Core Web Vitals Guide 2024

Improve User Experience & Conversion Rate

DittoDigital

Introduction

Google uses three metrics called ***Core Web Vitals*** to help businesses assess the performance of their websites with respect to user experience – and hence conversion rates and sales.

In early 2024, Google changed one of those metrics to better determine how responsive a web page is during ***all*** visitor interactions, such as tapping a button or clicking a link. The old metric only checked the ***first*** visitor interaction. The new 2024 metric is a more complete measure of a good user experience.

Independent research at Ditto Digital shows that conversion rates can increase by up to 17% when the user experience is improved in line with Core Web Vitals recommendations. Given the average conversion rate across all industries is only 2 – 5% then an increase of that magnitude could have a major impact on the profitability of a business.

With many websites failing to address user experience issues, there's a real opportunity for websites that meet the new 2024 Core Web Vitals standard to gain a powerful advantage in online search.

What are Core Web Vitals?

Core Web Vitals measure how quickly a visitor can view a page on your website, how quickly the page becomes stable and how quickly they can interact with a page by, for example, clicking a button to buy a product, contacting the business or signing up for more information.

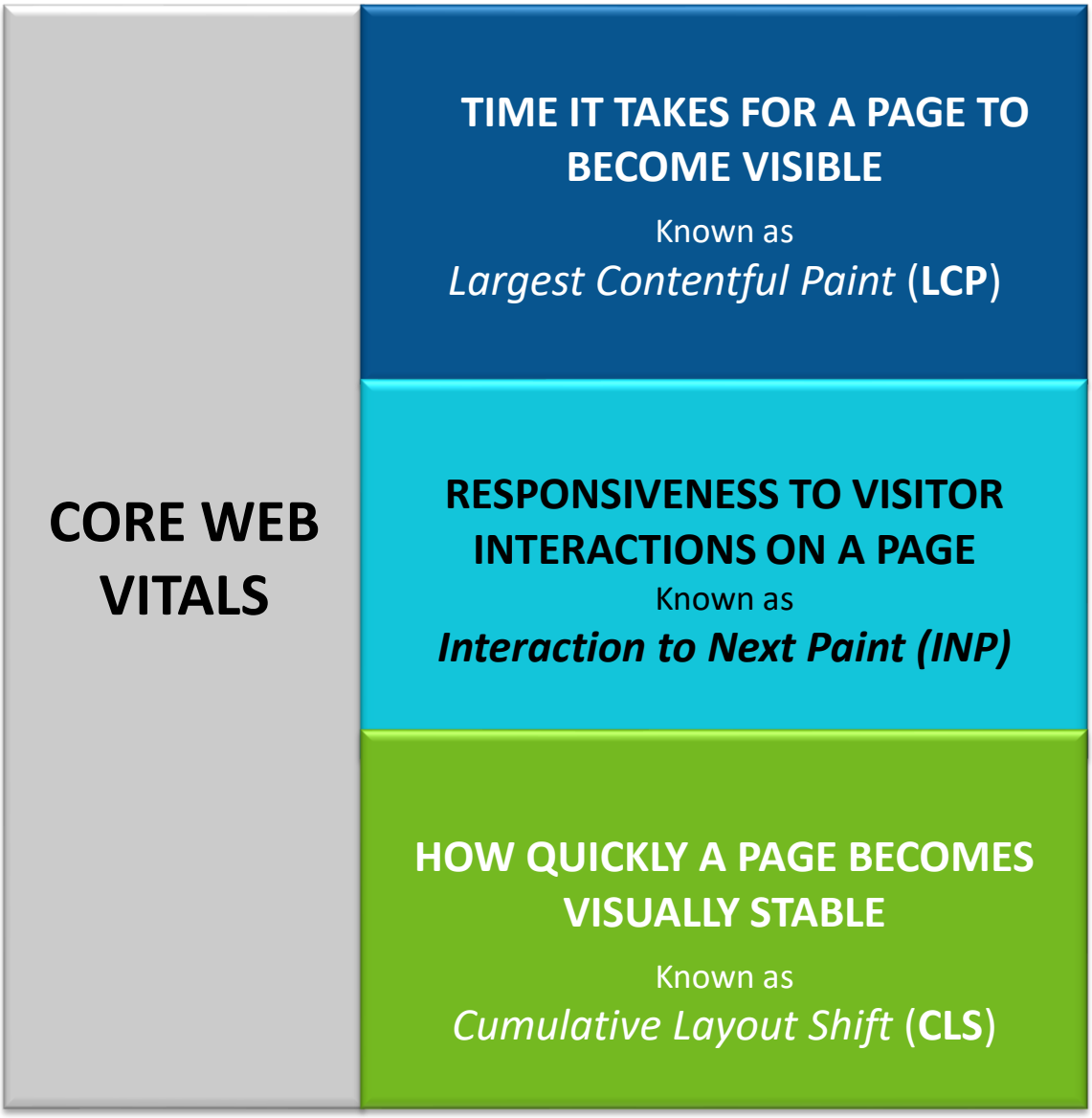
Meeting the minimum requirements of these metrics gives website visitors a better online experience, making them more likely to become customers.

