

Hi everyone,

We are glad to announce that we have fixed the CLS issue on help.im mobile website.

Business Objective:

To reduce or remove the CLS(Cumulative Layout Shift) that was being experienced by users on the pages of help.im mobile site.

What is CLS:

Cumulative Layout Shift (CLS) is a stable Core Web Vital metric. It's an important, user-centric metric for measuring visual stability because it helps quantify how often users experience unexpected layout shifts. A low CLS helps ensure that the page is delightful.

Unexpected layout shifts can disrupt the user experience in many ways, from causing them to lose their place while reading if the text moves suddenly, to making them click the wrong link or button. In some cases, this can do serious damage.

The permissible limit is:

1. For Good CLS it should be within 0.1.
2. If it is between 0.1 and 0.25, it needs improvement.
3. If it is more than 0.25 then it is poor.



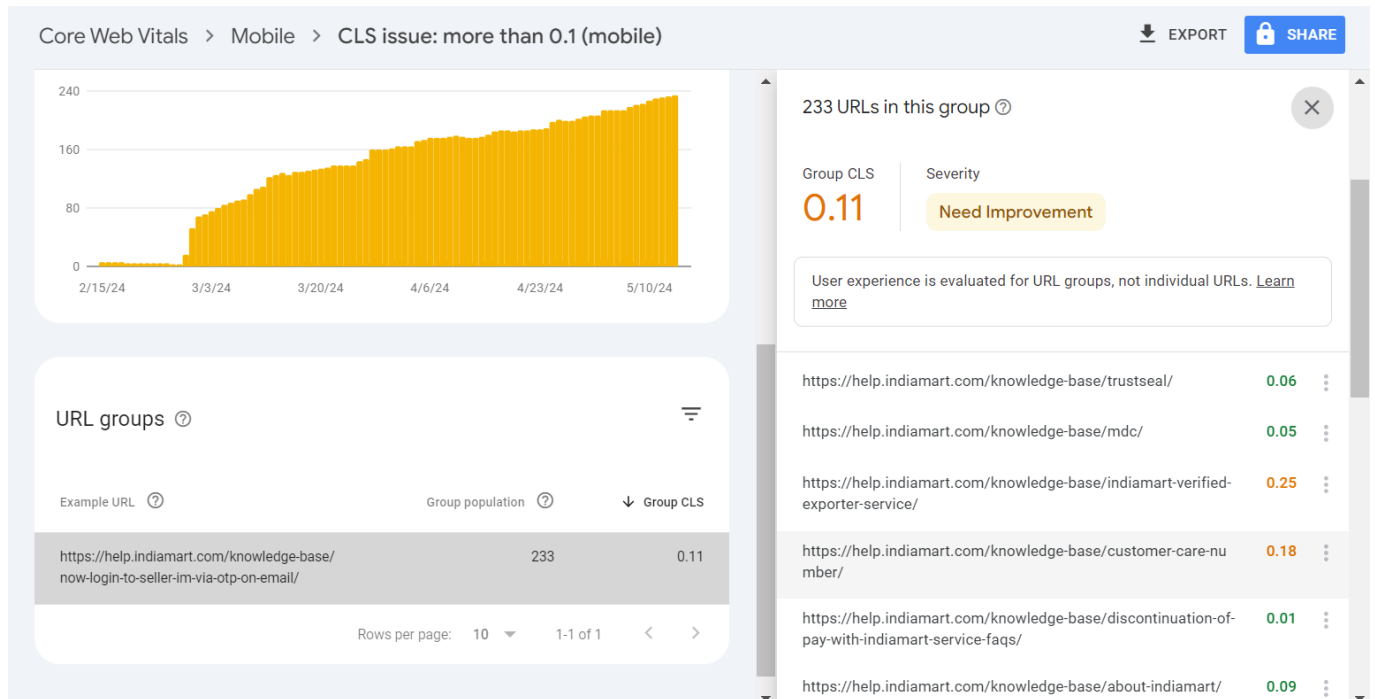
Good CLS values are 0.1 or less. Poor values are greater than 0.25.

