

# Google Core Web Vitals and how to speed up your website

A beginners Guide  
by Pootlepress and NitroPack

# Agenda

- 1) What is Google changing?
- 2) What is the **Google Core Web Vitals** update
- 3) How to **test** your website speed
- 4) Factors that **slow down** your website
- 5) How to **speed up** a **slow** website
- 6) Introducing **NitroPack**

# What's changing?

Google announced that **Page Experience** will become an important ranking factor

They are calling this **Google Core Web Vitals**

It will **effect your Ranking from May** this year!

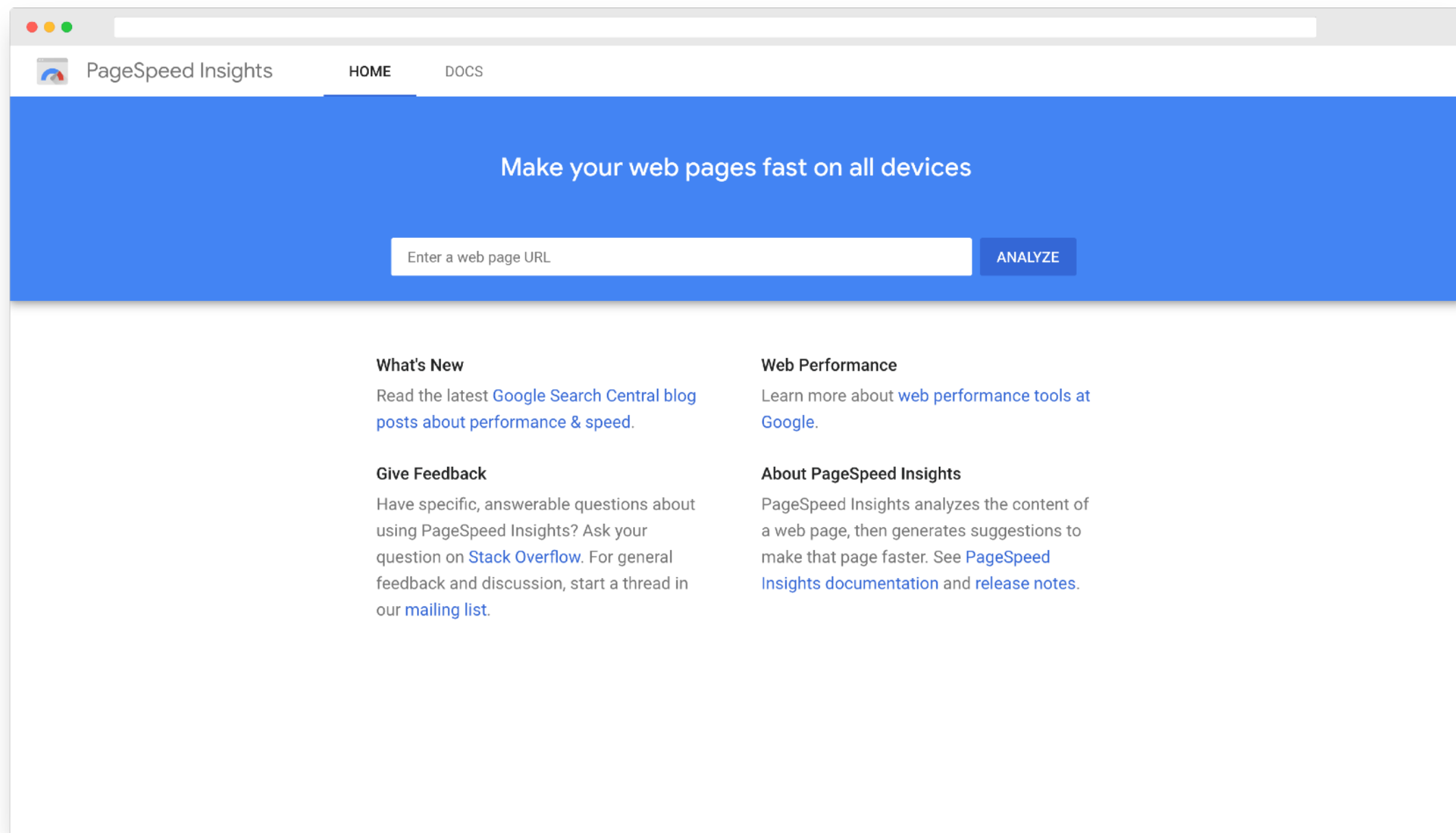
They announced it so that website owners would have time to prepare

It's important to remember that Google  
Core Web Vitals is **just one ranking factor**  
but an important one!

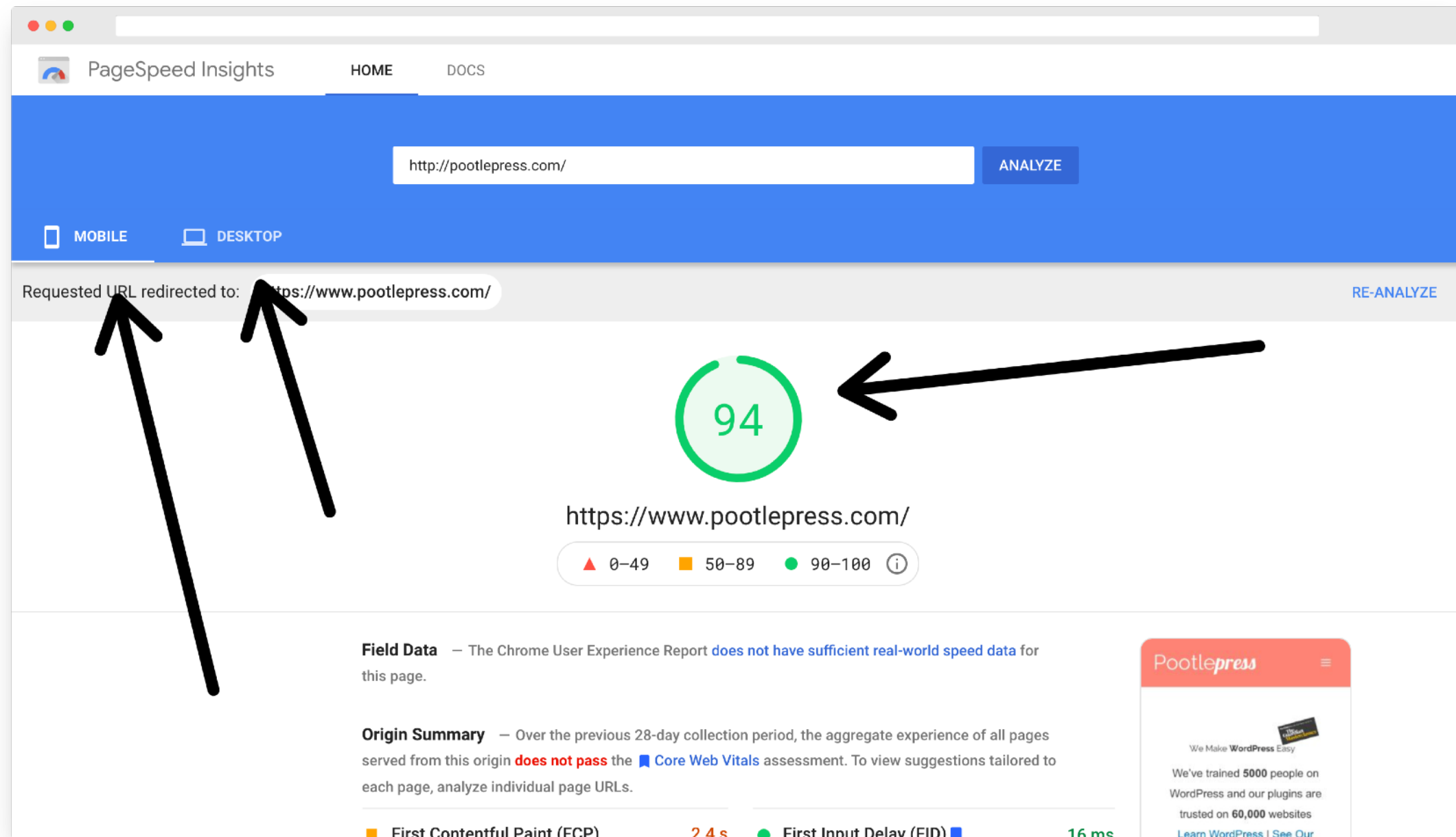
Quality Content  
Content length  
Search Intent  
On page SEO optimisation  
**Core Web Vitals**  
Keyword optimisation  
Backlinks