This guide outlines the 2024 metrics and includes information and advice to help you understand the basics of Core Web Vitals, and how to identify any potential problems.

Luckily you don't have to understand the technical details to identify if there is a problem impacting user experience and conversion rates.

You can talk to your web developer or a technical SEO expert for help resolving any Core Web Vitals issues you find.

Overview of the 3 metrics



How To Identify Core Web Vitals Issues

CHECK FOR ERRORS or warnings in the "Core Web Vitals" section of ***Google Search Console*** for your website.

Here's how:

1. Login to Google Search Console here https://search.google.com/search-console/. If you don't have access to Search Console see the alternative method for checking Core Web Vitals issues on **Page 7**)

2. Look down the options on the left had side menu and in the "Experience" section click "Core Web Vitals"

3. Look at the resulting report where web page URLs are categorised as "poor", "needing improvement" or "good". There will be different results for the website when viewed on a desktop PC or a small mobile device. The report will look something like the one shown on the next page.

4. If any errors are shown, click on **OPEN REPORT** at the top right hand side of the graph to find out which pages are affected.

5. Click on an error to see an example URL with that error, then click on a URL to see other URLs that have the same issue. See our example on Page 6.

Core web vitals

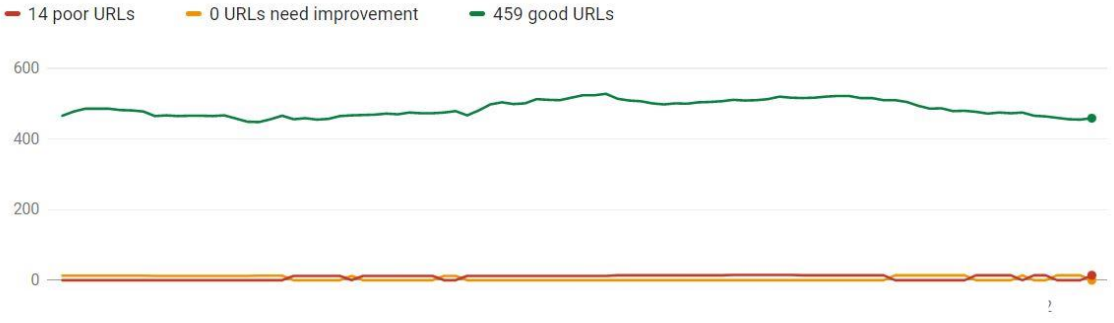
Source: Chrome UX report Last updated:

Mobile

OPEN REPORT >

Desktop

OPEN REPORT >



Why URLs aren't considered good

URLs with these issues don't provide a good page experience

Severity	Issue	Validation	Trend	URLs
Poor	CLS issue: more than 0.25 (desktop)	Not Started		14
Need improvement	CLS issue: more than 0.1 (desktop)	N/A		0

