



Core Web Vitals

Google's new "User Experience Update" is here—only **4%** of websites were prepared.

This eBook Includes:

- Links to test your website speed
- The most important Web Vital metrics
- Dymic's Website Speed Optimization Service
- Core Web Vitals scores across the top 20 Google positions

Learn why it's the new priority in SEO, and how to turn this update into a business growth opportunity.

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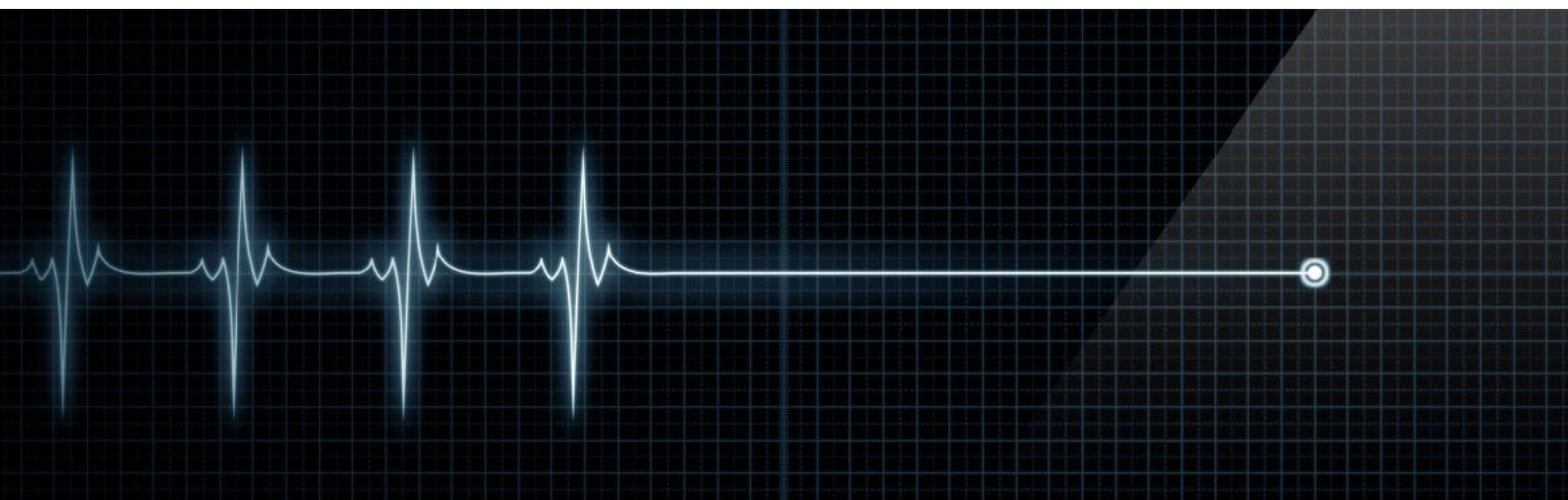
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For Business Leaders

EXECUTIVE SUMMARY

When it comes to Digital Marketing, Search Engine Optimization (SEO) is still one of the most powerful ways to attract prospective customers to your website. While there are many ways to improve SEO, it's important to understand Google's new core algorithm update and the impact these changes can have on your business. *Business leaders who act quickly will have a rare opportunity* to take advantage of this update, gain serious ground in their rankings, and **leap ahead of their competition.**



For most website owners, web pages are slow to become interactive, and there's a lot of opportunity to improve page performance and CWV scores. But this update is about more than page speed. When the user has to wait a long time before they're able to click, scroll or interact, it can negatively affect conversion rates, lead generation, and ultimately business growth.

Key Insights

From Google's perspective, the quality of a website's content is still the most important attribute. However, when it's your site versus your competitors, with all else being equal, the user experience via Core Web Vitals will likely determine who's ranked higher. Moreover, company websites with poor CWV scores are already starting to experience *a decrease in traffic and content consumption, a reduction in brand visibility, and even a drop in sales.*

Need Page Speed?

LET'S GET IN TOUCH

Dymic's web development support team can help you improve your website's performance. Our highly experienced web development and SEO teams understand Core Web Vitals and the full spectrum of search engine optimization best practices.

Our Website Speed Optimization Service can help you fix:

- Core Web Vitals & other related page experience issues
- Score higher in Google's PageSpeed Insights
- Troubleshoot slow site speed and backend issues
- Optimize checkout speeds
- Identify areas of opportunity—prioritize pages that need to be fixed quickly to maximize short-term performance
- Monitor SEO, Content performance, and rankings impact over time

[Email us](#) for help!

