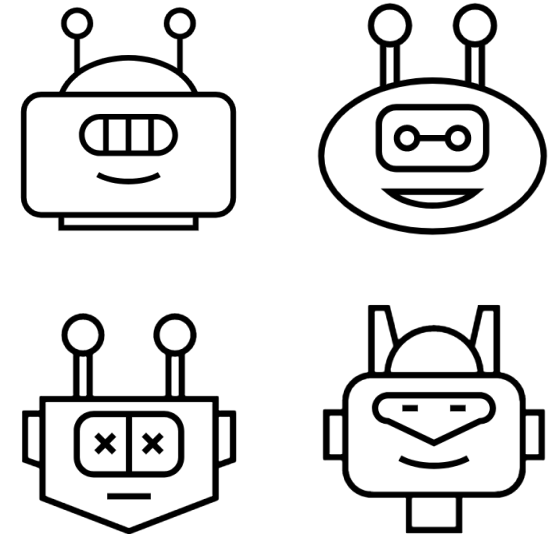# candour

Core Web Vitals

Trainer:

Mark Williams-Cook
Candour
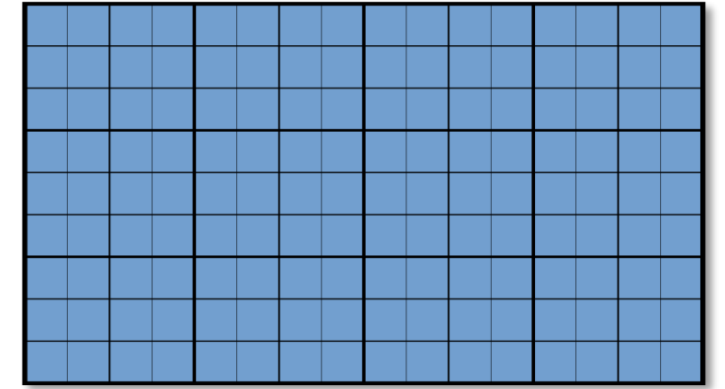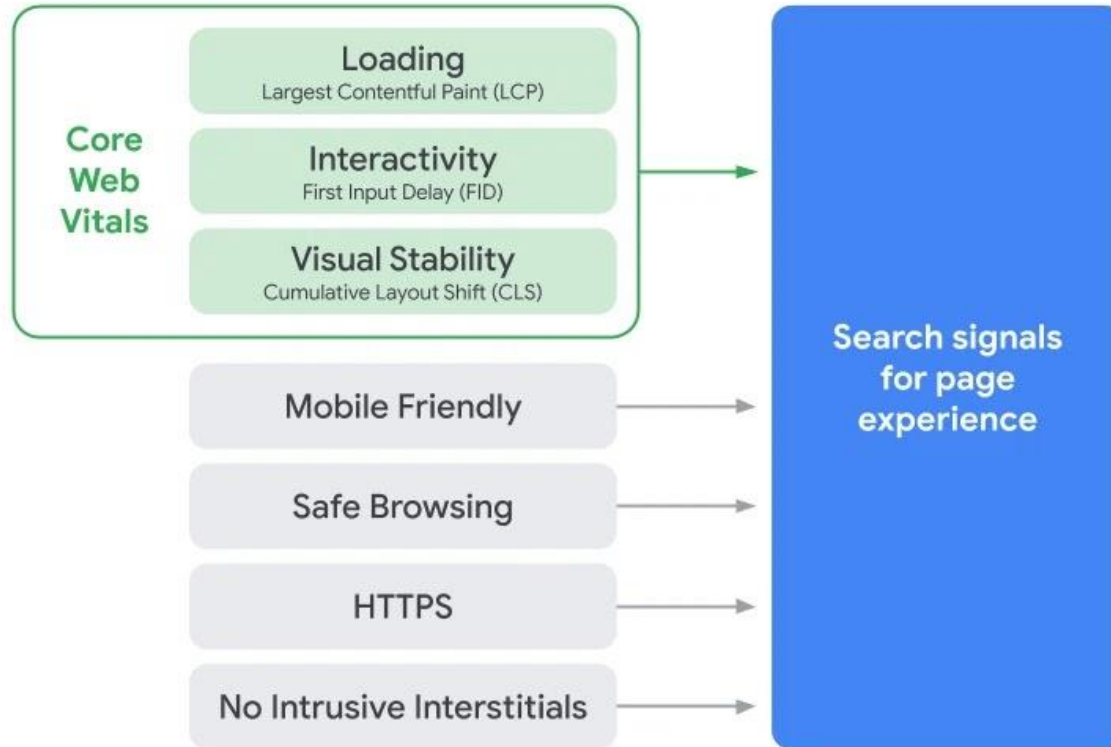
Google Partner
PREMIER

