

# May 2021 Google Page Experience Update

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In May, Google is rolling out its Page Experience update and this means if you want to meet your SEO, content, and search goals, you need to get busy now.

To get ready for the [May 2021 Google Page Experience update](#), follow our 7-step checklist:

- Be Mobile-Friendly. Make sure your website is easy to use on mobile devices. This update puts a priority on a positive user experience. And Google wants its search results to be populated with URLs that make it simple for readers to get the answers they want.

To Do: test your website on multiple mobile devices. Make sure it's easy for people to find information, buy products/services, and to contact you. Use [Google's Mobile-Friendly Test](#) to measure site responsiveness.

- Review and Update Content. A positive user experience comes down to the words on the page. A fast website and easy navigation do not mean much if your content is lacking. Above all else, Google still wants to give readers search engine results that answer questions clearly and succinctly.

To Do: read your content, update outdated blogs and articles, fix typos, make sure all content delivers on search intent, test links, and review your keywords. Make sure your content meets guidelines for [E-A-T and YMYL](#).

- Test Your Site Speed. Google wants your page to load quickly. Largest Contentful Paint (LCP) is a core web vital metric used by Google to determine your site speed. Your page needs to load within 2.5 seconds.

To Do: read what [Google says about LCP](#) and use [Google's Page Speed Insights tool](#) to measure your site speed.

- Get Rid of Annoying Pop Ups. Disable any ads or pop-ups that make it hard for people to read your content. Google wants to rank pages that give readers an easy reading experience. Pop-ups or interstitials that block the entire page or are hard to close will hurt your ranking.

To Do: compare your pop ups to the [examples provided by Google](#). Make sure it's easy to see your page content and to close the interstitials.

- Make It Safe and Secure. The May 2021 Google update puts a large emphasis on a safe and secure browsing experience. Your site must be free of malicious content such as social engineering scams, spyware, or false information. Additionally, you need to give readers a secure browsing experience.

To Do: use HTTPS and [ensure your site is secure](#). In the Google Search Console, open the [Security Issues Report](#) to learn the safe browsing status of your website.



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- Reduce Bounce Rate. Bounce rate is not a Page Experience metric, but it does speak to the value of your page content. Google uses bounce rate to understand how well the page delivers value to users and the quality of the page experience.

To Do: [find out your bounce rate](#) and if it's above 40%, take steps to lower it. Make it easy for people to navigate your site, use images and videos to engage readers, make sure your content delivers on search intent, use internal links to encourage people to stay on your site, and make it easy for people to contact you.

- Learn About Page Experience and Core Web Vitals Metrics. To understand why these actions are important, you need to understand what is coming in the May 2021 Google Page Experience update.

To Do: read [Google, Page Experience, Core Web Vitals, and Your Website](#) and [Google Passage Ranking and BERT: How To Make Sure Your Content Keeps Google Happy](#).

Call us at 888-241-4205 to talk about Page Experience and your website.

Read what [Google says about Page Experience](#) and [when the new update will be rolled out](#).

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