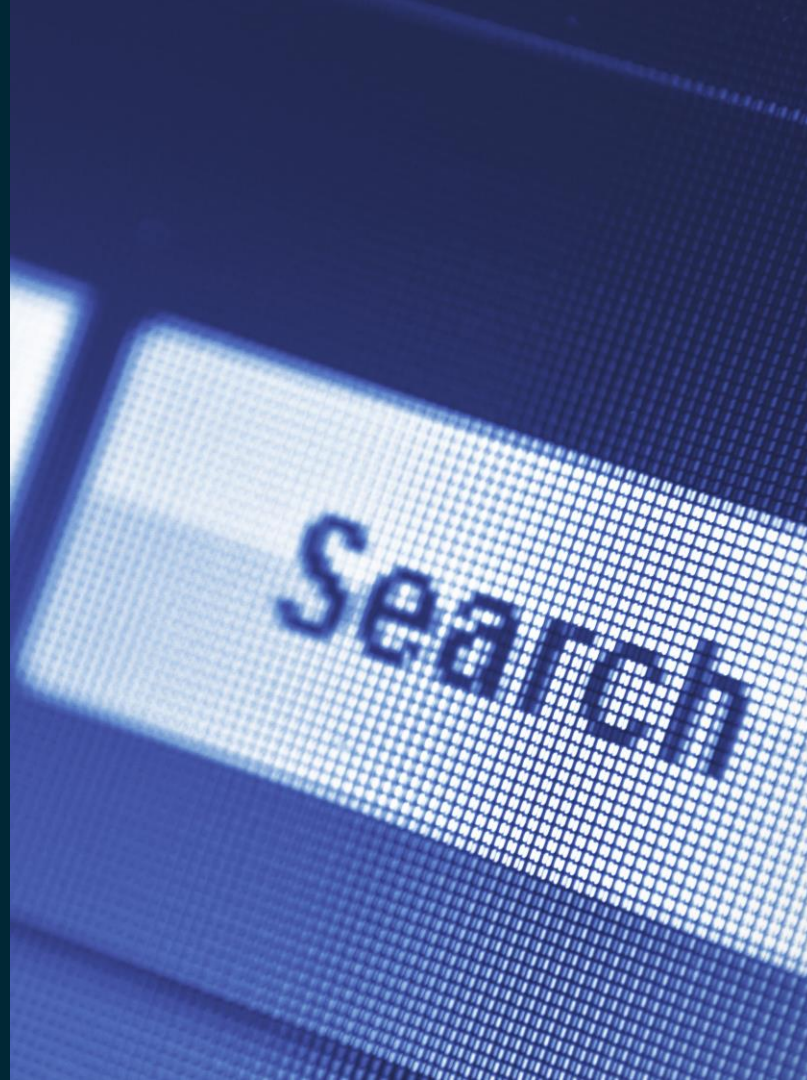


# CORE WEB VITALS: FUTURE-PROOF YOUR PAGE EXPERIENCE

NICK CHRISTENSEN



# Agency snapshot

Tech

6

Full time developers creating our own proprietary tech stack for operational use.

Years

18

While we're proud of what we've accomplished to date, we're loyal to our future and not our past.

Global reach

42

As part of the Reply group, we have offices globally and access to specialist expertise and market-leading technology.

People

90+

We're a world-class team of diverse individuals who are here to do great work for our clients and partners.

Awards

100

Industry awards since we opened our doors across branding and performance campaigns.

# Some of Our Clients



**Panasonic**

[ WAREHOUSE ]

