



The Fast & The Spurious

Core Web Vitals & SEO

Tom Capper
Search Scientist, Moz
[@THCapper](#)


MozCon
Virtual



Cyrus

@CyrusShepard



Day 273: I am physically unable to tweet one more word about those damn Core Web Vitals

God have mercy on us all

4:11 AM · Feb 25, 2021 · Twitter Web App

11 Retweets **1** Quote Tweet **153** Likes





Google is bluffing



You can't afford to call...



But you can cheat.





Agenda:



The flaws of CWV



What's taking so long?



Does it matter?



What to do next

Agenda:



The flaws of CWV



What's taking so long?

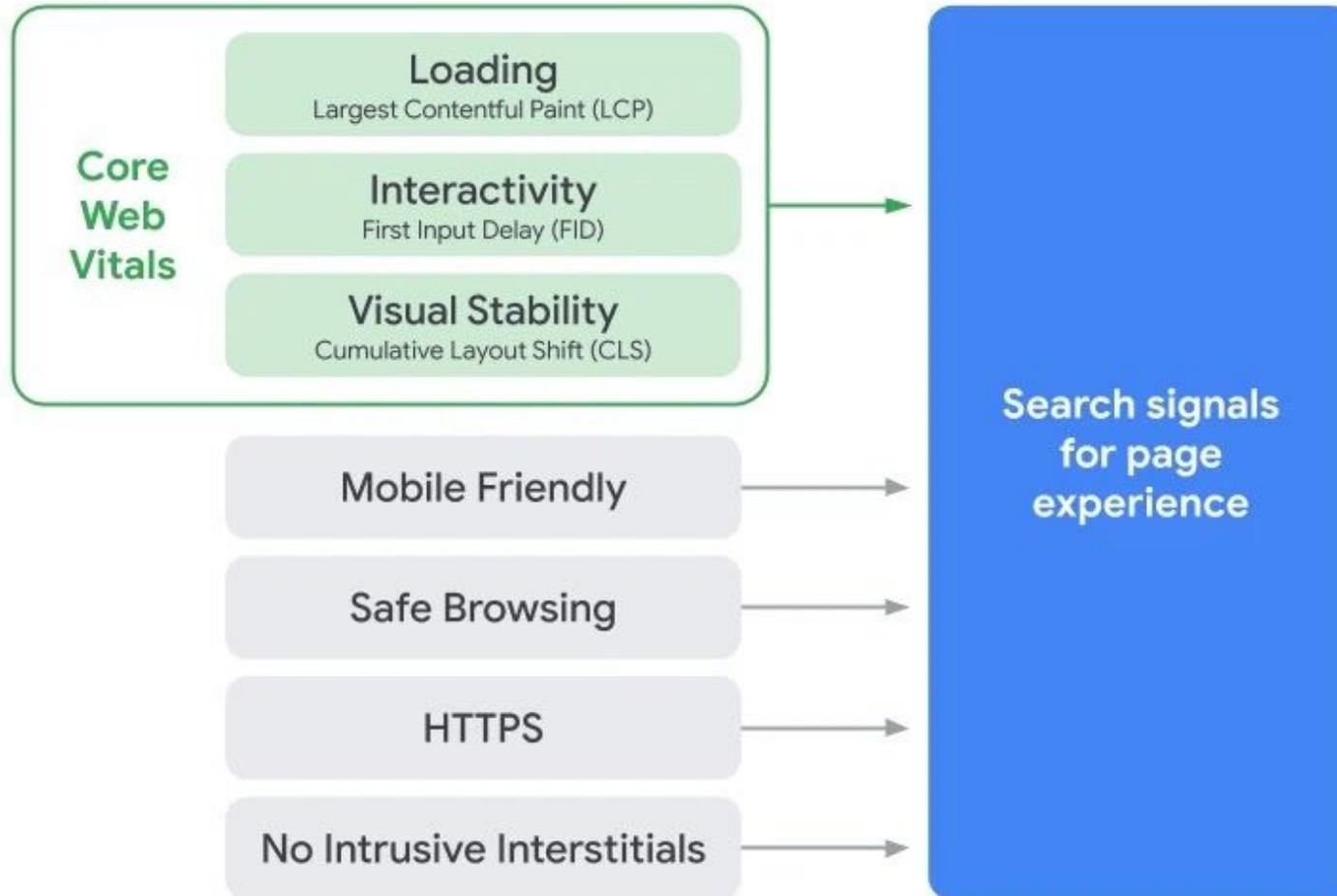


Does it matter?



