How Google's Core Web Vitals update changed the SEO game

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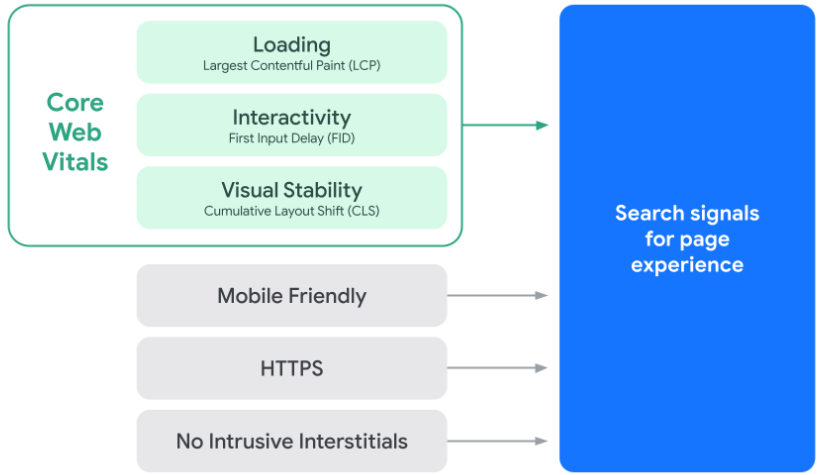
What are Core Web Vitals (CWV)?