Improving site speed involves a review of the website's current state, and then implementing technical—web development and other site speed best practices. You can give us a call, send us an email, or schedule a consultation to get a FREE site speed audit as well as expert advice on how we can help you get your website loading as fast as possible.



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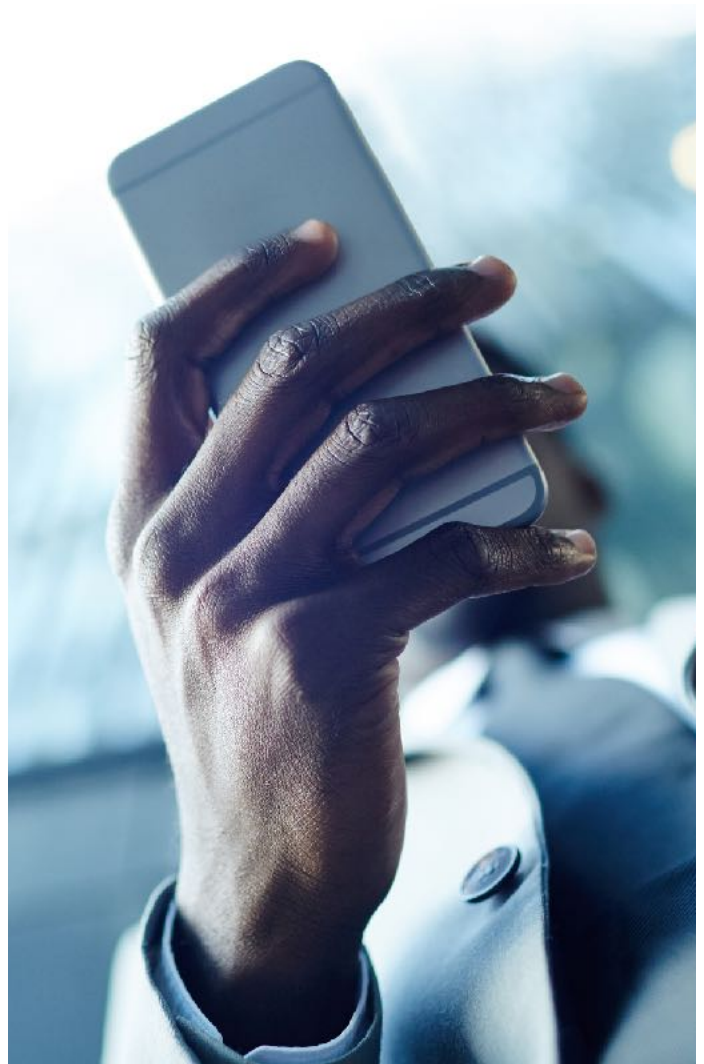
Introduction

ADVANCED WARNING

According to [Google's Webmaster Central Blog](#), page experience will soon be incorporated as a new ranking signal in their search results algorithm. This update, known as “Core Web Vitals,” evaluates a user’s interaction and experience with a web page and will be combined with existing UX-related signals. *It's rare for Google to give advanced warning about updates (let alone more than six months)*, and it underscores how serious the search giant is about these changes.

We all know how frustrating it is to land on a web page that takes forever to load, and then when you finally scroll or click, the page shifts and you inadvertently click an advertisement that takes you off the page. Clearly, not a good user experience, and contrary to Google’s goal to provide users with the best possible search results.

The Core Web Vitals update is Google’s response to websites not living up to user expectations—a clear message to website owners who don’t put users first. After the update, search rankings will be negatively impacted as Google uses these metrics to find things on your website that degrade the user experience. Of course, there are many aspects to creating a good page experience, but core web vitals is Google’s way of measuring some of the most important elements.



The Purpose

CORE WEB VITALS

“Web Vitals is an initiative by Google to provide unified guidance for quality signals that are essential to delivering a great user experience on the web.” – Google



What are Google's Intentions?

According to Google, a gradual rollout began in mid-June 2021, and the update has two main purposes:

- 1) Increase Google's emphasis on user experience—if a user has a good page experience, Google aims to rank the page higher in search engine results pages (SERPs).
- 2) Make it easier for website owners to understand and improve web performance and user experience.

