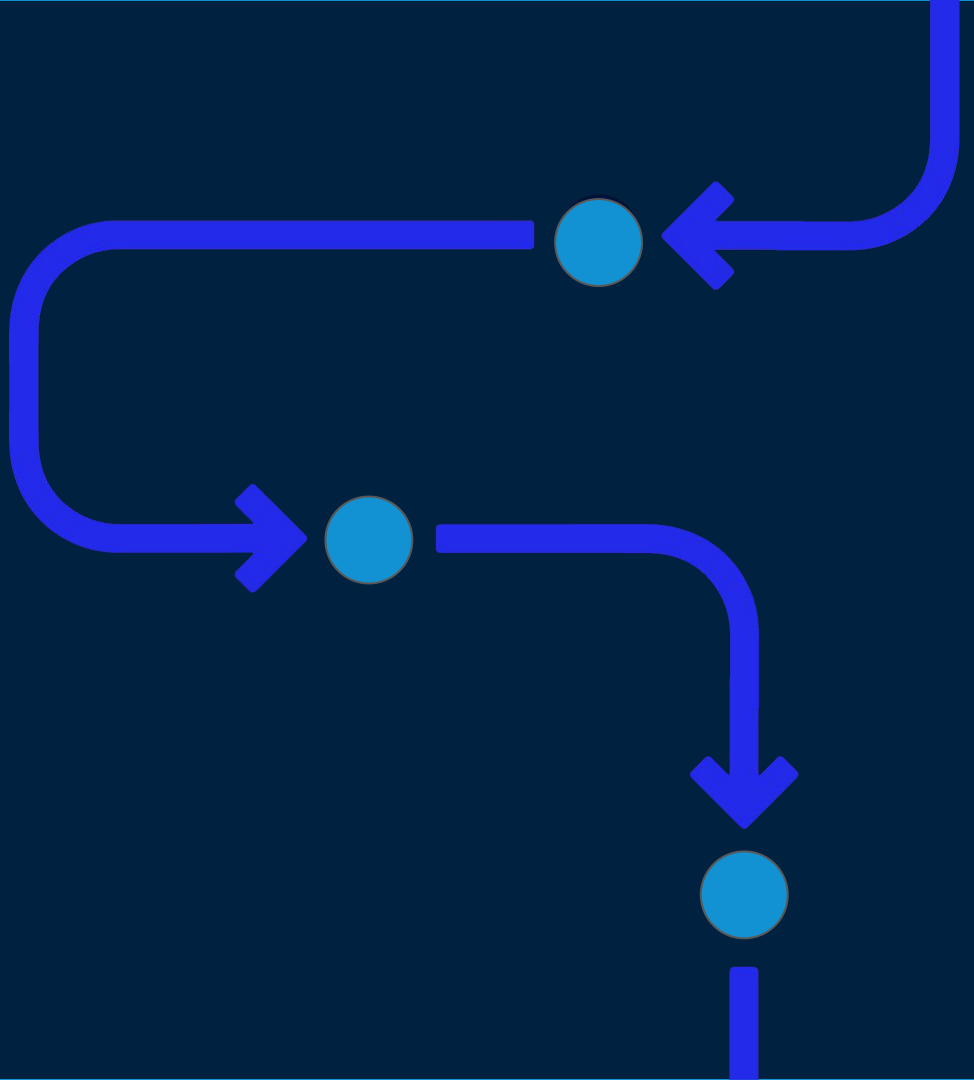
BlueArray
We stand for SEO.

FRIENDS OF SEARCH

Common & Not So Common Core Web Vitals Issues (and how to fix them)

Tom Pool

www.bluearray.co.uk | @bluearrayseo



I’m Tom - Technical & Training Director at Blue Array

BlueArray Search Engine Optimisation

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And I love a good adventure


Like all good
adventures

We're going to start with a question

BlueArray Search Engine Optimisation

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What are the things that really annoy you about using the internet?

No, Twitter/Reddit/LinkedIn doesn't count

What are the things that really annoy you about using the internet?

If you had to make a list of 5 things that annoy you


Google

Pages ‘not working’ fast enough

Links taking you to irrelevant locations

Pages moving around while interacting (Local News Publishers)

Pages taking ages to load

3 of these areas, coincidentally

Are all things that ‘CWV’ aims to track & monitor

Pages ‘not working’ fast enough

(Interactivity)

FID

First Input Delay

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Pages ‘taking ages’ to load

(Loading)

LCP

Largest Contentful Paint

Things on pages moving around

(Visual Stability)

CLS

Cumulative Layout Shift

Core Web Vitals are a set of metrics, intended to

‘Help site owners measure User Experience on the web’

CWV were announced nearly 3 years ago

And lots of sites are still shit

Especially pages that are not the main, ‘money’ pages

Evaluating page experience for a better web

Thursday, May 28, 2020

Through both internal studies and industry research, users show they prefer sites with a great page experience. In recent years, Search has added a variety of user experience criteria, such as how quickly pages load and mobile-friendliness, as factors for ranking results. Earlier this month, the Chrome team announced Core Web Vitals, a set of metrics related to speed, responsiveness and visual stability, to help site owners measure user experience on the web.

Home > Search Central > Google Search Central Blog

Rate and review

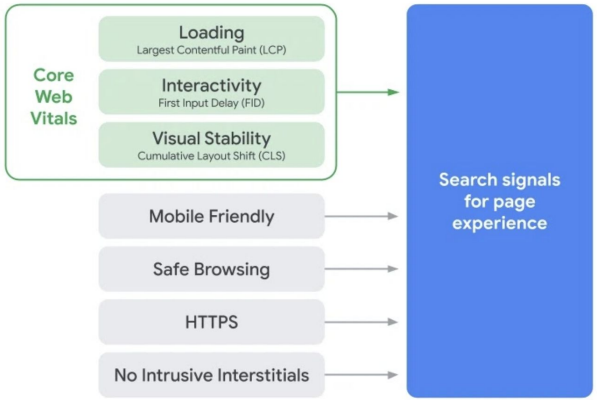
Timing for bringing page experience to Google Search

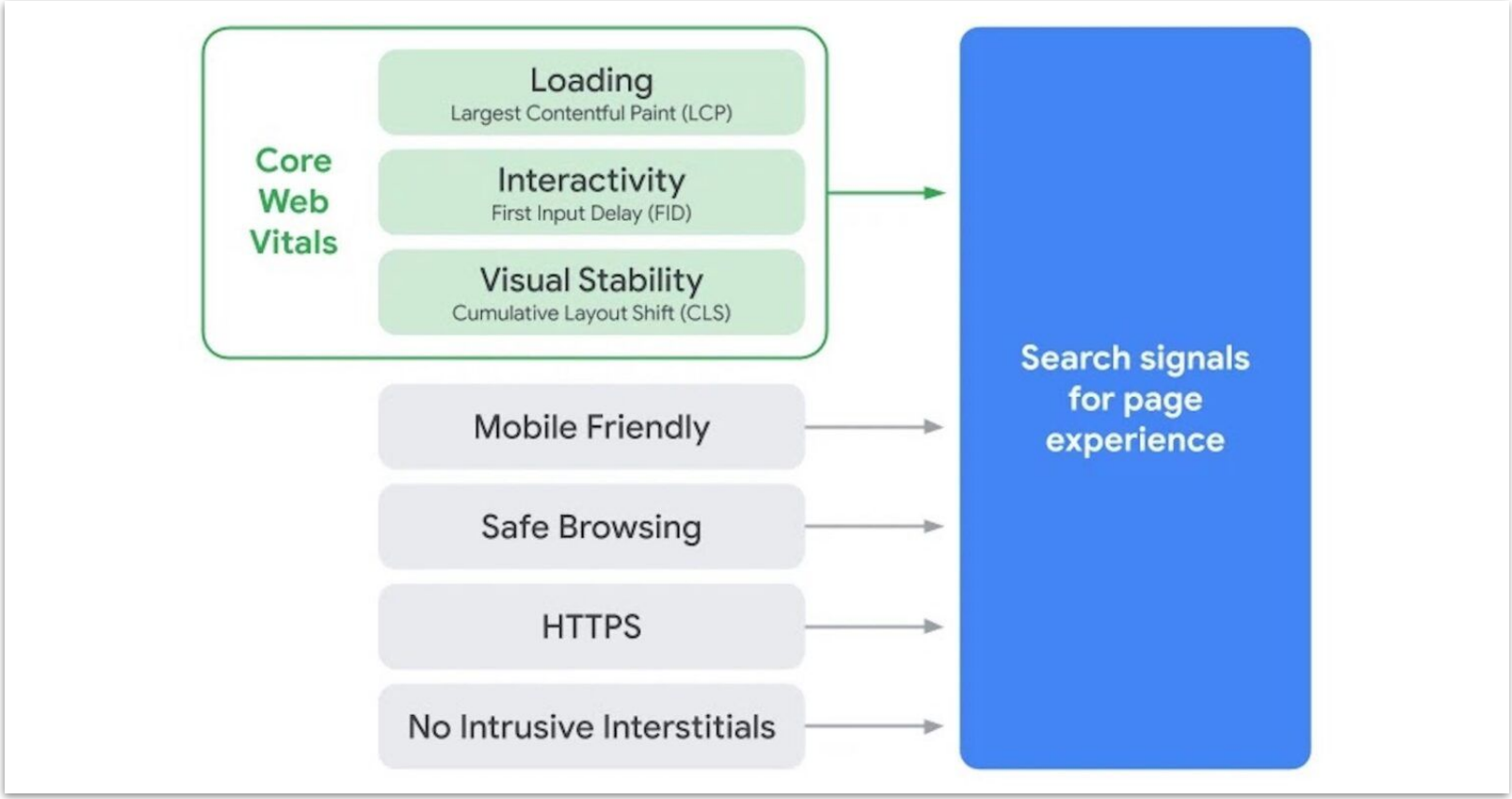
Send feedback

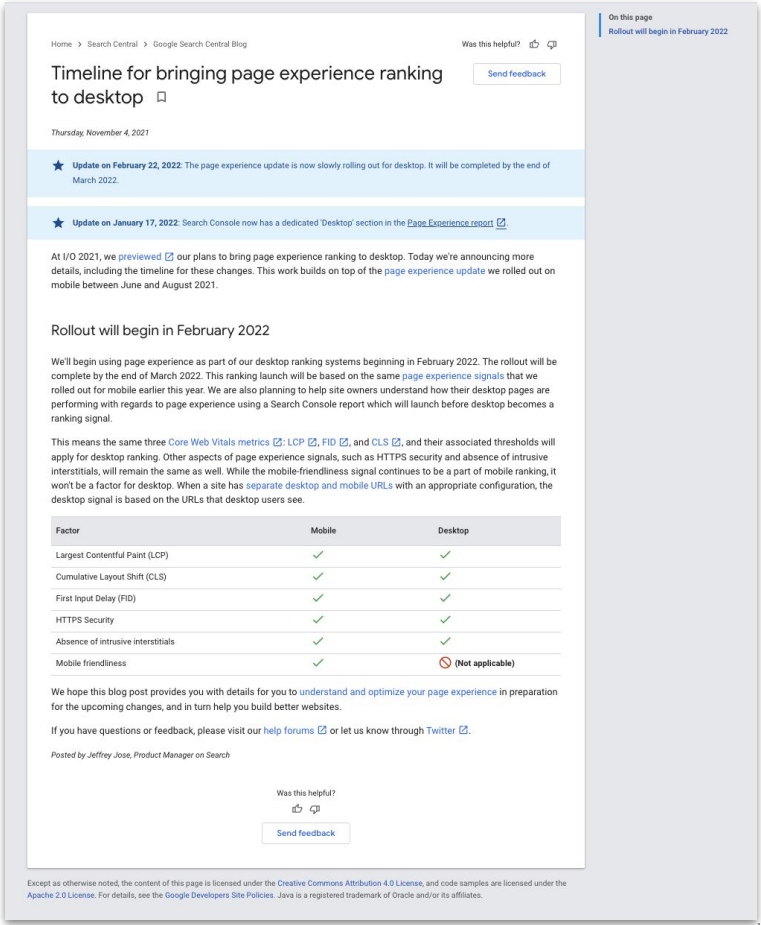
Tuesday, November 10, 2020

This past May, we announced that page experience signals would be included in Google Search ranking. These signals measure how users perceive the experience of interacting with a web page and contribute to our ongoing work to ensure people get the most helpful and enjoyable experiences from the web. In the past several months, we've seen a median 70% increase in the number of users engaging with Lighthouse and PageSpeed Insights, and many site owners using Search Console's Core Web Vitals report to identify opportunities for improvement.

Today we're announcing that the page experience signals in ranking will roll out in May 2021. The new page experience signals combine Core Web Vitals with our existing search signals including mobile-friendliness, safe-browsing, HTTPS-security, and intrusive interstitial guidelines.




Core Web Vitals
Loading
Largest Contentful Paint (LCP)
Interactivity
First Input Delay (FID)
Visual Stability
Cumulative Layout Shift (CLS)
Mobile Friendly
Safe Browsing
HTTPS
No Intrusive Interstitials
Search signals for page experience



Home > Search Central > Google Search Central Blog

Was this helpful?

Timeline for bringing page experience ranking to desktop

Send feedback

Thursday, November 4, 2021

Update on February 22, 2022: The page experience update is now slowly rolling out for desktop. It will be completed by the end of March 2022.

