

KNOWLEDGE BASE · PUBLIC DOCUMENT

Popups and banners on your site: when they help and when Google punishes them

SEO & Marketing

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Interweb Mozambique

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<https://www.meu.interweb.co.mz/knowledgebase/1710>



The short answer: a popup that **covers the content** as soon as the person arrives from Google, especially on a phone, is the kind of thing Google says can hurt a page’s ranking. Ones that appear at the right moment and close easily do not. The difference is in **when, how much they cover** and **how they close**.

What usually causes trouble

Type	A problem?
A popup covering the whole page or nearly, on arrival from a search	Yes. It is the case Google points to in its mobile guidelines.
A full page the person must close before seeing the content	Yes, for the same reason.
A popup that only appears after reading, or after a while, and is easy to close	Usually not.
A small banner at the top or bottom	Usually not.
Those required by law (cookie notice, age check) and login dialogs	Not the target. See The cookie notice .

How to use a popup well

1

Wait for the moment. Show it after the person has read part of the page, or when they are about to leave. Not on arrival.

2

Just one, and do not repeat it on every page. Someone who closed it does not want to see it again the same day.

3

A close button that is visible and big enough for a finger. Closing must work the first time.

4

On a phone, prefer a banner to a window that covers everything.

5

Say what you are offering and ask only for what is needed. For an e-mail list, see **Building an e-mail list legally**.

The effect on speed

A banner or popup that **pushes the content down** after the page has loaded causes a “layout shift”, which is measured in Core Web Vitals and is annoying for someone who was reading or about to click. Reserve the banner’s space from the start, or make it appear over the content without moving it. See **Core Web Vitals in plain words**.

Google’s guidelines change. The principle (do not block access to the content on arrival) stays, but check the current rules in its documentation before you decide. No trick of ours guarantees the ranking.

Want help seeing whether a popup is hurting your site? Open a ticket with the page address.

[Open a support ticket](#)

SEE ALSO

[Core Web Vitals in plain words](#)

[The cookie notice and consent: what your site collects without you knowing](#)

[Building an e-mail list legally: consent, sign-up forms and unsubscribing](#)

[Being found on Google: Business Profile, Search Console and the basics](#)



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