candour

Core Web Vitals

Core Web Vitals

Core Web Vitals are 3 **objective** performance metrics that can be **applied to any website.**
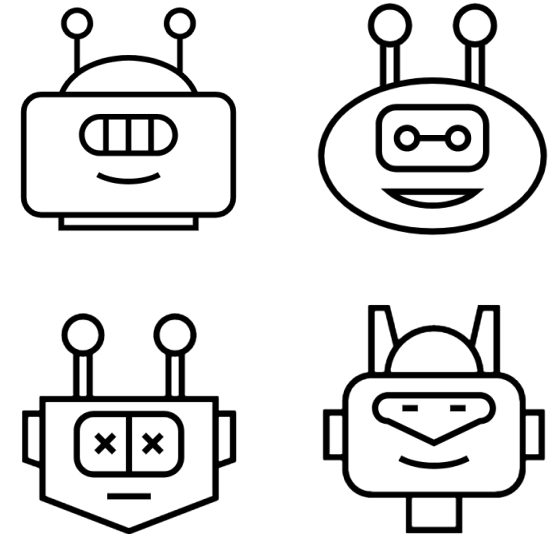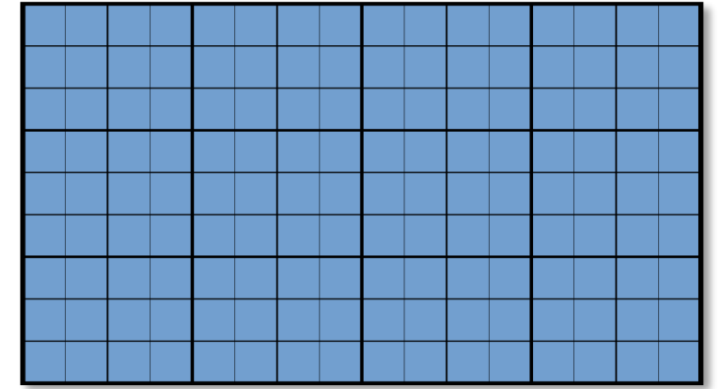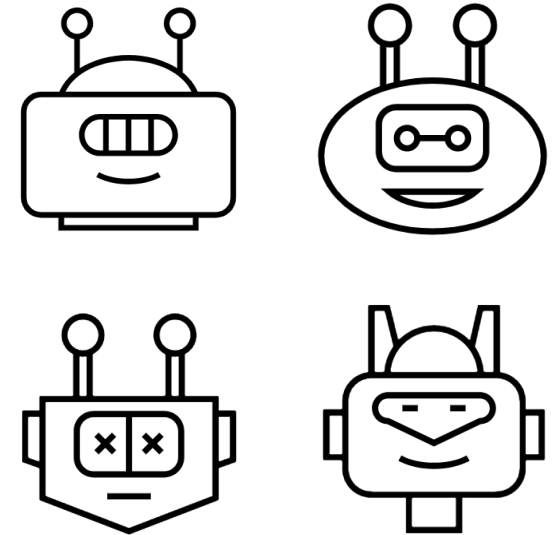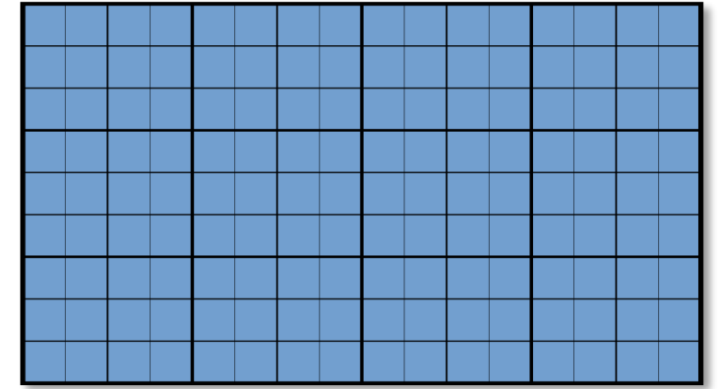
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Core Web Vitals

