



Dana Web Pro



Fast Websites Matter:

Google Core Web Vitals & Site Speed

What's in this Presentation?

Why fast websites matter to business

Google Core Web Vitals

What is a good website performance score?

How you can make your site fast

How we can help





Why Fast Websites Matter to Business

Fast Websites Convert Better

Conversions drop by 2% to 4% for every **second** it takes a website to load

The first five seconds of page load time have the highest impact on website conversion rates



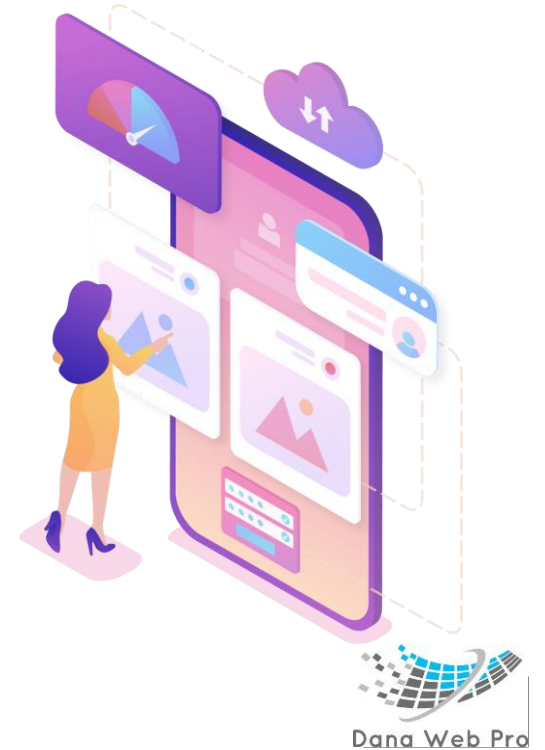
Your Logo
Here

Fast Websites Provide a Better Experience for Users

Users won't wait for a slow web page to load, since there are many other options available that are just a click away

Web pages that don't provide a good experience will turn off site visitors

Visitors abandon sites at 10x rate when a web page goes from 2sec to 10sec load time



Fast Websites Can Rank Better on Google



Here is [Google's official position](#).



New in 2021: Google Core Web Vitals

Google Core Web Vitals

Google's new metrics for quickly summarizing the user experience performance of a website.

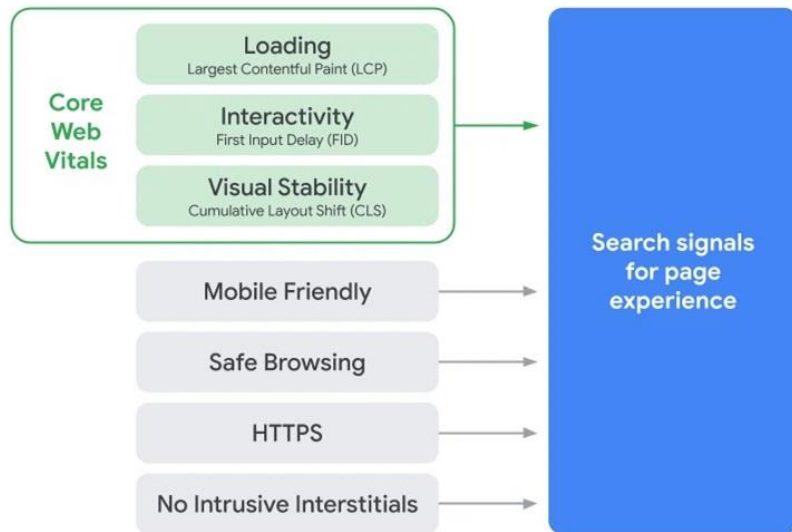
Three important metrics:

Loading Speed - LCP (Largest Contentful Paint)

Interactivity - FID (First Input Delay)

Visual Stability - CLS (Cumulative Layout Shift)





User Experience Matters

Google is measuring not only performance or speed, but they're measuring for best practices related to the entire website experience.