# First, test your website

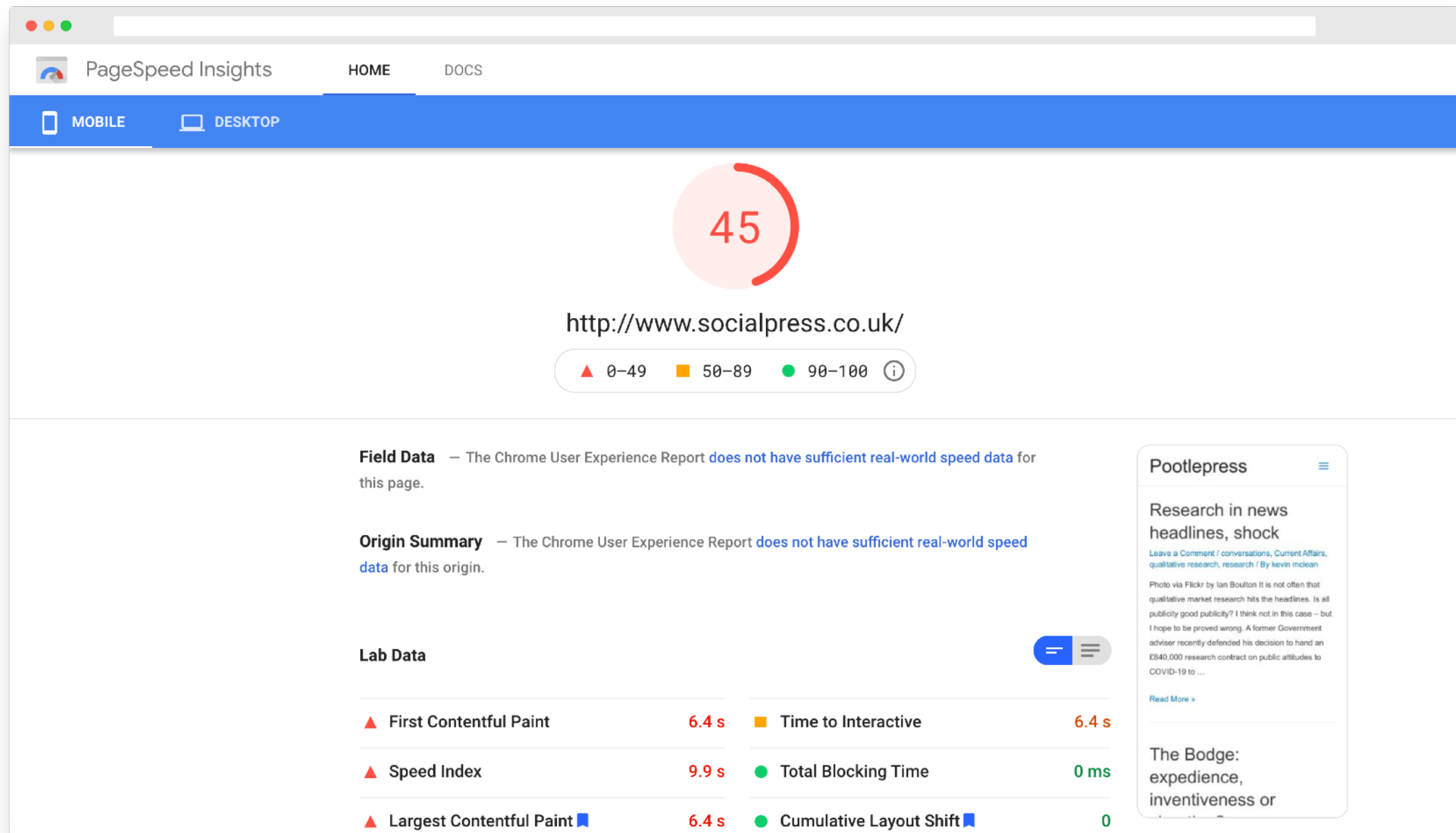
Go to the Google Page Insights website and put in your website  
<https://developers.google.com/speed/pagespeed/insights/>



# Page Insight results



# Lab data and field data



# Lab data and Field data

The **field data** is a **historical report** about how a URL has performed over a period of time, and is performance data from **users in the real-world**.

The **lab data** is based on a simulated load of a page on a single device and fixed set of network conditions.

As a result, the values may differ.



# Things can get technical

Lab Data					
▲ First Contentful Paint	6.4 s	■ Time to Interactive	6.4 s		
▲ Speed Index	9.9 s	● Total Blocking Time	0 ms		
▲ Largest Contentful Paint	6.4 s	● Cumulative Layout Shift	0		

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator](#).



**Opportunities** — These suggestions can help your page load faster. They don't [directly affect](#) the Performance score.

Opportunity	Estimated Savings
▲ Eliminate render-blocking resources	3.94 s
▲ Enable text compression	2.25 s
▲ Remove unused CSS	1.65 s
▲ Reduce initial server response time	1.28 s
■ Remove unused JavaScript	0.15 s

**Diagnostics** — More information about the performance of your application. These numbers don't [directly affect](#) the Performance score.

# In summary

**Core Web Vitals Are Part Of Google's Overall Evaluation Of "Page Experience"**



## CORE WEB VITALS

### LOADING

Largest Contentful Paint (LCP)

### INTERACTIVITY

First Input Delay (FID)

### VISUAL STABILITY

Cumulative Layout Shift (CLS)

## OTHER WEB VITALS

MOBILE FRIENDLY

SAFE BROWSING

HTTPS

NO INTRUSIVE  
INTERSTITIALS

Image source [backlinkco.com](https://backlinkco.com)

# Google Core Web Vitals

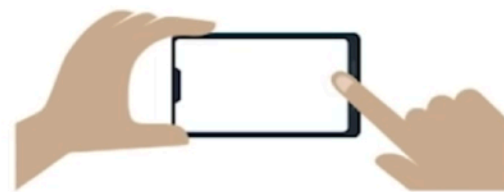
## Core Web Vitals



(Loading)