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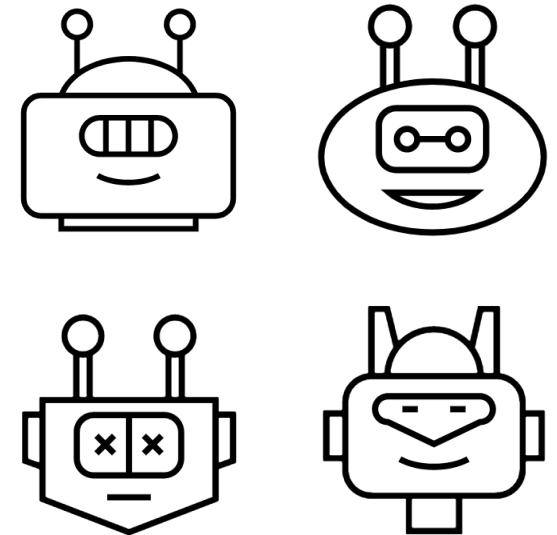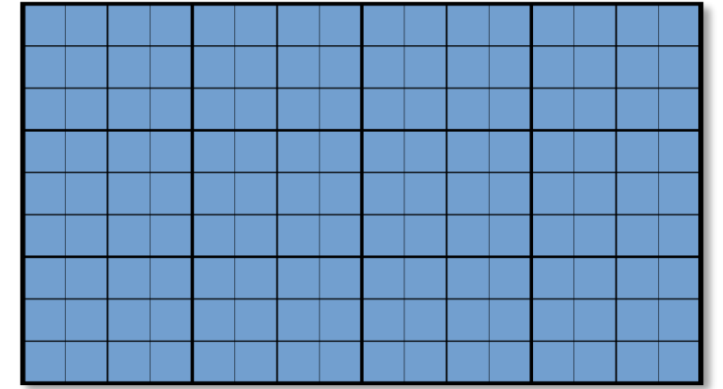
- Largest Contentful Paint (LCP)
- First Input Delay (FID)
- Cumulative Layout Shift (CLS)

Core Web Vitals measurement

Core Web Vitals can be measured in two ways:

- **Lab tests:** One-off tests that can be run either locally or from the cloud

- **CrUX data:** Aggregated data from real users that is submitted via the Chrome browser

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LCP

Largest Contentful Paint

Measures *loading* performance. To provide a good user experience, LCP should occur within 2.5 seconds of when the page first starts loading

(Loading)

