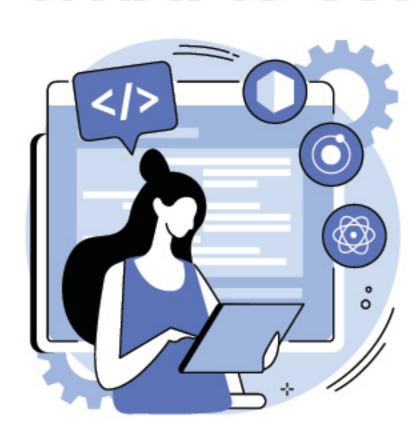# WHAT TO KNOW ABOUT GOOGLE'S CORE WEB VITALS

SEO is quickly changing, make sure you're ahead of the curve
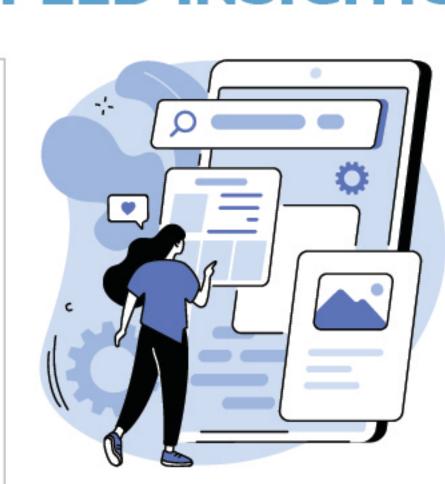
WHAT IS CORE WEB VITALS?

Google Search Console's new way to measure the user experience of a web page, which is a key ranking factor in SEO.

Hint: The better the UX, the more likely you are to rank on Google.

CORE WEB VITALS VS PAGESPEED INSIGHTS

For PageSpeed Insights, Google crawls your page themselves and develops a report using software.

But **Core Web Vitals** only measures the real-world users experience. Therefore, it's a great tool for UX web page creation and is super accurate.

WHAT DOES GOOGLE MEAN BY A GOOD USER EXPERIENCE?

They take things like load time, interactivity, and visual stability into **account when considering UX.**

"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."

Source: https://web.dev/vitals/

THERE ARE 3 CORE WEB VITALS METRICS:

(Loading)

LCP
Largest Contentful Paint

GOOD	NEEDS IMPROVEMENT	POOR

2.5 sec   4.0 sec

Largest Contentful Paint (LCP): Measures load time, or when the main content of the page has "likely" loaded. It may not be exact, but you want to reach for <2 seconds.

Note: LCP derives from First Contentful Paint (FCP) and Time to First Byte (TTFB) metrics. This accounts for 25% of your overall score.

(Interactivity)

FID
First Input Delay

GOOD	NEEDS IMPROVEMENT	POOR

100 ms   300 ms

First Input Delay (FID): Measures interactivity. It quantifies the expereince users feel when they first interact with the page, or he time before they first interacted. You want them scrolling for more than a few seconds, at the very least.

Note: Heavy JavaScript usage can negatively impact your FID. This accounts for 15% of your overall score.

(Visual Stability)

CLS
Cumulative Layout Shift

GOOD	NEEDS IMPROVEMENT	POOR

0.1   0.25

Cumulative Layout Shift (CLS): Measures visual stability. This means no shoving all your CSS code to the bottom to get your page to load faster (unformatted content or contact that moves leads to poor marks).

Note: This accounts for 5% of your overall score.

Note: These are the current metrics, but they're subject to change based on ongoing UX research.

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