Measuring what matters to users

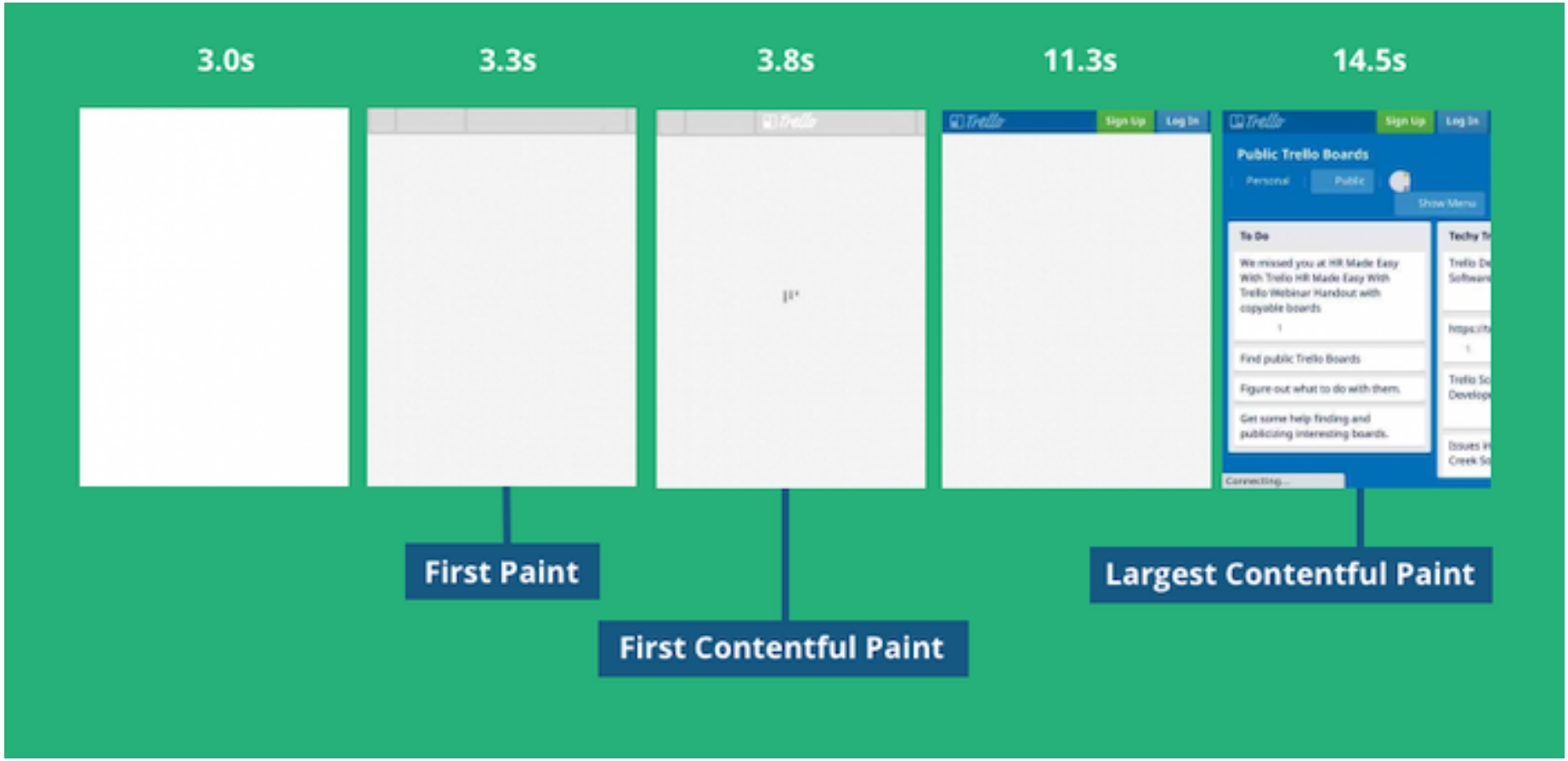
Mobile and Desktop

- Largest Contentful Paint
- First Input Delay
- Cumulative Layout Shift

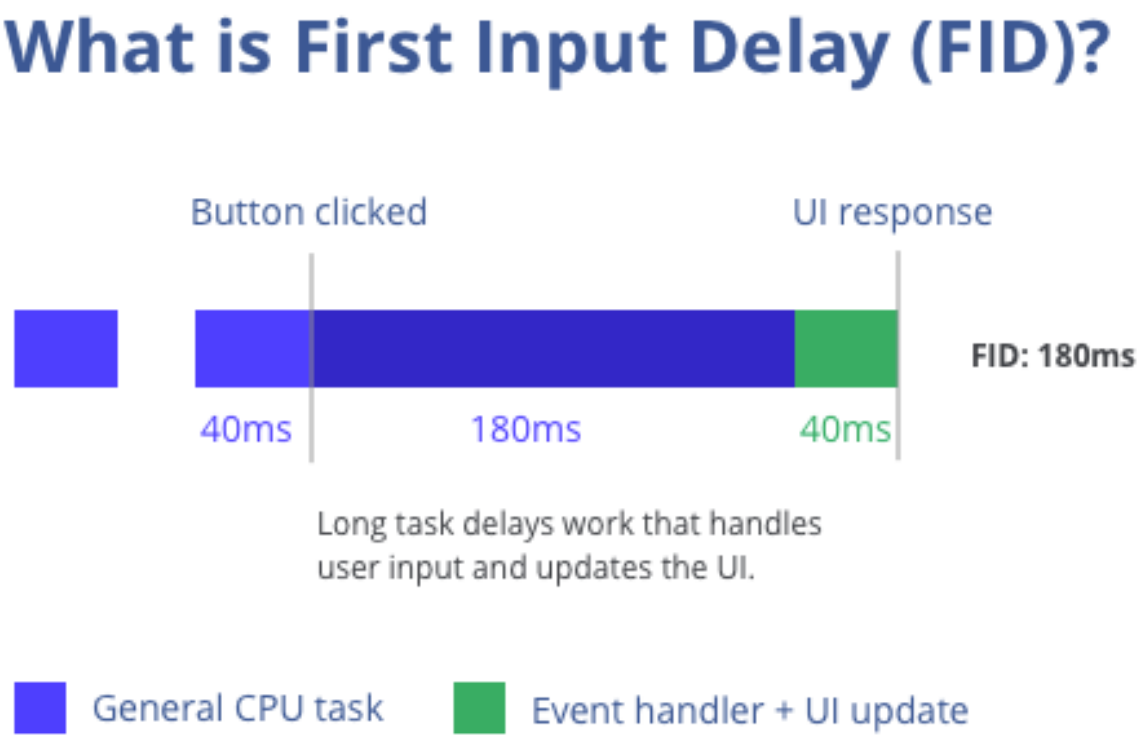
Source: Google and images on next three slides from DebugBear