Update on January 17, 2022: Search Console now has a dedicated 'Desktop' section in the Page Experience report

At I/O 2021, we previewed our plans to bring page experience ranking to desktop. Today we're announcing more details, including the timeline for these changes. This work builds on top of the page experience update we rolled out on mobile between June and August 2021.

Rollout will begin in February 2022

We'll begin using page experience as part of our desktop ranking systems beginning in February 2022. The rollout will be complete by the end of March 2022. This ranking launch will be based on the same page experience signals that we rolled out for mobile earlier this year. We are also planning to help site owners understand how their desktop pages are performing with regards to page experience using a Search Console report which will launch before desktop becomes a ranking signal.

This means the same three Core Web Vitals metrics: LCP, FID, and CLS, and their associated thresholds will apply for desktop ranking. Other aspects of page experience signals, such as HTTPS security and absence of intrusive interstitials, will remain the same as well. While the mobile-friendliness signal continues to be a part of mobile ranking, it won't be a factor for desktop. When a site has separate desktop and mobile URLs with an appropriate configuration, the desktop signal is based on the URLs that desktop users see.

Factor	Mobile	Desktop
Largest Contentful Paint (LCP)	✓	✓
Cumulative Layout Shift (CLS)	✓	✓
First Input Delay (FID)	✓	✓
HTTPS Security	✓	✓
Absence of intrusive interstitials	✓	✓
Mobile friendliness	✓	🚫 **(Not applicable)**

We hope this blog post provides you with details for you to understand and optimize your page experience in preparation for the upcoming changes, and in turn help you build better websites.

If you have questions or feedback, please visit our help forums or let us know through Twitter.

Posted by Jeffrey Jose, Product Manager on Search

Was this helpful?

Send feedback

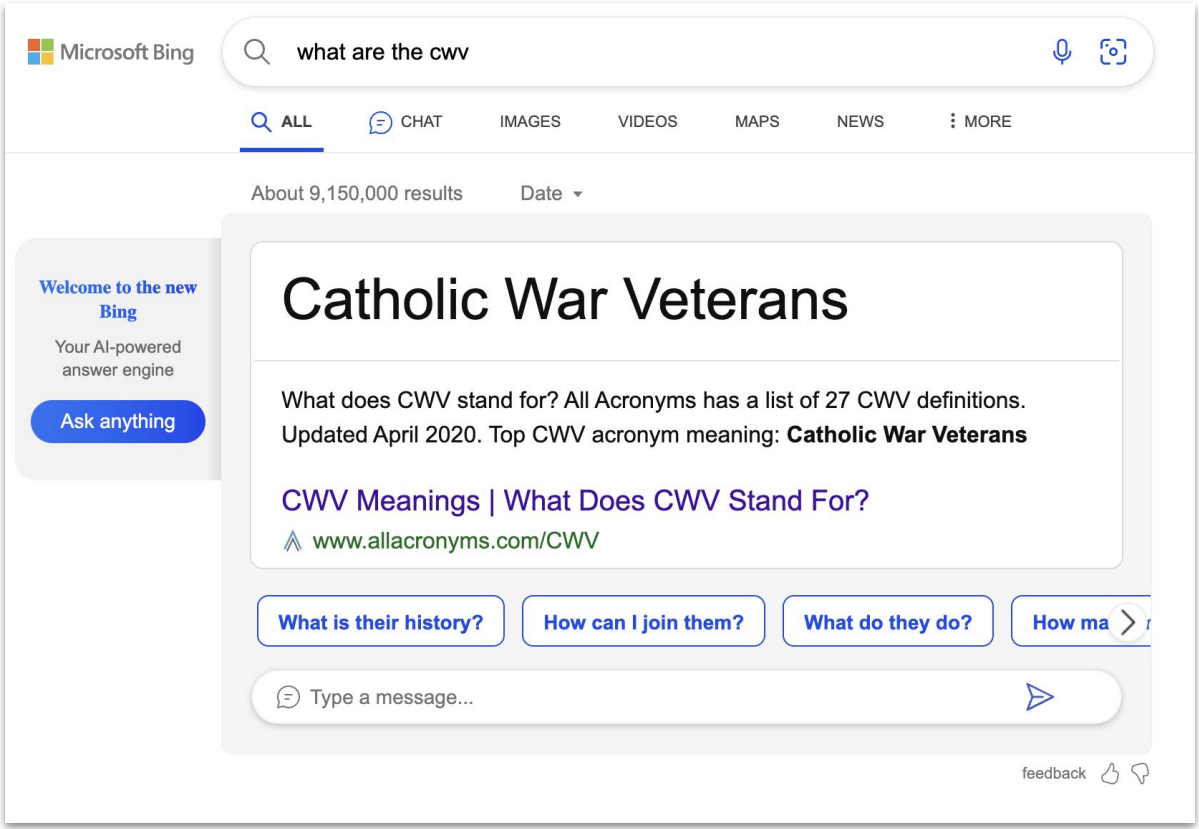
On this page

Rollout will begin in February 2022

Factor	Mobile	Desktop
Largest Contentful Paint (LCP)	✓	✓
Cumulative Layout Shift (CLS)	✓	✓
First Input Delay (FID)	✓	✓
HTTPS Security	✓	✓
Absence of intrusive interstitials	✓	✓
Mobile friendliness	✓	⊘ **(Not applicable)**

What about now?

A lot of sites still struggle with Core Web Vitals


Microsoft Bing
what are the cwv
ALL
CHAT
IMAGES
VIDEOS
MAPS
NEWS
MORE
About 9,150,000 results
Date
Welcome to the new Bing
Your AI-powered answer engine
Ask anything
Catholic War Veterans
What does CWV stand for? All Acronyms has a list of 27 CWV definitions. Updated April 2020. Top CWV acronym meaning: Catholic War Veterans
CWV Meanings | What Does CWV Stand For?
www.allacronyms.com/CWV
What is their history?
How can I join them?
What do they do?
How ma
Type a message...
feedback