(To read more: [Web.dev](https://web.dev))

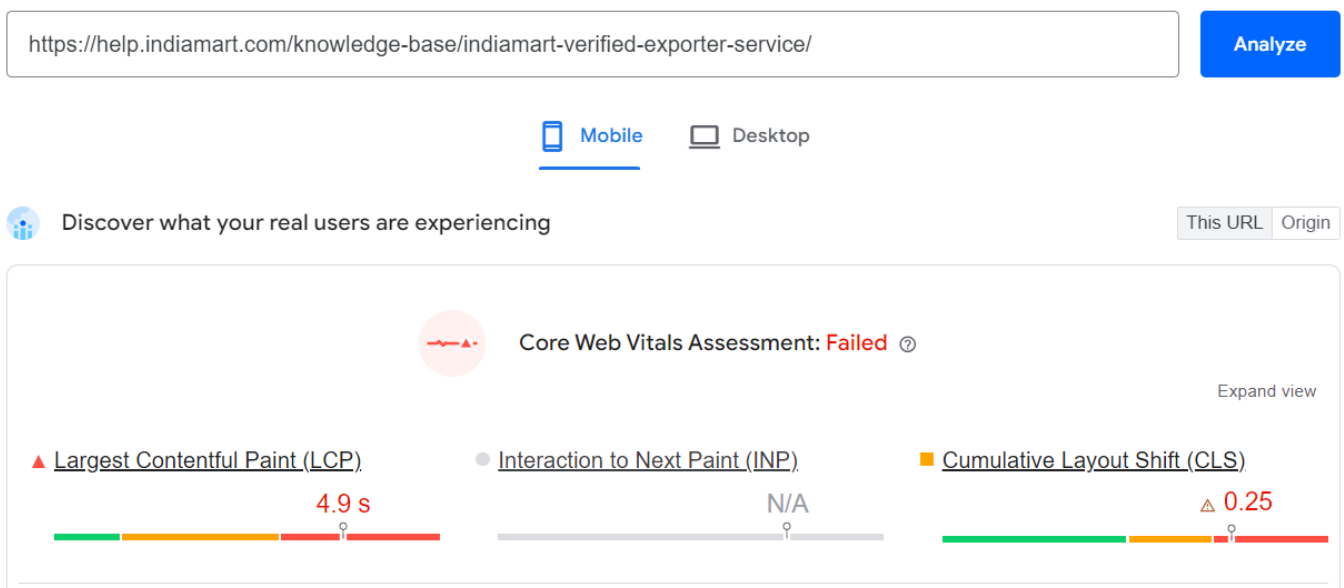
How was it earlier:

It was observed on the help mobile site that the users are experiencing CLS on various article pages because of the shifting of elements on the page. The google search console also flagged it as an issue. There were a total of 233 pages affected with a **group CLS of 0.11**, as shown below:

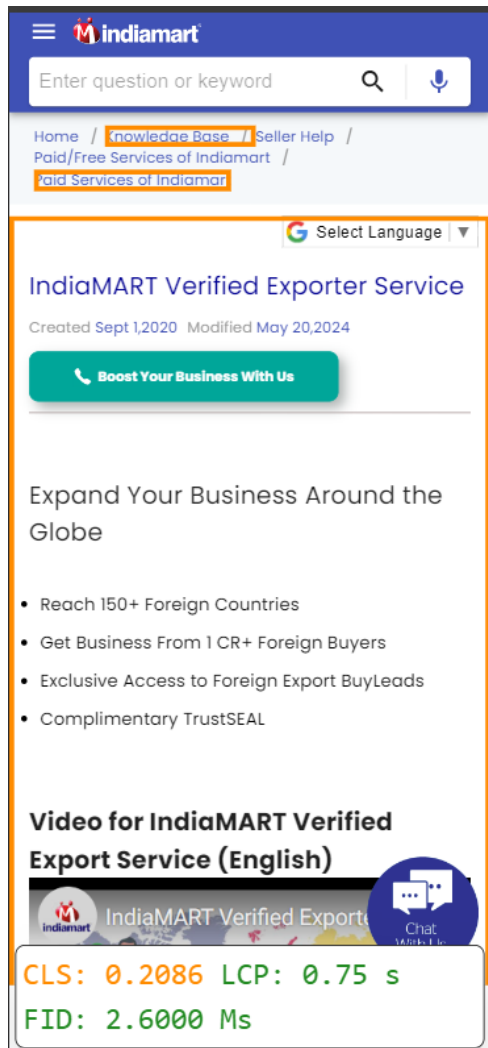
[Source: [Google search console](https://google.com/search-console)]



Core web vitals of article page - CrUX dashboard data ([Indiamart Verified Exporter Service](#)):
[Source: [PageSpeed Insights](#)]



Lab test:
[Source: [Core web vitals chrome extension](#)]



What has been done:

1. In our analysis it was concluded that **a section of breadcrumbs** on the article and category pages had variable height, which kept changing according to the text in it. We have now kept the height of this section as fixed, so that its height doesn't change according to the contents in it. This correction has reduced the shifting by a lot.
2. In one of our pages, namely '[Indiamart Verified Exporter Service](#)', there were **third-party fonts** being used. On their load, the content's font was changing and as a result some layout shift was happening. We have now removed those fonts from that page.

