

Google Algorithm Update

PAGE EXPERIENCE

Over the years, Google has researched and updated their algorithm with a focus not only on placing the most relevant websites at the top of the search results, but also on showing the sites that provide the best user experience.

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Google recently introduced four Foundational Search Signals that impact overall user experience:

Improving Page Experience

Mobile Friendly • Safe Browsing • HTTPS • No Intrusive Interstitials

About a year ago, Google announced they would be introducing three **Core Web Vitals** that combine with the foundational signals to evaluate page experience: Loading, Interactivity and Visual Stability.

Core Web Vitals

Loading
Largest Contentful Paint (LCP)

Measures load speed—referring to the point when a page's main content has likely, fully loaded.

Interactivity
First Input Delay (FID)

Measures load responsiveness and quantifies user experience with unresponsive pages and downloads.

Visual Stability
Cumulative Layout Shift (CLS)

Measures visual stability which helps quantify how often users experience unexpected layout shifts.

Your best plan with every Google update is to stay informed and keep your content consistent, informative and authoritative.