A quick look through Search Console

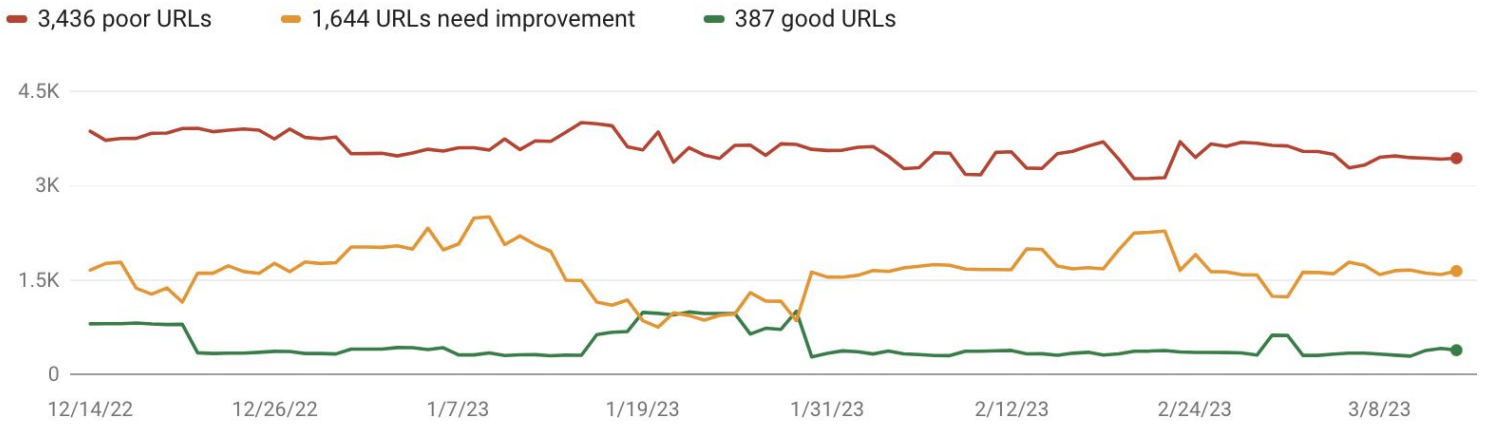
Core Web Vitals

Student Discounts

Source: Chrome UX report Last updated: 3/13/23

Mobile

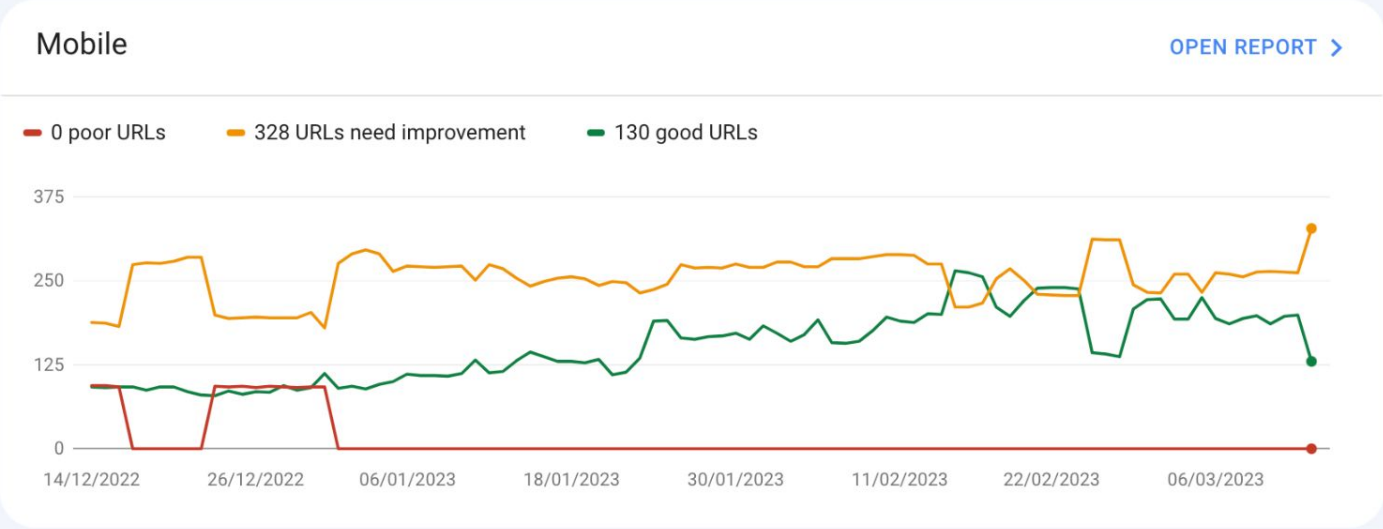
OPEN REPORT >



Core web vitals

Large national food producer

Source: Chrome UX report Last updated: 13/03/2023

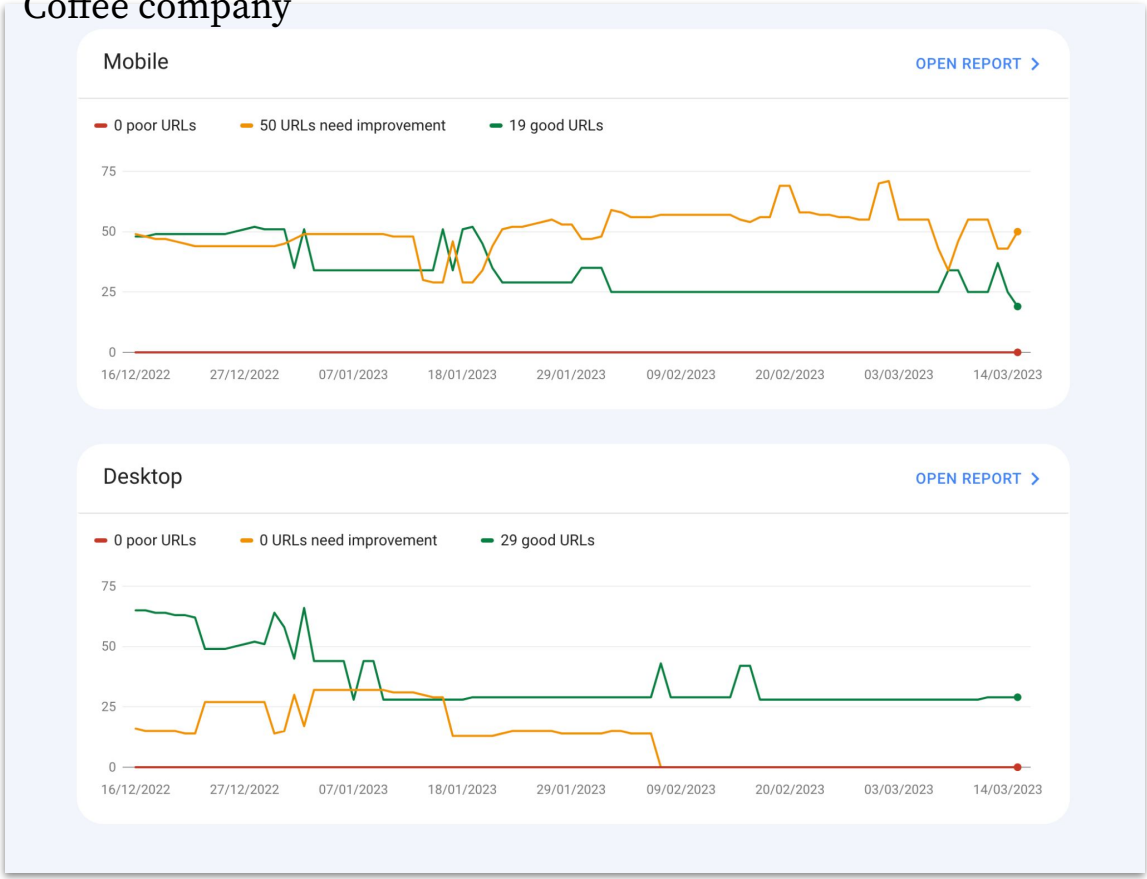


Multinational retailer

Core web vitals

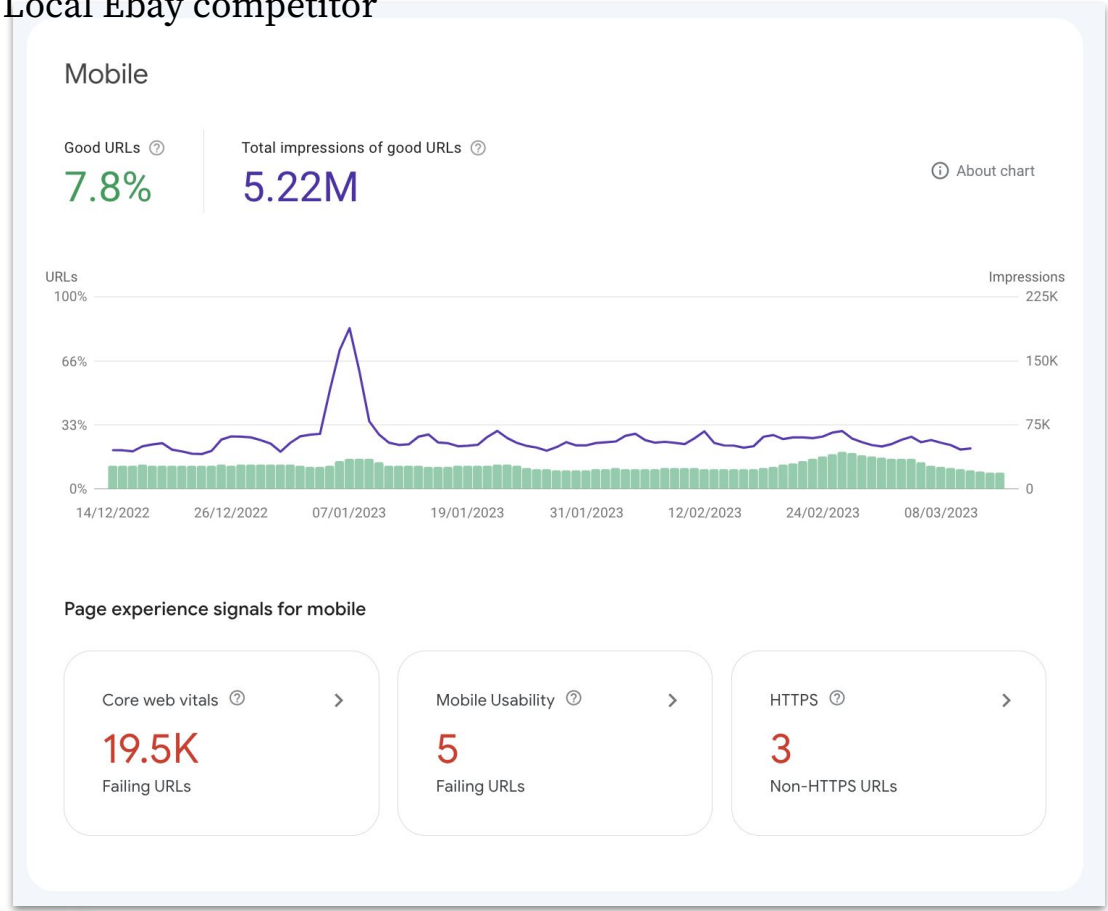
Source: Chrome UX report Last updated: 15/03/2023

Coffee company



There’s also the more general ‘Page Experience’ report

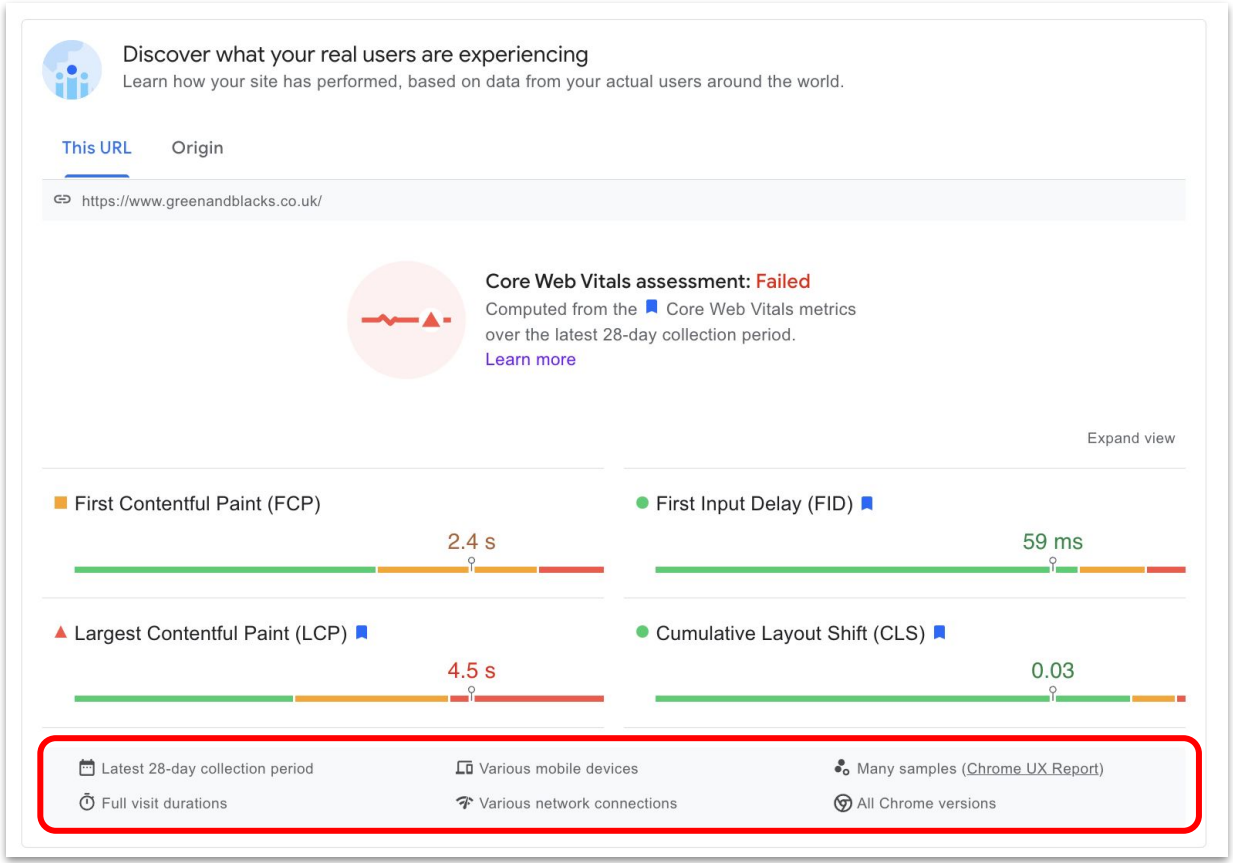
Local Ebay competitor



No site is safe from the judgement of CWV

The report shown in Search Console is built from the CrUX

This is also what the first view in Page Speed Insights is built from


Discover what your real users are experiencing
Learn how your site has performed, based on data from your actual users around the world.
This URL
Origin
https://www.greenandblacks.co.uk/
Core Web Vitals assessment: Failed
Computed from the Core Web Vitals metrics over the latest 28-day collection period.
Learn more
Expand view
First Contentful Paint (FCP)
2.4 s
First Input Delay (FID)
59 ms
Largest Contentful Paint (LCP)
4.5 s
Cumulative Layout Shift (CLS)
0.03
Latest 28-day collection period
Various mobile devices
Many samples (Chrome UX Report)
Full visit durations
Various network connections
All Chrome versions

The Chrome User Experience Report is powered by real user measurement of key user experience metrics across the public web

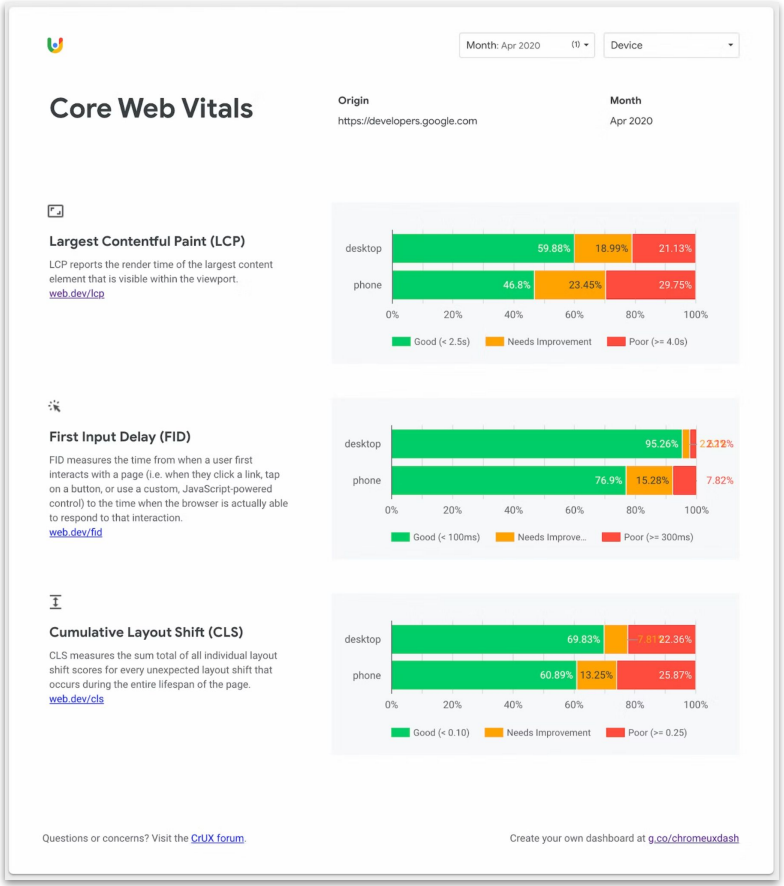
You have to be using Chrome (not Chromium), (not on iOS), and be opted in to syncing browser history

The CrUX report collects a lot of different data

First Paint
First Contentful Paint
First Input Delay
Largest Contentful Paint
Cumulative Layout Shift
Time to First Byte
Connection Type
Device Type
Country

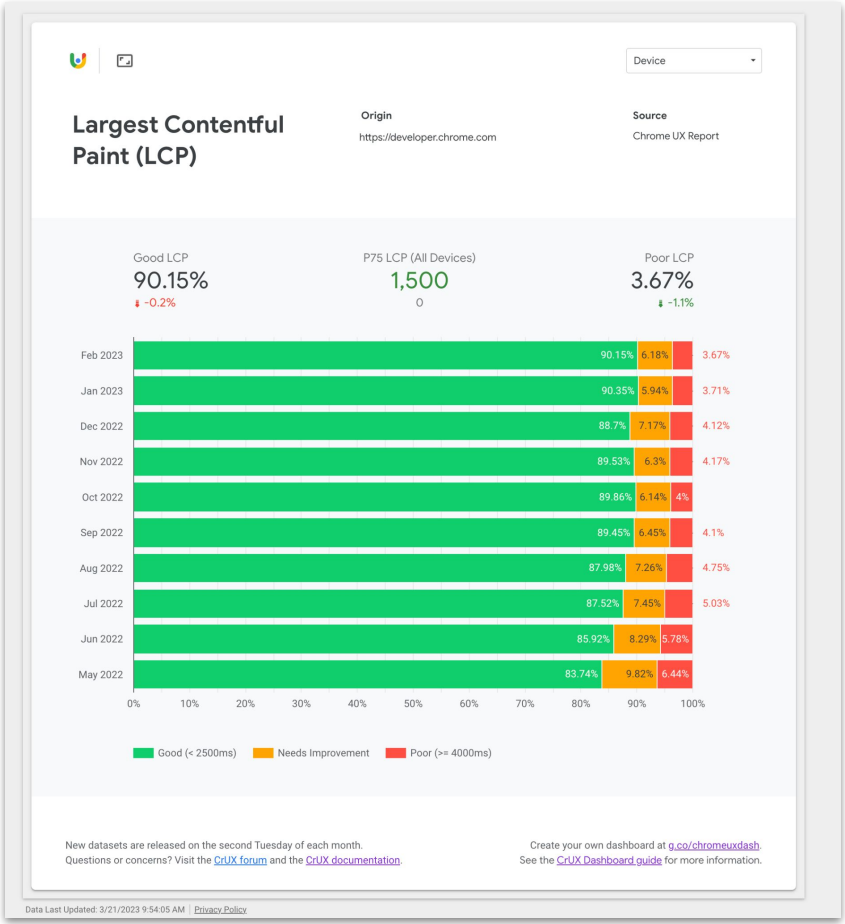
https://developers.google.com/web/tools/chrome-user-experience-report

You can explore this data in more depth within the CrUX dashboard in Looker Studio