Go live date and time:

May 15th 2024, 8:17 pm

Ticket: [514082](#)

Impact:

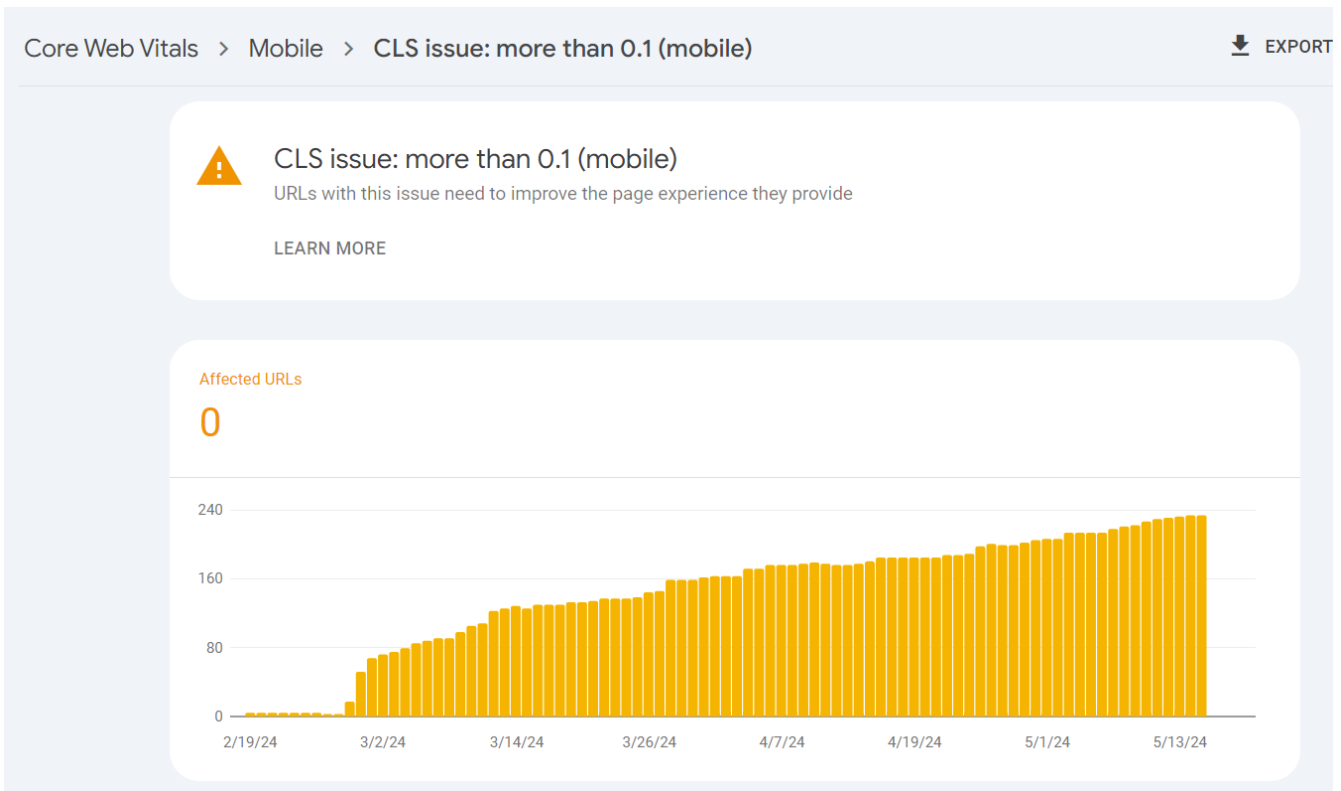
Since 16th May, the affected URLs due to CLS has dropped to zero. [Source: [Google search console](#)]

