4. **Fix Your HTTPS Security**

- Deep tabs on your HTTPS Security by periodically checking the icon next to your URL in your Chrome browser.
- 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.

5. **Assess Your Pop-up Ads**

- Use the following techniques and guidelines from Google to turn your pop-ups into banner ads. These banners should leave enough room that your visitors can see your content.
- According to Google, banners are much less disruptive than pop-up ads.
- If you need a hand making sure you've got everything in check, contact our team. With over a decade of experience, we can help you optimize your site for both desktop and mobile formats.

1. **Fix Your Page Experience**

- According to Google, your site is putting your user's privacy at risk and has been flagged as unsafe. You will not be penalized by Google.
- Turn your pop-ups into banner ads. These banners should leave enough room that your visitors can see your content.
- 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.

You can also:

- Use font-display values like auto, swap, block, fallback, and optional. Or, you can preload font files in your HTML.
- Route users to a nearby CDN (Content Delivery Network) that will minimize the physical distance the content has to travel.
- For example, you can add a “No Thanks” button, so your ads are easily dismissable.

2. **Assess Your Site’s Mobile Friendliness**

- Use Google’s mobile-friendly test and the mobile usability report in your Search Console.
- If your site experiences a lot of downtime, you should consider implementing a backup solution or using a content delivery network (CDN) to improve load times.
- If you fix your page experience, your site will rank higher in search results, which can lead to more traffic and conversions.

You can also:

- Define your image/video width and height in your HTML. Or, implement CSS aspect ratio boxes.
- Tap into the common LCP solutions from earlier as well.

3. **Assess Your Site’s Security**

- According to Google, your site is putting your user’s privacy at risk and has been flagged as unsafe.
- You will not be penalized by Google.
- There are a few ways to measure your progress. Which method you choose may depend on whether you have malware, deceptive pages, and/or more that are outlined on your Security Issues page in Search Console.

You can also:

- Use various conversion rate optimization (CRO) tools, like Google Analytics, to track your results and see if your mobile experience is improving.
- Learn how to fix issues you discover from your assessment.
- Learn how to properly track and measure your fixes to stay on track.

To get started on improving your site, contact us at (801) 876-5483.