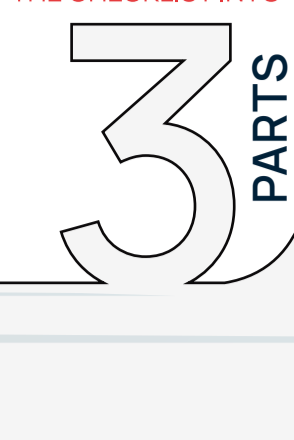


YOUR 16-POINT SITE HEALTH CHECKLIST

This checklist aims to ensure your site stays on Google's good side even after all of the algorithm updates happening. More importantly, it strives to safeguard your relevancy and visibility online.



ASSESS:

Learn where your site's Page Experience currently ranks.

FIX:

Learn how to fix issues you discover from your assessment.

MEASURE:

Learn how to properly track and measure your fixes to stay on track.

PART 1

1. ASSESS YOUR PAGE EXPERIENCE

- Go to [Google's Core Web Vitals report](#). This report will show you how your site pages are performing.
- Toggle between the **Poor**, **Needs Improvement**, or **Good** tabs on the overview page to see how your URLs are performing based on historical data.
- Click **Open Report** to view the mobile and desktop summary page, illustrating your page performance on both platforms.
- Select a row in the table** to see specific URL groups affected by a particular issue.
 - To find out where you need to improve, keep these numbers in mind:
 - Your LCP, or page load speed, should not be **more than 2.5 seconds**.
 - Your FID, or your page's interactivity and responsiveness, should be no more than **100 milliseconds**.
 - Your CLS, or the stability of your pages, should have a score of less than **0.1**.

2. ASSESS YOUR SITE'S MOBILE FRIENDLINESS

- Use [Google's Mobile-Friendly Test Tool](#). All you have to do is enter your URL, and Google will assess your site and let you know whether your site is mobile-friendly or if it needs some work.

3. ASSESS YOUR SITE'S SECURITY

- If your site is registered on Google's Search Console, look at your Security Issues report for specific explanations of different security issues (malware, deceptive pages, harmful downloads, uncommon downloads). Each comes with sample URLs to help point you in the right direction.

4. ASSESS YOUR HTTPS SECURITY

- Open your website in Chrome. Check your site's security status in the upper left-hand corner of the screen.
 - If your status is **Secure**, you're good to go!
 - If it's **Info** or **Not secure**, your site isn't using a private connection. Click on the icon to learn about what Google has discovered.
 - If it's **Dangerous**, your site is putting your user's privacy at risk and has been flagged as unsafe. You will have likely received a warning from [Google's Safe Browsing](#) about this. Click on the icon to learn more about what Google has discovered.

5. ASSESS YOUR POP-UP ADS

- As much as pop-up ads can be annoying on desktop, it's even more intrusive on mobile formats. Use [Google's mobile-friendly test](#) and the mobile usability report in your Search Console.
- According to Google**, here are three examples of intrusive interstitials that will be penalized:
 - Pop-ups that take up most of the page.
 - Pop-ups that sit above the header of the site.
 - Full-screen pop-ups that block the entire content.

PART 2

1. FIX YOUR PAGE EXPERIENCE

Start by prioritizing your page experience issues. We recommend tackling everything labeled **Poor** first.

COMMON LCP ISSUES & SOLUTIONS

DON'T LET A SLOW PAGE SPEED EAT UP YOUR USER EXPERIENCE. FIGHT BACK WITH THESE TIPS:

- ISSUE #1:** There's a lot of problematic third-party code.
SOLUTION #1: Get rid of the code or implement lazy load by loading the content [within your viewport](#). Remove any bulk (comments, spaces, and indentation) in your CSS.
- ISSUE #2:** Your site experiences a lot of downtime.
SOLUTION #2: Upgrade your web host. The better the host, the faster the load times.
- ISSUE #3:** The page is hosted on a single server.
SOLUTION #3: Route users to a nearby CDN (Content Delivery Network) that will minimize the physical distance between the server and user.

COMMON FID ISSUES & SOLUTIONS

WHEN A USER CLICKS ON A BUTTON, IS THERE A LAG?
THERE ARE A COUPLE OF ISSUES AND SOLUTIONS TO ADDRESS THIS.

- ISSUE #1:** Large JavaScript file
SOLUTION #1: Minimize your JavaScript by deferring any unused JS files (third-party scripts). Or, code split your JS by bundling them into smaller files and lazy loading them.
- ISSUE #2:** A lot of third-party code in HTML
SOLUTION #2: Prioritize these scripts by lazy loading them.

COMMON CLS ISSUES & SOLUTIONS

SHIFTY LAYOUTS HARMING YOUR USER EXPERIENCE? USE THESE TO HELP MEND YOUR PAIN POINTS:

- ISSUE #1:** Your images/videos look unstable on your site page.
SOLUTION #1: Define your image/video width and height in your HTML. Or, implement CSS aspect ratio boxes.
- ISSUE #2:** Your third-party ads push your content further down on the page.
SOLUTION #2: Use font-display values like auto, swap, block, fallback, and optional. Or, you can preload font files using `<link rel=preload>`, so the browser will understand they are a priority.

