

The background of the slide is a dark blue overlay on a photograph of several people in a meeting. They are gathered around a whiteboard, which has some diagrams and sticky notes on it. One person is pointing at the whiteboard. The overall tone is professional and collaborative.

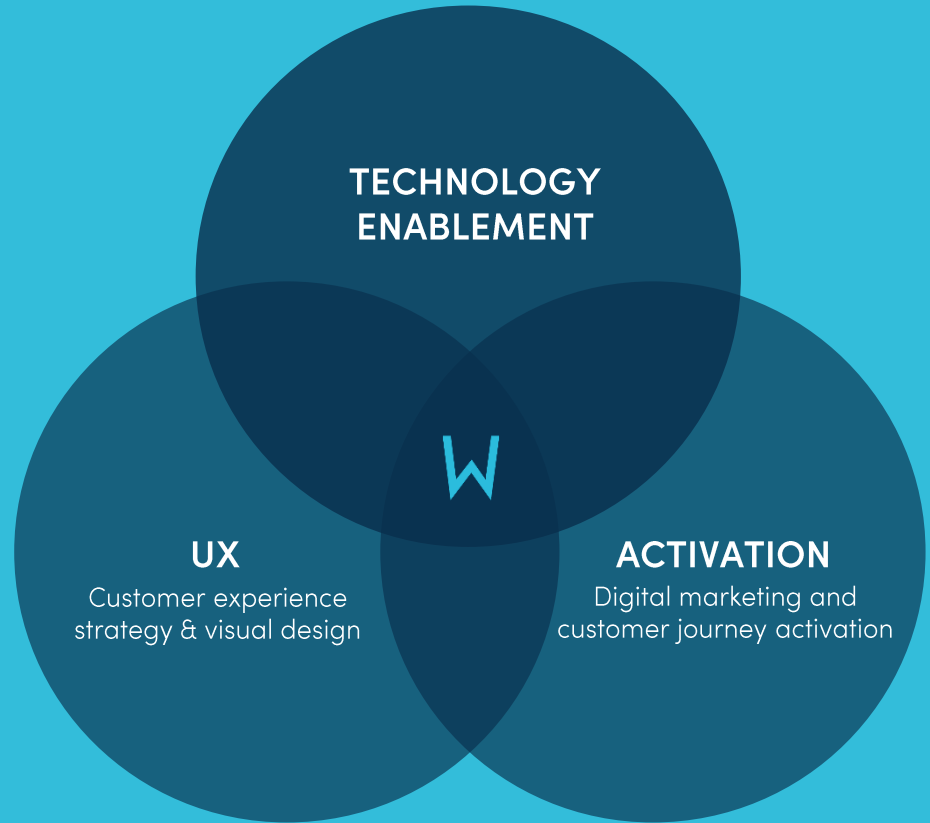
Google Announces UX Will Be A Critical SEO Factor in 2021. Here's What To Do Now.


WHEREOWARE

Smart growth through digital marketing strategy and activation

Design meets technology

- E-commerce
- Marketing Optimization
- Customer Acquisition, Retention, + Maximization





Google Adds Page Experience (Aka UX) As A Search Ranking Factor In 2021

Expect <6 months notice

Why Does Google Care About UX?

Google wants to return the **BEST** webpage for every search query.

A great experience **WINS.**





Wasn't UX Already Important For SEO?

Page experience is a set of signals that measure how users perceive the experience of interacting with a web page beyond its pure information value.

- Google

What Will Page Experience Factor?

CORE WEB VITALS

Loading time

Interactivity

Visual stability

EXISTING SEARCH SIGNALS

Content

Mobile-friendliness

Safe browsing

HTTPS

Intrusive interstitials (popovers)

What Will Page Experience Factor?

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First Contentful Paint

SOURCE: CHROME USER EXPERIENCE REPORT

Fast FCP

40.73%

↓ -2.0%

Fast

Average

Jun 2018

40.73%

May 2018

41.55%

Apr 2018

41.31%

Mar 2018

41.17%

Feb 2018

39.76%

Jan 2018

39.89%

Dec 2017

38.27%

Nov 2017

40.17%

0% 10% 20% 30% 40% 50% 60%

Create your own dashboard at g.co/devtools/monitoring

Core Web Vitals

Core Web Vitals 101

(Loading)

LCP

Largest Contentful Paint



(Interactivity)

FID

First Input Delay



(Visual Stability)

CLS

Cumulative Layout Shift



LARGEST CONTENT PAINT (LCP)

Loading:

Are users stuck waiting for
your website to load?

