When Google announces a major update (they make 500 to 600 changes to their algorithm each year) to their algorithm, it's big news.

There are 5.6 billion Google searches every day, with more than 246 million unique US visitors.

USE THIS CHECKLIST TO SEE HOW YOUR WEBSITE STACKS UP IN GOOGLE'S EYES AND IDENTIFY HOW TO INCREASE YOUR RANK (AND GET MORE BUSINESS).

CORE WEB VALUES

The Core Web Values are Google's newest addition to its algorithm, expected to rollout in **June 2021**.
These metrics attempt to quantify a user's page experience, specifically how fast and how well a page loads.

GOT IT	NEED HELP	METRIC	DESCRIPTION
☐	☐	Largest Contentful Paint (LCP)	How long it takes the largest content element (i.e., image, video, etc.) to load. *Your goal should be 2.5 seconds or faster.*
☐	☐	First Input Delay (FID)	How long it takes a browser to respond to an interaction (i.e. clicking a button). *Your goal should be 100 ms or faster.*
☐	☐	Cumulative Layout Shift (CLS)	Visual stability (the page doesn't jump around while loading). *Your goal should be less than 0.1.*

SECURITY

Check in on your website's backend to make sure that all your security certificates and practices are up to date.

GOT IT	NEED HELP	METRIC	DESCRIPTION
☐	☐	Use of a Secure Connection	A Secure Sockets Layer (SSL) certificate gives you the "s" for secure in https.
☐	☐	Interstitial Use (pop-ups)	Thoughtful pop-ups: make sure they don't cover the whole screen.
☐	☐	Safe Browsing	Free of malware and spyware or links that direct to unsafe sites.

SOS

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RESPONSIVENESS

More and more searching (and business) is conducted on the go.
Make sure your website performs well on mobile phones, tablets, and across major browers.

GOT IT	NEED HELP	METRIC		DESCRIPTION
☐	☐	Mobile Responsiveness		How your site looks and functions on a mobile phone.
☐	☐	Tablet Responsiveness		How your site looks and functions on a tablet.
☐	☐	Browser Check: Safari		19% share of all browsers.
☐	☐	Browser Check: Firefox		3.7% share of all browsers.
☐	☐	Browser Check: (Google) Chrome		64.2% share of all browsers.
☐	☐	Browser Check: Microsoft Edge		3.8% share of all browsers.

INFORMATION ARCHITECTURE

Finding information on your website shouldn't be like searching for a needle in a haystack. Websites tend toward entropy over time.
Even if you start with solid navigation, it's worth a periodic check to make sure your site continues to be intuitive.

GOT IT	NEED HELP	METRIC	DESCRIPTION
☐	☐	Ease of Navigation	Simple, clear navigation improves a user's experience.
☐	☐	No Broken Links	Google's goal is to provide resources, broken links are the antithesis of this.
☐	☐	Neat, Short URLS	A long URL confuses Google. Simple is better.
☐	☐	Functional Search Bar	Help users find what they are looking for.

CONTENT & CONTENT SUPPORT

Content is still king (or, queen). Engaging, well-written, content will always play a role in rankings.
Your content should be simple and unique, add value, and be optimized for SEO.

GOT IT	NEED HELP	METRIC	DESCRIPTION
☐	☐	Homepage Content	Don't forget to include real content on your homepage.
☐	☐	Dynamic Content	Keep visitors coming back and keep them reading.
☐	☐	Unique Content	Duplicate content gives no resource, therefore it is a negative to Google.
☐	☐	Calls to Action	Use custom, specific calls to action to engage and interact with visitors.
☐	☐	Keyword Use	Your keywords should be specific, popular, but not forced.
☐	☐	Images are Right-Sized	Compressed images speed up loading, but avoid small/pixelated images.
☐	☐	Meta Tags (Pages and Images)	Your meta tags should include your company name, location, and keywords.
☐	☐	Alt Text	Alt text tags are used by search engine crawlers and indexing.
☐	☐	Locations	33% of mobile searches are related to location.