

# Google is Changing in June 2021

## Are You Ready?



## Core Web Vitals

## A Quick Guide

# Core Web Vitals – Introduction

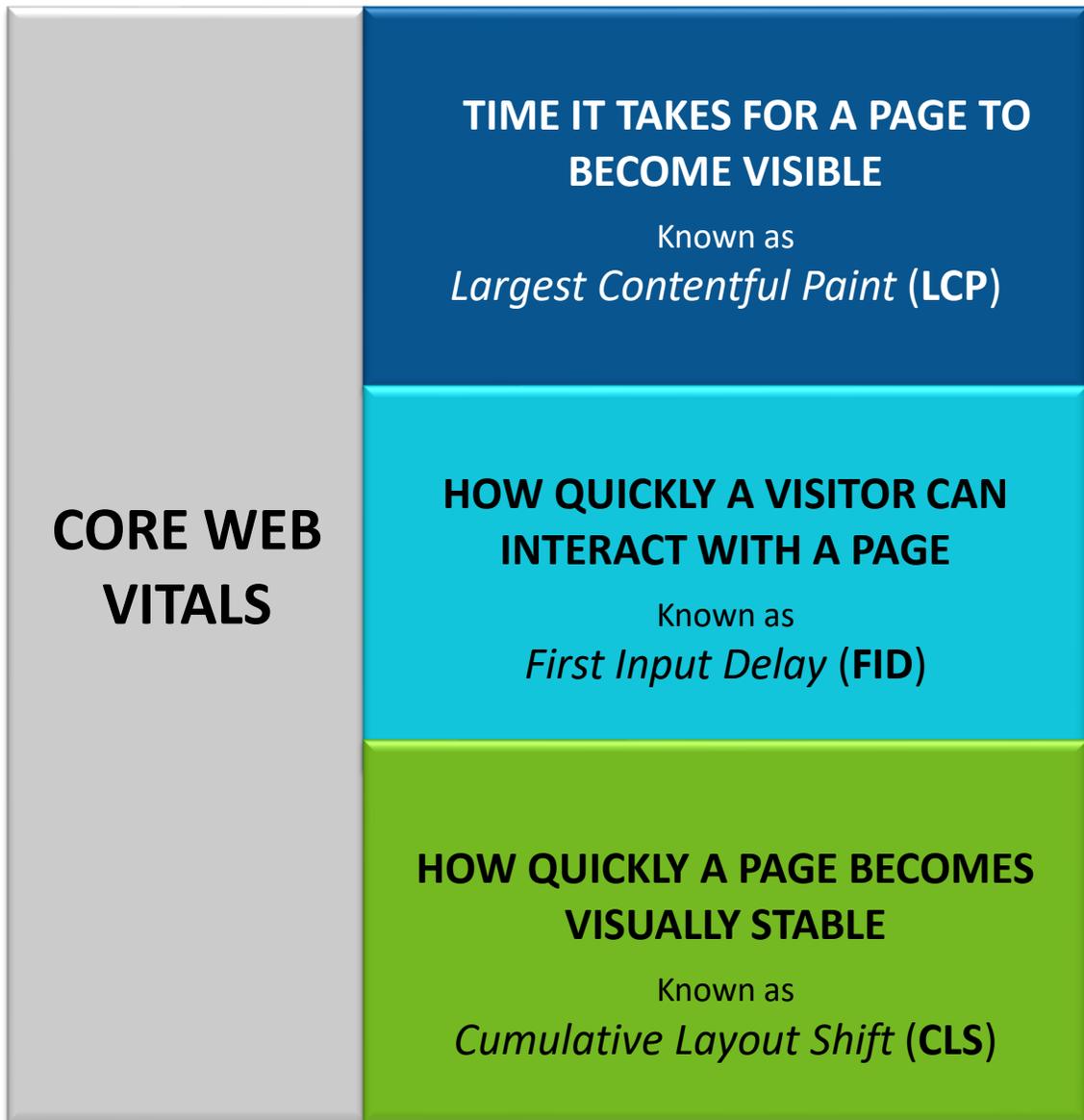
Google uses more than 200 factors when deciding where to rank any single web page in the search results.

In June 2021, 3 new metrics will be added to this list of ranking factors making user experience more important than ever. Google has taken the unusual step of announcing this algorithm change in advance and now reports these metrics in their free tools. This is a clear indication of the importance of the update.

**The key thing for businesses to remember is that meeting the minimum requirements of these new metrics will give website visitors a better experience, making them more likely to become customers.**

There are 3 technical terms for these measures, which we outline on the next page but, simply put, they are all about how quickly a visitor can see and interact with a web page (e.g. by clicking a button). These metrics are a more refined instrument to measure page experience than the page loading speed.

# Core Web Vitals – Overview



# Core Web Vitals – 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.

<b>GOOD</b> < 2.5 seconds	<b>NEEDS IMPROVEMENT</b> 2.5 – 4.5 seconds	<b>POOR</b> > 4.5 seconds
------------------------------	---	------------------------------

## 2 FID - First Input Delay

This measures the time it takes for the browser to respond to a visitor's first interaction with a website such as clicking a button. The speed of response can be impacted by the user's device or by the web page itself being slow to respond.

<b>GOOD</b> < 100 ms	<b>NEEDS IMPROVEMENT</b> 100 – 300 ms	<b>POOR</b> > 300 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.

<b>GOOD</b> < 0.1	<b>NEEDS IMPROVEMENT</b> 0.1 – 0.25	<b>POOR</b> > 0.25
----------------------	--	-----------------------

# What Now?



**Check** for warnings or errors in the “Core Web Vitals” section of *Google Search Console* for your website.



**Take action** to resolve any warnings or errors now – well in advance of the algorithm change in June 2021. The free Google tool *PageSpeed Insights* provides recommendations on how to improve individual web pages but you will need the help of a web developer.



**Remember** the other important factors when it comes to page experience for website visitors:

- Use a secure protocol for data transfer i.e. https
- Ensure web pages are mobile friendly
- Avoid intrusive popups

Prepared by:



[www.dittodigital.co.uk](http://www.dittodigital.co.uk)

01494 530233 [hello@dittodigital.co.uk](mailto:hello@dittodigital.co.uk)