But this update has the SEO and web industry searching for answers to questions, such as:

- How do I interpret Core Web Vitals scores?
- Do I need to change anything on my website? If so, what?
- How well are competitor websites performing?
- What benchmarks should I strive for?
- Are other ranking factors interconnected with my Core Web Vitals score?
- How will this impact my rankings? Should we change our approach to SEO?

Core Web Vitals

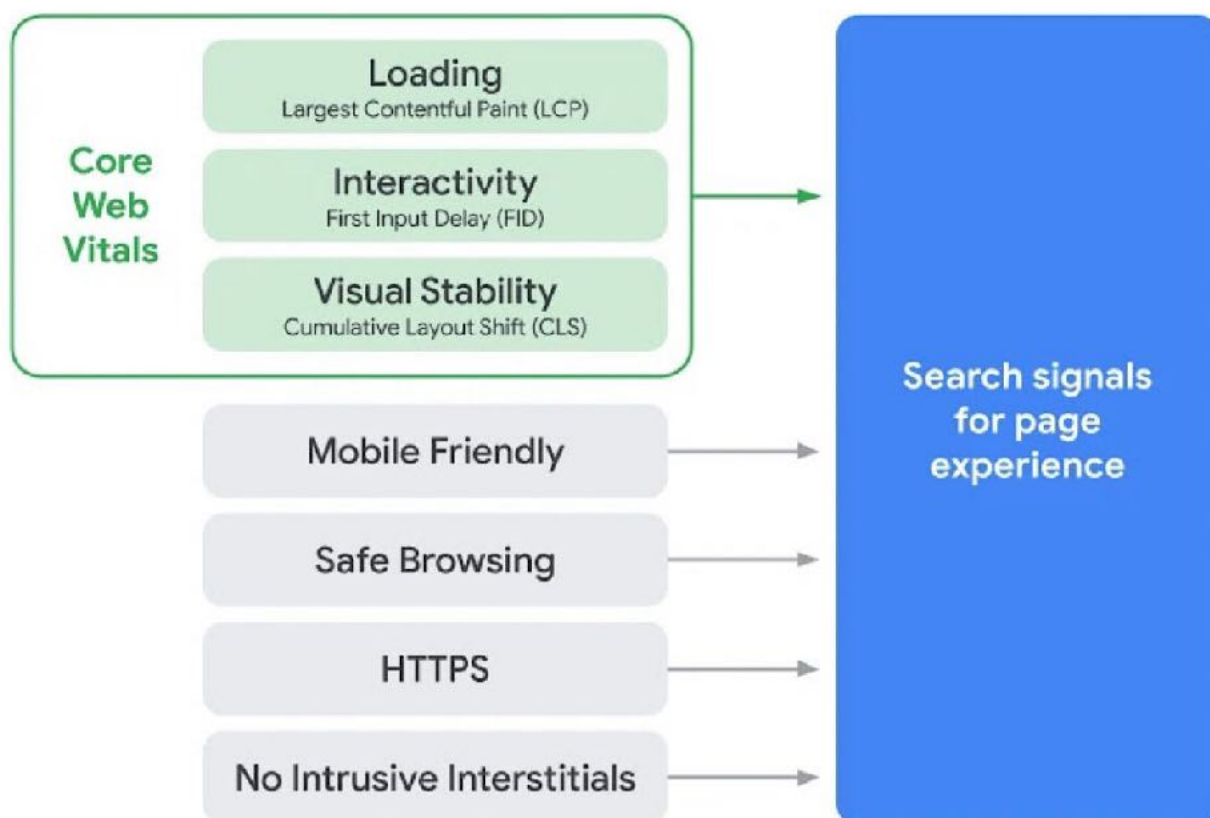
EXPLAINED

“Page experience is a set of signals that measure how users perceive the experience of interacting with a web page beyond its pure information value.” – Google

What are Core Web Vitals?

Core Web Vitals are an extension of Google’s page experience signals. These signals include mobile-friendliness, safe-browsing, and HTTPS, among others. Google will use three primary metrics to measure real-world user experience for loading performance, interactivity, and visual stability of the page to determine if a users webpage experience is positive or negative.

This means the user experience will have a greater effect on website rankings.



Largest Contentful Paint

LCP is a technical term for the render time of the largest text or image block on a webpage—a fast LCP helps ensure the page is useful because it decreases the time it takes for the content to populate on a user’s device.

