

June | 2021

**Psalms 31:24** Be strong, and let your heart take courage, all you who wait for the LORD!



## Google's New Algorithm: Page Experience

***Utilize these steps to make sure that your website is not being affected by this update!***

Have you heard about the new algorithm Google rolled out in May? If not, here we will share what the Page Experience algorithm update is all about and how to avoid being penalized.

In Google's own words,

*"The page experience signal measures aspects of how users perceive the experience of interacting with a web page. Optimizing for these factors makes the web more delightful for users across all web browsers and surfaces, and helps sites evolve towards user expectations on mobile. We believe this will contribute to business success on the web as users grow more engaged and can transact with less friction."*

In our words, search engines are looking at how user-friendly your website is for both, mobile and desktop. The reasoning for this update is to ensure that top ranking sites do not incorporate experiences that frustrates the user. Meaning, the more user-friendly a site is, the higher it will rank.

Here are a couple of quick steps to double check to help optimize your user experience.

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**Step 1: Try to reduce 400 errors and optimize your site speed**

Easily said, the faster your website loads, the better experience you will endure. There are many tools out there that can help with this step- we use [Page Speed Insights](#). You will simply paste the URL you are testing into the analyze box and it will generate a score based on your site speed for both mobile & desktop.

- 0-49 Poor
- 50-89 Keep Improving
- 90-100 Good

```
94 <div class="container">
95 <div class="carousel">
96 <ol>
97 <li>One more for good measure.</li>
98 </ol>
99 </div>
100 </div>
101 <div class="left carousel-control">
102 <span class="glyphicon glyphicon-chevron-left"></span>
103 <span class="sr-only">Previous</span>
104 </div>
105 <div class="right carousel-control">
106 <span class="glyphicon glyphicon-chevron-right"></span>
107 <span class="sr-only">Next</span>
108 </div>
109 </div><!-- /.carousel -->
110
111 <!--Featured Content Section-->
112 <div class="container">
113 <div class="row">
114 <div class="col-md-4"><!-- FEATURED CONTENT --></div>
115 <div class="col-md-4"></div>
116
```

From there you will be provided with suggestions on how to improve the site speed. Try to achieve a website load time for both desktop and mobile under 3 seconds.

## Step 2: Triple Check Your Mobile Usability



You have heard this step before- but now, more than ever, the importance of this is crucial. In the past, most people visit a site using their mobile devices rather than a laptop. In 2020, alone, [50% of web traffic](#) was generated by mobile phones (excluding tablets). With all of the various sizes of devices out there today that users use to access different web pages and the fact that Google's ranking algorithm focuses on users, your website needs to satisfy this problem.

***Whatever device is being used to access your website, it should load a fully comprehensive and accessible mobile site.***

## Step 3: Ensure a Secure Website

Another step for a positive user experience is having a safe site (HTTPS). When building a website, you must check for malware and other harmful content as they have an impact on ranking. Also, secure your website from external activities. You might now understand what that is, but you must check the security details of your website. There should be no loopholes and cracks that hackers can attack. Make sure to have



The main goal of this new update is to please the user. So, as you try to please Google, you are also aiming to please your potential new customer. *We understand that speed, responsiveness, and stability are the core vitals of the new upgrade.* It is also important to not forget about the older tracking parameters like content, mobile features, among others.

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## Is Your Website Optimized for Google Updates?

WE CAN HELP!

### In Case You Missed It!



#### How Google Search Indexes Your Website

If your website is not in the database of the Google Search Index, then you are pretty much invisible to the online world and more importantly, your target audience. You will not show up for any search queries and you



#### Recommended Social Media Image Size Guide

Do you create social posts for your business or other clients? Then you understand the struggle of keeping up with social media image sizes. One minute you have the perfect cover page image and then the

will not receive any organic traffic whatsoever.

[\*Read More\*](#)

next it is elongated and pixelated. We are here to help!

[\*Read More\*](#)



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