AROMATHERAPY  
ASSOCIATES  
LONDON

**SPORTS  
DIRECT**



L'OCCITANE  
EN PROVENCE

L.K.Bennett  
London



TED BAKER  
LONDON

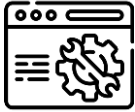
**INTERSPORT**



SOHO HOUSE



# Key SEO Services



SEO AUDITS



TECHNICAL SEO



EXPERIENCE  
OPTIMISATION



CONVERSION  
RATE  
OPTIMISATION



KEYWORD  
INTELLIGENCE



COMPETITOR  
ANALYSIS



CONTENT  
EFFICIENCY



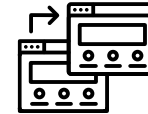
ONPAGE SEO



CONTENT  
MARKETING



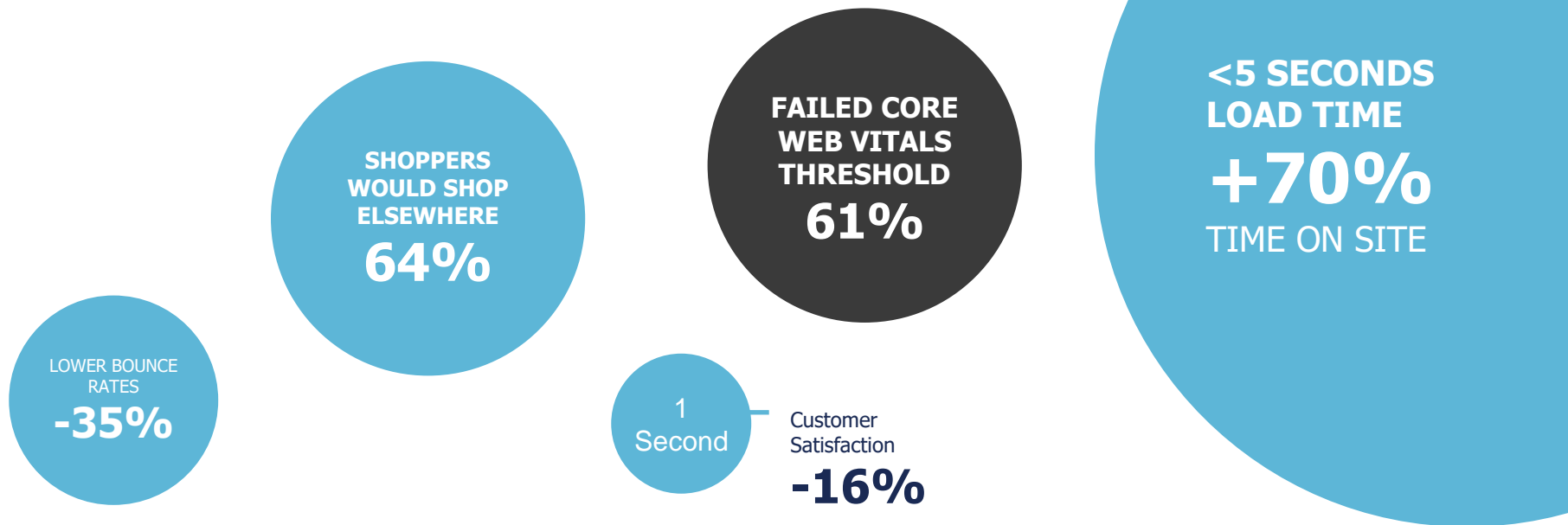
LINKBUILDIN  
G



SITE MIGRATION

# WHAT ARE CORE WEB VITALS?

# Your Page Experience Matters



Source: <https://www.thinkwithgoogle.com/>  
Google/55/Deloitte, Speed Impact study, EMEA and US, Oct-Nov 2019, Advanced Web Ranking Core Web Vital Study 2022

# Three Key Pillars for Core Web Vitals



SPEED

Largest Contentful Paint (LCP)



2.5 sec    4 sec

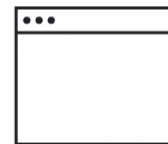


RESPONSIVENESS

First Input Delay (FID)



