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/

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	Make your web pag	es fast on all devices
	Enter a web page URL	ANALYZE
	What's New	Web Performance
	Read the latest Google Search Central blog posts about performance & speed.	Learn more about web performance tools at Google.
	Give Feedback	About PageSpeed Insights
	Have specific, answerable questions about using PageSpeed Insights? Ask your question on Stack Overflow. For general feedback and discussion, start a thread in our mailing list.	PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. See PageSpeed Insights documentation and release notes.



Page Insight results

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Lab data and field data

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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



Values are estimated and may vary. The **performance score is calculated** directly from these metrics. **See calculator**.

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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 ∨	
A 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



Google Core Web Vitals



Google Core Web Vitals ...the details

- <u>Largest Contentful Paint (LCP)</u>: 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.
- <u>Cumulative Layout Shift (CLS)</u>: 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 your can do

HUGE IMAGES - Compression will help



Smart PNG and JPEG compression

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

t does TinyPNG do?

PNG uses smart lossy compression

PNG is useful because it's the only widely

Why should I use TinyPNG?

Get the Web





Too Many Plugins

Do you really need them all?

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Some themes will slow down your website

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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

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My Wife's Yoga website (running Divi)



Nitropack demo



Question and answer session...



Nitropack 10% off discount link https://nitropack.io/#2QWFVO

Valid for 7 days

