

Checklist

Google's October 2023 Core Update: How It Affects Your Business

Use this checklist to improve your website's visibility and search rankings according to Google's October 2023 Core Update.

Prioritise Quality Content:

- Audit all website content for accuracy and relevance.
- Incorporate industry-specific expertise into the content.
- Regularly update and add new content.

Optimise User Experience:

- Simplify website navigation for effortless browsing.
- Ensure fast loading on all devices.
- Use a responsive design for different screen sizes.

Consistently Monitor Performance:

- Use Google Analytics to track key performance indicators.
- Set up alerts for sudden traffic or ranking changes.
- Act on user feedback to make improvements.

Continuous Website Improvement:

- Conduct monthly website audits for functionality and design.
- Enhance the user interface based on feedback.
- Regularly test website changes for performance.