Users' Experience (UX) SEO Guide 2021

The audit services for Users' Experience (UX) empowers your website to stay in the organic ranking race after the rolling out of page experience algorithm update in May 2021. Everything constituting a performing website like content,backlinks, UX, security, mobile friendliness, functionality etc. needs to be taken with extra care by SEOs; it may require strategic changes in SEOs' approach.

Google Page Experience Algorithm Update

"Page experience is a set of signals that measure how users perceive the experience of interacting with a web page beyond ts pure information value. It includes Core Web Vitals, which is a set of metrics that measure real-world user experience for loading performance, interactivity, and visual stability of the page."

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

Core Web Vitals

The strategic approach for Core Web Vitals audit must go through all the three performance metrics –First Input Delay (FID), Cumulative Layout Shift (CLS), and Largest Contentful Paint (LCP).

Safe Browsing

The specially trained core web vitals experts assess the possibility of the presence of any issue like phishing, hacked content, or malware etc to ensure the best browsing experience.

Non-Intrusive Interstitials

The on-page content should not obstruct the users while browsing to deliver the best 'Visual Load Time' experience. The webpage experience signal measures how the users experience the interaction with a webpage.
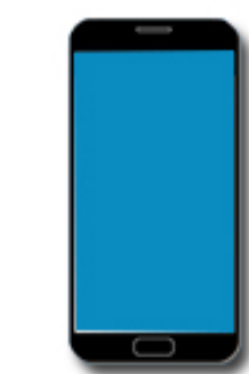
Mobile-Friendliness

Mobile-Friendly Test scales 'how friendly your website for mobile devices is'. The exercise includes an assessment of content readability and on-page elements aligned to user experience.

HTTPS

Core Web Vitals audit services are planned to confirm the secure connection of the website as well as its suitability for recommended HTTPS.

"Now everything that constitutes a great website – great content, link quality, optimal UX, security, technical functionality, mobile usability, etc. – needs to be overseen and managed by an SEO, which would require fundamental changes in SEOs' job requirements in current and future roles."

Björn Darko, Director Digital Strategies Group, Searchmetrics
(Source: https://blog.searchmetrics.com/us/page-experience-google-ranking-factor/).

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