First Input Delay

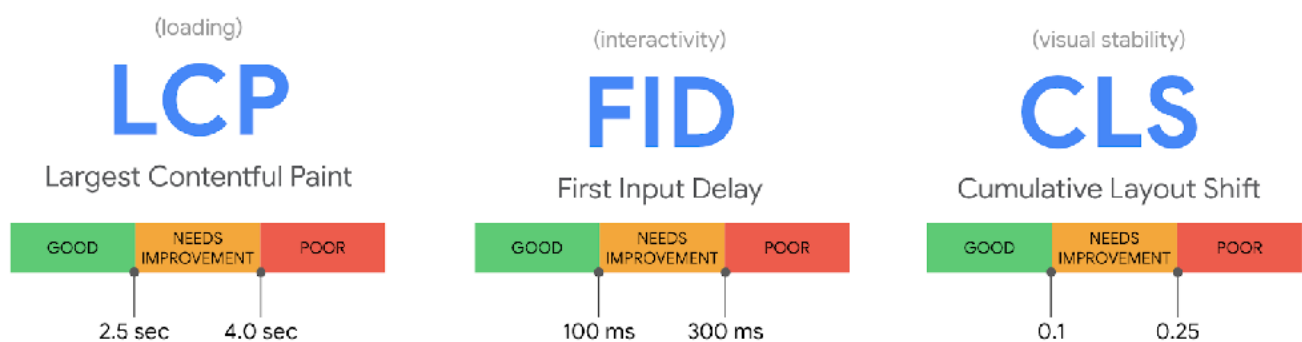
FID is a metric for measuring how fast a user’s interactions are processed—a low FID helps ensure the page is usable because it reduces the time it takes a website to register a user’s interaction (the click) and process the request.

Cumulative Layout Shift

CLS is a metric for measuring the movement of webpage elements (as they load)—a low CLS ensures the page is predictable by reducing content jumps and skips, so the link clicked is what you get (not the ad above it).

CWV Benchmarks

So what is “good” performance—in numbers?



Largest Contentful Paint (LCP): To provide a good user experience, LCP should occur within 2.5 seconds of when the page first starts loading.

First Input Delay (FID): To provide a good user experience, pages should have an FID of less than 100 milliseconds.

Cumulative Layout Shift (CLS): To provide a good user experience, pages should maintain a CLS of less than 0.1.

More to the Story

OTHER WEB VITALS

“While the Core Web Vitals are the critical metrics for understanding and delivering a great user experience, there are other vital metrics as well.” – Google

The Complete Set of Metrics

Core Web Vitals are a great starting point for analyzing web page performance. But there’s more to the story. The Core Web Vitals are just a subset of metrics that evolved from the Web Vitals initiative created by Google. When you combine CWVs with the other metrics, you get a more comprehensive picture of web performance. We recommend using the following 15 performance metrics, which are selected based on two criteria:

- A. The impact the metric can have on Google search rankings
 - B. Whether the metric can be realistically optimized by web developers
-
- **Largest Contentful Paint** — time for largest image/text block to load
 - **First Input Delay** — measures when a user first interacts with the page
 - **Total Blocking Time** — total time of tasks stopping the user from interacting with the page
 - **Cumulative Layout Shift** – a score for measuring the movement of page elements (as they load)
 - **First Contentful Paint** – measures how long it takes the browser to render the first piece of content after a user lands on your page
 - **Time to Interactive** – the time it takes for the page to be completely interactive
 - **Speed Index** – Speed Index measures how quickly content is visually displayed during page load
 - **Unused CSS Rules** – how much time websites could save by eliminating unused CSS
 - **Unused JS** – how much time websites could save by eliminating unused JS

- **Next-gen Images** – load time you could save by using next-gen image formats such as WebP, JPEG 2000 and JPEG XR
- **Optimized Images** – potential load time savings by correctly optimizing images
- **Responsive Images** – potential load time savings by using responsive images.
- **DOM Size** – the number of DOM elements (HTML elements) on a page
- **Render Blocking Resources** – how much time a website could save by eliminating unnecessary resources that stop the page loading
- **Total Byte Weight** – the total file size of all assets necessary to load the webpage
- **Number of tasks over 50ms** – the number of loading tasks that take 50ms or longer to complete