LCP
Largest Contentful Paint

| GOOD	NEEDS IMPROVEMENT	POOR

2.5 sec   4.0 sec

Core Web Vitals

FID
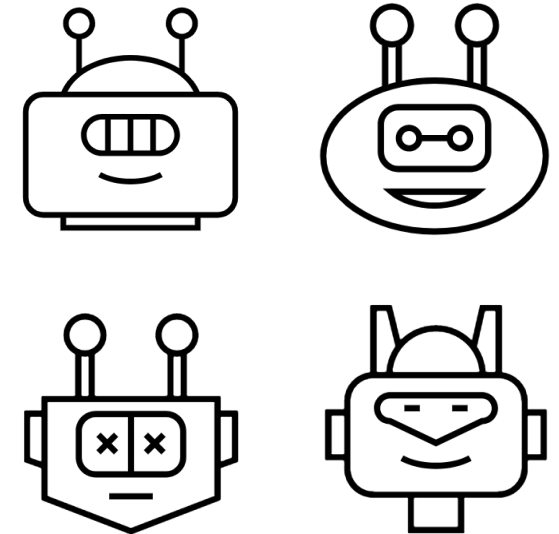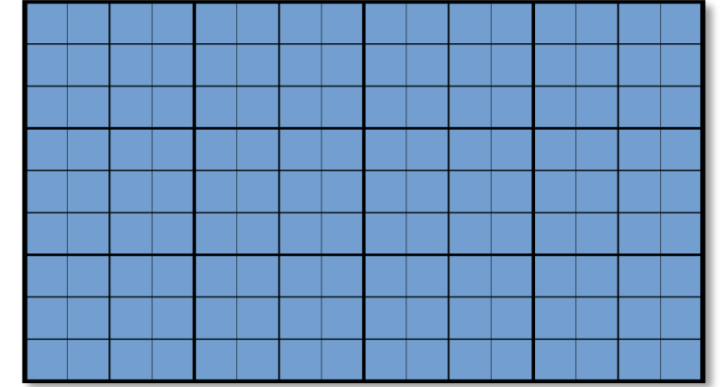
First Input Delay

Measures *interactivity*.
To provide a good user experience, pages should have a FID of 100 milliseconds or less.

(Interactivity)

FID

First Input Delay

GOOD	NEEDS IMPROVEMENT	POOR

100 ms   300 ms

CLS
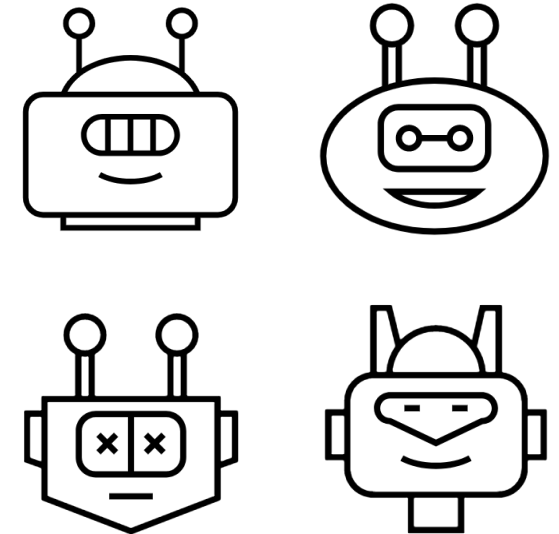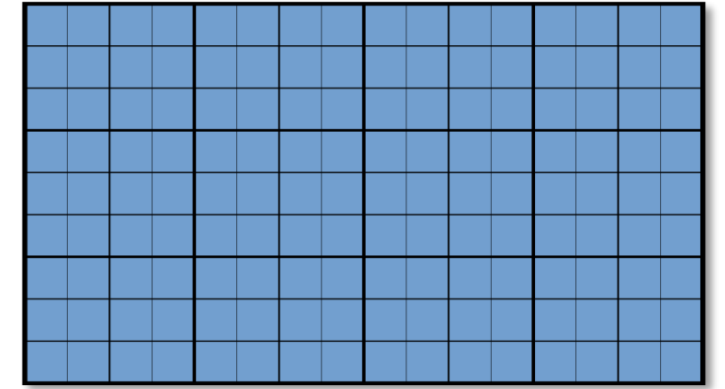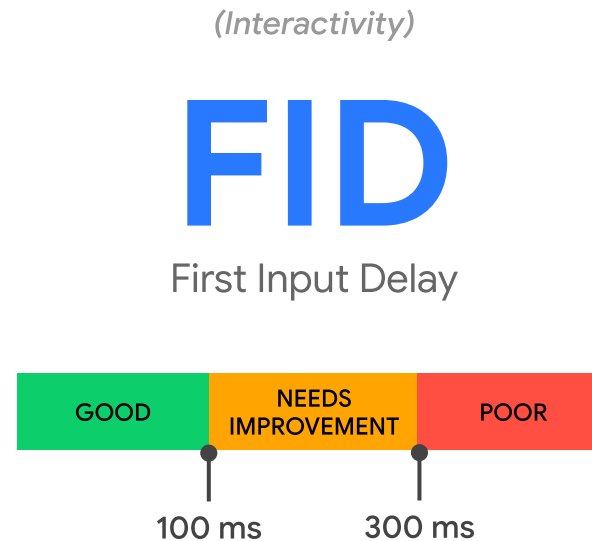
Cumulative Layout Shift