BlueArray Search Engine Optimisation

FRIENDS OF SEARCH



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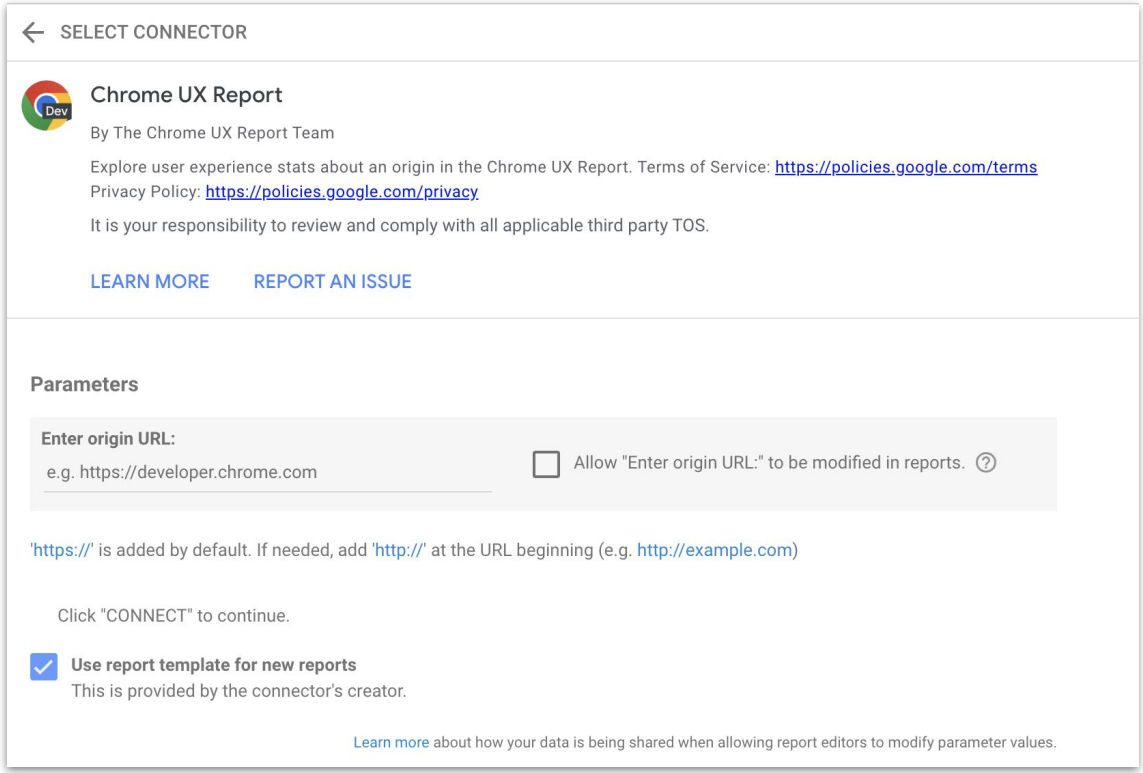
FRIENDS OF SEARCH

There’s a lot of useful insight

You can use it with {any domain} - ideal for competitor analysis


SELECT CONNECTOR
Chrome UX Report
By The Chrome UX Report Team
Explore user experience stats about an origin in the Chrome UX Report. Terms of Service: https://policies.google.com/terms
Privacy Policy: https://policies.google.com/privacy
It is your responsibility to review and comply with all applicable third party TOS.
LEARN MORE
REPORT AN ISSUE
Parameters
Enter origin URL:
e.g. https://developer.chrome.com
Allow "Enter origin URL:" to be modified in reports.
'https://' is added by default. If needed, add 'http://' at the URL beginning (e.g. http://example.com)
Click "CONNECT" to continue.
Use report template for new reports
This is provided by the connector's creator.
Learn more about how your data is being shared when allowing report editors to modify parameter values.

A few moments ago we mentioned the 3 main CWVs

Largest Contentful Paint
First Input Delay
Cumulative Layout Shift

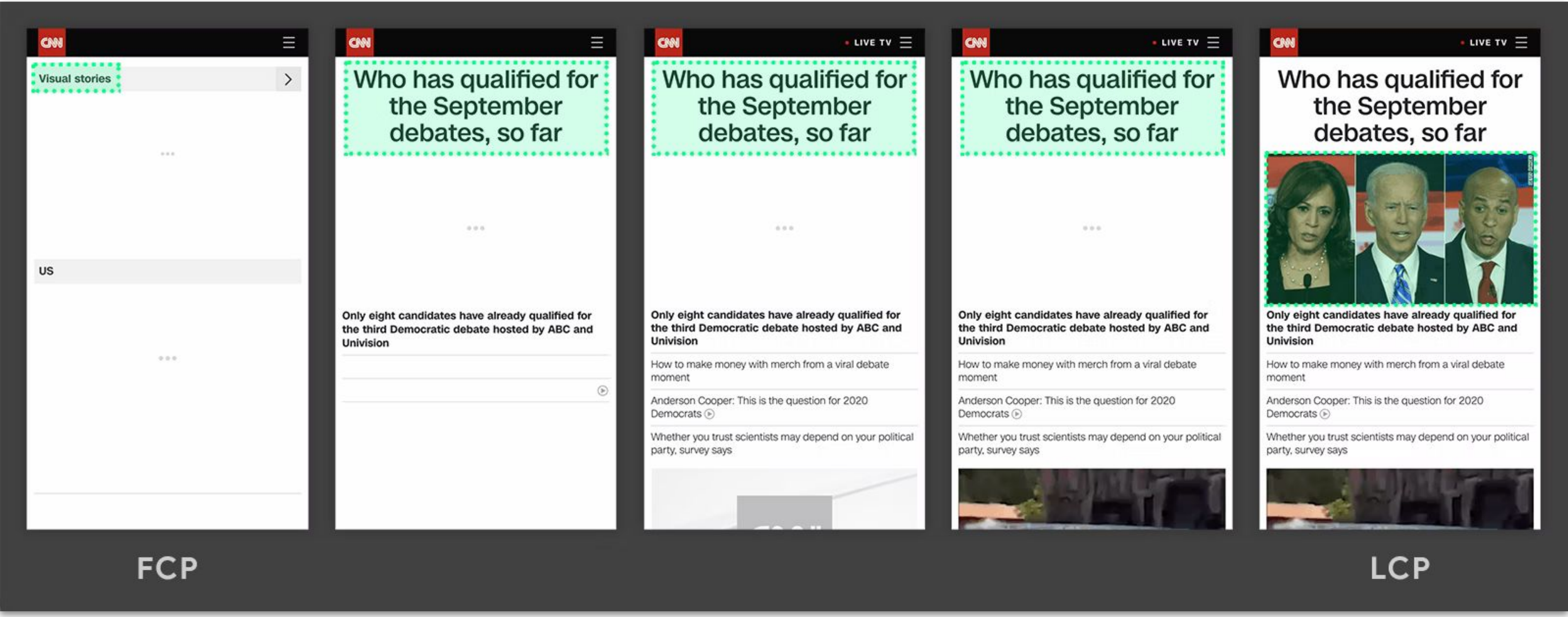
The most common issue that we see is usually with LCP

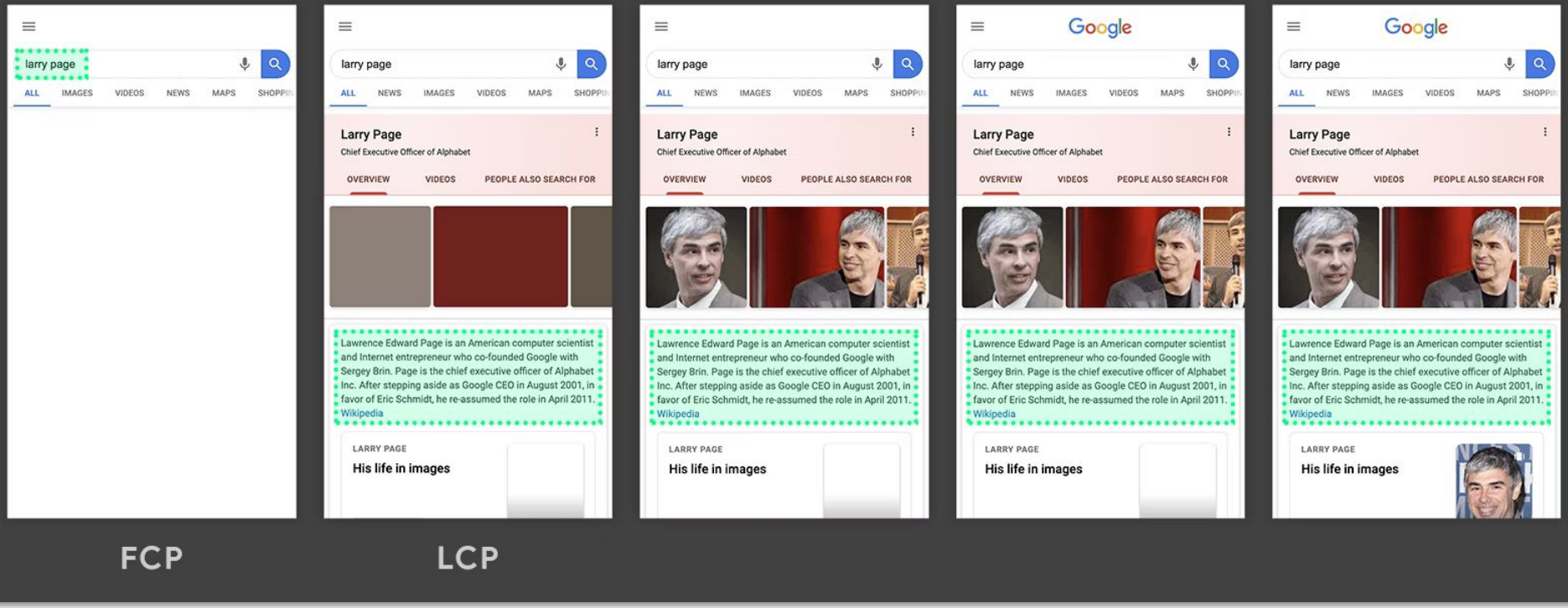
What is LCP?

The Largest Contentful Paint (LCP) metric reports the render time of the largest image or text block visible within the viewport, relative to when the page first started loading.

https://web.dev/lcp/#what-is-lcp

The LCP can change as a page loads


Visual stories
US
Who has qualified for the September debates, so far
LIVE TV
Only eight candidates have already qualified for the third Democratic debate hosted by ABC and Univision
How to make money with merch from a viral debate moment
Anderson Cooper: This is the question for 2020 Democrats
Whether you trust scientists may depend on your political party, survey says
FCP
LCP


larry page
ALL IMAGES VIDEOS NEWS MAPS
Google
Larry Page
Chief Executive Officer of Alphabet
OVERVIEW VIDEOS PEOPLE ALSO SEARCH FOR
Lawrence Edward Page is an American computer scientist and Internet entrepreneur who co-founded Google with Sergey Brin. Page is the chief executive officer of Alphabet Inc. After stepping aside as Google CEO in August 2001, in favor of Eric Schmidt, he re-assumed the role in April 2011.
Wikipedia
LARRY PAGE
His life in images
FCP
LCP

As soon as a user interacts with a page, no new LCP classifications can occur

What can impact LCP?

Slow server response times
Render blocking resources
Resource load times
Large files
Client side rendering

One of the most common issue that we see with LCP

(And we do a lot of CWV investigations)

Is large imagery

It’s also one of the easier areas to fix, too

For example, take this URL on the BlueArray Website

Tom Pool

Technical SEO Director

Tom Pool was Blue Array's first hire and has excelled on the technical side of SEO. Tom's engineering BTEC level has proven to be a solid foundation and he's excited about pursuing his career with Blue Array.

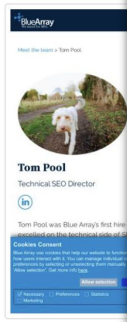
We asked Tom "If you could visit any place in the world, where would you choose to go and why?";

If I could visit anywhere, it would have to be Switzerland for the mountains, or somewhere north, where you can see the Northern Lights. I'm slowly ticking off each European country, and absolutely loving the different cultures!

Page Speed Insights shows

Diagnose performance issues

Performance	Accessibility	Best Practices	SEO
65	98	83	77



65

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49 ■ 50–89 ● 90–100

METRICS

■ First Contentful Paint 2.4 s	■ Largest Contentful Paint 3.1 s
■ Total Blocking Time 360 ms	▲ Cumulative Layout Shift 0.342
● Speed Index 2.8 s	

Show audits relevant to: All FCP LCP TBT CLS

OPPORTUNITIES

Opportunity	Estimated Savings
▲ Properly size images	6.60s

Serve images that are appropriately-sized to save cellular data and improve load time. Learn how to size images.

Upload images directly through the media library to ensure that the required image sizes are available, and then insert them from the media library or use the image widget to ensure the optimal image sizes are used (including those for the responsive breakpoints). Avoid using `Full Size` images unless the dimensions are adequate for their usage. Learn More.

