Google has recently updated the 'Understanding page experience in Google Search results' page in the Google Search Central Documentation.

SWIPE →

Before

FAQ

Is there a single "page experience signal" that Google Search uses for ranking?

There is no single signal. Our core ranking systems look at a variety of signals that align with overall page experience.

What aspects of page experience are used in rankings?

There are many aspects to page experience, including some listed on this page. While not all aspects may be directly used to inform ranking, they do generally align with success in search ranking and are worth attention.

Are Core Web Vitals important?

We highly recommend site owners achieve good Core Web Vitals for success with Search and to ensure a great user experience generally. However, great page experience involves more than Core Web Vitals. Good stats within the Core Web Vitals report in Search Console or third-party Core Web Vitals reports don't guarantee good rankings.

Is page experience evaluated on a site-wide or page-specific basis?

Our core ranking systems generally evaluate content on a page-specific basis, including when understanding aspects related to page experience. However, we do have some site-wide assessments.

KEEP SWIPING →

After

FAQ

Is there a single "page experience signal" that Google Search uses for ranking?

There is no single signal. Our core ranking systems look at a variety of signals that align with overall page experience.

What aspects of page experience are used in ranking?

Core Web Vitals are used by our ranking systems. We recommend site owners achieve good Core Web Vitals for success with Search and to ensure a great user experience generally. Keep in mind that getting good results in reports like Search Console's Core Web Vitals report or third-party tools doesn't guarantee that your pages will rank at the top of Google Search results; there's more to great page experience than Core Web Vitals scores alone. These scores are meant to help you to improve your site for your users overall, and trying to get a perfect score just for SEO reasons may not be the best use of your time.

Beyond Core Web Vitals, other page experience aspects don't directly help your website rank higher in search results. However, they can make your website more satisfying to use, which is generally aligned with what our ranking systems seek to reward. Therefore it's still worth working to improve page experience overall.

Is page experience evaluated on a site-wide or page-specific basis?

Our core ranking systems generally evaluate content on a page-specific basis, including when understanding aspects related to page experience. However, we do have some site-wide assessments.

ONE MORE

What are your thoughts on this?

COMMENT BELOW