



Field data and the CrUX report

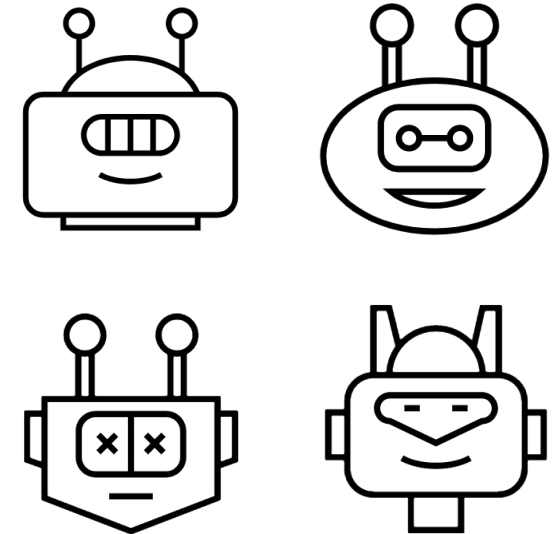
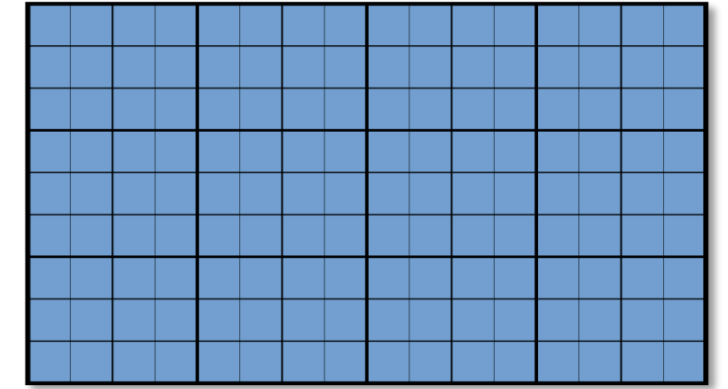
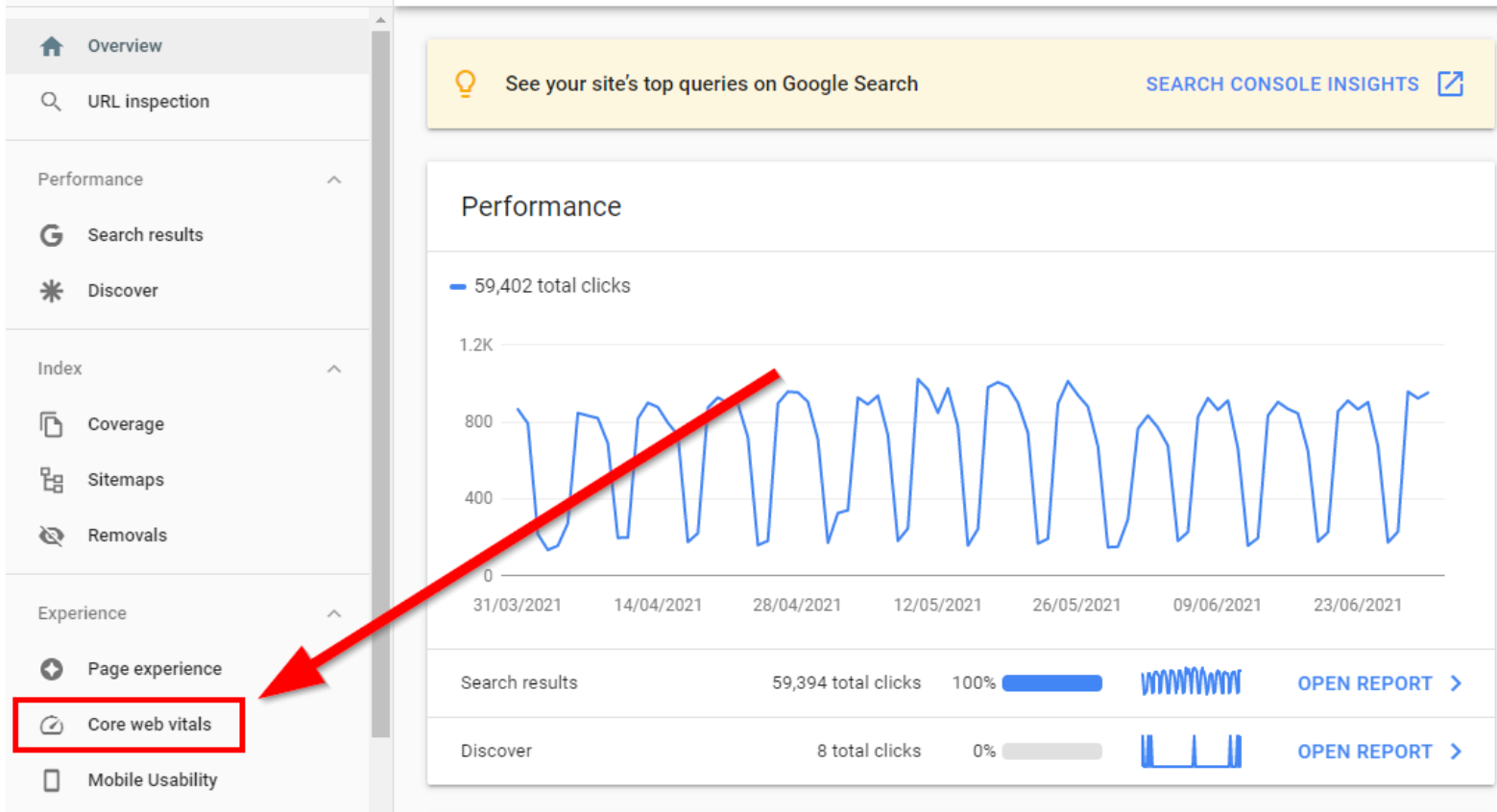


Trainer:

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Candour



What is field data and where is it?

