

Is your website ready for Google's **next big update?**

Google Page Experience update
is all set to launch in May 2021



What we'll talk about



- The latest algorithm change
- What is 'page experience'?
- Example of a bad page experience
- What's changing?
- 7 practical steps you can take to stay on top

What's **happening**?!

Google plans to update its algorithm in 2021 to include a factor called 'Page Experience'.

A good page experience:

- Lets users do more, and quickly
- Makes information easier to access
- Increases engagement



What is **Page Experience**?

Includes existing Google Search signals:

- Mobile-friendliness
- Safe-browsing
- HTTPS
- Intrusive interstitial guidelines (pop ups, banners, overlays).

Will include:

- Page loading time
- Interactivity – time from when user first interacts with a page
- Visual stability – annoying or unexpected movement of content

What's a **bad page experience**?

- Slow page speeds
- Lack of engagement
 - It's not just about selling
- Bad structure and design
 - Too many pop ups
 - No proper content structure
 - Confusing to navigate



So what's **changing**?

- Increased focus on end user page experience
- Google is yet to announce how this will work exactly and the magnitude of its impact
 - It's suspected that visual cues in the search results will encourage searchers to browse your page over others
- Google are taking page experience metrics increasingly seriously
- All of us should start planning accordingly from now

What can you do to
prepare?

1. Understand the new metrics

Google is going to use these metrics:



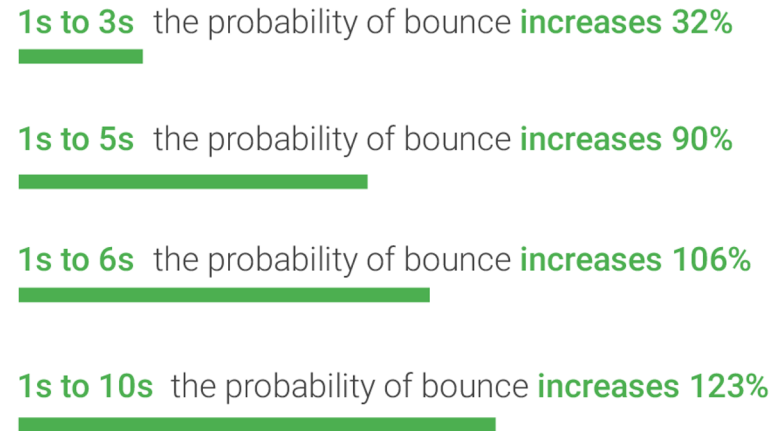
For more info: <https://web.dev/vitals/>

2. Improve page loading speed

- This has been a key consideration for some time
- Check on compression, caching, and, importantly, image file sizes
- Use Google's Page Speed Insights: <https://developers.google.com/speed/pagespeed/insights/>



As page load time goes from:



Source: Google/SOASTA Research, 2017

3. Optimise for mobiles

Mobile devices generate around 50% of website traffic on average:

- Get a mobile-friendly website
- Design should be simple and easy to use on smaller screen
- Optimised site structure
- Use Google's mobile-friendly tool:
<https://search.google.com/test/mobile-friendly>



4. Separate CTAs

Call to Actions (CTAs) are where visitors are requested to take specific actions such as subscribing to updates or booking an appointment

CTAs should:

- Be short
- Be specific
- Be clear about the action needed
- Ideally include a benefit
- Be bright
- Be correctly-shaped
- Be properly positioned
- For more information go to:
<https://itseeze.com/blog/the-call-to-action-explained-everything-you-need-to-know-about-ctas/>

5. Use alt text for images

Alt text describes the appearance and function of an image on a page.

Alt tags will be displayed in case the image file isn't loaded so that users understand the context.

Such descriptions are also used by search engine crawlers for indexing, and this helps in rankings.

These alt text descriptions should be:

- Short
- Specific
- Ideally with a keyword included

6. Remember content will still be king

“Great page experience doesn’t override having great page content.”

<https://developers.google.com/search/docs/guides/page-experience>

This is the most important of all.

Good content plays a critical role in determining page rankings.

But an improved page experience may give you an edge over competitors.

Content should:

- be simple
- answer a need
- be unique

**Good content, optimised for Google's
algorithm updates = top rankings**



Keywords

- Keyword research is a vital part of any SEO strategy
- Keywords should be used in:

Metadata

URLs

Headings

& throughout your website content

- Use long-tail keywords to target more specific, less competitive search queries
- Aim to target around 5-10 long-tail keywords
- Keywords show search engines that your website is relevant for search results



7. Talk to us

If you're not sure what to do to get your website ready, talk to it'seeze.

We can help.



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