What to do next

The flaws of CWV



<https://developers.google.com/search/blog/2020/11/timing-for-page-experience>

Largest Contentful Paint



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May 6, 2021

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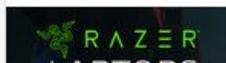
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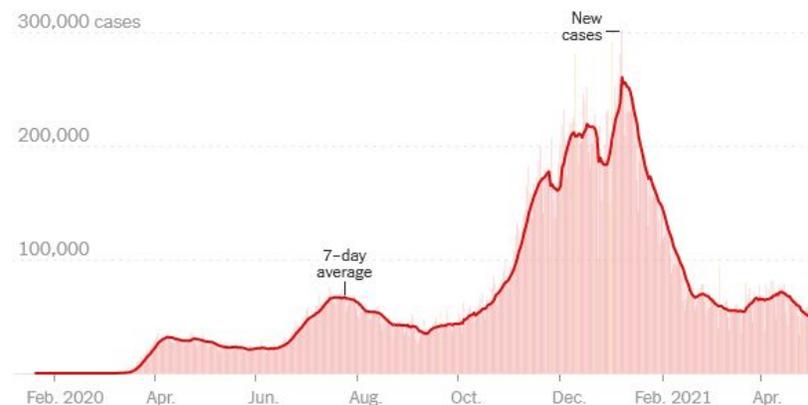
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Coronavirus in the U.S.: Latest Map and Case Count

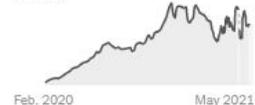
Updated May 6, 2021

New reported cases



These are days with a reporting anomaly. Read more [here](#).

Tests



Hospitalized



Deaths



	AVG. ON MAY 5	14-DAY CHANGE	TOTAL REPORTED
Cases	46,603	-26%	32,584,456
Tests	812,971	—	—

Vaccinations

[See more details >](#)

Fully vaccinated

32%

At least one dose

45%

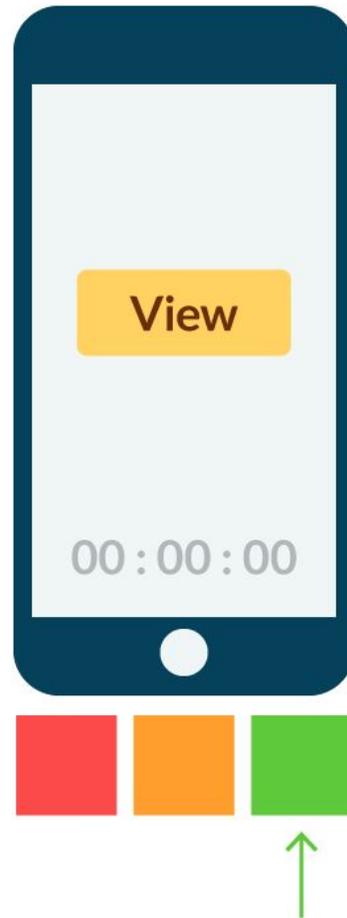
[About this data](#)

State of the virus

Update for May 4

- The country's case numbers are starting to drop again after a month of stagnation.
- Outbreaks are subsiding in the Upper Midwest. [Michigan](#), [Minnesota](#) and [Illinois](#) are all reporting drops in new cases.
- The pace of [vaccination](#) has