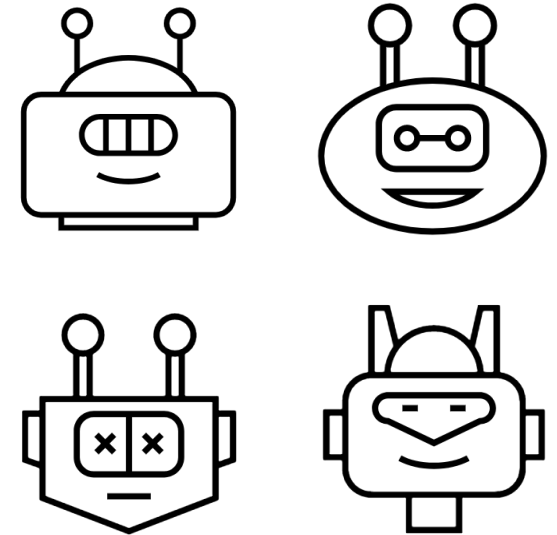
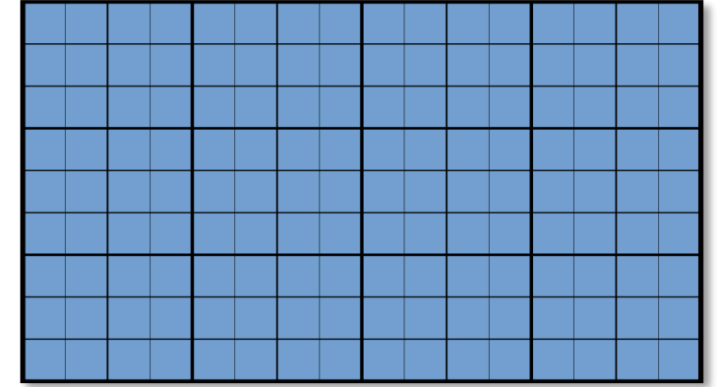


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How it's collected

Field data is collected via the **Chrome User Experience Report (CrUX)**.

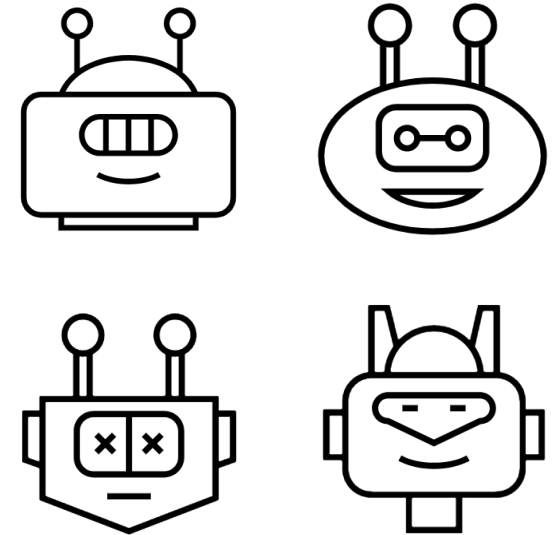
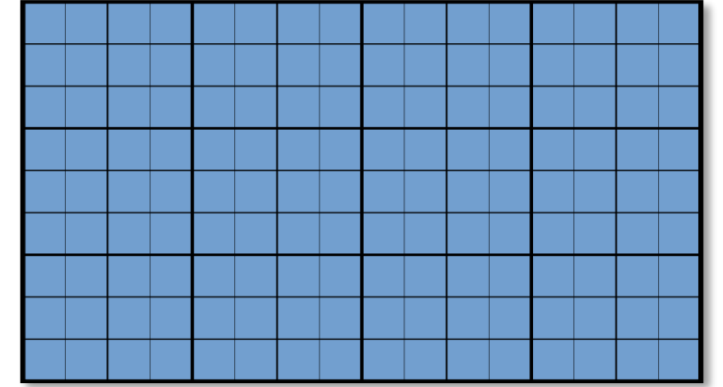
Aggregated from users who have opted-in to syncing their browser history, have not set up a Sync passphrase and have usage statistic reporting enabled.



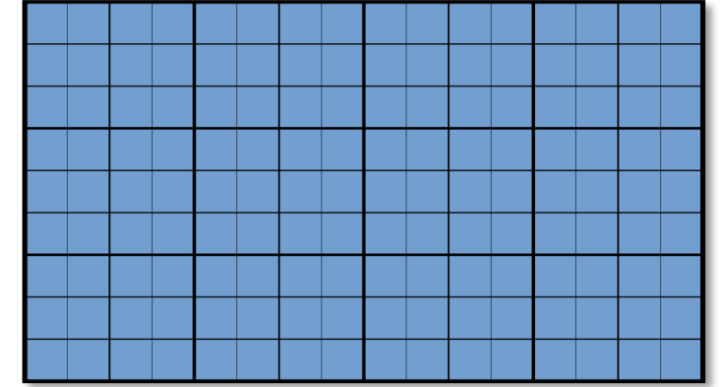
How it's collected

There is a minimum sample of users required to generate the CrUX report.

This does mean if you do not have many visitors to your website, you have not see any data in search console.



Key concept



The Core Web Vitals data inside Google Search Console is what Google uses for ranking and is based on real users' experiences.



Challenge



Login to your Google Search Console, find the “Core Web Vitals” menu and see if you have field data for your website.

Key concept

You can't "speed test" your website and determine it is fine. Field data will show how real users are experiencing your site and you may need to localise the performance of your website.

