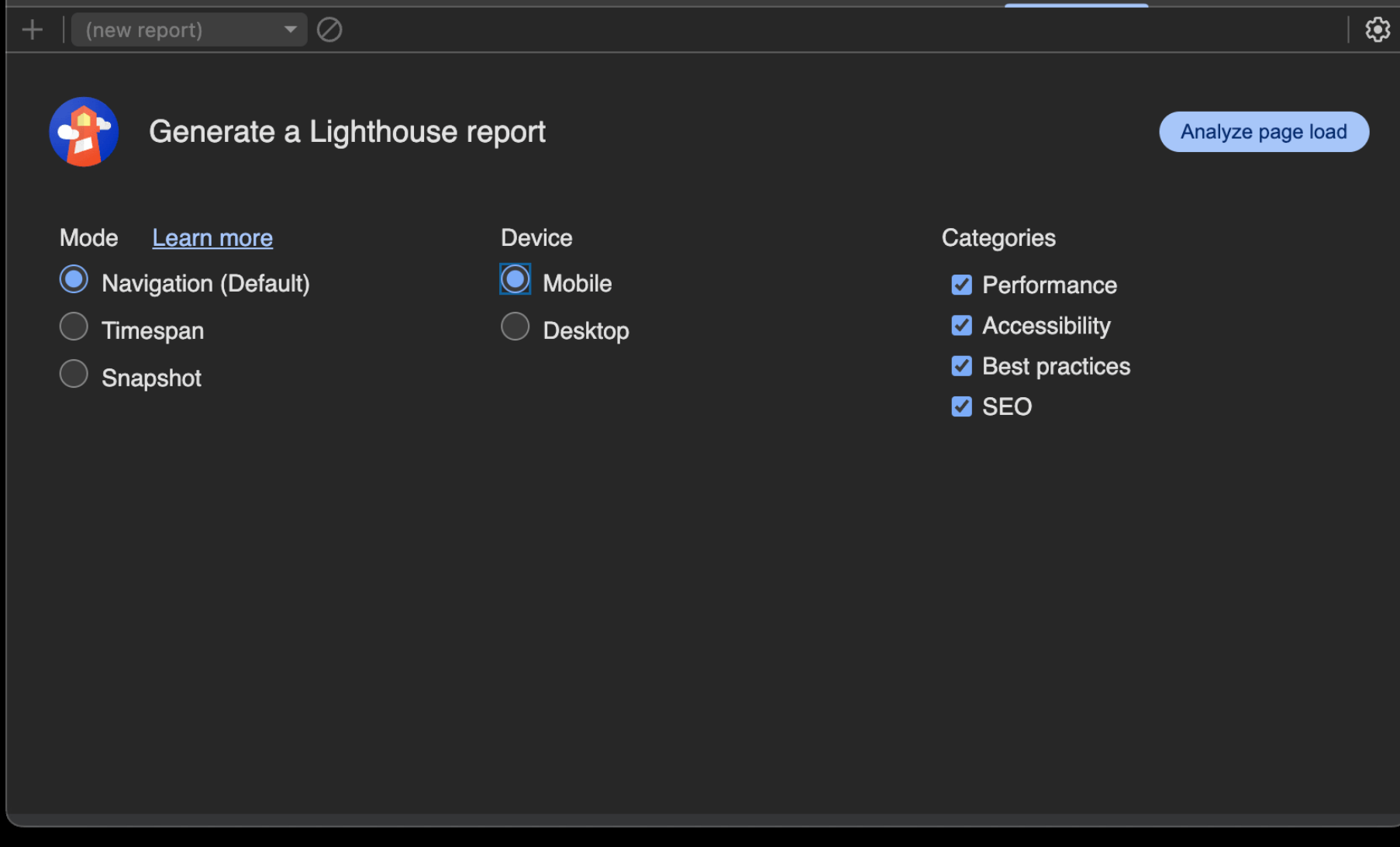


A 5-STEP PLAN TO OPTIMIZE CORE WEB VITALS

Optimizing Core Web Vitals may sound technical, but with the right approach, it's achievable for any website. Follow these five steps to bring your pages into the "Good" zone and unlock the benefits of better rankings and user engagement.

