Vitals](#), and learn [how you can get ready for the update](#).