



Read full article at <https://allegiantdigital.com/what-are-core-web-vitals/>

Core Web Vitals Checklist

Loading Speed (Largest Contentful Paint - LCP):

- Measure your website's LCP using tools like Google PageSpeed Insights.
- Optimize images and videos to load as quickly as possible.
- Compress images before uploading them.
- Upload images in WebP format if possible.
- Implement lazy loading for non-essential below-the-fold content.
- Consider utilizing a content delivery network (CDN).
- Decrease server response time by optimizing your hosting or CDN.

Interactivity (First Input Delay - FID):

- Check your website's FID using tools like Google PageSpeed Insights.
- Make sure JavaScript is responsive and executing as quickly as possible.
- Utilize lazy loading for non-essential content.
- Reduce server response time to ensure a good user experience.
- Reduce the number of third-party scripts running on your website.
- Optimize your browser resources.

Visual Stability (Cumulative Layout Shift - CLS):

- Use tools like Google PageSpeed Insights to check for CLS on your website.
- Upload images in a size and dimension that balance loading speed and high quality for users.
- Preload fonts and important images and "Lazy Load" other content.
- Optimize third-party scripts to prevent layout shifts.
- Address layout shifts caused by ad placements and other custom CSS (like "transform" and "position").
- Conduct user testing to identify and fix unexpected layout shifts.

General Tips:

- Regularly monitor PageSpeed Scores and Insights to identify and fix issues.
- Review Core Web Vitals report trends in Google Search Console to help prioritize PageSpeed issues.
- Use additional web performance tools like Lighthouse, WebPageTest, or GTmetrix to help further identify and fix issues.
- Implement A/B testing to compare improvements to Core Web Vitals and PageSpeed.
- Compare your website's Core Web Vitals with those of your competitors to gain insights into your performance and possible solutions.

Sample Core Web Vitals Tracking:

	Jan	Feb	March	April	May	June	July
# Core Web Vitals Pages: "Poor" - Mobile	55						
# Core Web Vitals Pages: "Need Improvement" - Mobile	25						
# Core Web Vitals: "Good" - Mobile	3						

(Consider creating additional rows to track Desktop Core Web Vitals as well.)

Sample PageSpeed Tracking:

	Jan	Feb	March
Homepage - Mobile	33/55		
Competitor Homepage	41/75		
Competitor 2	55/75		

Homepage			
Competitor 3 Homepage	56/21		
Main Nav Page	65/7		
Product Category	65/11		
Product	58/86		
Contact Us	80/75		

(Consider creating additional rows to track Desktop PageSpeed as well.)