### LCP

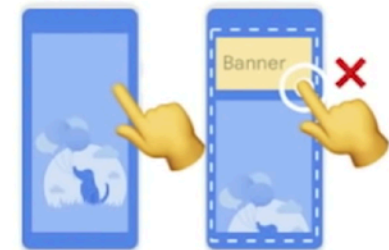
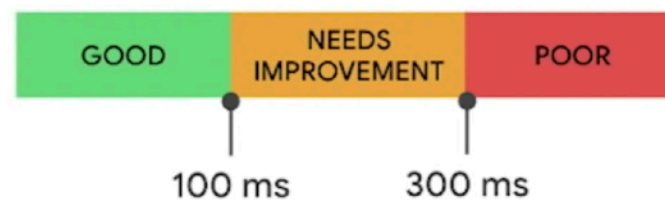
Largest Contentful Paint



(Interactivity)

### FID

First Input Delay



(Visual Stability)

### CLS

Cumulative Layout Shift



# Google Core Web Vitals

## ...the details

- [Largest Contentful Paint \(LCP\)](#): measures *loading* performance. To provide a good user experience, LCP should occur within 2.5 seconds of when the page first starts loading.
- [First Input Delay \(FID\)](#): measures *interactivity*. To provide a good user experience, pages should have a FID of less than 100 milliseconds.
- [Cumulative Layout Shift \(CLS\)](#): measures *visual stability*. To provide a good user experience, pages should maintain a CLS of less than 0.1.

# Some things that slow down your website and what you can do

## HUGE IMAGES - Compression will help



The screenshot shows the TinyPNG website interface. On the left, a cartoon panda mascot is sitting on grass, eating a bamboo shoot. In the center, there is a dashed box with a download icon and the text: "Drop your .png or .jpg files here! Up to 20 images, max 5 MB each." Below this box is a green button labeled "Go Pro!". To the right of the box, there are bamboo stalks and a logo that says "tiny png". Below the main interface, there is a section titled "Smart PNG and JPEG compression" with the text "More than 1 billion PNG and JPEG images optimized and still counting!". At the bottom, there are three columns of text: "What does TinyPNG do?", "Why should I use TinyPNG?", and "Get the Web". A small panda mascot wearing a crown is visible in the bottom right corner.

Drop your .png or .jpg files here!  
Up to 20 images, max 5 MB each.

Like to compress more? [Go Pro!](#)

Smart **PNG** and **JPEG** compression  
More than 1 billion PNG and JPEG images optimized and still counting!

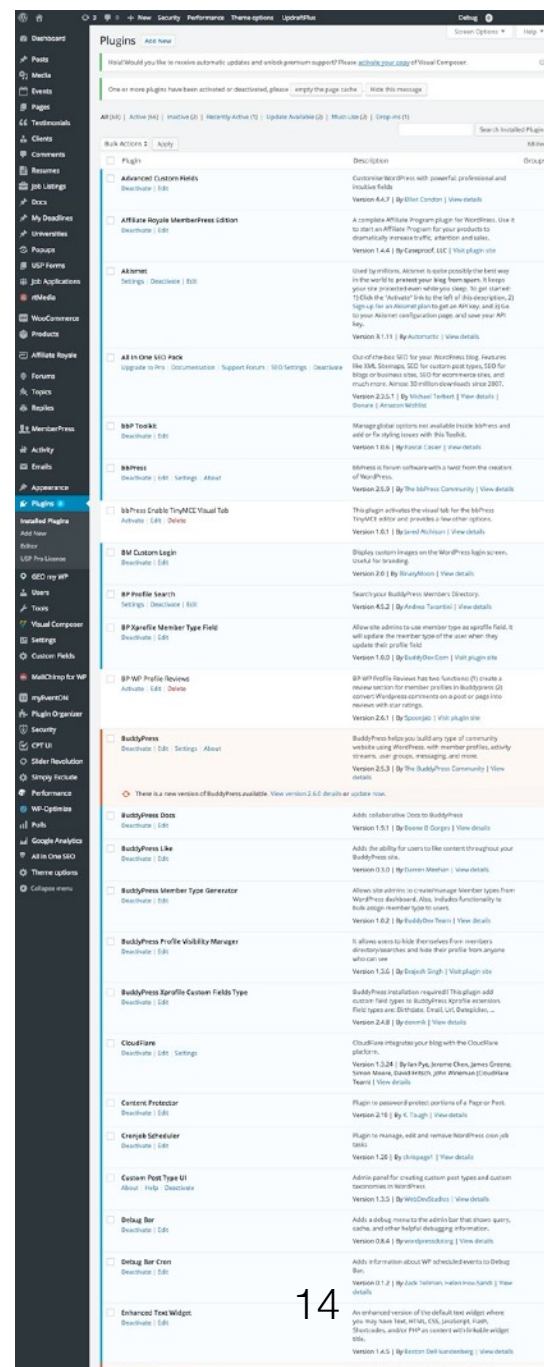
What does TinyPNG do?  
PNG uses smart lossy compression