4 Ways to Test Your Website's Performance

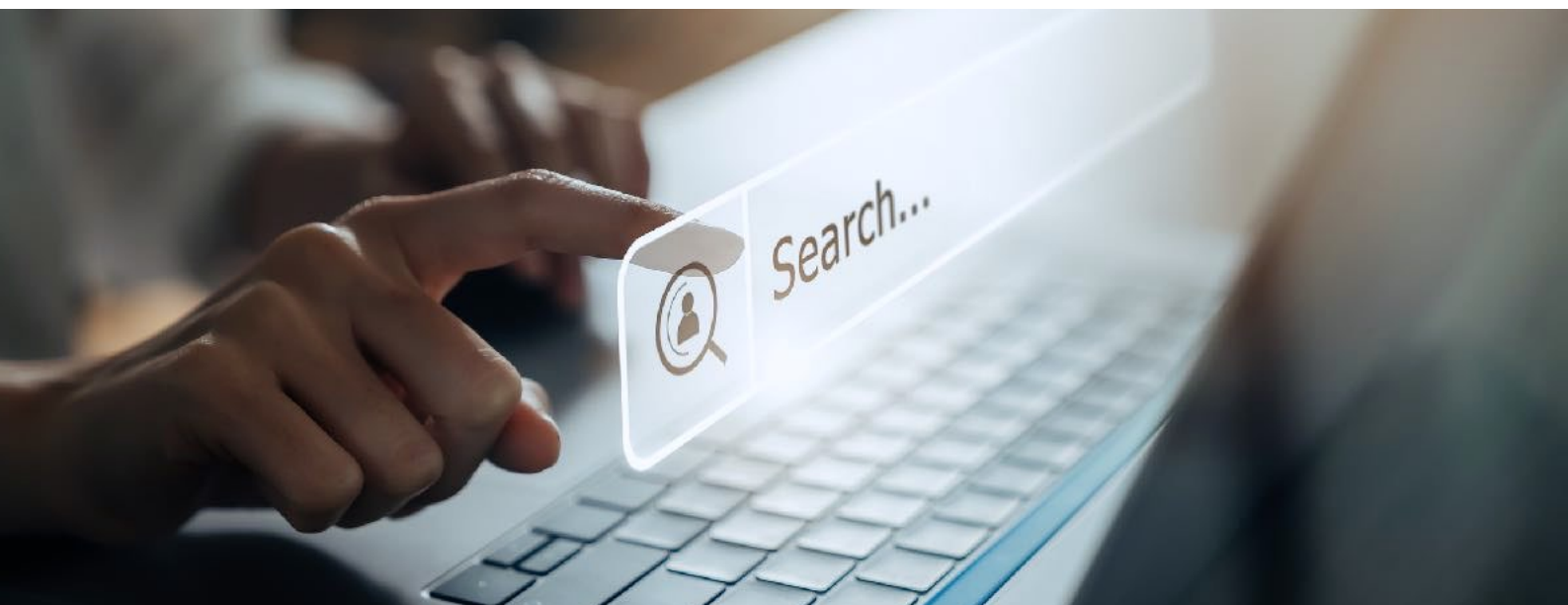
The Google Page Experience Update represents existing ranking signals combined with Core Web Vitals. These tools offer both mobile and desktop speed insights based on real-life data from Google Chrome browsers. The PageSpeed Insights tool breaks down the issues on individual pages and gives you a starting point for making improvements so you can pass Google's CWV assessment.

- [Dymic's Check Your Vitals Tool](#) – Dymic's tool offers both mobile and desktop speed insights, as well as how Google scores your site for technical SEO, Accessibility, and Best Practices.
- [Google PageSpeed Insights](#) – Websites need to score “good” in field data for all 3 web vitals to pass and be eligible for the new signal weight.
- [Google Search Console Page Experience Report](#) – Combines the existing Core Web Vitals with other page experience signals, such as HTTPS security, interstitials, safe browsing status and mobile-friendliness.
- [Web Vitals Chrome Extension](#) – Measures Core Web Vitals, provides instant feedback on loading, interactivity and layout shift metrics, and is consistent with how these metrics are measured by Chrome and reported to other Google tools.
- [GTmetrix](#) - Has a suite of features and options to make optimizing your website easy by neatly summarizing your page performance based on key indicators of page load speed.

Correlation to Rankings

ACROSS ALL WEB VITALS

“For many sites, images are the largest element in view when the page has finished loading. Hero images, large carousels or banner images are all common examples of this.” – Google



Recent Core Web Vitals Study

According to a recent CWV study, 2 million URLs were crawled in USA, UK and Germany, and they analyzed the performance of the selected metrics across the top 20 organic Google rankings for each keyword. The correlation to search was based on how likely a value increase/decrease of a metric will lead to higher rankings. They also calculated the average Core Web Vitals scores across the top 5 and the top 20 positions. This analysis offers insight into how the top 20 websites perform compared to each other and to Google's benchmarks. Comparing these values provides a sense of whether pages at the top of the rankings actually have better Web Vitals scores.