LARGEST CONTENT PAINT (LCP)

Loading:

Looks at images, video poster images, background images, and block-level text elements within the viewport

Is The Largest Content Within Viewport Slow-to-load?

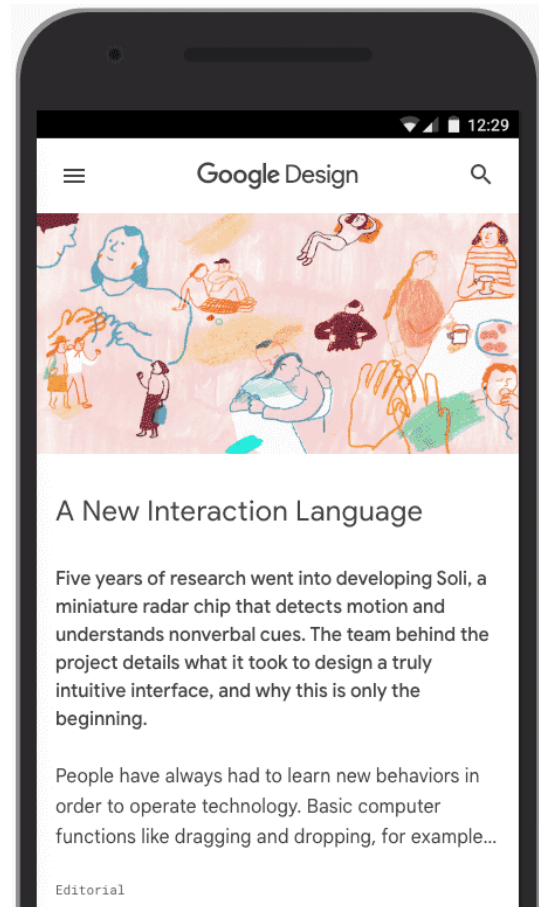
Goal: largest file/content within viewport to load within 2.5 seconds

Improve Loading Time

- Compress and cache images and video, without impacting quality
- Optimize mobile first (mobile-first indexing)
- Lazy load images
- Use Web hosted fonts (Google or Adobe) – no more than 7 typefaces!
- Use your website's Global Styles
- Optimize background scripts and eliminated third party plug ins

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Image from design.google





FIRST INPUT DELAY (FID)

Interactivity:

Are users stuck waiting for
button clicks to react?



FIRST INPUT DELAY (FID)

Interactivity:

Measures the time it takes for the browser to respond to the first interaction by the user

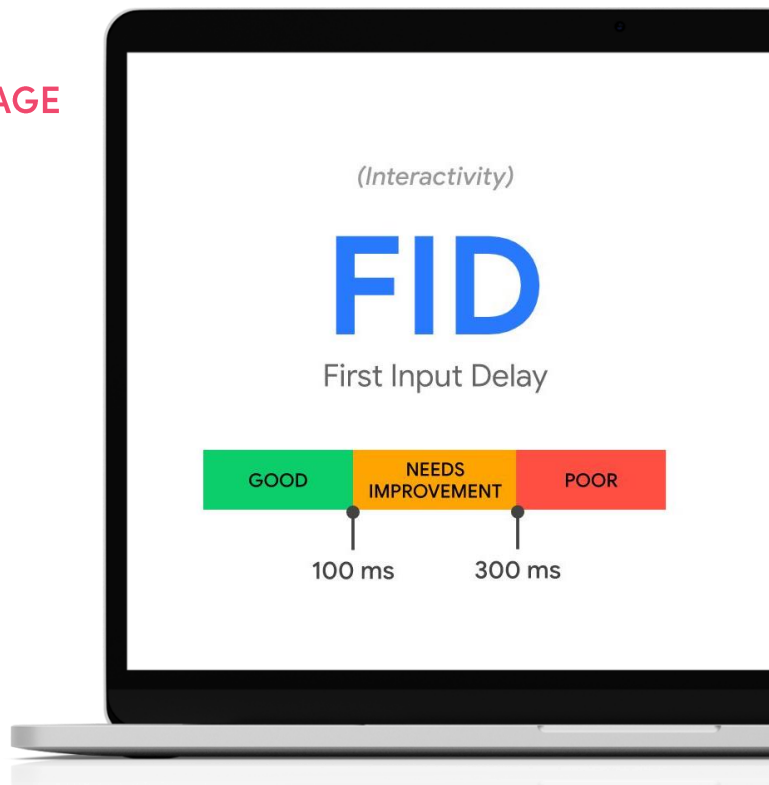
Analyzes input actions like taps, clicks and keypresses

Is Your Website Slow To React?