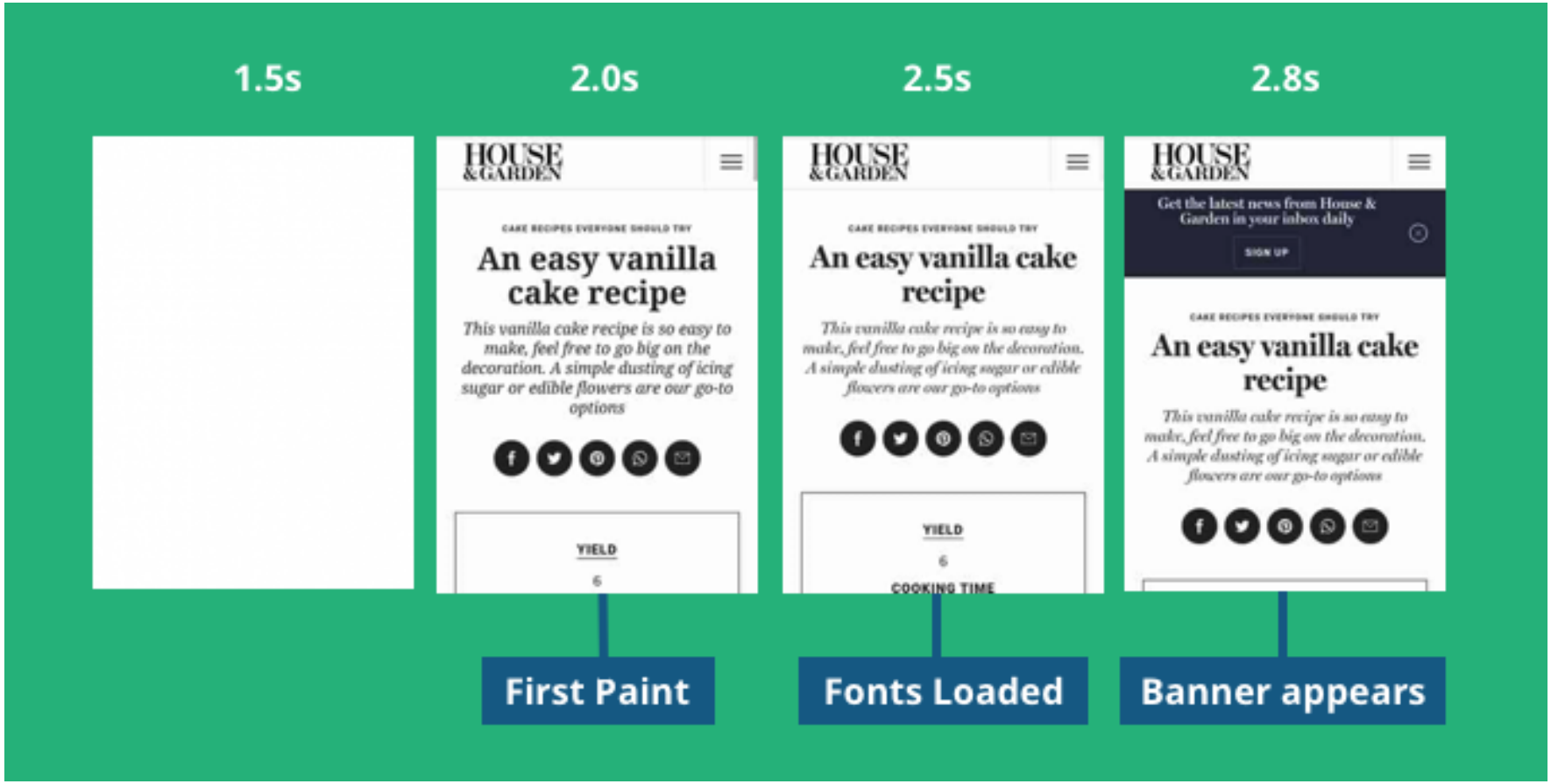
Largest Contentful Paint



First Input Delay



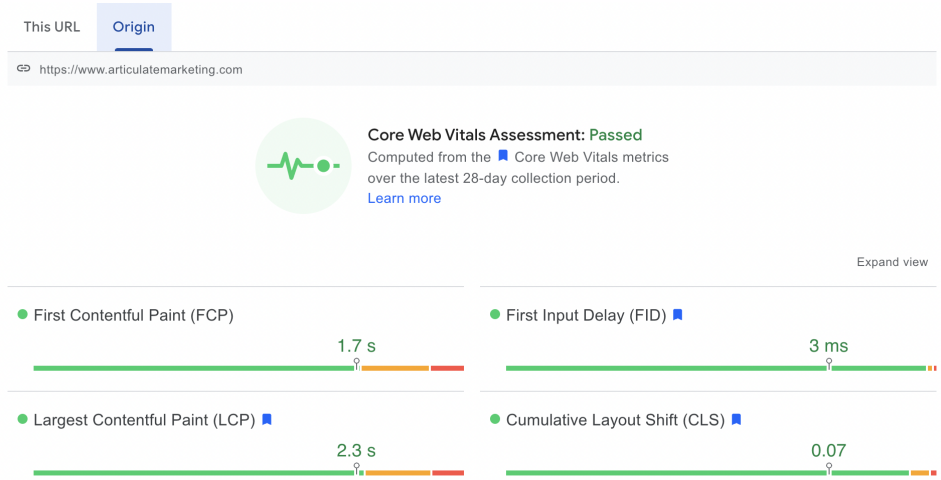
Cumulative Layout Shift



Lab data vs. Field data

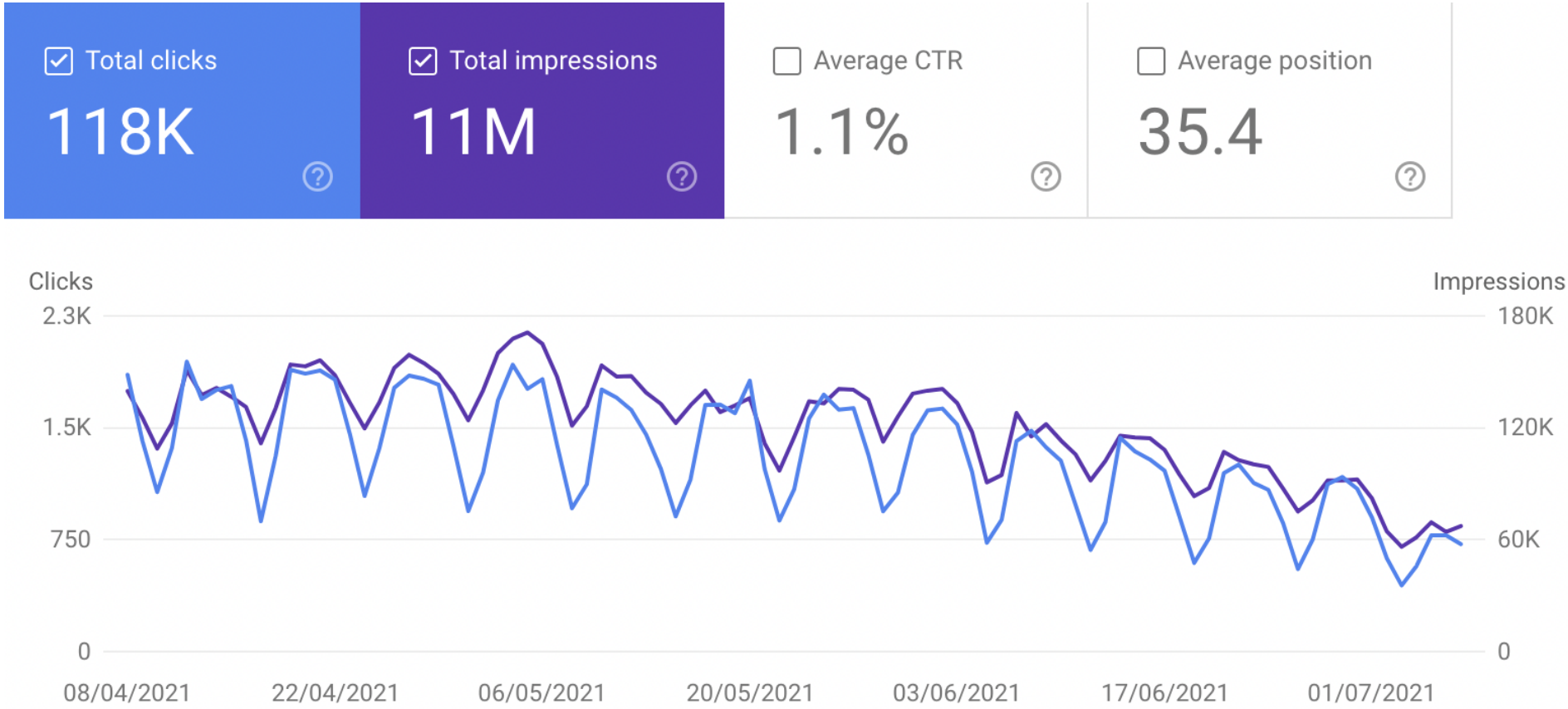
A small amount of field data can be very significant for some sites

Some site data very badly affected by high volumes of visitors on mobile devices in countries with poor bandwidth.