2. FIX YOUR SITE'S MOBILE FRIENDLINESS

Here are a couple of common issues and solutions to help boost your site's mobile-friendliness:

COMMON LCP ISSUES & SOLUTIONS

- ISSUE #1:** Your site's layout and design looks funky on mobile devices.
SOLUTION #1: Implement responsive design. Your webmaster will need to work in CSS to adjust screen size, orientation, resolution, color, and more characteristics of your user's device.
- ISSUE #2:** Your mobile site pages take forever to load.
SOLUTION #2: Boost your mobile page speed by minimizing your CSS, JS, and HTML code, reducing redirects, and/or removing unnecessary plug-ins. Tap into the common LCP solutions from earlier as well.

3. FIX YOUR SITE'S SECURITY

- If you've got malware, deceptive pages, and/or more that are outlined on your Security Issues page in Search Console, don't worry.

Google will offer tailored recommendations your webmasters can use to resolve each issue. They'll even provide sample URLs you can dive into to evaluate the root cause of the problem.

4. FIX YOUR HTTPS SECURITY

Here are some possible issues and solutions that can help your team bolster your HTTPS security:

COMMON LCP ISSUES & SOLUTIONS

- ISSUE #1:** Your site is running on HTTP.
SOLUTION #1: Transition over to HTTPS by:
 - Obtaining an SSL certificate from a [trusted certificate authority \(CA\)](#) that offers technical support.
 - Following best practices of [migrating your site while safeguarding your traffic and rankings](#).
- ISSUE #2:** Your SSL certificate has expired.
SOLUTION #2: Renew it by generating a Certificate Signing Request (CSR) from your web host. This validates your server's identity. Then select your SSL certificate, choose the validity/time frame, and make your payment.
- ISSUE #3:** Googlebots are not crawling your HTTPS site.
SOLUTION #3: Edit your robots.txt to allow Google to access your URL.

FOR MORE FIXES TO COMMON PITFALLS, BE SURE TO CHECK OUT [GOOGLE'S HTTPS PAGE](#).

5. FIX YOUR POP-UP ADS

Are your ads creating an intrusive experience? Use the following techniques and guidelines from Google to help you make the right adjustments:

- TURN YOUR POP-UPS INTO BANNER ADS.** These banners should leave enough room that your visitors can see the site's content. [Google Web Designer](#) is a free option that can help you build banner ads for your webpages.
- MAKE SURE YOUR ADS ARE EASILY DISMISSABLE TOO.** For example, you can add a "No Thanks" button, so people can close your pop-up.
- LEAVE YOUR POP-UP ADS THAT EXIST FOR LEGAL OBLIGATIONS** (cookie usage or age verification) as is. They will not be penalized by Google.

PART 3

3. TRACK

So you've done the fixes? Great! You're done right? Nope. You need to track and measure your results. Otherwise, how else would you know something is or isn't working?

1. TRACK YOUR PAGE EXPERIENCE

There are a few ways to measure your progress. Which method you choose may depend on whether you have Google Search Console or PageSpeed Insights setup.

- GOOGLE SEARCH CONSOLE**
If you have Search Console configured, do the following after implementing your fixes:
 - Login to [Search Console](#).
 - Browse to the Core Web Vitals page.
 - Click "Open Report >".
 - Select an issue in the Details section.
 - Click "Validate Fix".
 - Repeat steps 2-5 for each issue listed in the Details section.
 - Wait up to 28 days for Google to verify the issue has been fixed. After validation is completed, Google will indicate within Search Console whether validation passed or failed.
- GOOGLE PAGESPEED INSIGHTS**
Another way to track your progress is using the [PageSpeed Insights](#) tool.
 - This tool doesn't show historical data so to track your progress, you'll want to run this tool before your fixes and after your fixes to compare the progress that is made.
 - By default, PageSpeed Insights only shows scores for the page which you run the test for. It does not, by default, provide scores for your entire website.

2. MEASURE YOUR SITE'S MOBILE FRIENDLINESS

- Look at your [Mobile Usability Report](#) in your Search Console periodically. This will help you stay up to date on your site's mobile usability issues.
- Refer to the following website performance metrics in Google Analytics to see if your mobile experience is proving to be successful:
 - Traffic rates
 - Bounce rates
 - Engagement rates (clicks, dwell time, etc.)
 - User behavior via heatmaps (tools like [VWO](#) and [Crazy Egg](#) can help).

3. TRACK YOUR SITE'S CONNECTIVITY

- Keep an eye on your Security Issues report in Search Console. This report will note when security issues, like malware, harmful downloads, and deceptive pages, were last detected on your site.

4. TRACK YOUR HTTPS SECURITY

- Keep tabs on your HTTPS Security by periodically checking the icon next to your URL in your Chrome window. Ensure your SSL certificate is set to auto renew, and keep your credit card information up to date.

5. TRACK YOUR POP-UP ADS

- Using various conversion rate optimization (CRO) tools, like [VWO](#) and [Crazy Egg](#), you can A/B test different variations of pop-up ads to see which ones bring in the least amount of bounce rates and the most conversions.

6. TRACK YOUR RESULTS IN GOOGLE ANALYTICS

- The changes should be reflected in your Google Analytics. Your traffic numbers may go up. With a better page experience, your session times and bounce rates may improve.

GET YOUR SITE TO PERFORM ITS BEST—CONTACT BIG LEAP

If you need a hand making sure you've got everything in check, [contact our team](#). With over a decade of experience helping businesses amplify their online presence, we'll help you make sure your site is in good shape before the Core Web Vitals update.



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