Key Findings

Based on the analysis, only 4% achieved a good CWV score on desktop and less than 10% on mobile. Moreover, the data suggests the highest-ranking websites tend to have a performance advantage with higher Core Web Vitals scores, and websites that perform well in these metrics tend to offer a good user experience. But there are exceptions. The findings when filtering out major websites like YouTube show that Google is prepared to “ignore” poor user experience metrics, as long as enough users still choose to visit those websites.

Top 20 Average Scores

THROUGH GOOGLE'S LENS

Largest Contentful Paint (LCP) Results

Top 5 Average

2.48 sec  **3.26** sec

0.9% faster than Google's benchmark
of 2.5 seconds

Top 20 Average

3.00 sec  **3.22** sec

21.3% slower than Google's
benchmark

Total Blocking Time (TBT) Results *(Proxy for FID)*

Top 5 Average

554 ms  **6.12** ms

84.6% slower than Google's
benchmark of 300 ms


Top 20 Average

710 ms  **6.27** ms

136.7% slower than Google's
benchmark 300 ms

Cumulative Layout Shift (CLS) Results

Top 5 Average

0.24  **0.27**

142.6% worse than Google's "good"
benchmark of 0.1

Top 20 Average

0.38  **0.29**

275.6% worse than Google's "good"
benchmark

Content vs. User Experience

WHAT MATTERS MORE?

“While all of the components of page experience are important, we will prioritize pages with the best information overall, even if some aspects of page experience are subpar. A good page experience doesn’t override having great, relevant content.” - Google



User Experience is the New Priority

Nowadays, people don’t like to wait, and this is especially true when we go online. We all get annoyed and even abandon a website if its page doesn’t load quick enough. We (and indeed our users) do not like struggling to find what we’re looking for and these new ranking factors are designed to improve our experience. At the end of the day, we all want web pages to be fast, seamless and enjoyable.

Working Together is Key to Success

Google has made it clear that user experience is the new priority in SEO. But if web pages don’t provide the answers users seek, then even if you achieve the highest CWV scores, your effort will be in vain. Winning will require a team effort—between web developers, SEO’s, content creators, and UX designers. Our advice is to work together and start by utilizing competitive landscape data, and then prioritize and optimize the pages that generate your revenue.

The Bottom Line

RARE OPPORTUNITY



What About Your Website?

While some websites might be able to get away with poor performance metrics (because of the sheer volume of positive user signals), the average website owner should improve their Web Vitals scores as much as possible to give them the best possible chance of ranking highly. Optimizing for Core Web Vitals provides a unique opportunity for well-planned and developed websites to get an edge on competitors—while offering a superior experience to visitors.

Use Web Vitals for User Experience Benchmarks

Understanding Web Vitals metrics can help you achieve a superior user experience. Google’s “good” ratings are a great starting point for assessing your website’s performance in terms of loading time, interactivity, and visual stability. The average scores of the top 5 positions provide a good indication of how high ranking websites are performing in these categories. These metrics can help you gauge whether your website offers a good user experience or not. Also, they are a great diagnostic tool for identifying performance gains and help ensure your website is built in a user-centric way.

Leverage the Opportunity

Google’s Search algorithm acts as a gatekeeper in today’s digital marketing world, and higher rankings will expose you to more traffic. Improving the user experience by increasing the speed and efficiency of your website’s content is essential to generating more leads, improving conversions, and increasing ROI. Moreover, a user focused approach to web design improves the quality of results for the entire search ecosystem—which in our estimation—benefits everyone.

Do You Have Questions?

GET THE HELP YOU NEED

Our Website Speed Optimization Service can improve the performance of your website and help you achieve higher Core Web Vitals scores. However, if you want to increase your company's ROI and accelerate business growth, our team of strategists and analysts can help you lay the groundwork for a more effective digital marketing strategy—properly aligned with business goals—to deliver the results and ROI you deserve.

As a full-service agency with a long-term philosophy, we are uniquely qualified to counsel you more honestly about your strengths and weaknesses, and provide solutions tailored to your business needs—not our service offerings.



Email us for help!

Or Call us (818) 668-5058



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