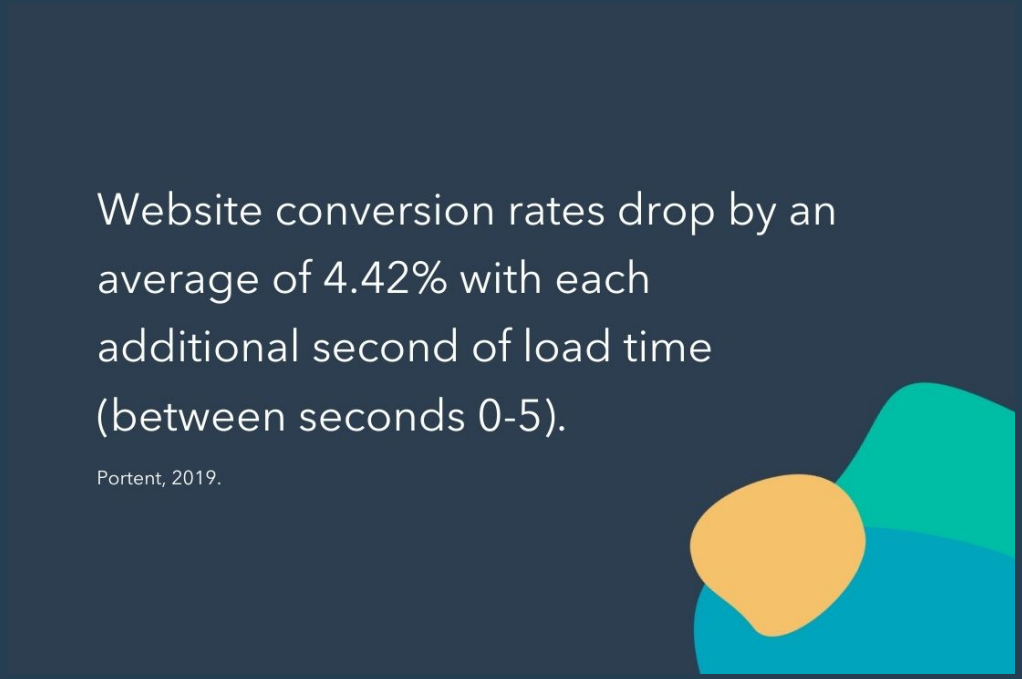


Why CWV matters

Google penalises slow sites



Users don’t like slow-loading sites

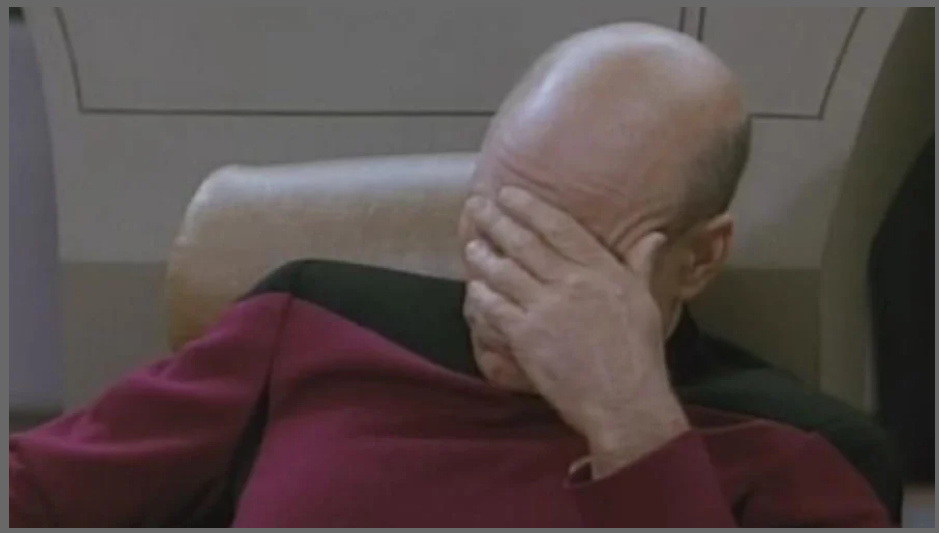


Source: https://blog.hubspot.com/marketing/page-load-time-conversion-rates

How to measure your site's CWV

Alas, no one single tool or data set to help you

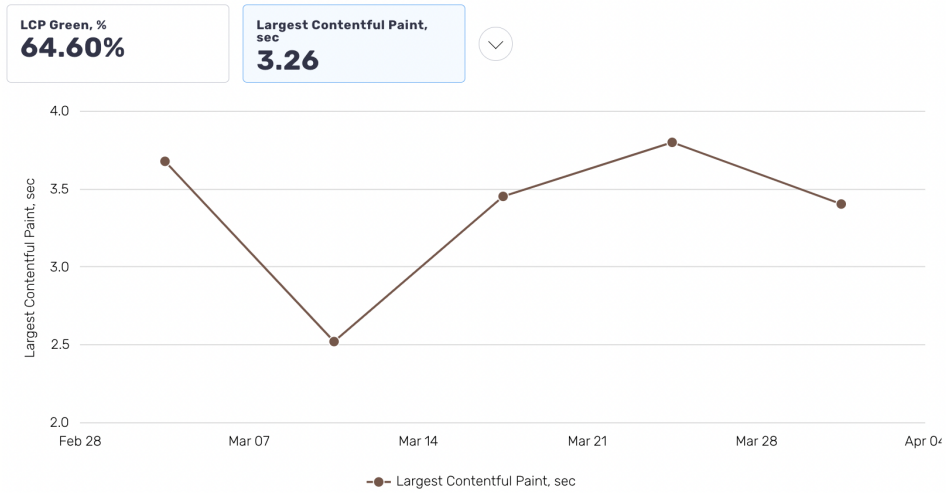
Lots of different tools giving different subsets of data over different time frames and with different levels of detail and accuracy.



ClickIO.com

Probably the most useful but requires a tracker on the site.

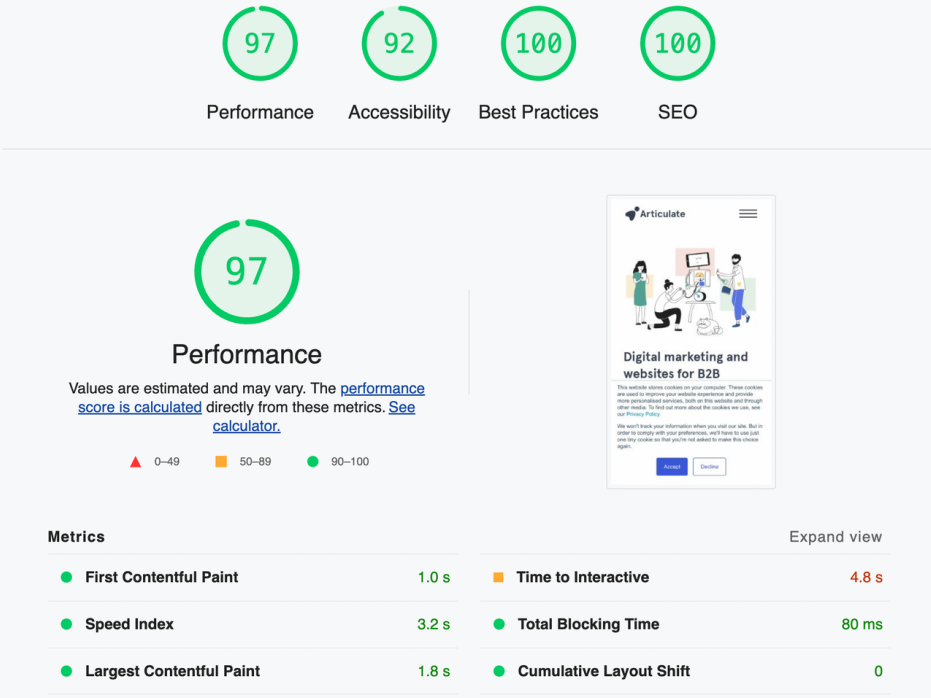
Reasonably close alignment between its data on historical CRuX data. Allows reporting by country which is impossible in any other tool.