URL	Resource Size	Potential Savings
 Tom Pool `<img alt="Tom Pool" data-src="https://www.bluearray.co.uk/wp-content/uploads/2023/03/20230301_164738-sca…" class=" lazyloaded" src="https://www.bluearray.co.uk/wp-content/uploads/2023/03/20230301_164738-sca…">` …03/20230301_164738-scaled.jpg (www.bluearray.co.uk)	1,394.3 KiB	1,336.6 KiB

▲ Serve images in next-gen formats	1.80s
▲ Reduce unused JavaScript	1.11s
■ Eliminate render-blocking resources	0.52s
■ Reduce unused CSS	0.15s

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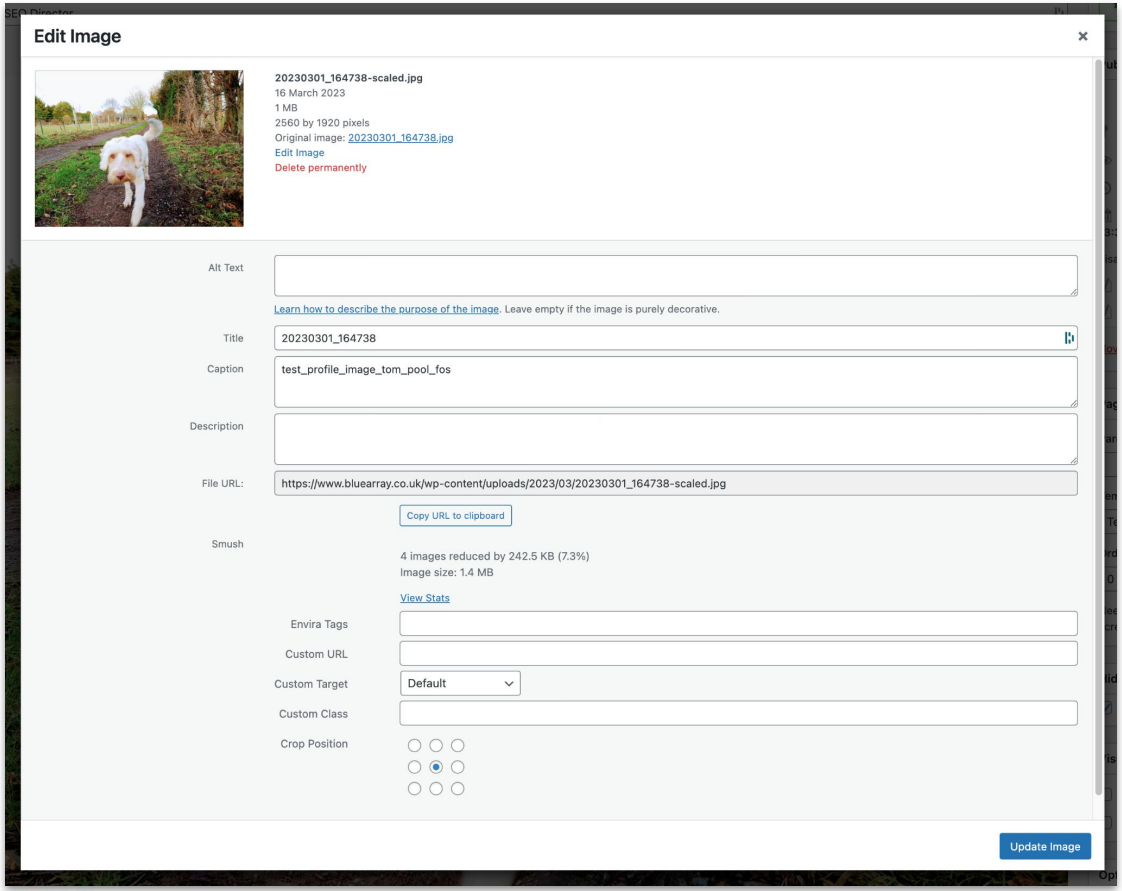
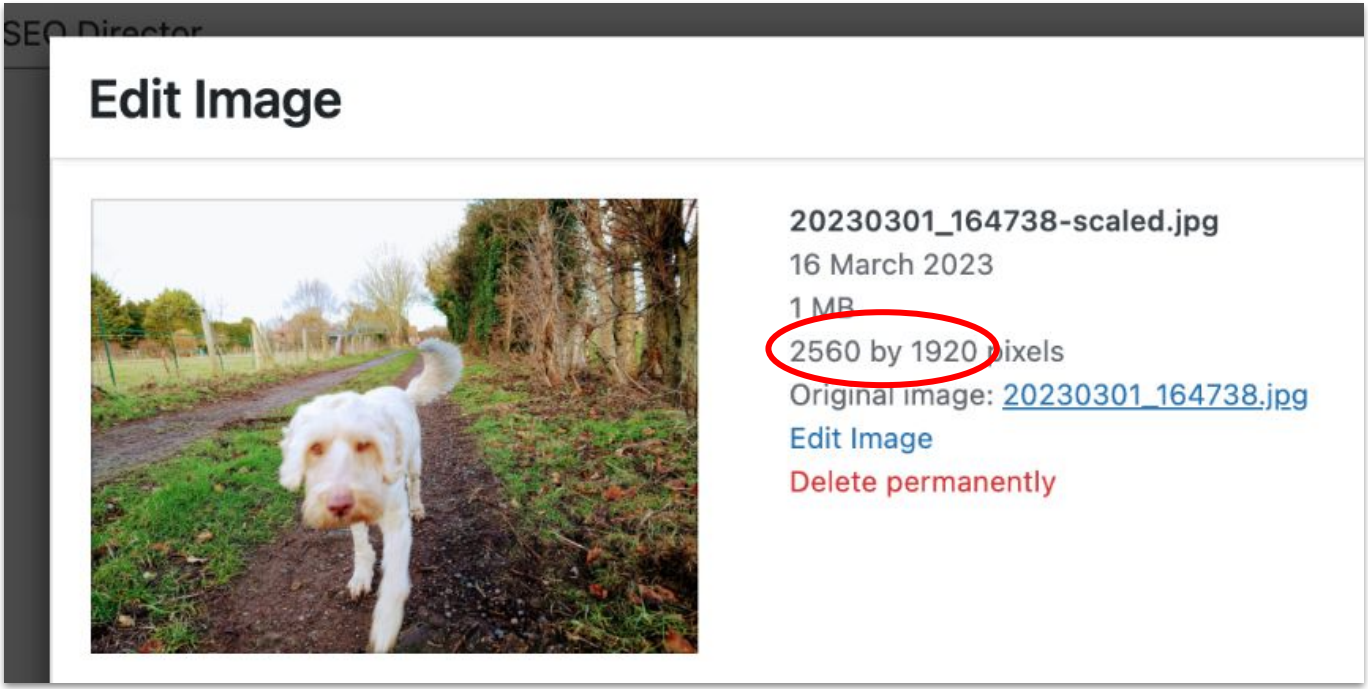
The Blue Array website is hosted on WP

(So it’s easy to fix this one!)


Edit Image
20230301_164738-scaled.jpg
16 March 2023
1 MB
2560 by 1920 pixels
Original image: 20230301_164738.jpg
Edit Image
Delete permanently
Alt Text
Learn how to describe the purpose of the image. Leave empty if the image is purely decorative.
Title
20230301_164738
Caption
test_profile_image_tom_pool_fos
Description
File URL:
https://www.bluearray.co.uk/wp-content/uploads/2023/03/20230301_164738-scaled.jpg
Copy URL to clipboard
Smush
4 images reduced by 242.5 KB (7.3%)
Image size: 1.4 MB
View Stats
Envira Tags
Custom URL
Custom Target
Default
Custom Class
Crop Position
Update Image


Edit Image
20230301_164738-scaled.jpg
16 March 2023
1 MB
2560 by 1920 pixels
Original image: 20230301_164738.jpg
Edit Image
Delete permanently

2560 x 1920 pixels

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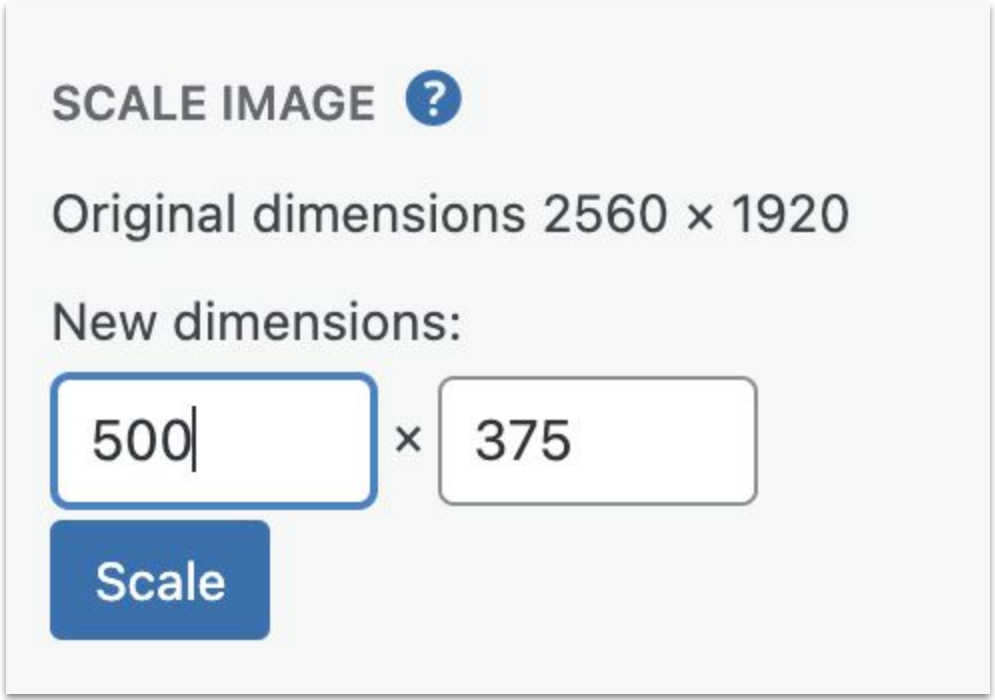
If I could visit anywhere, it would have to be Switzerland for the mountains, or somewhere north, where you can see the Northern Lights. I'm slowly ticking off each European country, and absolutely loving the different cultures!

It’s surprising to see how many sites just upload images & roll with them

Simple scaling can really help


SCALE IMAGE
Original dimensions 2560 × 1920
New dimensions:
500
×
375
Scale

You can also do this easily on Mac

Preview > View > Show Markup Toolbar > Resize

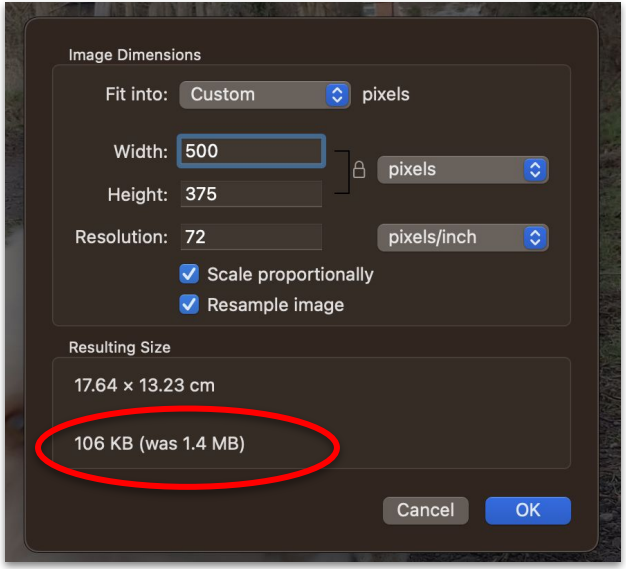


Image Dimensions
Fit into: Custom pixels
Width: 500
Height: 375
pixels
Resolution: 72
pixels/inch
Scale proportionally
Resample image
Resulting Size
17.64 × 13.23 cm
106 KB (was 1.4 MB)
Cancel
OK

You can also resize multiple images

https://support.apple.com/en-gb/guide/preview/prvw2015/mac

When you've resized, don't forget to upload

Edit Image

20230301_164738-1-min-1.jpg

16 March 2023

32 KB

500 by 375 pixels

Edit Image

Delete permanently

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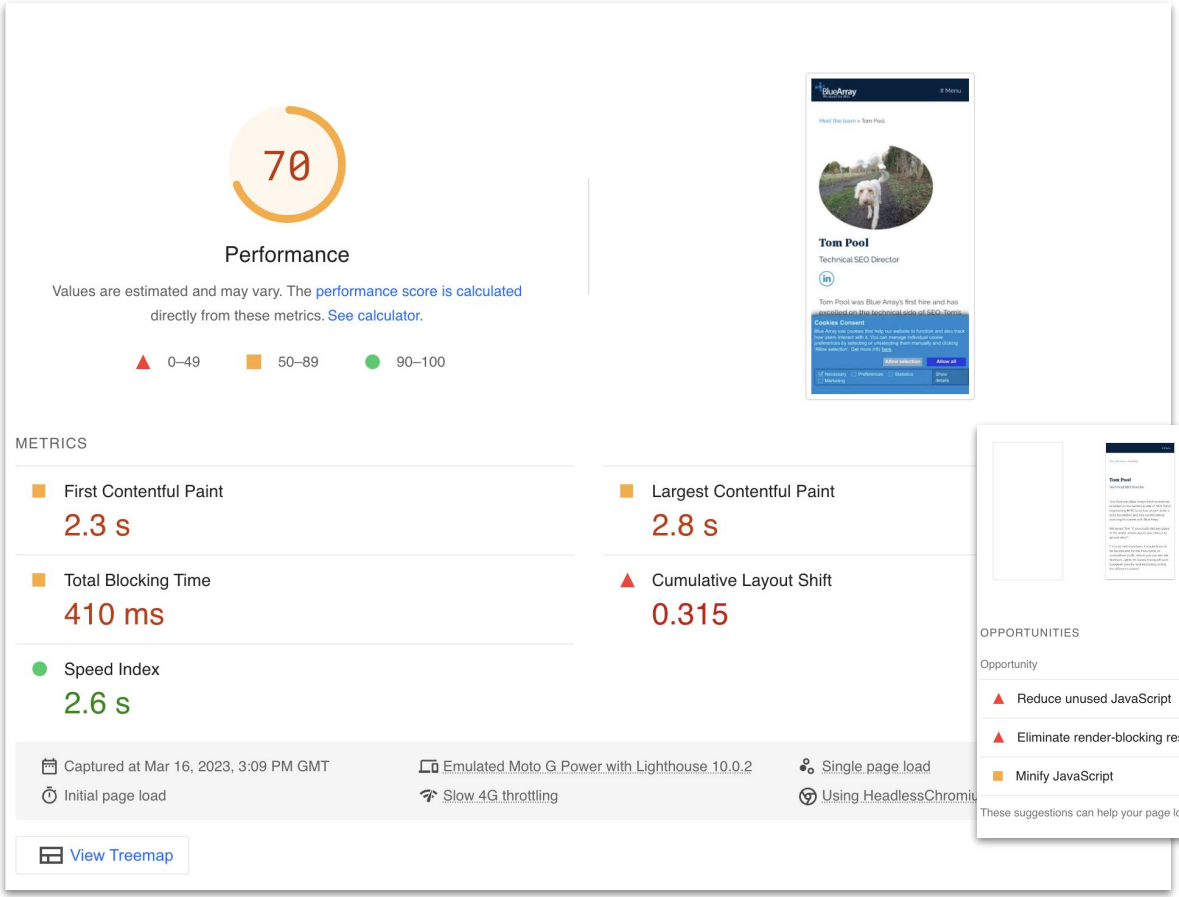