BENCHMARK YOUR CURRENT PERFORMANCE

Before you can improve, you need to know where you stand. Use tools like **Google Lighthouse** or **PageSpeed Insights** to generate a detailed report on your site's Core Web Vitals. These tools provide scores for INP, LCP, and CLS, along with specific recommendations for improvement.



HOW TO DO IT

Run a report for your most important pages (e.g., homepage, product pages, or high-traffic blog posts). Note the current metrics and identify which ones fall outside the "Good" thresholds.

PRO TIP

Test both mobile and desktop versions, as Google prioritizes mobile performance for indexing.

PRIORITIZE QUICK WINS

Many Core Web Vitals issues can be addressed with straightforward fixes that deliver immediate results. Focus on these low-hanging fruits first:

IMAGE OPTIMIZATION

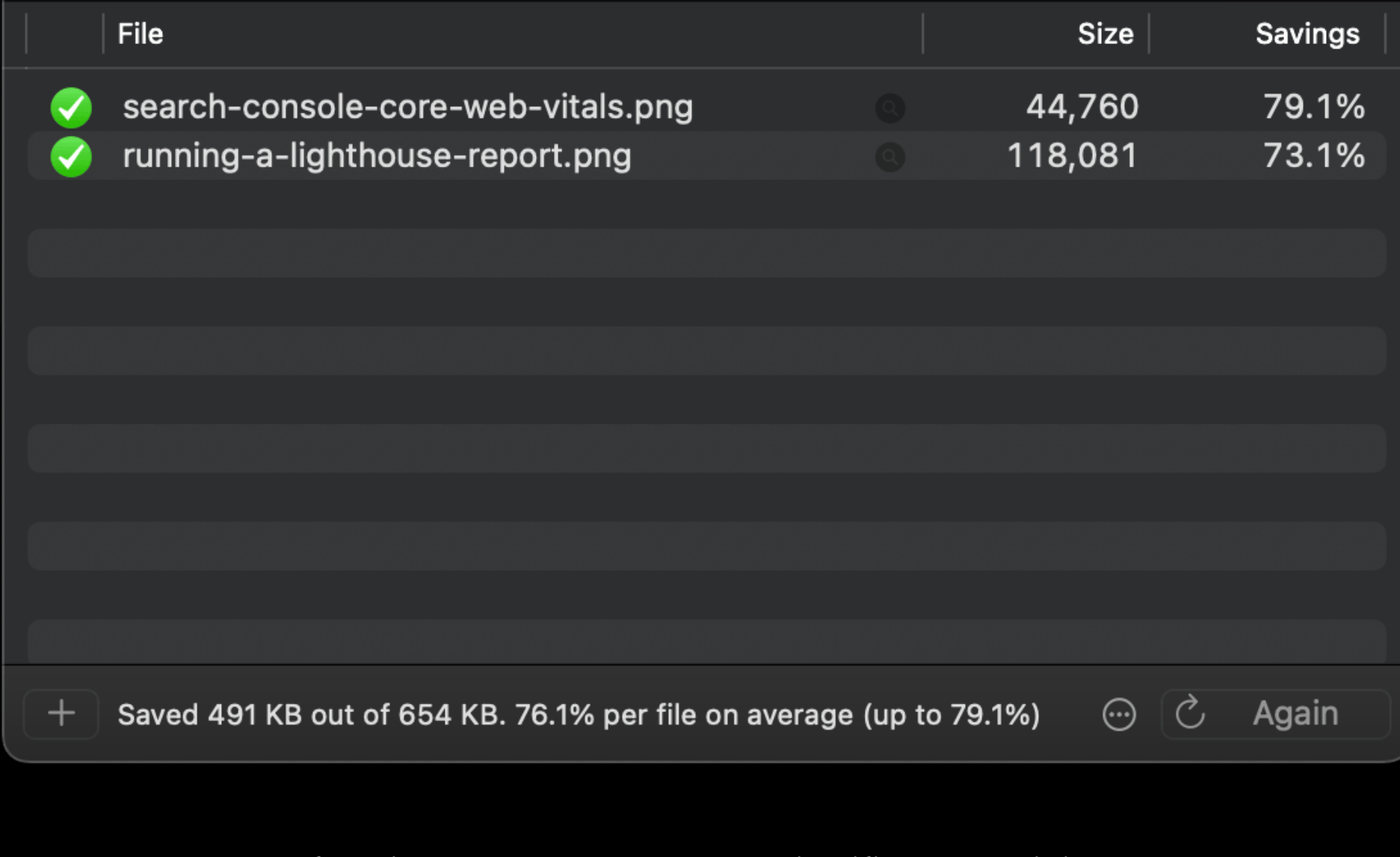
Compress images using tools like ImageOptim, TinyPNG or Squoosh. Convert to modern formats like WebP for faster loading. Consider image delivery platforms like Cloudinary.