web.dev

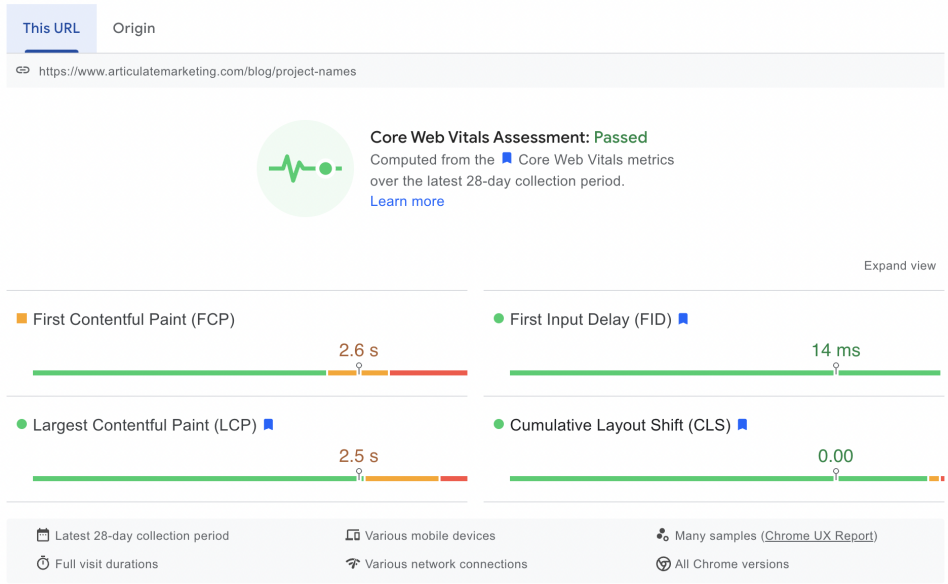
Detailed performance, accessibility, SEO and security data on a page by page basis.

View Treemap is very helpful for visualising page weight



Google Page Speed

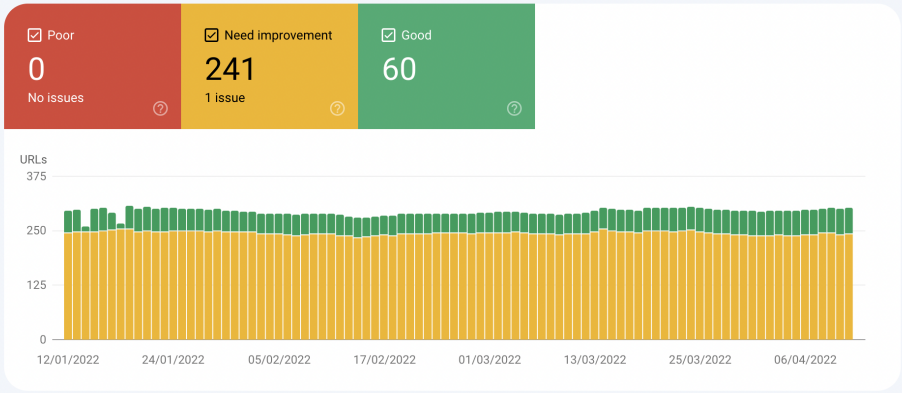
Gives you page-level lab data and field data for pages with enough traffic.

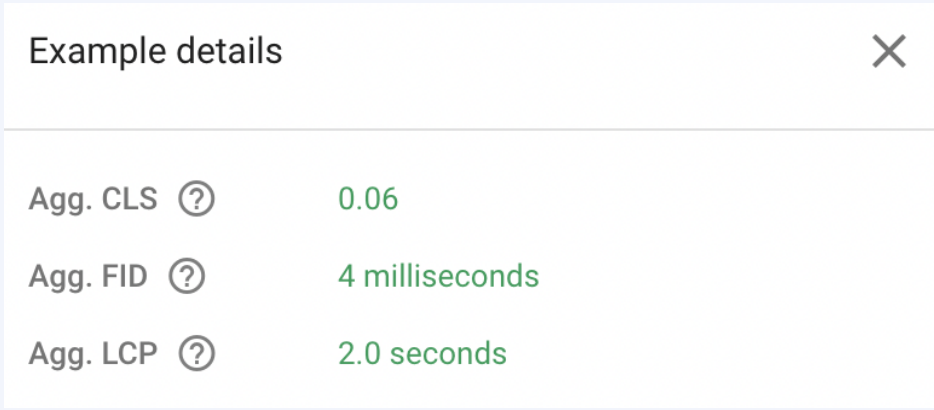


Google Search Console

The only place where Google will tell you if your site passes or fails.

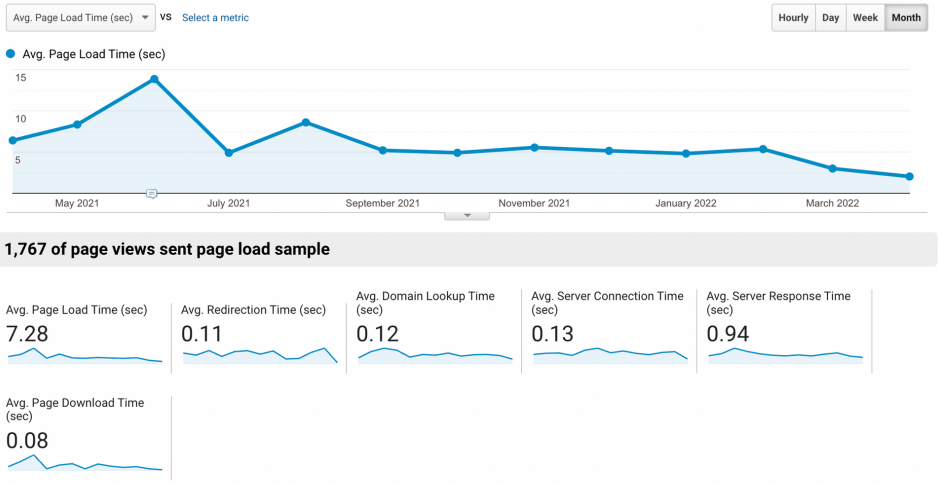
Gives you a break down of pages with different scores. Takes 2-4 weeks to revalidate on submission. Also gives you some insight into ‘aggregate score’ which is not easily available elsewhere but which seems to be closely correlated to traffic penalties.