[Source](#)

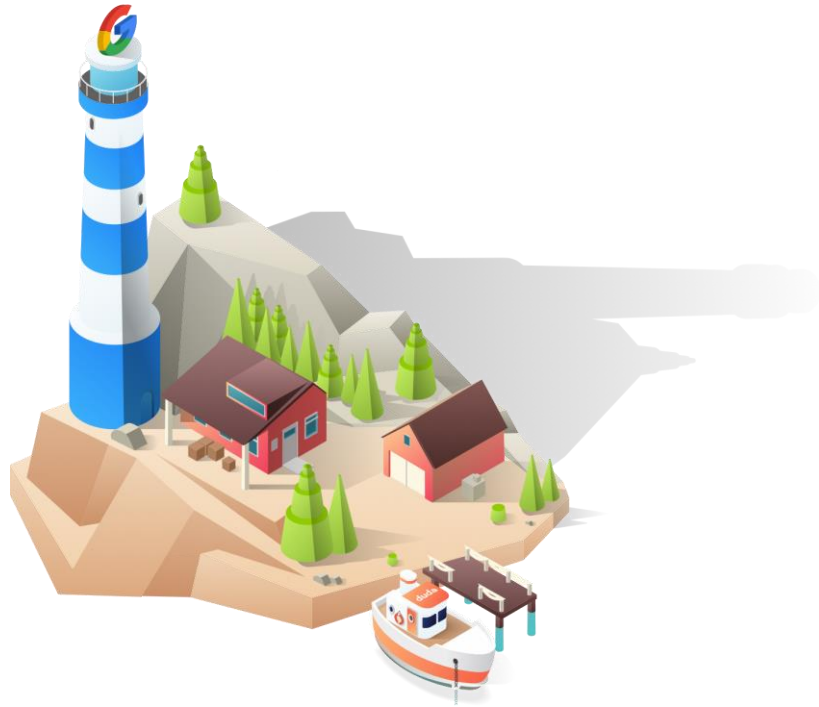
Web Vitals as a Ranking Factor

Web Vitals will join the other experience metrics as a Google ranking signal in summer 2021.

This is Google's most specific performance metrics to date — *we've never had anything close to this level of detail related to performance.*

Note that this is a signal, *not the only defining ranking factor.*





Measuring Site Scores

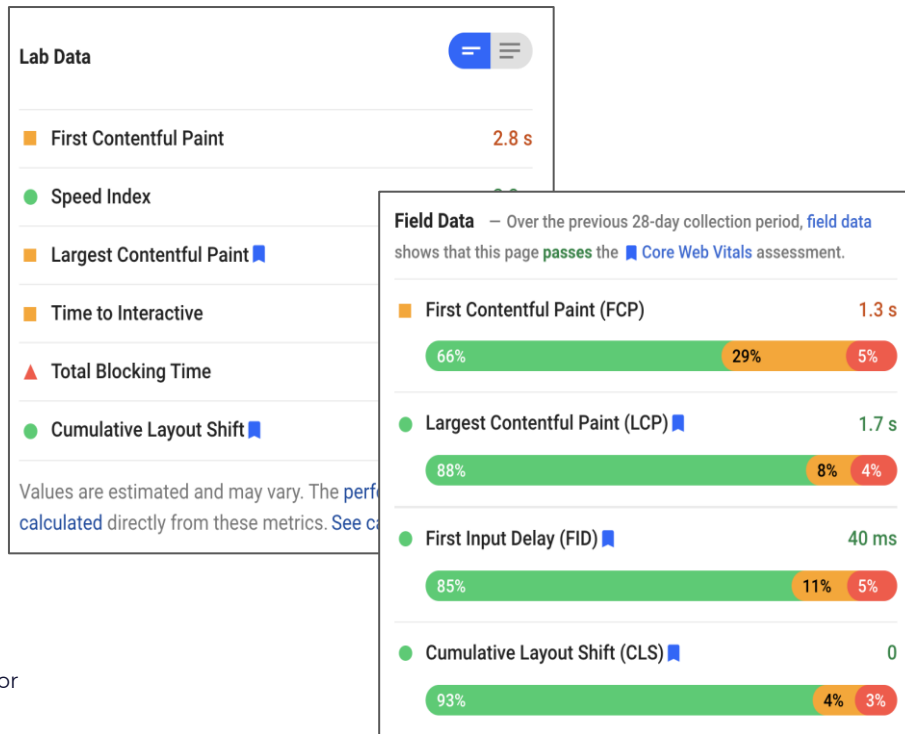
Google PageSpeed Insights

Measures a variety of website performance metrics

Lab Data* and Field Data**

* Lab data is only an estimate.