Rows per page: 10 1-2 of 2

URL groups

Example URL	Group population	Group CLS
https://www.	14	0.59

Rows per page: 10 1-1 of 1

Core Web Vitals Assessment

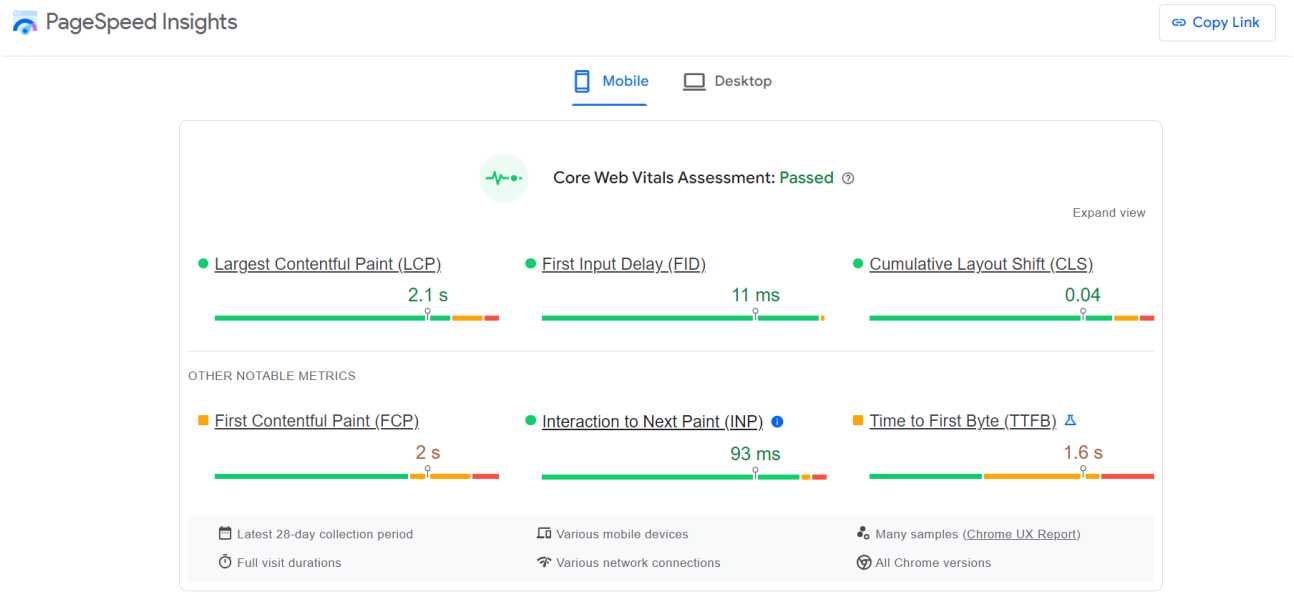
Get a Core Web Vitals Assessment for individual web pages using Google's free ***PageSpeed Insights*** tool

Here's how:

1. Go to the **PageSpeed Insights** tool here https://pagespeed.web.dev to discover the Core Web Vitals metrics for individual web pages.

2. Enter the URL of any page on your website and click the blue **Analyze** button. The tool will then show the Core Web Vitals metrics for that page plus other important performance metrics. (See our example on the next page) It will also provide a Performance Score out of a 100 and other relevant scores.

Note that if your website does not have enough visitors, there will not be enough data to perform a Core Web Vitals Assessment in PageSpeed Insights but you can still follow the general recommendation to improve performance. .



What Next...

TAKE ACTION to resolve any warnings or errors you identify as soon as possible by informing your web developer of the issues or talking to a Technical SEO expert.

REMEMBER that meeting the minimum requirements of these metrics will give website visitors a better experience, making them more likely to become customers.

AN ADDED BONUS *is that Core Web Vitals metrics directly impact ranking positions in Google search. By improving these metrics for your website it will appear higher up than comparable competitor websites for searches important to your business.*

Appendix: Technical Details

1 LCP – Largest Contentful Paint

One factor in a poor user experience is how long it takes to see something on the screen. One measure of this is *First Contentful Paint* (FCP) which is how long it takes to see the *first* piece of content on a page, but a better measure is LCP, which is how long it takes to see the *largest* element on the page, such as an image or text block, which is usually the most important from a user perspective.

GOOD	NEEDS IMPROVEMENT	POOR
< 2.5 seconds	2.5 – 4.5 seconds	> 4.5 seconds

2 INP – Interaction to Next Paint

This measures how much time elapses between a user interaction (like a button click or tap) and the "next paint" that visually updates the web page. For example, if it takes the page 500 milliseconds to update, that is the INP value.

GOOD	NEEDS IMPROVEMENT	POOR
< 200 ms	200 – 500 ms	> 500 ms

3 CLS – Cumulative Layout Shift

This is a score that measures how often different parts of a web page move from their initial position to their final, stable position. An example of a layout shift is when a section of text appears first then an image is loaded above it – pushing the text further down.

GOOD	NEEDS IMPROVEMENT	POOR
< 0.1	0.1 – 0.25	> 0.25

Want to improve user experience & increase conversion rates?

Talk to an expert

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