100 ms    300 ms



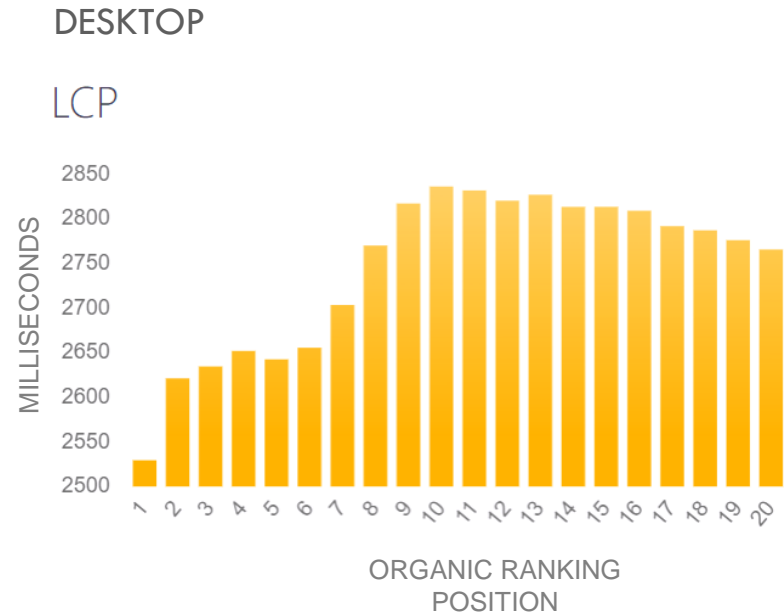
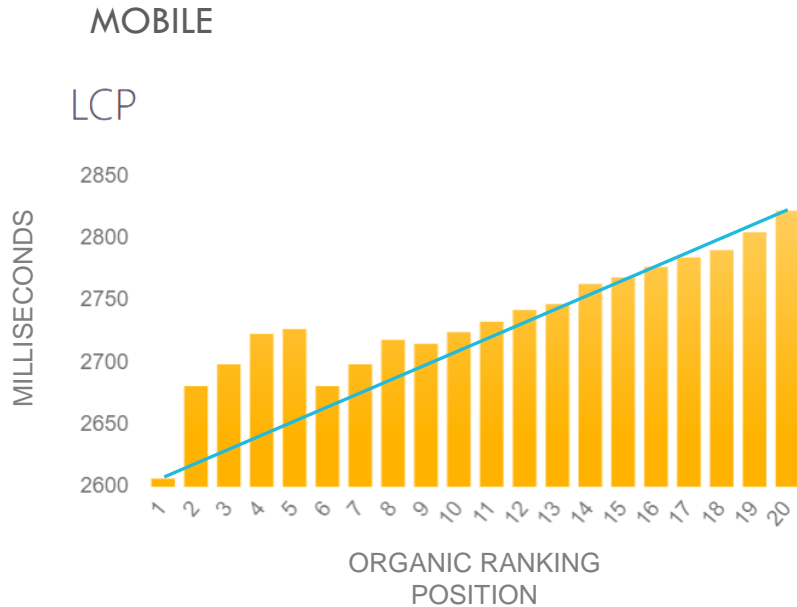
STABILITY

Cumulative Layout Shift (CLS)



0.1    0.25

# How much of a ranking factor are core web vitals?



SOURCE: ADVANCED WEB RANKING – CORE WEB VITALS STUDY



# — Other Important Web Vitals

Mobile Friendliness

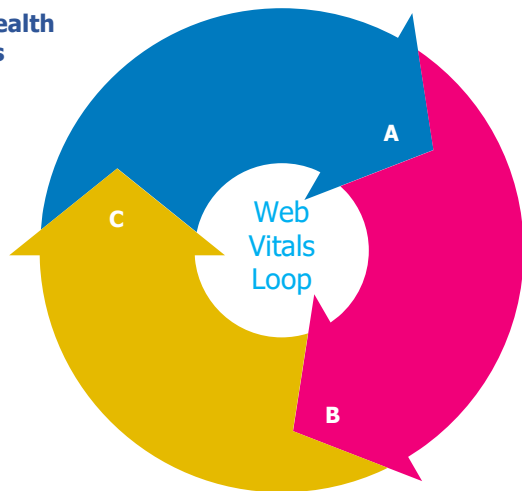
Security

Interstitial Ads

# What you can do today to improve your page experience

## (A) Evaluate website health and identify pain points

- Chrome User Experience Report (CrUX) dashboard
- Google Search Console
- Pagespeed Insights
- web-vitals.js



## (C) Monitor & Continuous Development

CrUX on BigQuery  
Lighthouse-CI  
web-vitals.js

## (B) Debug & Optimise

- Lighthouse
- Web Vitals Extension
- Chrome Dev Tools



Google  
Lighthouse



Google



PageSpeed Insights



# Key takeaways

- ✓ Great content wins against great experience, but **great experience** can be the **differentiator** among great content
- ✓ **Largest Contentful Paint** has a clear correlation for higher web rankings on mobile – identify this element first to optimise
- ✓ **Identifying** and **addressing other issues** impacting speed, responsiveness and stability is crucial
- ✓ **Monitor your progress** and **don't stop optimising** your web vitals as user expectations will continue to increase alongside technology

**Thank you**  
**NBSEO.threepipe@reply.com**