

# Google will Downgrade your Website Rank if using Popup Ads

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### In brief

Google will downgrade page ranking if your website is showing pop-up ads and interstitials ads. The new rule issued by the Google will affect the search index also.

Websites are now used commonly for all the purposes including delivering information or even for promotion or any thing. We all are accessing lots of websites in all the time too. But the most disturbing thing we are facing is the annoying ads in the website. However, ads are displayed in most of the websites, some websites may disturb us showing more ads than the content. Now, Google came with a statement that, they are going to downgrade the page ranking of those websites which are showing annoying ads like pop-up ads and interstitials etc.

(Also see: [Android 7.0 Nougat Got Officially Released and Starts Rolling Out](#))

In the latest blog, Google says that "Pages that show intrusive interstitials provide a poorer experience to users than other pages where content is immediately accessible. This can be problematic on mobile devices where screens are often smaller. To improve the mobile search experience, after January 10, 2017, pages where content is not easily accessible to a user on the transition from the mobile search results may not rank as highly."

(Also see: [Find Call Settings Option in Android 6.0 Marshmallow](#))

In details, it says that those websites which are showing ads that force users to close those ads/popups to view the content will come under this category. It's often that some websites will show a popup or full screen ads in the beginning, user needs to close the ads to view the content, again, if the user goes to another page, the same thing will be repeated. This type of activity will not be considered as a good practice anymore. Mostly, if the screen of the smartphone is small, people may find difficulty in even closing those ads.

### Type of ads comes under new rule

#### However, there are some exceptions to new rule as well

- If some pop-up requests cookies or legally verify age, then that is not to be considered as an advertisement and won't be blocked
- Some websites will create login request and signup via popup, that will not be considered as ads
- Some banners that do not cover the whole screen, in fact cover it partially and the content is still accessible to the readers

(Also see: [Nokia Coming Back with Android 7.0 Nougat Powered Handset](#))

### Type of ads excepted from new rule

It is reported that the new rule will also affect the search index of the website too, if its violates the rules. Google also announced that, they are going to remove the 'Mobile Friendly' label in the search index, however, the algorithm will check if the site is mobile friendly or not.