CODE MINIFICATION

Minify CSS, JavaScript, and HTML to reduce file sizes. Tools like UglifyJS or CSSNano can help.

CACHING

Implement browser caching to store static assets locally, reducing load times for returning visitors. Use a content delivery network (CDN) like Cloudflare for even faster delivery.



These changes often improve LCP and CLS significantly, giving you momentum to tackle more complex issues.

OPTIMIZE INTERACTION TO NEXT PAINT (INP)

INP is the newest Core Web Vitals metric, replacing First Input Delay (FID) in 2024. It measures how quickly your site responds to user interactions, such as clicking a button or typing in a form. A high INP can frustrate users and hurt engagement.

Why URLs aren't considered good				
URLs with these issues don't provide a good page experience				
Severity	Issue	Validation	Trend	URLs
Need improvement	LCP issue: longer than 2.5s (mobile)	Not Started		229
Poor	CLS issue: more than 0.25 (mobile)	Not Started		150
Need improvement	CLS issue: more than 0.1 (mobile)	Not Started		79
Poor	LCP issue: longer than 4s (mobile)	N/A		0
Need improvement	INP issue: longer than 200ms (mobile)	N/A		0

COMMON CAUSES OF POOR INP

Heavy JavaScript execution, render-blocking resources, or long-running tasks.

HOW TO DO IT

DEFER NON-ESSENTIAL RESOURCES

Move heavy scripts to load after the main content using the *defer* or *async* attributes.

USE WEB WORKERS

Offload complex tasks to Web Workers to keep the main thread responsive.

LEVERAGE REQUESTIDLECALLBACK

Schedule non-critical tasks during idle periods to avoid blocking user interactions.

PRO TIP

Test INP in real-world conditions using tools like **Web Vitals Chrome Extension** to capture field data from actual users.

STRENGTHEN LCP AND CLS

LCP and CLS are critical for delivering a fast, stable experience. Here's how to optimize them:

FOR LCP

PRELOAD KEY RESOURCES

Use `<link rel="preload">` to prioritize above-the-fold content, like hero images or critical CSS.

LAZY-LOAD OFFSCREEN ASSETS

Load images and videos below the fold only when they enter the viewport.

OPTIMIZE SERVER RESPONSE TIMES

Upgrade hosting, enable server-side caching, or use a CDN to reduce Time to First Byte (TTFB).

FOR CLS

SET EXPLICIT DIMENSIONS

Always define *width* and *height* attributes for images, videos, and iframes to reserve space during loading.

AVOID DYNAMIC CONTENT INJECTION

Prevent ads **Before you can improve, you need to know where you stand. Use tools like Google Lighthouse or PageSpeed Insights to generate a detailed report on your site's Core Web Vitals.** These tools provide scores for INP, LCP, and CLS, along with specific recommendations for improvement.

HOW TO DO IT

How to do it: Identify LCP and CLS issues—check for slow-loading above-the-fold content (like large images or videos) and elements causing layout shifts (like ads or dynamically injected content). Use tools like Lighthouse to pinpoint specific bottlenecks.

PRO TIP

Focus on real user data with the Chrome UX Report (CrUX) to understand how LCP and CLS perform for actual visitors, then prioritize fixes for the most impactful pages.

MONITOR AND ITERATE

Optimization is an ongoing process. Set up **Core Web Vitals** alerts in **Google Search Console** to receive notifications when metrics slip. Test your site after every major update or deployment to catch issues early.

TOOLS TO USE

CrUX Dashboard (Chrome UX Report) for real-user data, or third-party platforms like DebugBear for continuous monitoring.

PRO TIP

Create a performance budget to ensure new features don't degrade Core Web Vitals over time.