Goal: response time under 100 milliseconds, or risk **CLICK RAGE**

Improve Interactivity

- Optimize and eliminate unnecessary JavaScript
- Use indicators to acknowledge inputs
- Create a clear layout, with well-defined and unobstructed clickable elements
- Configure all styling and programming files to cache
- Ensure web servers compress content before sending to the browser



CUMULATIVE LAYOUT SHIFT (CLS)

Visual Stability:

is your website jumping, making it difficult for users to click or read?



CUMULATIVE LAYOUT SHIFT (CLS)

Visual Stability:

Frequently the result of ads or heavy-loading content loading at different times, moving CTAs.

Is Your Webpage Jumping?

Goal: reduce **unexpected** layout shifts

Improve Visual Stability

- Specify image width and height in the CSS (frequently seen in sliders)
- Align elements and reserve space for potential layout shifts due to responsiveness
- Eliminate or optimize ads
- Optimize element or file load time



Order confirmation

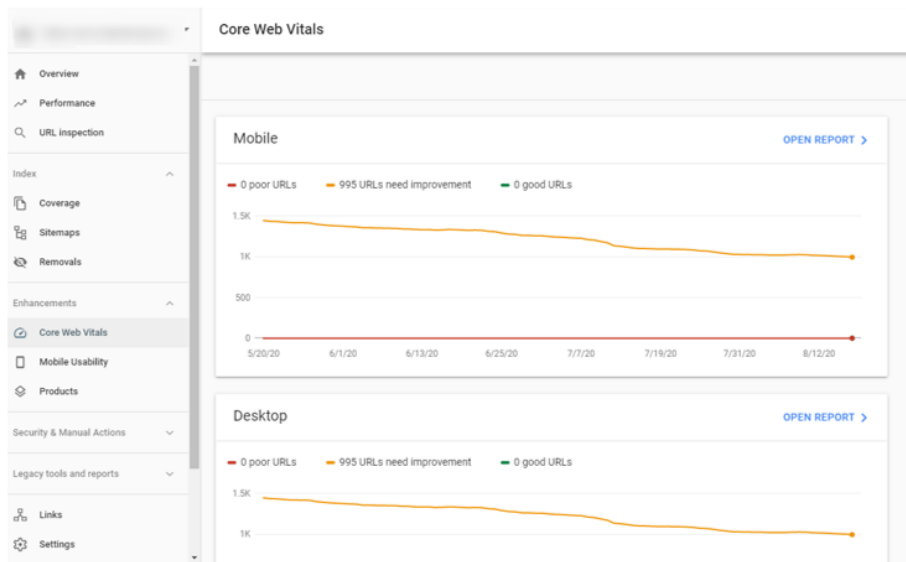
You have selected **14** items. Is this correct?

Yes, place my order

No, go back

Tools To Measure Page Experience

- Search Console (Core Web Vitals report)
- Chrome Dev Tools and User Experience Report
- PageSpeed Insights
- Lighthouse
- WebPageTest
- Web-vitals JavaScript library
- Mouseflow
- Hot Jar
- Crazy Egg





EXISTING SEARCH SIGNALS

Content



“A good page experience doesn’t override
having **great, relevant content.**”