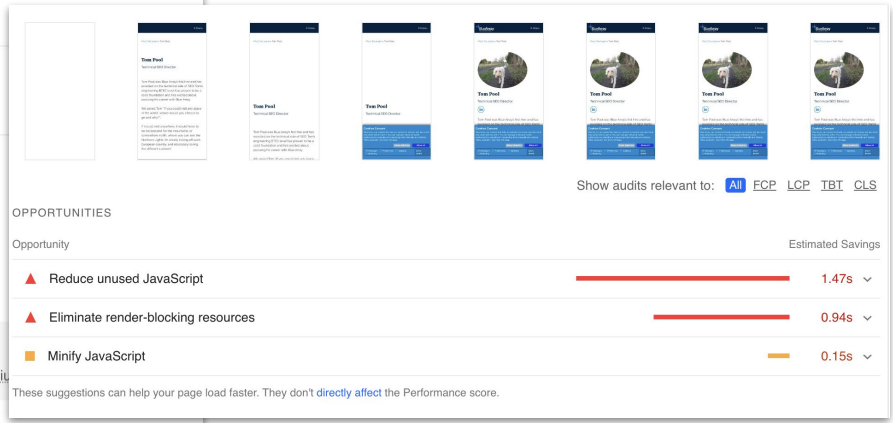

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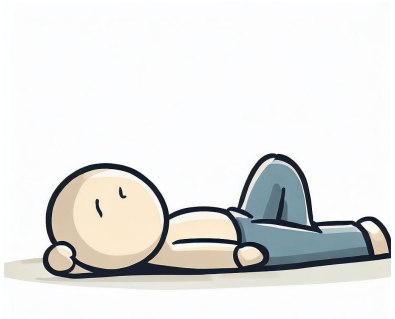
@cptntommy | www.bluearray.co.uk | @bluearrayseo

Improvement!
But there's still more actions to take

Moving on to another example, where the issue is not as commonly seen

Relating to Lazy Loading



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The developers were very ‘keen’ with the lazy-loading implementation

And all images had *loading="lazy"*

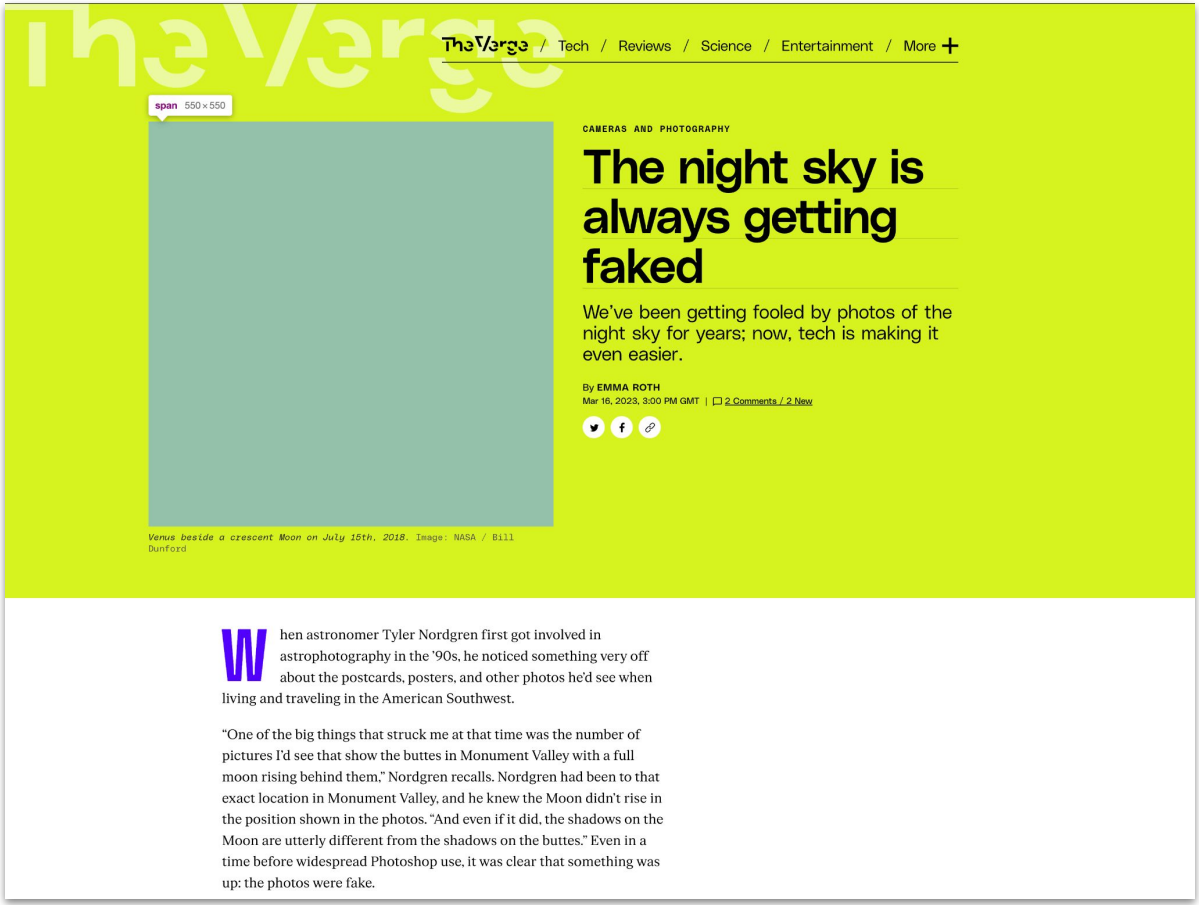
Even the images that appear above the fold

Sample site - The Verge doesn't have lazy loading issues (they have other ones...)

So instead of seeing rich, valuable content

Using lazy loading meant that the resource would not load until after the layout was confirmed

In practice, it would look something like:


The Verge
The Verge / Tech / Reviews / Science / Entertainment / More +
span 550 × 550
CAMERAS AND PHOTOGRAPHY
The night sky is always getting faked
We've been getting fooled by photos of the night sky for years; now, tech is making it even easier.
By EMMA ROTH
Mar 16, 2023, 3:00 PM GMT | 2 Comments / 2 New
Venus beside a crescent Moon on July 15th, 2018. Image: NASA / Bill Dunford
When astronomer Tyler Nordgren first got involved in astrophotography in the '90s, he noticed something very off about the postcards, posters, and other photos he'd see when living and traveling in the American Southwest.
"One of the big things that struck me at that time was the number of pictures I'd see that show the buttes in Monument Valley with a full moon rising behind them," Nordgren recalls. Nordgren had been to that exact location in Monument Valley, and he knew the Moon didn't rise in the position shown in the photos. "And even if it did, the shadows on the Moon are utterly different from the shadows on the buttes." Even in a time before widespread Photoshop use, it was clear that something was up: the photos were fake.

Again, it's a pretty straightforward fix

Make sure that all in-viewport images are not using lazy loading

Or if they are, that the site is using an Intersection Observer

This watches for changes to the visibility of each image

When an image enters the user's view, the Intersection Observer detects this and triggers a JavaScript function that loads the image

We can also take this further, and help the LCP element (if it's an image) load faster

With something called ‘Priority Hints’

Priority Hints indicate the relative priority of resources to the browser. They can enable optimal loading and improve Core Web Vitals.

https://web.dev/priority-hints/

You can hint to the browser as to which resources are most important via the fetchpriority attribute for resources that could benefit from a higher priority

For example, if you specify ‘fetchpriority=“high” on a main image, LCP can happen sooner

There's a wide range of other issues that can affect LCP

Clear & optimised caching is useful; more so for returning users

Be aware of preloading, too

Preloaded resources are fetched at a high priority, delaying the arrival of other resources in the page

In the case where a preloaded resource is never actually used by the page, that means potentially critical requests will be delayed, slowing down the initial loading of your site.

In addition to this, there's a couple of other things to be aware of

Slow Server Response Time - Make sure you're using a good, trustworthy host

Slow Server Response Time - Using a CDN is also valuable (Cloudflare)

Caching

- Make sure you're using smart caching rules

Look at the resources that make up your site, and work out best possible cache times

Beyond LCP, CLS is the thing that can really affect User Experience

What is CLS?

CLS is a measure of the largest burst of layout shift scores for every unexpected layout shift that occurs during the entire lifespan of a page.

https://web.dev/cls/#what-is-cls

A layout shift occurs any time a visible element changes its position from one rendered frame to the next.

https://web.dev/cls/#what-is-cls

The Layout Shift Score is
based on
the size of a shifting element
in comparison to the
viewport
–
Impact Fraction

The distance the element moves in comparison to the viewport

-

Distance Fraction

Layout Shift Score

=

Impact Fraction * Distance Fraction

The way that CLS was calculated was updated mid 2021

To account for pages with lots of small changes over a longer period of time

(a sports scoring page)

Google takes readings every second for 5 seconds

And assigns each bracket it's own CLS

The bracket with the highest CLS is what represents the page in PSI

The most common issue for CLS

Not including size attributes on images & videos

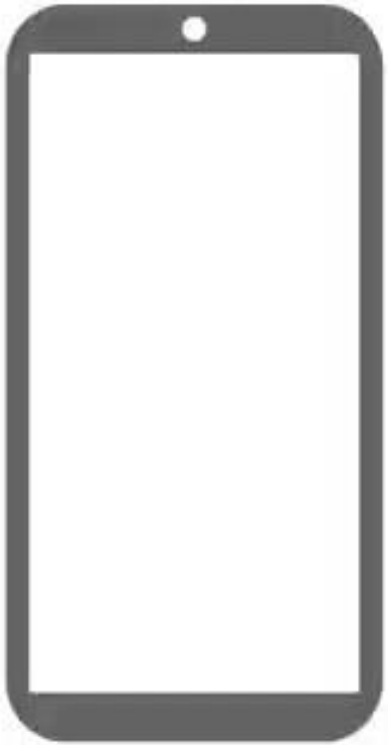
I’m sure we’ve all seen the local ‘news’ publisher sites


CHELTENHAM '23
WE'RE PAYING
4 PLACES
INSTEAD OF 3
3:30PM CHELTENHAM GOLD CUP
BeGambleAware.org
Retail extra places may vary. See paddypower.com for full T&Cs. Please Gamble Responsibly.
PADDYPOWER
Manchester Evening News
NEWS
IN YOUR AREA
MAN UTD
MAN CITY
WHAT'S ON
SPORT
MORE
GRACE
INSPIRATIONAL WOMEN'S STORIES
BUY A PAPER
JOBS
VOUCHER CODES
ADVERTISE WITH US
DIRECTORY
FUNERAL NOTICES
MARKETPLACE
DATING
BOOK AN AD
PUBLIC NOTICES
NEWSLETTER SIGNUP
AD FEATURE
How to save money on top days out during National Lottery Open Week
mirror.co.uk
The man who had his life changed forever after taking 'wrong turn' in Manchester
Residents thrown out of block of flats given just DAYS to collect belongings
Night & Day music venue back in court over row about noise
Police arrest gunman, 27, on Greater Manchester street in early hours
Subscribe to our daily What's On newsletter to keep up with what's happening around Greater Manchester
Enter your email...
Sign Up
No thanks, close
We use your sign-up to provide content in the ways you've consented to and improve our understanding of you. This means that we may include adverts from us and third parties based on our knowledge of you. We also may change the frequency you receive our emails from us in order to keep you up to date and give you the best relevant information possible. As always you can unsubscribe at any time. More info
of the best in the UK just
Bookmark
Find things to do
All events
All dates
Location
Search
ADVERTISEMENT
iveningnews.co.uk/whats-on/whats-on-news/driving-route-named-one-best-26485627#