Why should I use TinyPNG?  
PNG is useful because it's the only widely

Get the Web

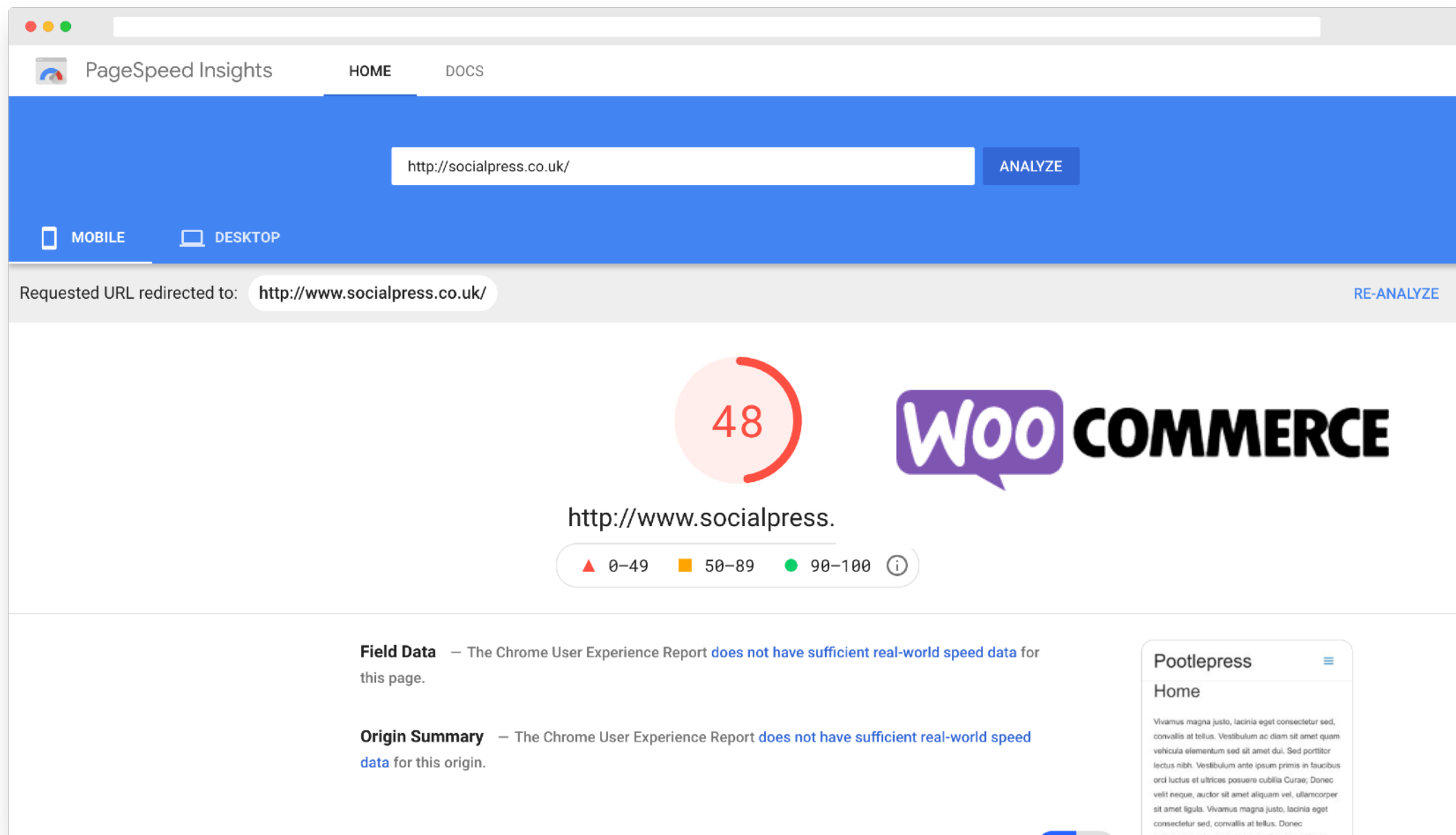
# Too Many Plugins

Do you really need them all?