– Google Webmaster Central Blog



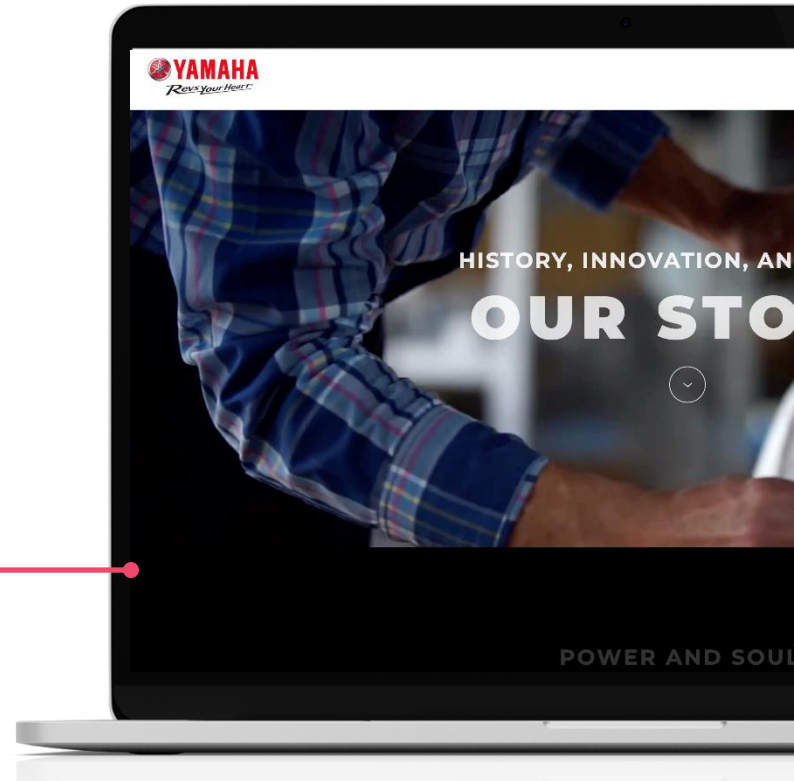
Google Wants Us To

E. A. T.

E = Expertise

- Focused on users and their challenges
- Uses keywords research to provide complete answers to users' search intent
- Well researched, credible, thorough
- Answers questions, informs, evokes emotion, tells a story

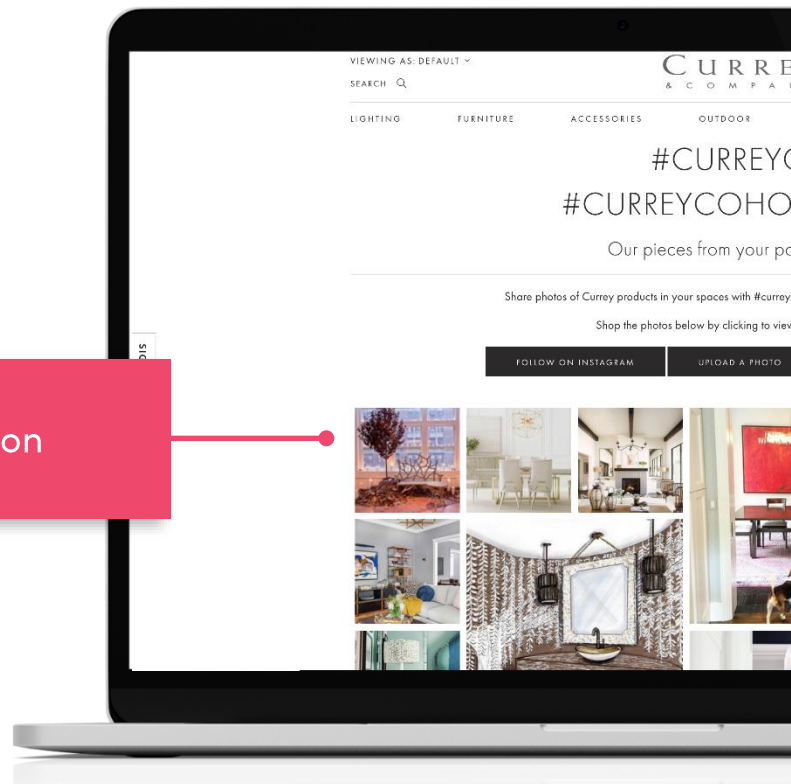
Tells A Story, Evokes Emotion



A = Authority

- Links from relevant, high quality sites
- Social mentions and shares
- Branded search