MANY ISSUES; Banners, ads, ads, ads, images not having dimensions

Good documentation on GTMetrix shows

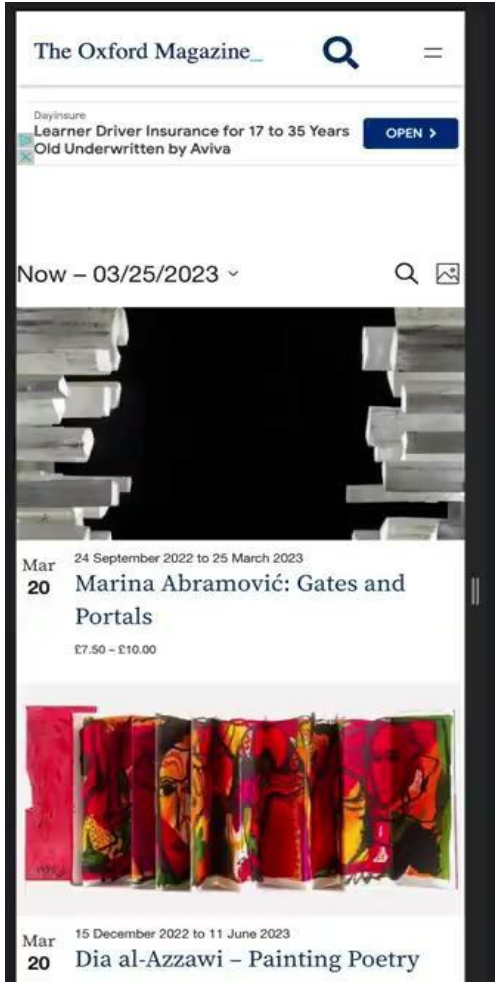
Bad CLS



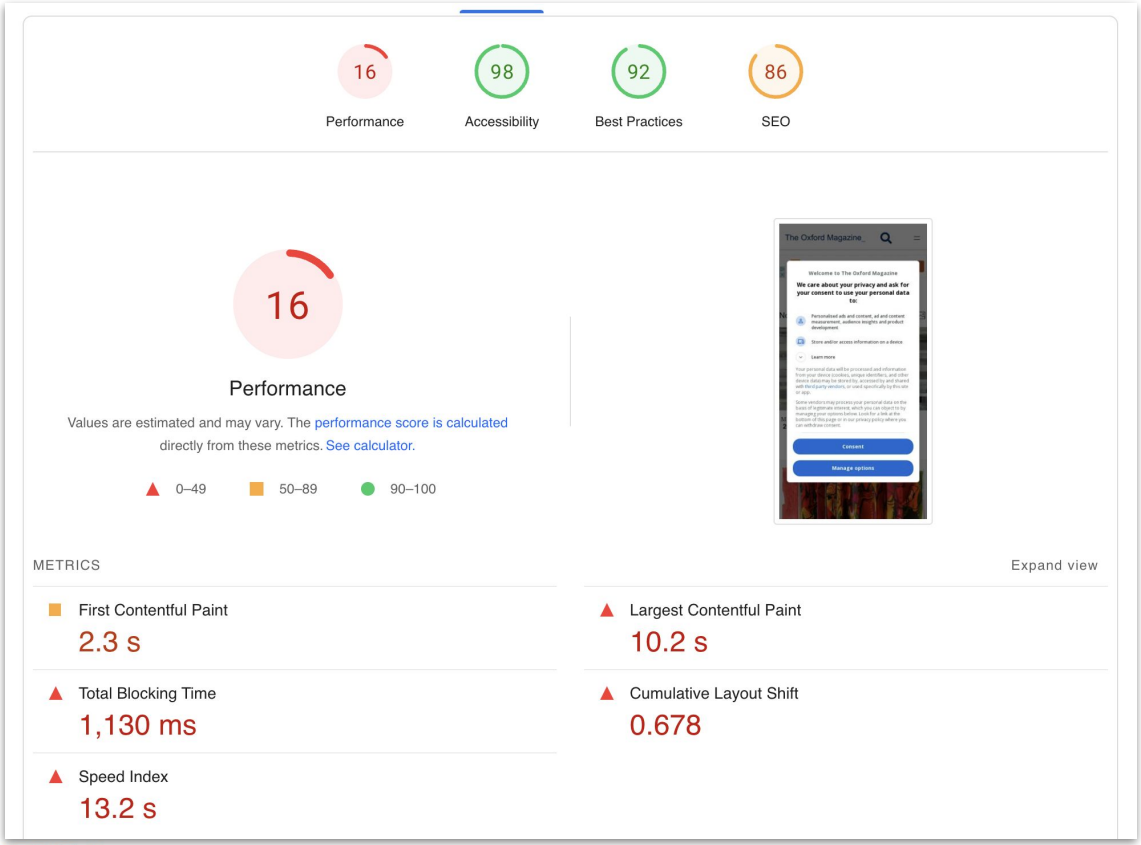
Let’s look at a specific example

https://theoxfordmagazine.com/events/

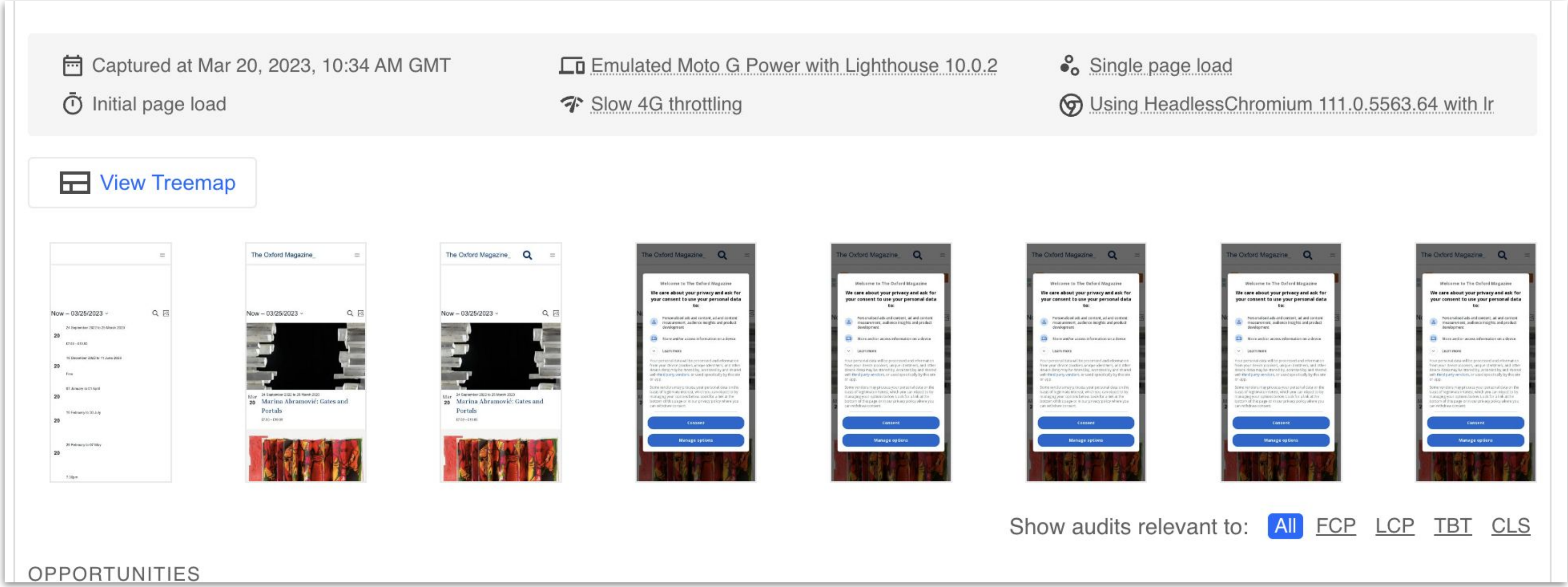
If we have a look at the page loading

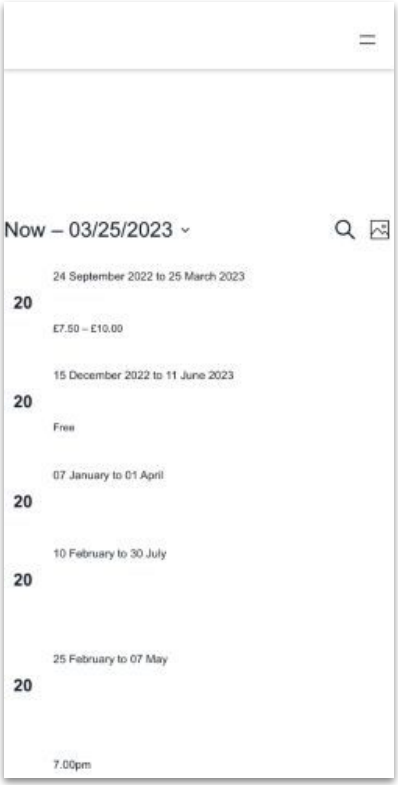

The Oxford Magazine
Dayinsure
Learner Driver Insurance for 17 to 35 Years Old Underwritten by Aviva
OPEN
Now – 03/25/2023
Mar 20
24 September 2022 to 25 March 2023
Marina Abramović: Gates and Portals
£7.50 – £10.00
Mar 20
15 December 2022 to 11 June 2023
Dia al-Azzawi – Painting Poetry

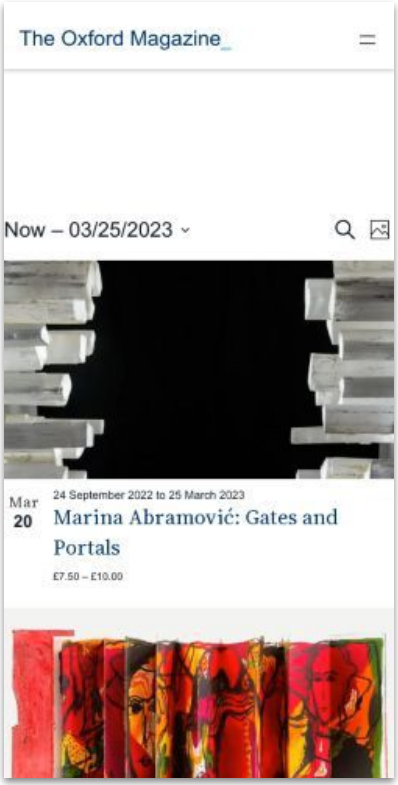
Using Page Speed Insights highlights the issue


16
Performance
98
Accessibility
92
Best Practices
86
SEO
16
Performance
Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.
0–49
50–89
90–100
The Oxford Magazine
Welcome to The Oxford Magazine
We care about your privacy and ask for your consent to use your personal data to:
Consent
Manage options
METRICS
Expand view
First Contentful Paint
2.3 s
Largest Contentful Paint
10.2 s
Total Blocking Time
1,130 ms
Cumulative Layout Shift
0.678
Speed Index
13.2 s

Looking at the timeline view shows the visual progress


Captured at Mar 20, 2023, 10:34 AM GMT
Initial page load
Emulated Moto G Power with Lighthouse 10.0.2
Slow 4G throttling
Single page load
Using HeadlessChromium 111.0.5563.64 with lr
View Treemap
Show audits relevant to: All FCP LCP TBT CLS
OPPORTUNITIES


Now – 03/25/2023
24 September 2022 to 25 March 2023
20
£7.50 – £10.00
15 December 2022 to 11 June 2023
20
Free
07 January to 01 April
20
10 February to 30 July
20
25 February to 07 May
20
7.00pm


The Oxford Magazine
Now – 03/25/2023
Mar
20
24 September 2022 to 25 March 2023
Marina Abramović: Gates and Portals
£7.50 – £10.00

There's some quite obvious immediate wins

Now, I don’t have access to this website

But I do have access to WebPageTest

Welcome to **WebPageTest** Pro

You're ready to go! Enjoy premium locations, bulk runs, test priority, our API, & No-Code Experiments!

Start a Site Performance Test!

https://theoxfordmagazine.com/events/

Simple Configuration 3 test runs from recommended location and browser presets

- MOBILE 4G Virginia, US
- DESKTOP Cable Virginia, US
- MOBILE 3G Mumbai, IN
- DESKTOP Cable Toronto, CA
- DESKTOP Cable Frankfurt, DE

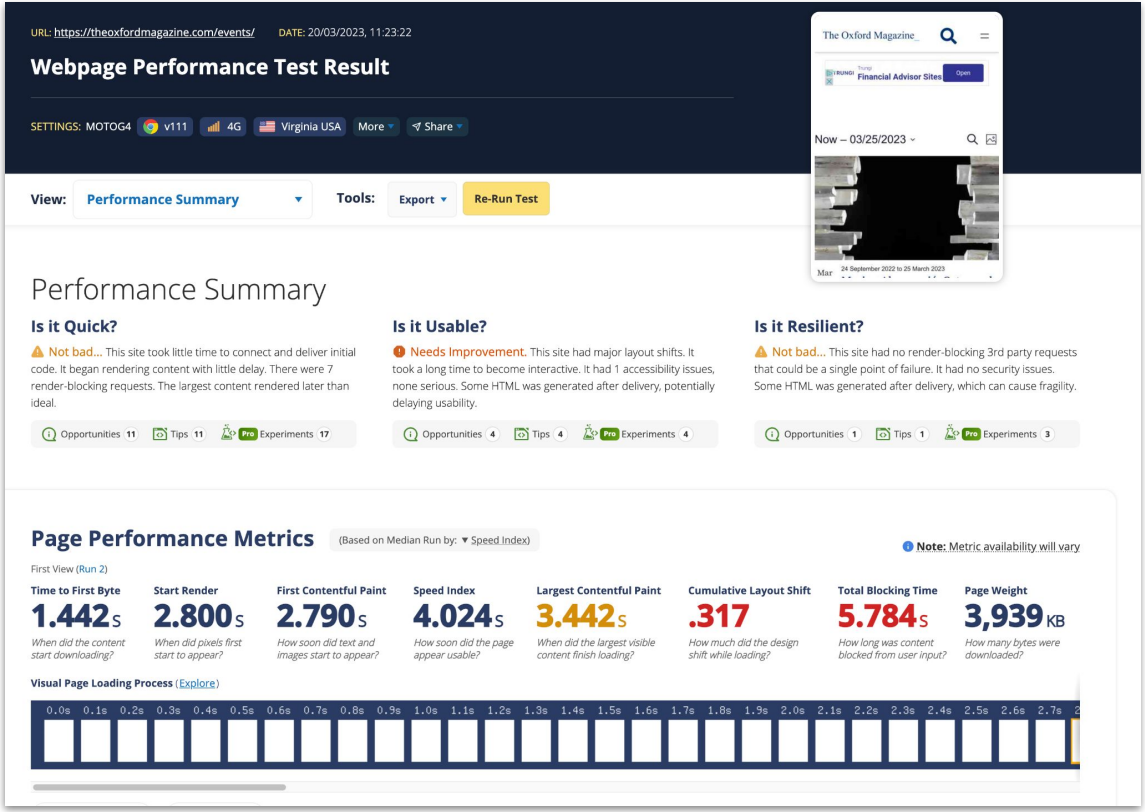
Include Repeat View
(Loads the page, closes the browser and then loads the page again)

Run Lighthouse Audit
(Runs on Chrome, emulated Moto G4 device, over simulated 3G Fast connection)

Make Test Private
Private tests are only visible to your account

967 Runs Left | Upgrade

Start Test →



BlueArray Search Engine Optimisation

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Is it Usable?