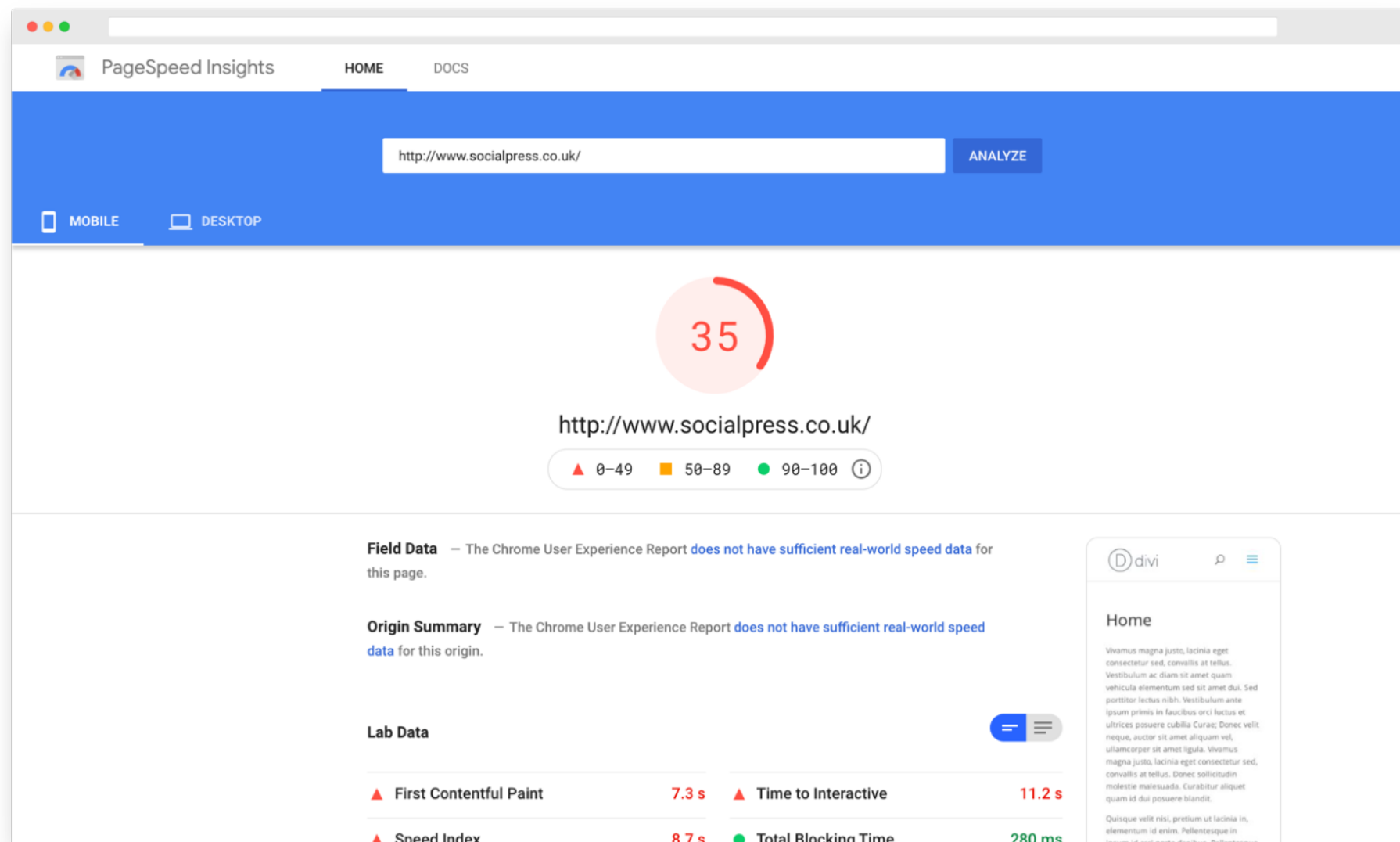


# But you might have to use that plugin!



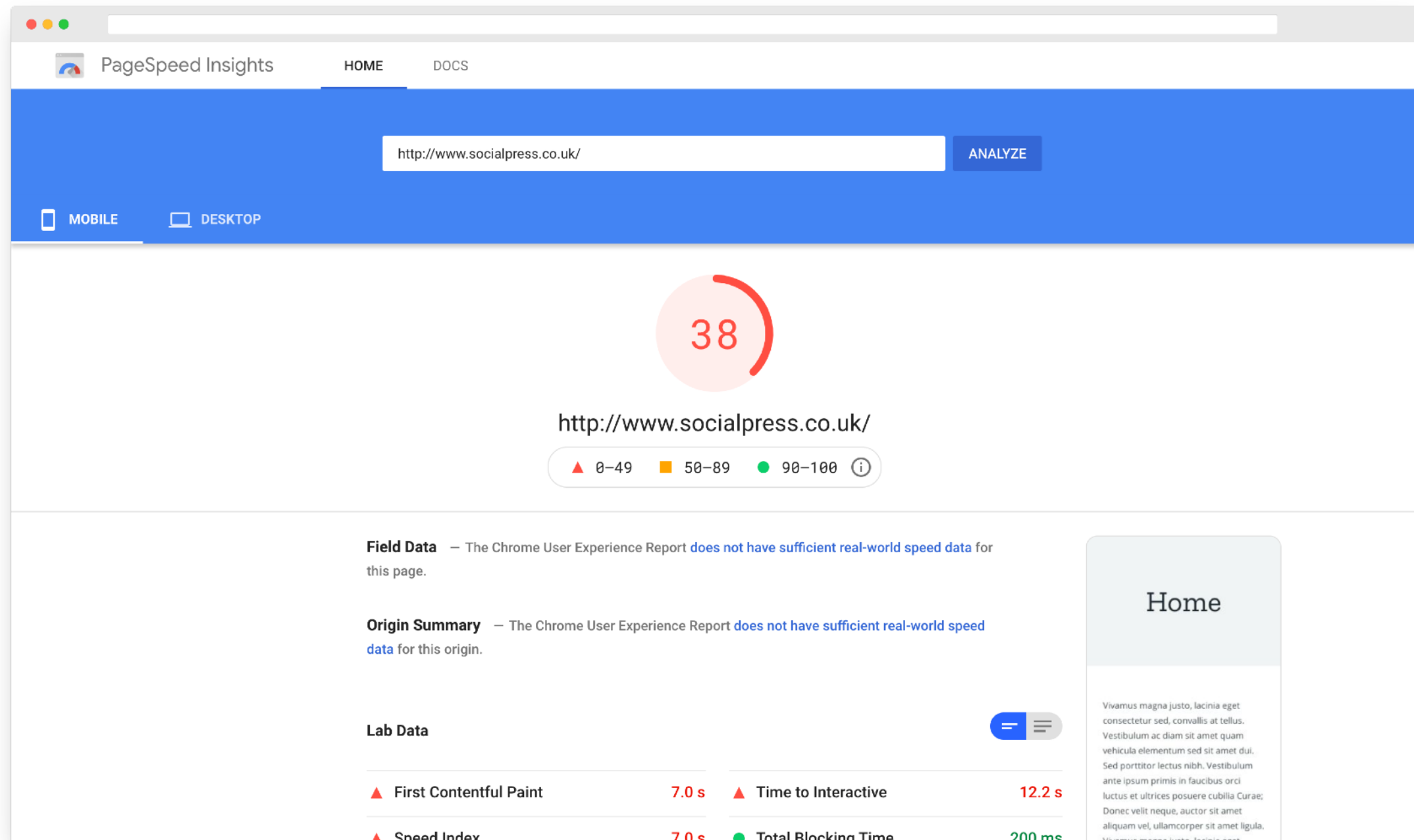
# A slow Theme

Some themes will slow down your website

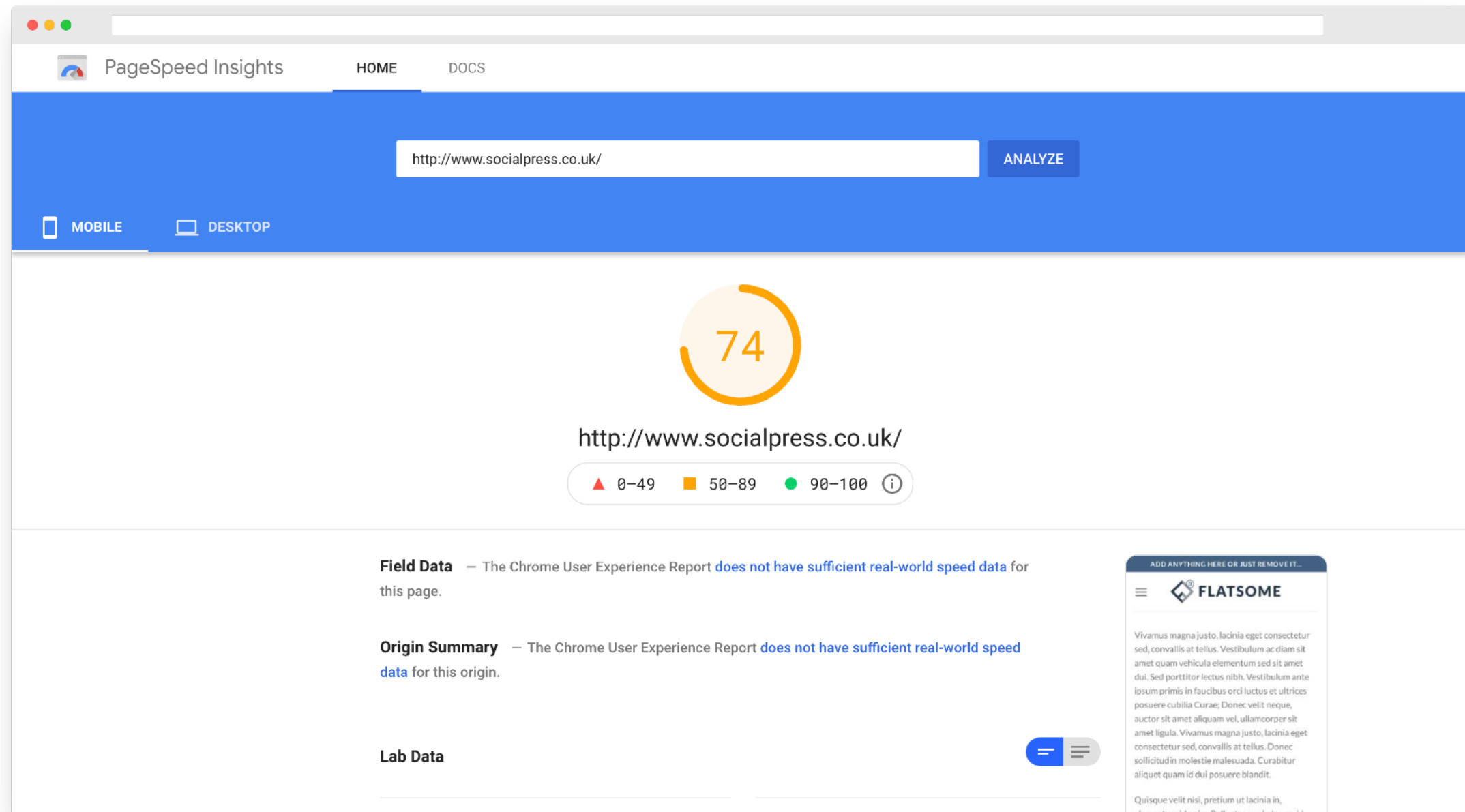




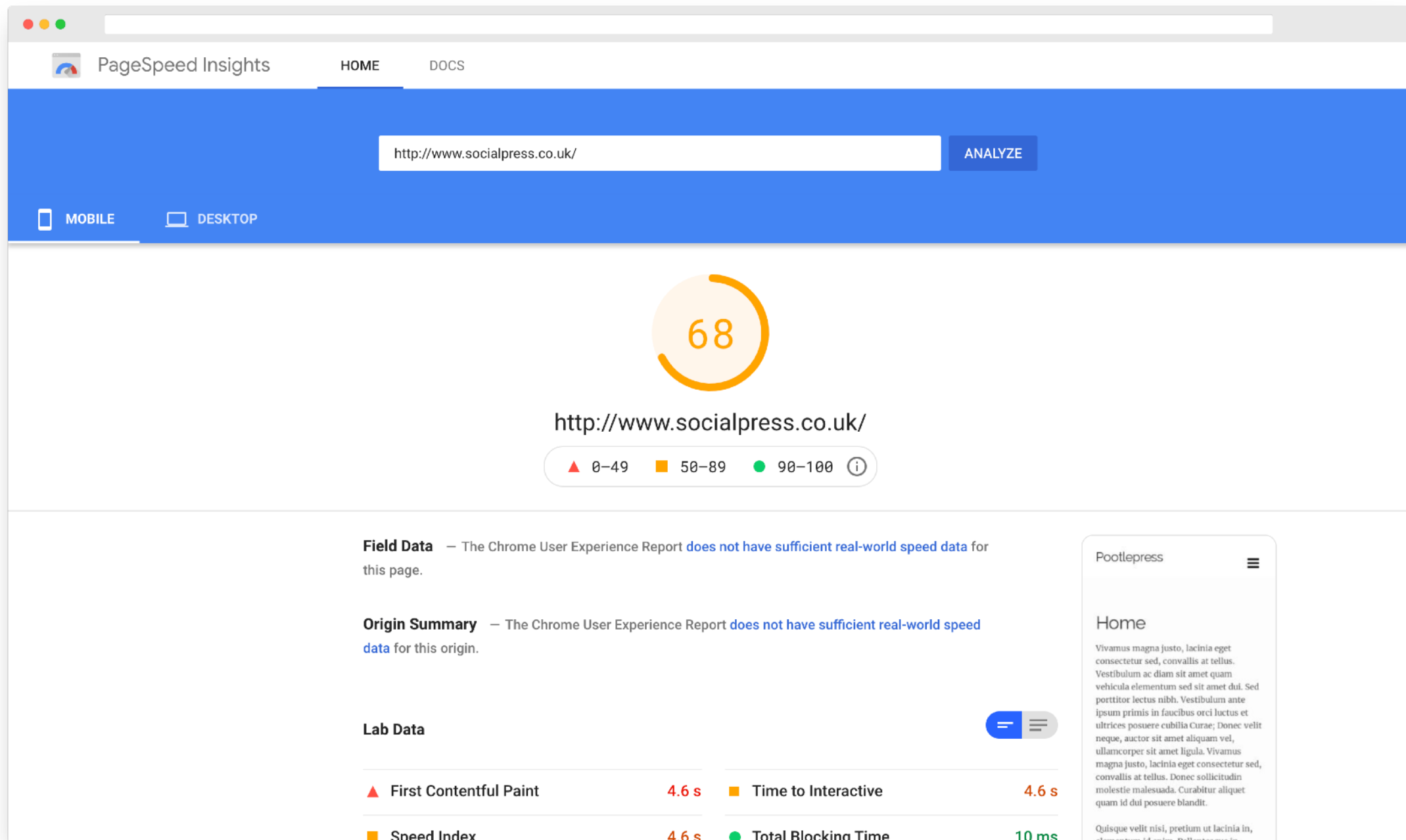
# Theme Speed



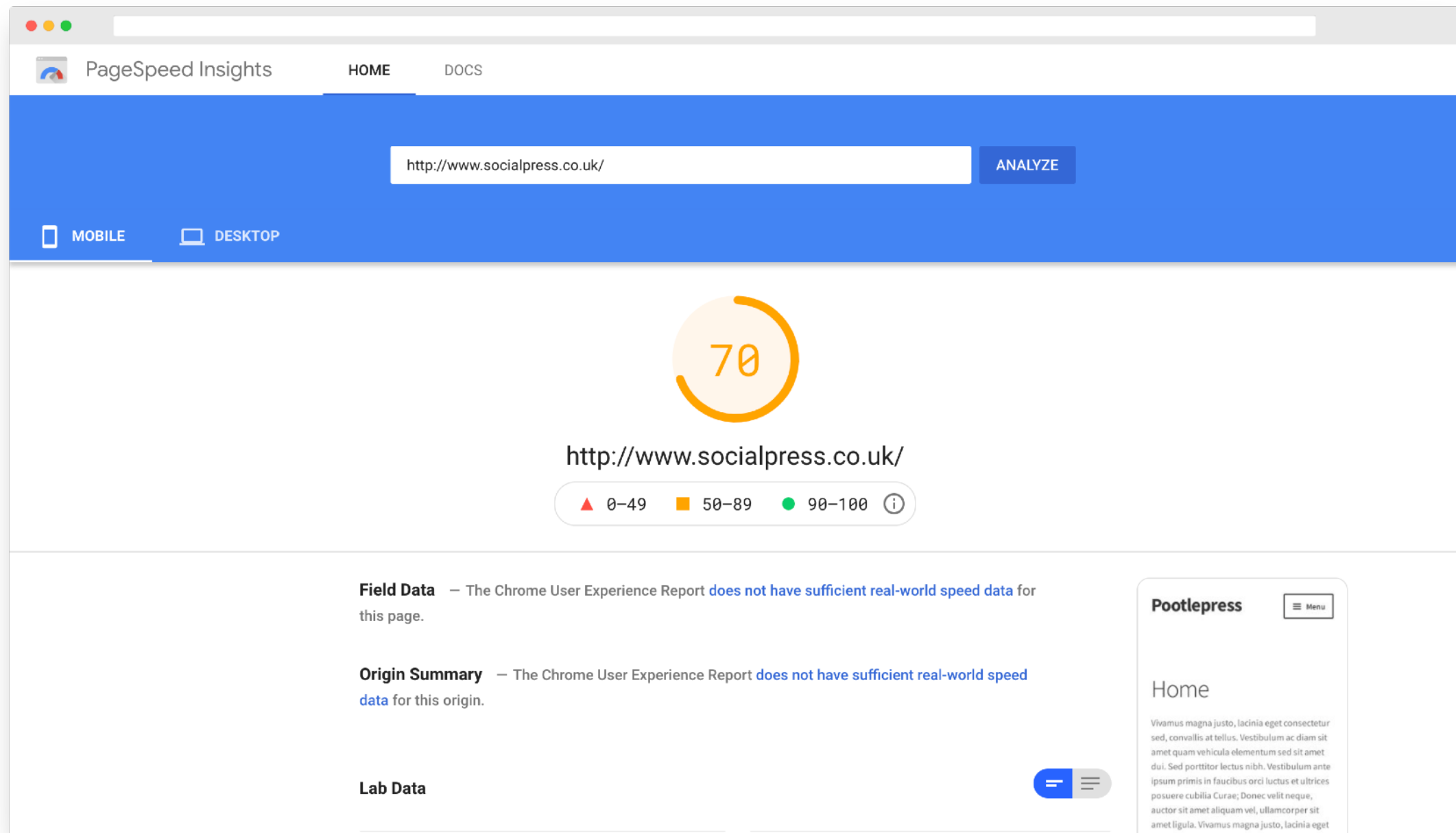
# Theme Speed



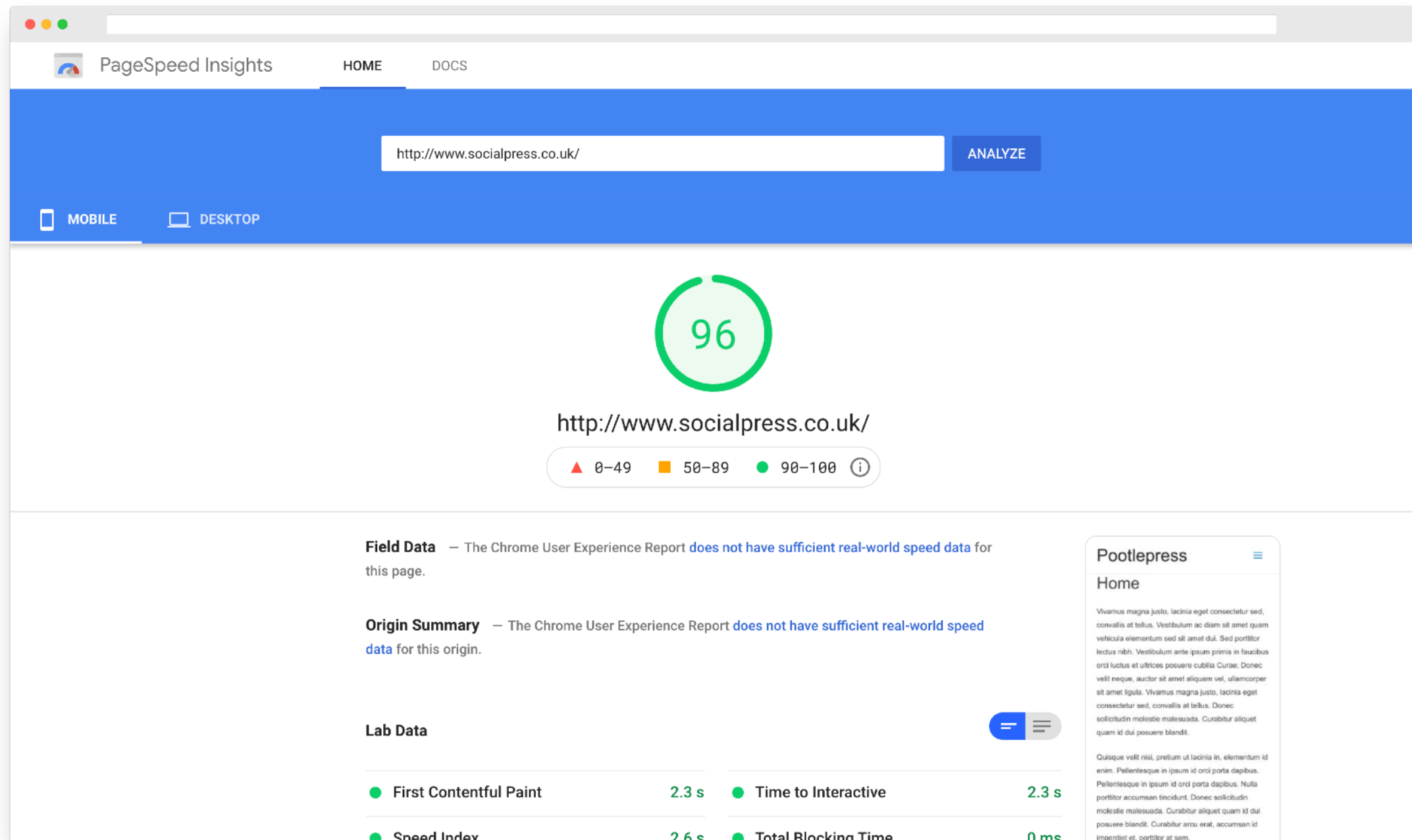
# Theme Speed



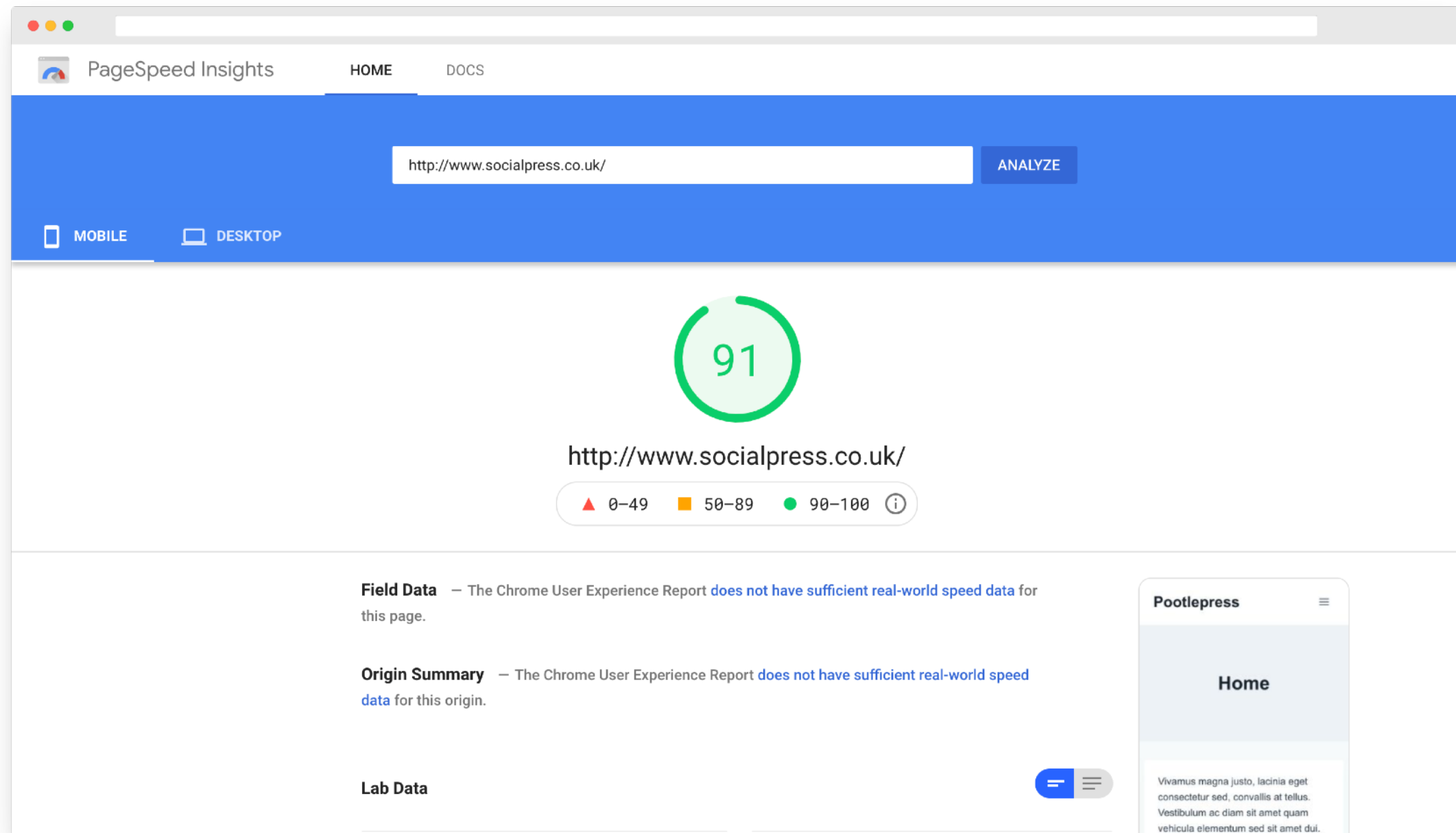
# Theme Speed



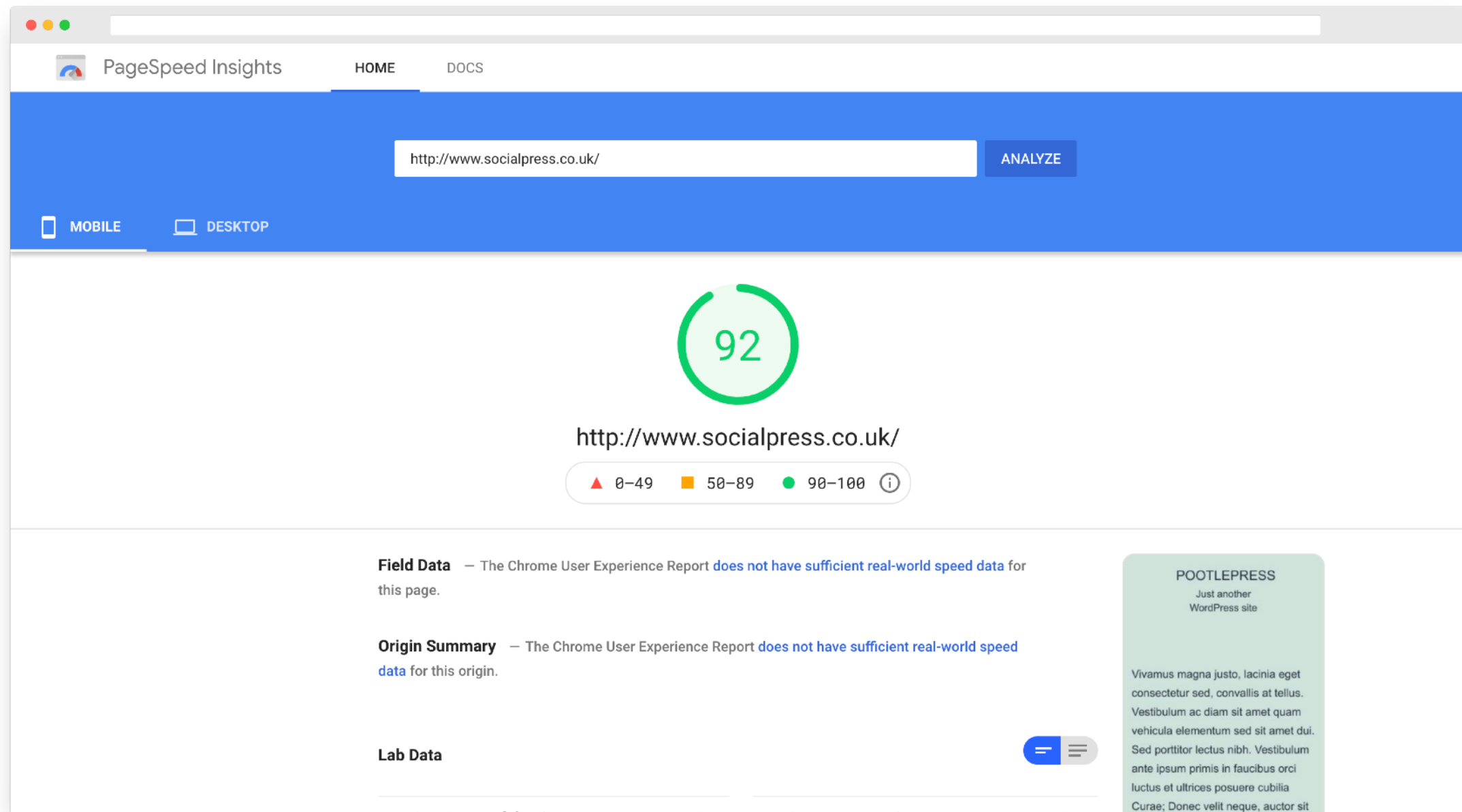
# Theme Speed



# Theme Speed



# Theme Speed



# Poor hosting?

But it's hard to  
diagnose whether  
hosting is slowing  
down your website!

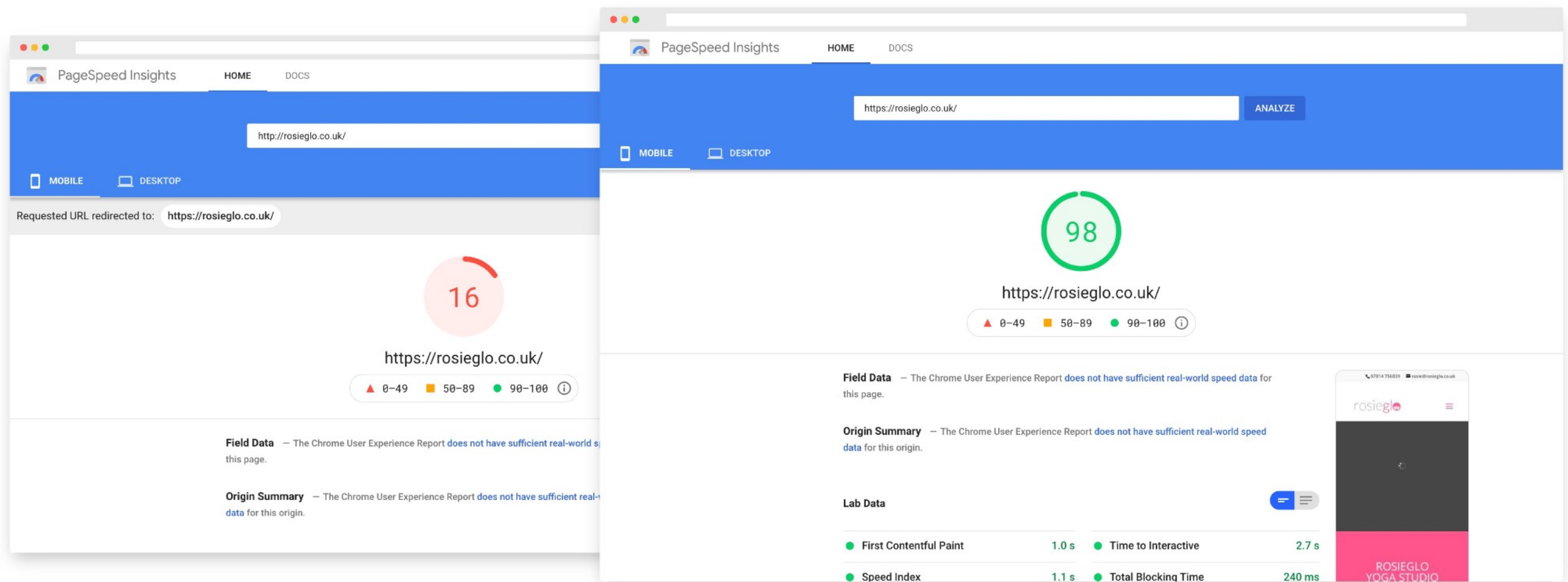