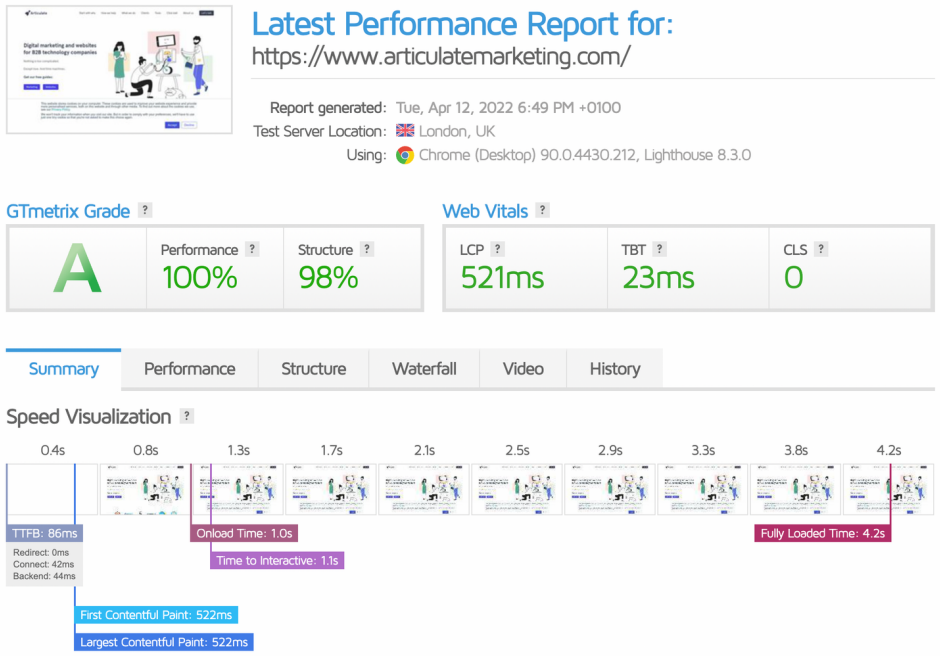
Google Analytics

Based on a relatively small subset of pages but can give you data over time and highlight slow pages



GTMetrix

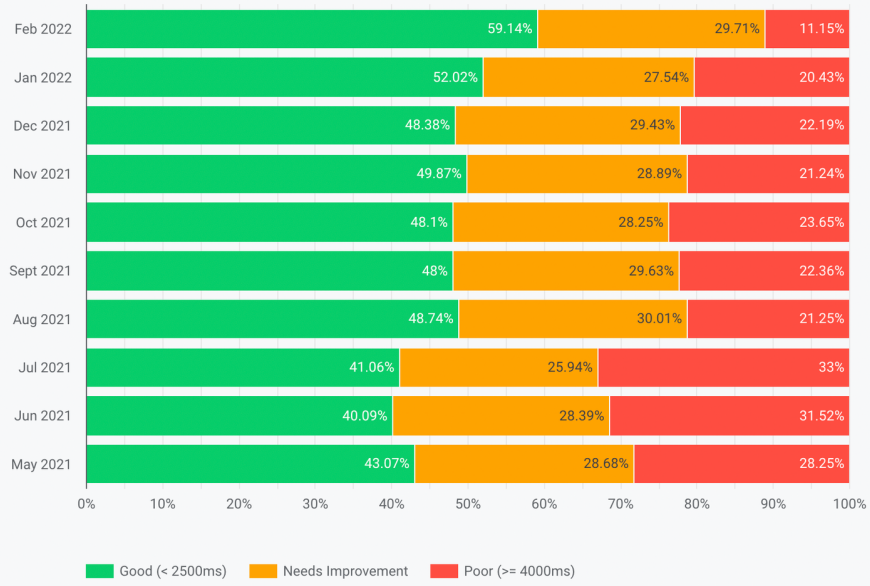
Technical analysis of pages with waterfall diagrams and visualisation tools.



CRuX data in Google Data Studio

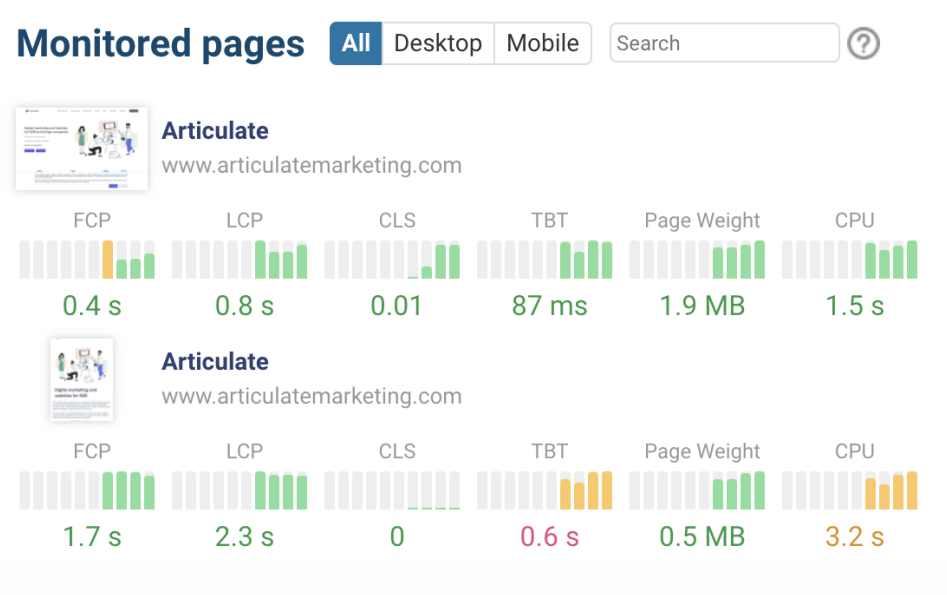
Data updated monthly in the middle of the following month

Gives you a site-wide aggregate view but only very retrospectively.



DebugBear

Runs regular Lighthouse scans on your site and reports changes. No tracker required. Useful for monitoring if people start breaking all the good work you put into optimisation

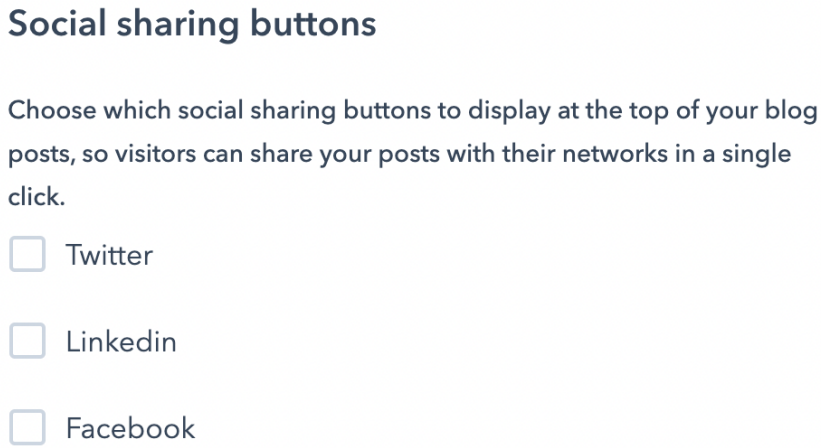


Optimising websites to improve CWV

Switch off stupid HubSpot social share code

These buttons add about 450kb of code to every blog page but in every case we've seen, they add zero functionality to the site