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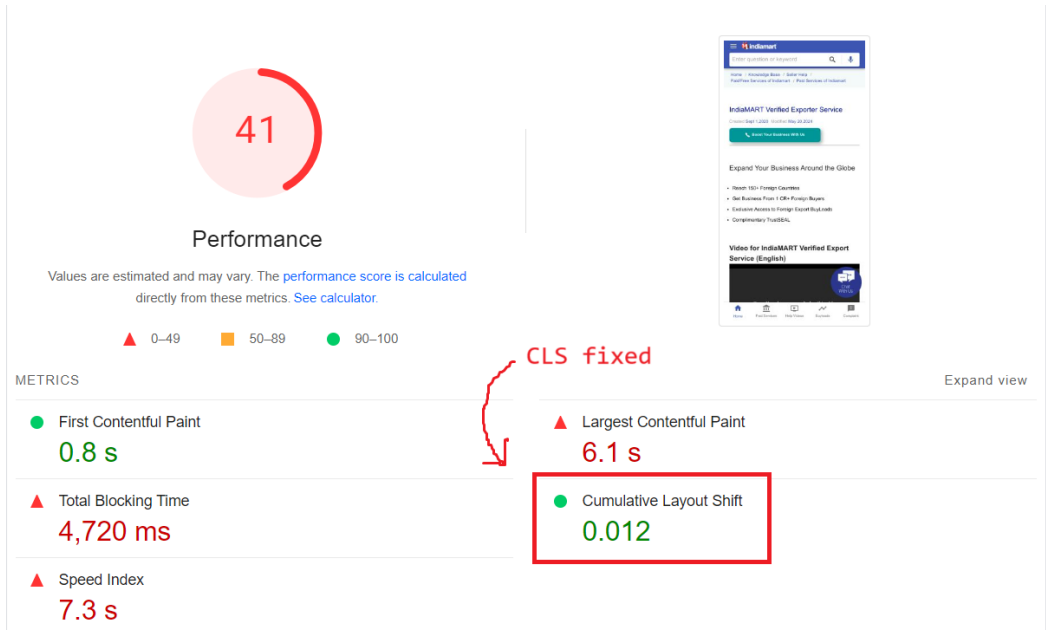
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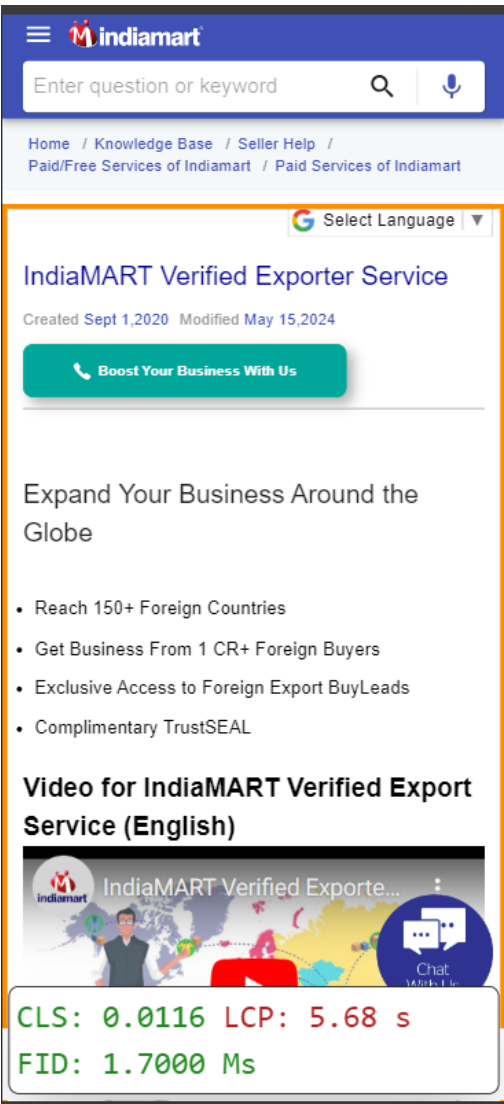
Core web vitals of individual page ([Indiamart Verified Exporter Service](#)):

[Source: [PageSpeed Insights](#)]



Lab test:

[Source: [Core web vitals chrome extension](#)]



What to test:

1. There should be no layout shifts on help article pages on mobile.

Way ahead:

We shall be working tirelessly on other web vitals that are not in good range for both help desktop and mobile site.

1. Largest Contentful Paint (LCP) - Mobile and desktop
2. Interaction to Next Paint (INP) - Mobile
3. CLS - Desktop

Our priority would be to solve the issues of the mobile site first as we currently have 0 good URLs there. Also google primarily crawls the mobile site.

Apart from the above, we shall also check if third-party fonts are used on other pages as well.

Word of thanks:

This goal would not have been achievable without the following people:

- [@Jatin Chitkara](#) for being a great help in identifying the issues and defining the actionables.
- [@Aditya Kunwar](#) from the help team for his insights and co-ordination.
- [@Aakanksha Gupta](#), [@Pradeep Chopra](#) and [@Nikhil Prabhakar](#) for their continued support and guidance.

Regards,

Divyansh Singh

Engineer | Business Intelligence