And it's not easy to  
change theme  
remove plugins  
change hosting

# If you still have a slow website, you could...

Use a caching plugin like WP Rocket or Wp Cache, but these generally only do some parts of what's required.

But if you want a simple, quick, turnkey solution, that will give you incredible speeds my recommendation is you try out Nitropack



My Wife's Yoga website (running Divi)

# Nitropack demo

The screenshot displays the NitroPack website interface. At the top, the NitroPack logo is on the left, and navigation links for Platforms, Features, Pricing, Blog, and About are in the center. On the right, there are 'Get started' and 'Sign in' buttons. The main heading reads 'Speed up your website effortlessly.' Below this, a text block states: 'NitroPack boosts PageSpeed Scores and reduces load times for 39,000+ websites.' A form with the placeholder 'Enter your website\*' and a 'Test Now' button is positioned below the text. To the right, a 'Optimized pages' section shows three circular progress indicators: 96% for the Home page (updated 2 min ago), 98% for the Features page (updated 4 min ago), and 99% for the Contact page (updated 6 min ago). Below this, a 'Simple configuration' section shows four buttons: Standard, Medium, Strong, and Ludicrous (which is selected). At the bottom of this section is an 'Operational mode' slider. A small yellow warning icon is visible in the bottom right corner of the page.

**NitroPack**

Platforms Features Pricing Blog About

Get started Sign in

## Speed up your website effortlessly.

NitroPack boosts PageSpeed Scores and reduces load times for 39,000+ websites.

Enter your website\* Test Now

\*See how much NitroPack can optimize your website's performance.

**Optimized pages**  
Last updates

Page	Score	Last updated
Home page	96%	2 min ago
Features page	98%	4 min ago
Contact page	99%	6 min ago

**Simple configuration**

Standard Medium Strong **Ludicrous**

Operational mode

# Question and answer session...

# Nitropack

## 10% off discount link

<https://nitropack.io/#2QWFVO>

Valid for 7 days