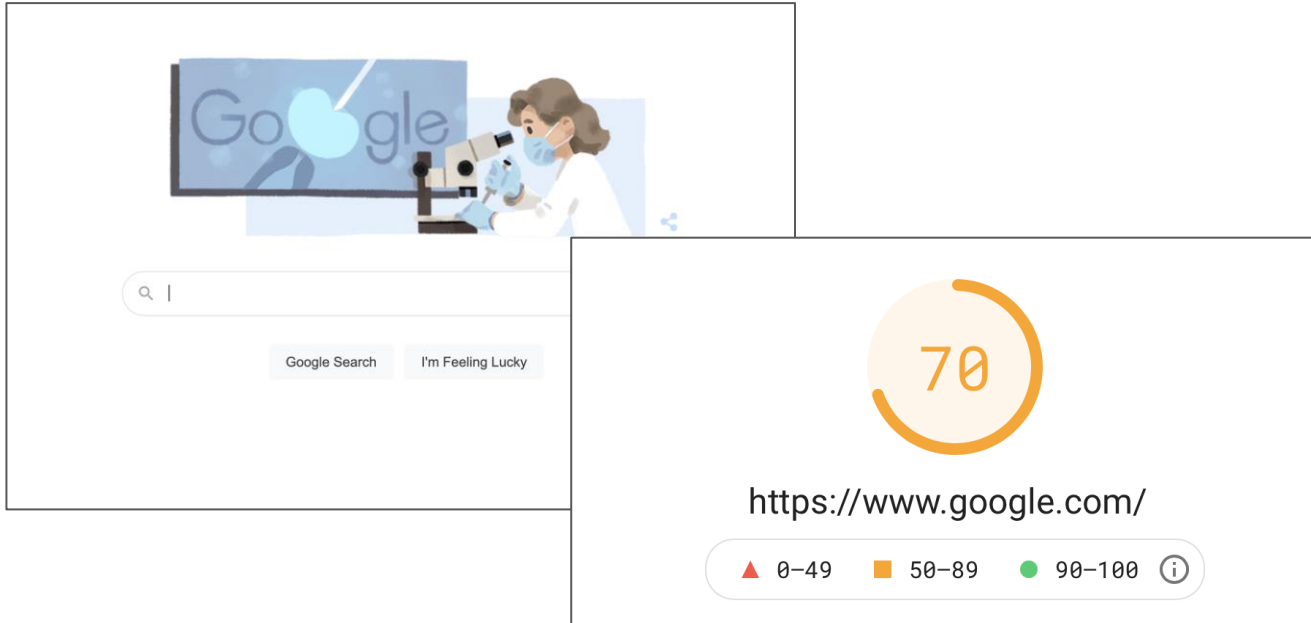
** Field data looks at prior 28 days of **actual** website activity, and reports for higher-traffic sites. Field data is more accurate and more representative.





What These Scores Mean

What is a Good Score on Pagespeed Insights?



Anything above 70 on Pagespeed Insights is a very strong score.
(Fun fact: Google.com itself typically scores in the upper 60s to low 70s.)

What is a Good Score for Core Web Vitals?



According to a recent study by HTTPArchive, only 20% of websites across the web score “good” on **all three** Core Web Vitals metrics on mobile devices

Things That Can Slow Your Site Down...

Home pages with unoptimized images or unoptimized videos above the fold

Third-party tracking pixels / analytics

Externally hosted embeds

Heavy 3rd party widgets above the fold
Eg. Facebook, Map, Video, Image slider/gallery, above the fold.

Custom code at top of page

Pages with multiple instances of large media objects (images, sliders, videos, etc.)

Excessive font usage

What We Can Help You With

- Performing a performance audit of your website

- Improving your website performance based on that audit

- Getting you results!



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