Needs Improvement. This site had major layout shifts. It took a long time to become interactive. It had 1 accessibility issues, none serious. Some HTML was generated after delivery, potentially delaying usability.

WebPageTest ran 5 diagnostic checks related to this category and found 4 opportunities.

▼ **Layout shifts exist and may be caused by images missing aspect ratio.**

1 experiment selected.

Experiment Runs: 3 **(6 total runs)**

Each experiment run uses 2 test runs (1 experiment, 1 control) for each first & repeat view

Re-Run Test with Experiments

Relevant Experiments

Add Aspect Ratio to Images

This experiment adds `width="..."` and `height="..."` attributes to specified images, matching their natural width and height, to provide an aspect ratio.

▸ **Assets included in experiment:**

☐ **Run This Experiment!**

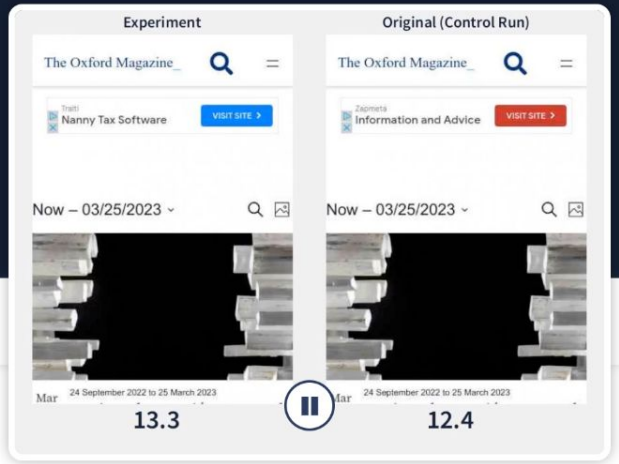
Running the experiment takes a minute

URL: https://theoxfordmagazine.com/events/ DATE: 20/03/2023, 11:45:10

WebPageTest Pro Experiment

Experiment SETTINGS: MOTOG4 v111 4G Virginia USA More Share

View: Experiment Results & Filmstrip Tools: Export



Experiment Results

EXPERIMENTS APPLIED: Add Aspect Ratio to Images | Experiment More

LINKS: Experiment Results | Experiment | Control | Original

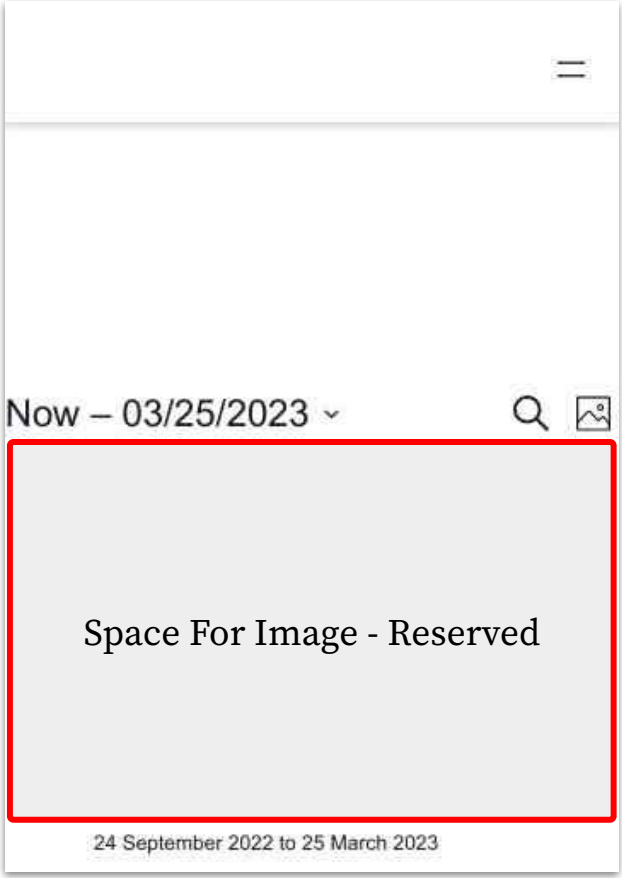
Experiment Impact

(Notable changes between experiment and control)

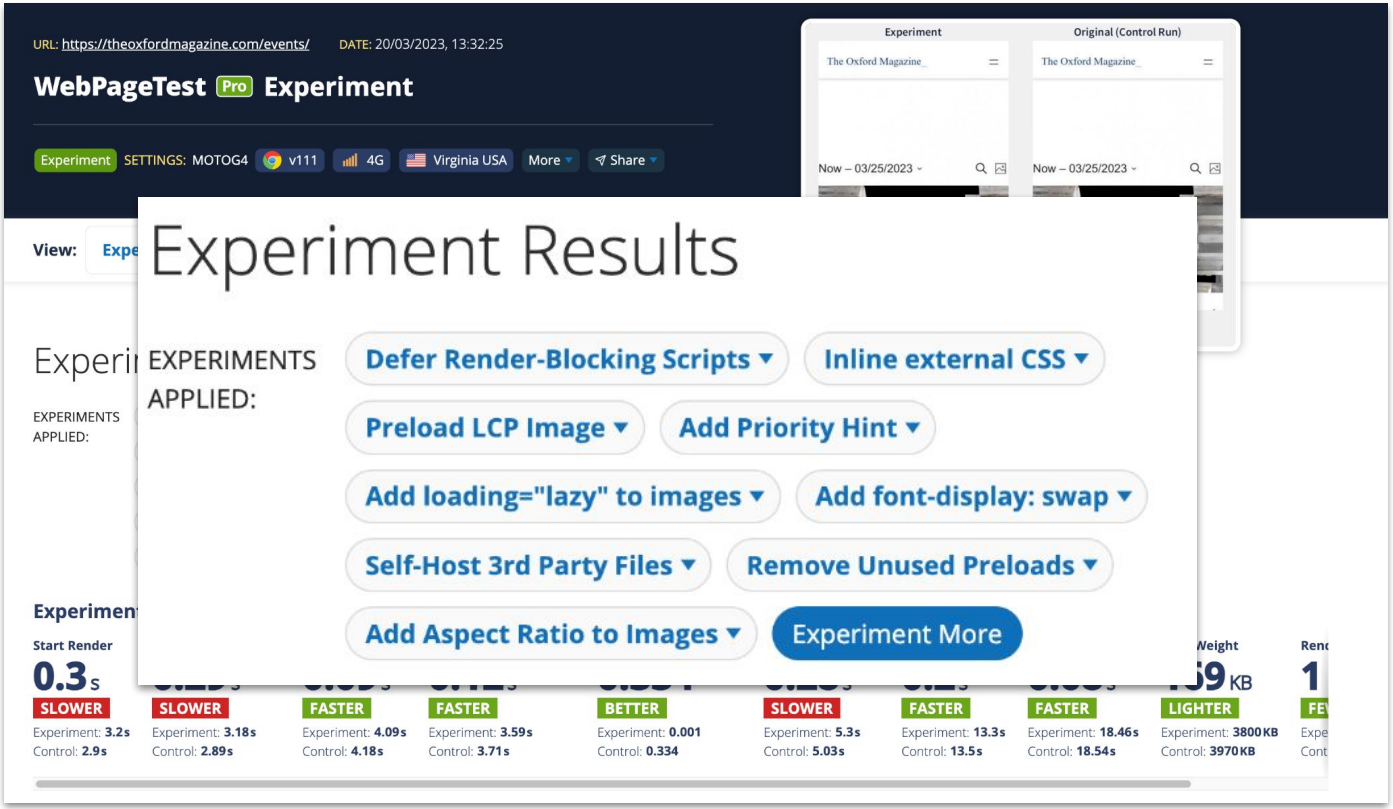
Start Render	First Contentful Paint	Speed Index	Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Visual Complete	Fully Loaded	Page Weight
0.1s	0.11s	0.3s	0.07s	0.334	0.03s	0.9s	0.24s	18KB
SLOWER	SLOWER	FASTER	SLOWER	BETTER	SLOWER	SLOWER	SLOWER	LIGHTER
Experiment: 2.9s	Experiment: 2.92s	Experiment: 3.74s	Experiment: 3.62s	Experiment: 0.001	Experiment: 5.27s	Experiment: 13.3s	Experiment: 17.89s	Experiment: 3996KB
Control: 2.8s	Control: 2.81s	Control: 4.04s	Control: 3.55s	Control: 0.334	Control: 5.23s	Control: 12.4s	Control: 17.65s	Control: 4014KB

We can then compare the visual loading


Now – 03/25/2023
Mar
20
24 September 2022 to 25 March 2023
Marina Abramović: Gates and Portals
£7.50 – £10.00
Mar
20
15 December 2022 to 11 June 2023
Dia al-Azzawi – Painting Poetry
Free


Now – 03/25/2023
Space For Image - Reserved
24 September 2022 to 25 March 2023

WebPageTest can also highlight other issues & allow for immediate testing


URL: https://theoxfordmagazine.com/events/
DATE: 20/03/2023, 13:32:25
WebPageTest Pro Experiment
Experiment
SETTINGS: MOTOG4
v111
4G
Virginia USA
More
Share
Experiment
Original (Control Run)
The Oxford Magazine
Now – 03/25/2023
View:
Experiment Results
EXPERIMENTS APPLIED:
Defer Render-Blocking Scripts
Inline external CSS
Preload LCP Image
Add Priority Hint
Add loading="lazy" to images
Add font-display: swap
Self-Host 3rd Party Files
Remove Unused Preloads
Add Aspect Ratio to Images
Experiment More
Start Render
0.3s
SLOWER
Experiment: 3.2s
Control: 2.9s
SLOWER
Experiment: 3.18s
Control: 2.89s
FASTER
Experiment: 4.09s
Control: 4.18s
FASTER
Experiment: 3.59s
Control: 3.71s
BETTER
Experiment: 0.001
Control: 0.334
SLOWER
Experiment: 5.3s
Control: 5.03s
FASTER
Experiment: 13.3s
Control: 13.5s
FASTER
Experiment: 18.46s
Control: 18.54s
LIGHTER
Experiment: 3800KB
Control: 3970KB

If you can, I'd recommend playing around with this

It can be really useful if you'd like to prove the potential impact of changes

It can also be useful for pitches, too

Cookie Banners can cause CLS issues, too

As well as other CWV problems

If not properly implemented

Consent Management Platforms often rely on a fair number of 3rd party scripts & resources

"If a CMP is configured to load before other critical resources on a webpage, it can delay the loading of those resources and negatively impact CWV metrics."

It’s worth checking implementation to ensure best possible performance

We’ve got one more CWV to look at

First Input Delay

What is FID?

"FID measures the time from when a user first interacts with a page (i.e. when they click a link, tap on a button, or use a custom, JavaScript-powered control) to the time when the browser is actually able to begin processing event handlers in response to that interaction."

https://web.dev/fid/#what-is-fid

What can impact FID?

Lots of third party code (JS etc)
Long JS execution times
High levels of main thread work
High numbers of requests
Unused code

Optimising & Minifying code

“Minify JS/CSS”

If using WordPress

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Divi (theme) can do this for you

Cloudflare can also do this,
as well as other hosts
(Siteground, in particular)

There's plugins available for most platforms

(or you could do it yourself)

“Reduce the impact of 3rd party code”

This is around reduction of render blocking resources, to ensure users get the main content faster

Deferring 3rd party scripts can benefit. Some plugins can aid with this, or some themes have functionality built in to defer

Tying it all together

Testing sites - particularly large ones

Especially pages that are not the usual ‘money’ pages

Can reveal a number of different issues

It’s important to understand what causes these issues

As well as how to fix *(or at least understand some of the detail behind)* these issues

There may be many, many, many things that annoy us about using the internet

Don’t let Core Web Vitals be one of them.

Thanks!

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@cptntommy | www.bluearray.co.uk | @bluearrayseo

Appendix:

https://web.dev/optimize-long-tasks/

https://support.google.com/webmasters/thread/86521401?hl=en&msgid=86521401

https://support.google.com/webmasters/thread/104436075/core-web-vitals-page-experience-faqs-updated-march-2021

https://developers.google.com/search/docs/appearance/page-experience

https://web.dev/fast/