

Keeping up with Core Web Vitals

Core Web Vitals: What The Increased Focus On Improving User Experience Will Mean For Your Website

User Experience has always been a matter of importance in the eyes of Google, but following the recent Core Web Vitals update, emphasis on providing page visitors with the best user experience possible has further intensified.

To ensure that their websites do not fall behind in rankings, businesses everywhere have been shifting their focus to prioritising user experience; analysing and making the appropriate changes to make sure that each of their indexed pages are as accessible and as user friendly as can be.

In this guide, we will take a deeper look at what this new update entails, what it will mean for businesses and visitors alike, and some of the common issues that will need to be addressed to ensure that your rankings are not negatively affected.

WHAT IS THE CORE WEB VITALS UPDATE AND WHY IS IT IMPORTANT?

Largest Contentful Paint (LCP)

LCP is the time it takes to load the content from a user's perspective. (Page Load Time)

In other words, it is the time taken from clicking on the respective page link, to how long it takes for all the contents on that specific web page to load up.

For the best result, your LCP score should not be more than 2.5 seconds

First Input Delay (FID)

FID focuses on user interactivity with the specific web page. (PageSpeed)

Put simply, it is the time it takes to fully interact with the web page or a specific task on that page. For example, the time it takes from arriving on the website and then clicking on an option in the menu's tab.

For the best result, FID score should, at most, be 100ms. The less time, the better.



Keeping Up with Core Web Vitals

Cumulative Layout Shift (CLS)

CLS focuses on the stability of the web page from the user's perspective. In other words, the emphasis is on the visual stability of the elements of the web page. For example, focusing on the movement of any video pop-up, audio content or any visual element when the web page loads, thus making the user forget the initial location of the specific element or the visual.

For the best result, CLS score should at most be 0.1. Once again, the lower the score, the better.

In addition to the newly added measurements, the Core Web Vitals update also includes the existing signals:

- Mobile Friendliness - focuses on the compatibility of the web page to display it efficiently on a mobile phone browser
- Safe Browsing (Virus Free) - making sure the website is safe to view. No hidden viruses, malwares, etc.
- HTTPS Security - making sure the website is HTTPS secure (which can also be noticed from the URL tab in any browser for the specific web page)
- No Intrusive Interstitials (Less Pop-up) - focuses on making the content cleaner. As in, getting ads or pop-ups when the user is in the middle of an article and they were not expecting it

Therefore, Core Web Vitals have become an important factor when determining the new overall page experience score.

HOW TO MEASURE CORE WEB VITALS

Core Web Vitals measurement metrics can be seen from the performance of the 3 main ranking factors listed above - Largest Contentful Paint (LCP), First Input Delay (FID) and Cumulative Layout Shift (CLS).

As mentioned above, the significance of the Core Web Vitals has been noted by many businesses who are wishing to improve their rankings. Hence, all the popular tools for measuring the performance metrics have been updated to incorporate the new update.

Popular tools such as Chrome User Experience Report, PageSpeed Insights and Search Console have all been updated and can now be used to determine the metrics.



Keeping Up with Core Web Vitals

HOW TO OPTIMISE CORE WEB VITALS

To get the best results for your specific SEO task, ensuring your Google search metrics signal points score higher, the following points will help you achieve the highest score getting you much closer to achieving your objective(s).

Firstly, it is of imperative importance to aim for the highest LCP, FID and CLS scores. In other words, a higher score means faster pagespeed, less load time, higher interactivensness and responsiveness with minimum or no layout shifts. To achieve such scores, looking at each Core Web Vitals signal separately is the more practical solution.

Here are some final tips to further optimise each Core Web Vitals signal. For:

LCP

- Remove any third party scripts or larger page elements
- It could be done with the help of Google Tag Manager
- Optimise CSS files
- Use of image sprites and reducing unnecessary codes
- Optimise image file sizes
- Remove web fonts
- Reduce javascript

FID

- Remove any third party scripts or using browser cache
- Reduce JS execution time
- Minify or compressing the code with help achieve this
- Minimise main thread work
- Utilise web workers to do tasks off the main thread
- Use small transfer sizes and low request counts

CLS

- Set up specific attribute dimensions for any media or visuals. Use size attributes on images and video elements
- Never insert content above existing content, except in response to a user interaction
- Use transform animations instead of animations of properties that force layout changes



Keeping Up with Core Web Vitals

In this guide, we have compiled all the information needed to understand the Core Web Vitals update. It has been shown that this update focuses on the user experience of the specific website and has become a significant factor when evaluating the overall Web Vitals score.

We have mentioned the 3 important measurement metrics (LCP, FID and CLS), which are the backbone of this new update and how they can be measured, using well developed tools such as Chrome User Experience Report, PageSpeed Insights and Search Console. To finish up, we have discussed some tips on how to get the best results for the above mentioned measurement metrics.

As much as the main Core Web Vitals signals are imperative, ignorance of other previous UX related signals such as focusing on making it Mobile-Friendly, Safe for Browsing (Virus Free), HTTPS Security and No Intrusive Interstitials (Less Pop-up), could become a detrimental factor for achieving a lower score for the overall search signals, potentially leading to lower rankings on the Google Search Engine.

We were able to get more in-depth and hands-on knowledge of this update due to our partnership with the world's leading SEO software, [Searchmetrics](#).

If your business is struggling due to the new update and you want to gain back the foothold, don't hesitate to get in touch with us via our [Contact page](#) or why not directly book a meeting with us via [the following link](#).