Social Integration

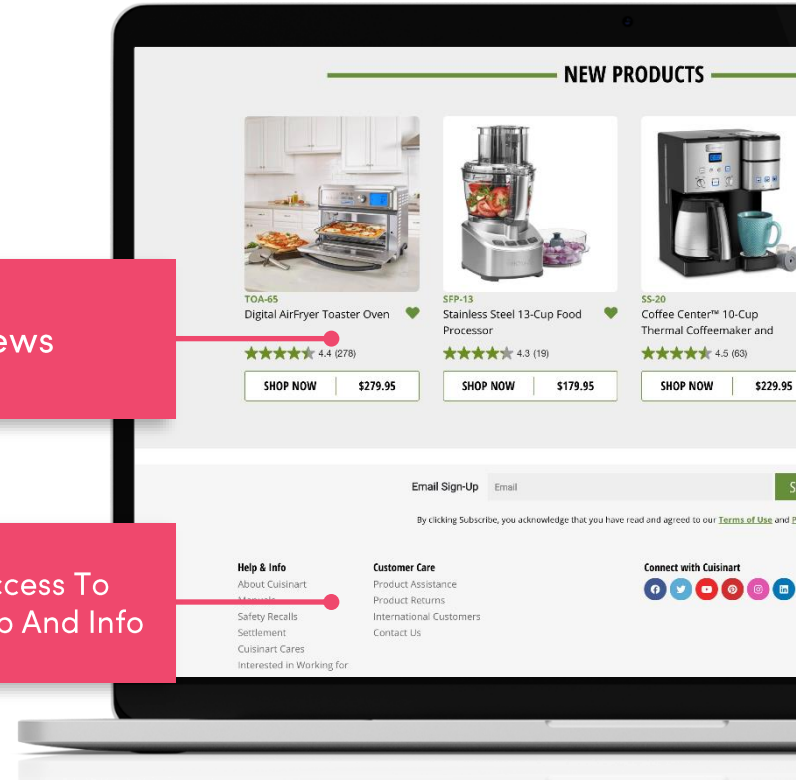


T = Trust

- Reviews
- Clear way to contact
- HTTPS
- Easily accessible policies (T&C, privacy, return)
- Author bios

Customer Reviews

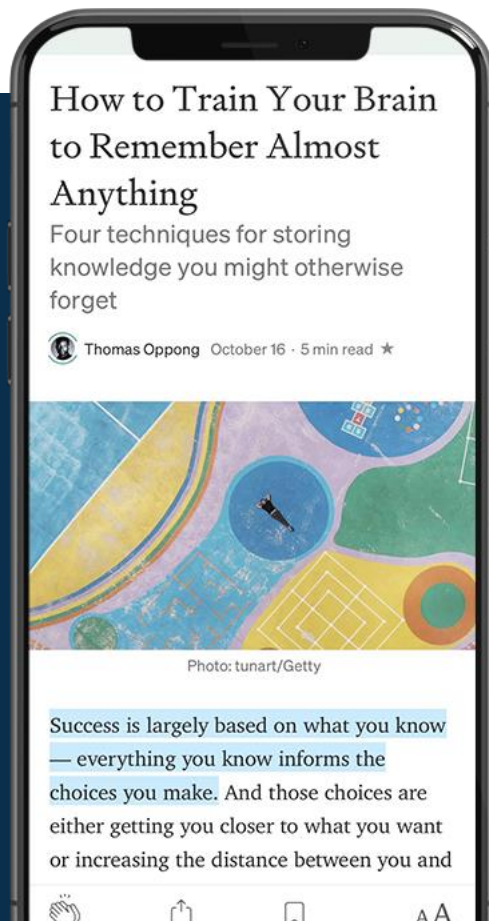
Clear Contact Info, Access To Customer Care and Help And Info



Informational Hierarchy: Easy to digest

- Uses formatting to be easy to scan
- Clear H1 for the page title
 - H2, and H3 tags for supportive copy
 - Bullets and numbered lists to break up large paragraphs of text
- Includes imagery and video when appropriate, optimized for the web
- Links to relevant content (content recommendations are a plus)

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Is Your Content Delivering? Metrics To Measure

- Contact Us submissions
- Demo Requests
- Click-to-call
- Newsletter or Email Signup
- Forward to a Friend
- Share on Social
- Bookmarks
- Event RSVP
- Comments
- Webform completion
- Add to cart
- Product purchase
- Traffic volume
- Repeat traffic
- Bounce rate

Resources

VISUAL
DESIGN
PRINCIPLES

TEXTURE



VISUAL

PHIC
IGN

IMAGE

SIZE

VALUE

SHAPE

TEXTURE

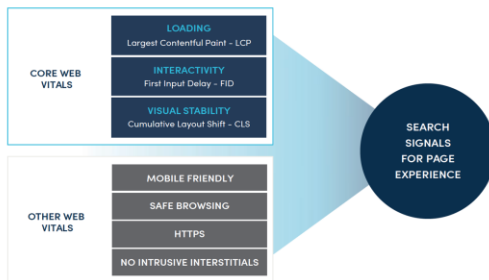
FORCE

LOGO

Get the Google Page Experience Checklist

How Will Google Rank Your Page Experience?

STRONG CONTENT is still the center of your SEO strategy, but User Experience (UX) is critical too.



WEBPAGE LOADING: LARGEST CONTENTFUL PAINT

Is the largest file or element within the viewport loading quickly (in fewer than 2.5 seconds)?

- ☐ Compress and cache images and video, without impacting quality
- ☐ Lazy load images (IE. above-the-fold images load first or images only load within the viewport)
- ☐ Optimize background scripts and eliminated third party plug ins
- ☐ Implement mobile-first best practices
- ☐ Use Web hosted fonts (Google or Adobe) -- no more than 7 typefaces
- ☐ Use your website's Global Styles.

Let's Connect on Your Next Website or Marketing Project

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