Measures *visual stability*. To provide a good user experience, pages should maintain a CLS of 0.1. or less.

(Visual Stability)

CLS
Cumulative Layout Shift

GOOD	NEEDS IMPROVEMENT	POOR
	0.1	0.25
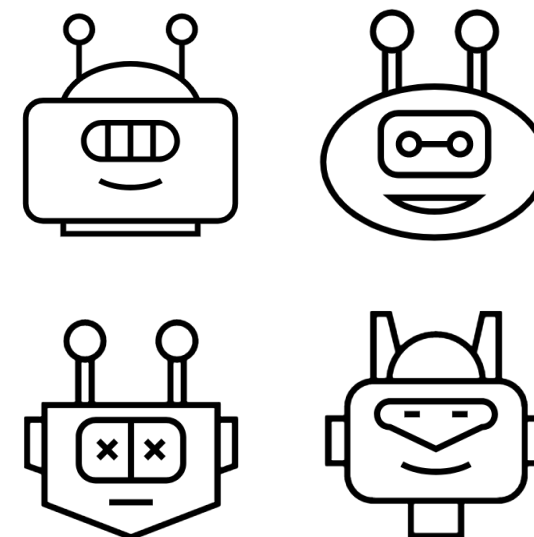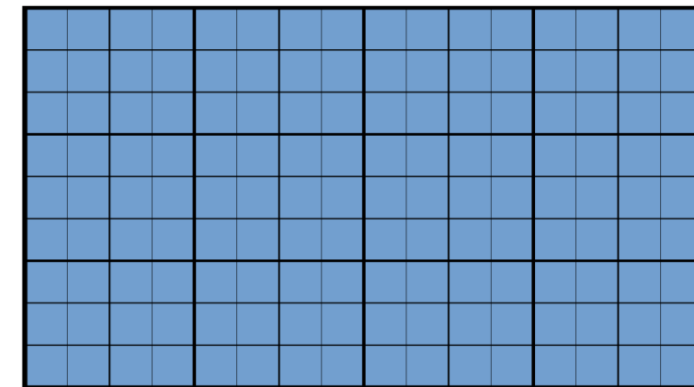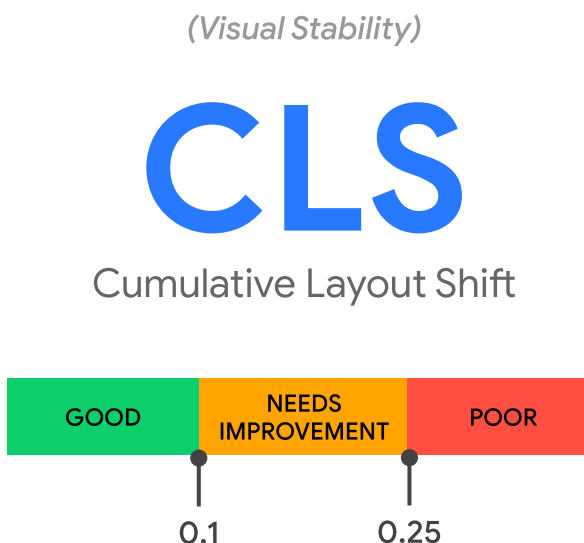
Key concept

Core Web Vitals are a small ranking factor described by Google as a 'tie-breaker'