On the Blog / Social Sharing page in the Settings



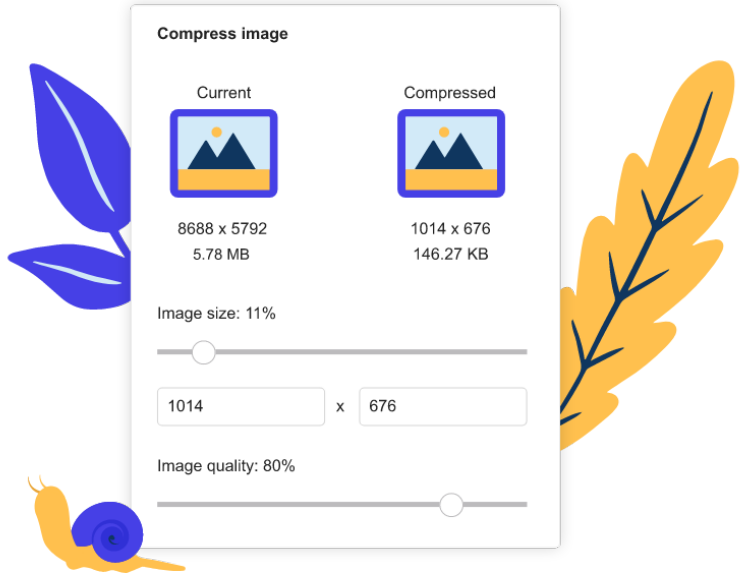
Compress images

Usually the biggest culprit and the easiest to fix.

- We've seen 16mb blog featured images
- Or these tiny images in the footer of every page that added up to 700kb on every page
- Lazy Loading can help

Use Fizz+Ginger to compress images in HubSpot

Site: www.fizzandginger.com



Rehost

Switch to HubSpot CMS!

Cacheing

CDN

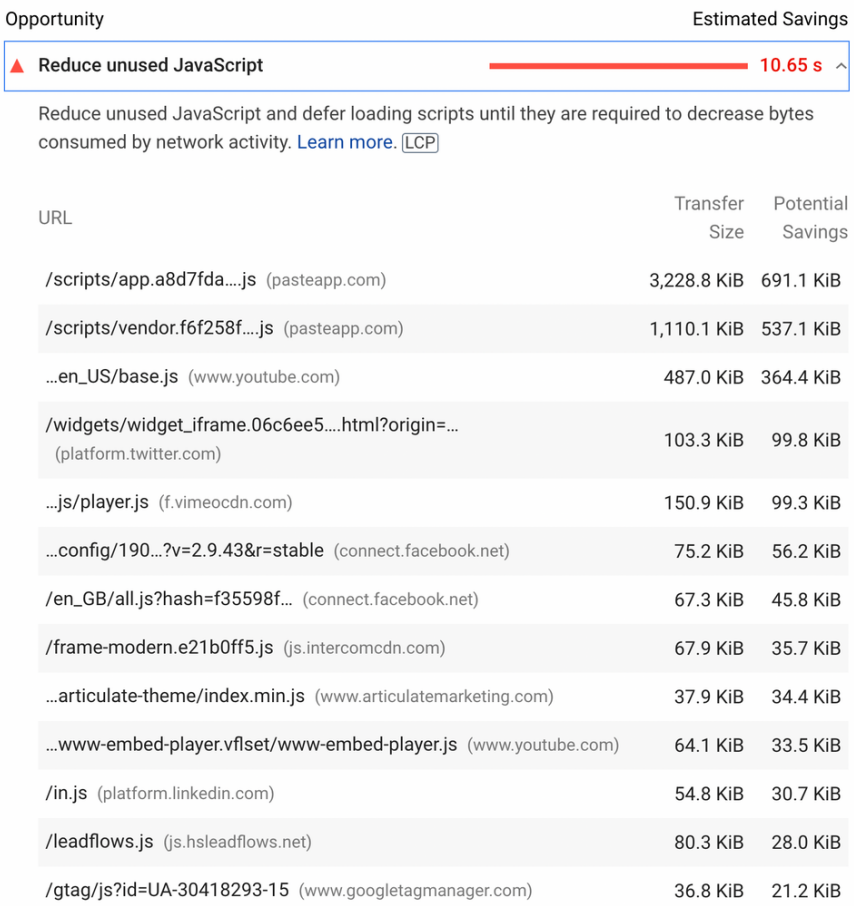
Cloudflare DNS

Avoid embeds

Video players

Paste presentations!

Embedded tweets



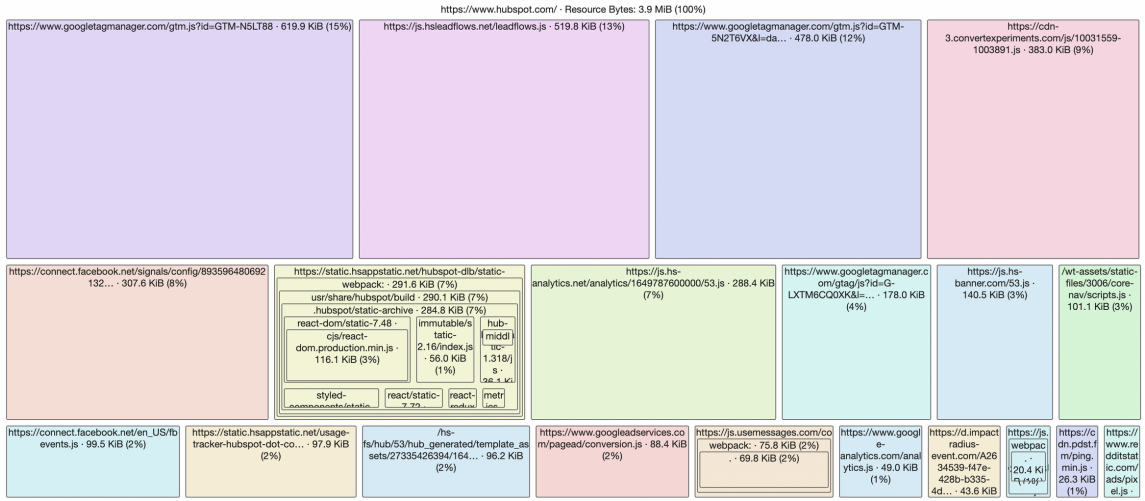
Opportunity	Estimated Savings
▲ Reduce unused JavaScript	10.65 s

Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity. Learn more. LCP

URL	Transfer Size	Potential Savings
/scripts/app.a8d7fda….js (pasteapp.com)	3,228.8 KiB	691.1 KiB
/scripts/vendor.f6f258f….js (pasteapp.com)	1,110.1 KiB	537.1 KiB
…en_US/base.js (www.youtube.com)	487.0 KiB	364.4 KiB
/widgets/widget_iframe.06c6ee5….html?origin=… (platform.twitter.com)	103.3 KiB	99.8 KiB
…js/player.js (f.vimeocdn.com)	150.9 KiB	99.3 KiB
…config/190…?v=2.9.43&r=stable (connect.facebook.net)	75.2 KiB	56.2 KiB
/en_GB/all.js?hash=f35598f… (connect.facebook.net)	67.3 KiB	45.8 KiB
/frame-modern.e21b0ff5.js (js.intercomcdn.com)	67.9 KiB	35.7 KiB
…articulate-theme/index.min.js (www.articulatemarketing.com)	37.9 KiB	34.4 KiB
…www-embed-player.vflset/www-embed-player.js (www.youtube.com)	64.1 KiB	33.5 KiB
/in.js (platform.linkedin.com)	54.8 KiB	30.7 KiB
/leadflows.js (js.hsleadflows.net)	80.3 KiB	28.0 KiB
/gtag/js?id=UA-30418293-15 (www.googletagmanager.com)	36.8 KiB	21.2 KiB

Simplify

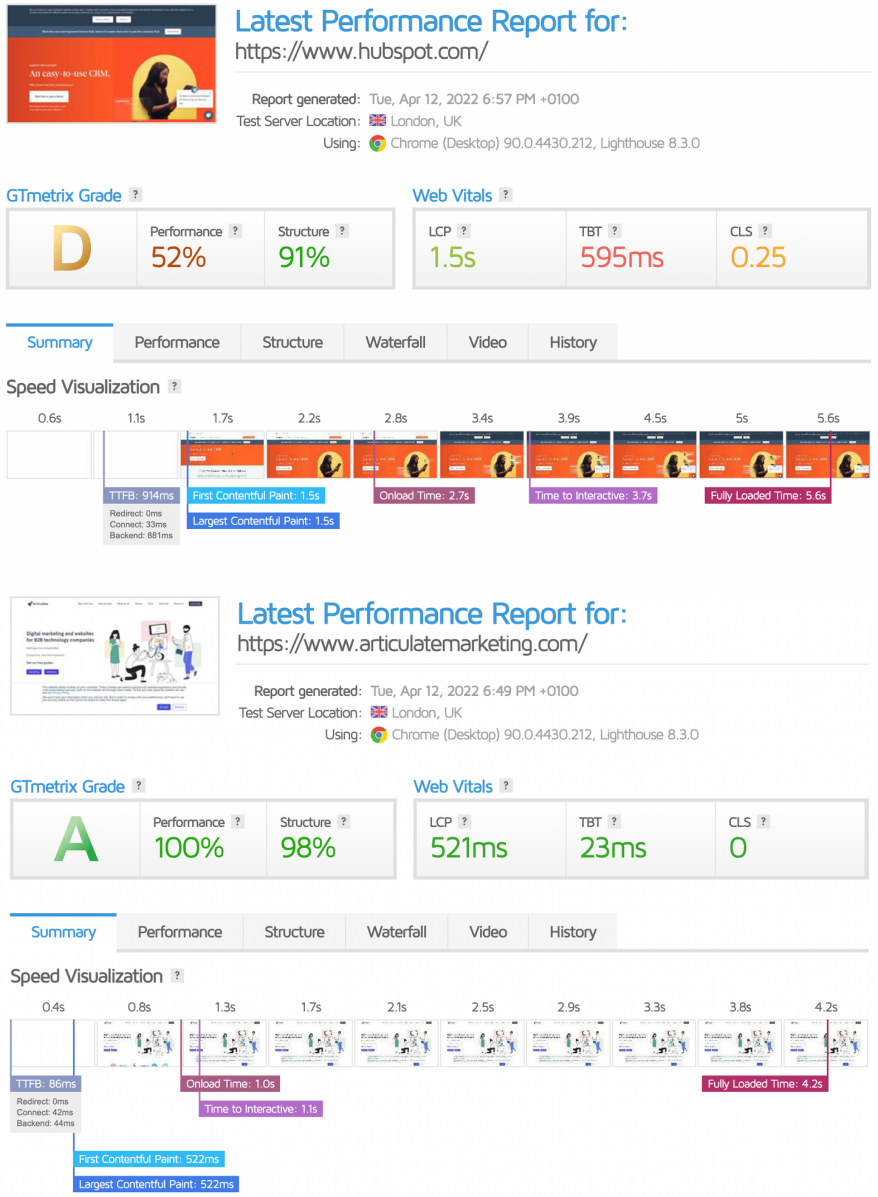
- Remove HotJar and other monitoring tools if you're not using them
- In HubSpot, reduce embedded forms and CTAs



Code optimisation

Code quality matters

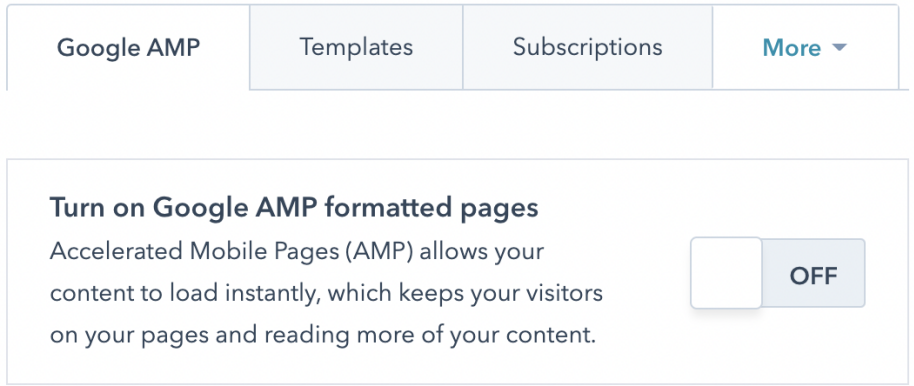
- Javascript and CSS minification
- Delayed loading of Javascript
- Lazy loading by default
- Self-AMPification (e.g. not showing blog featured images on mobile)
- Good coding practices
- Minimal use of plugins and external code



Switch on AMP

Accelerated Mobile Pages

Trades lightning fast loading times for giving Google hosting control over your pages and limited design functionality. Even with a penalty, we're not completely sure it's worth it. HubSpot's AMP implementation isn't great.



And finally...

Let's talk

Video and slides appearing soon on articulatemarketing.com
Email me with questions at matthew@articulatemarketing.com
Book a call with me: www.articulatemarketing.com/meet