

# SEO Survival Checklist – Post Google May 2025 Update

1. PageSpeed Score Above 90  
→ *Run your homepage on PageSpeed Insights. Anything below 90 = at risk.*
2. Mobile Load Time Under 2 Seconds  
→ *Most traffic is mobile now. If your site lags, your rankings drop — fast.*
3. Avoid Full-Width Images Above the Fold  
→ *Heavy hero banners are killing load speed. Use compressed or lazy-loaded media.*
4. Eliminate Unused Plugins or Scripts  
→ *Every extra plugin adds weight. Especially tracking scripts and third-party embeds.*
5. Avoid Layout Shifts (CLS > 0.1 is bad)  
→ *Make sure content doesn't 'jump' while loading. This is a major ranking signal now.*
6. Reduce Fonts and Font Variants  
→ *Custom fonts are silent killers. Stick to 1–2 fonts and only required weights.*
7. Use a Lightweight Theme  
→ *No matter how good your content is — a bloated theme will destroy performance.*
8. Don't Autoplay Video or Carousels  
→ *Google now deprioritizes autoplay-heavy pages, especially on mobile.*
9. Uptime Matters  
→ *If your server goes down, even briefly, Google picks it up. Use uptime monitoring.*
10. Cache + CDN in Place  
→ *If your site isn't cached and globally distributed, you're loading too slow — period.*