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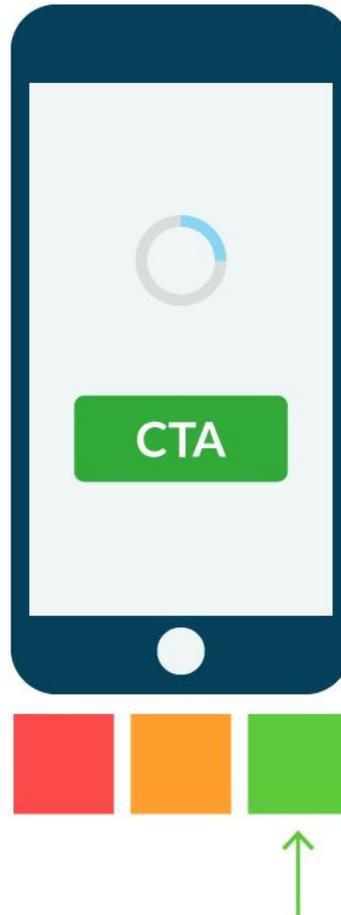
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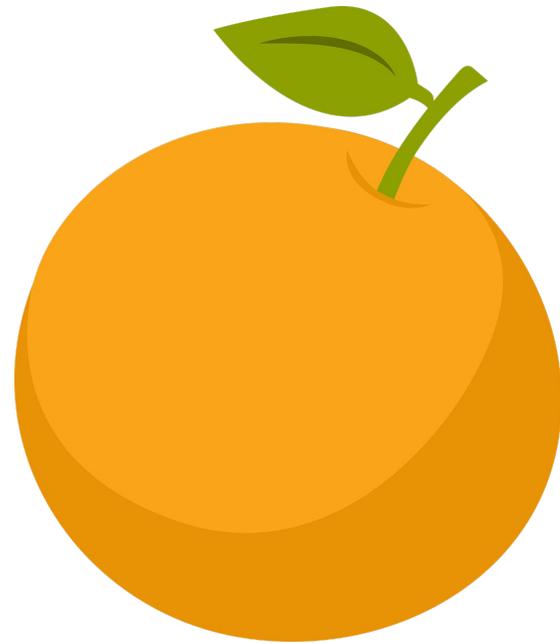
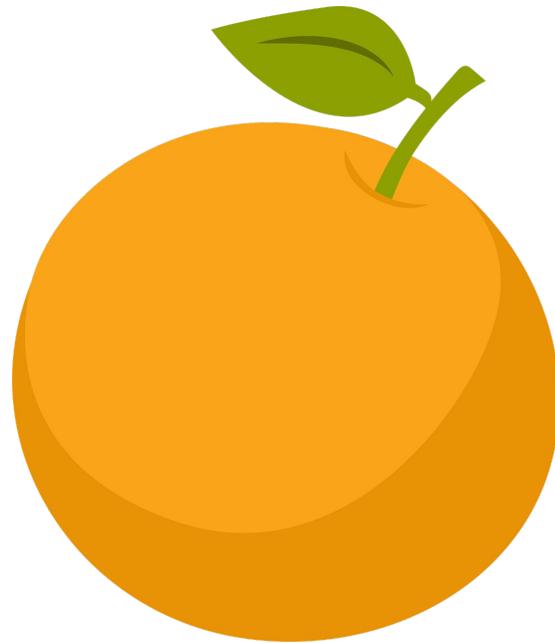
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Cumulative Layout Shift



I'm being silly



The CrUX of the matter

The CRuX of the matter

“ ... we can employ techniques like grouping pages that are similar and compute scores based on that aggregation ...

- <https://support.google.com/webmasters/thread/104436075?hl=en>

Agenda:



The flaws of CWV



What's taking so long?



Does it matter?



What to do next

What's taking so long?

May 2020: It'll be in 2021

Evaluating page experience for a better web

[Send feedback](#)



Thursday, May 28, 2020

Through both [internal studies](#) and [industry research](#), users show they prefer sites with a great page experience. In recent years, Search has added a variety of user experience criteria, such as [how quickly pages load](#) and [mobile-friendliness](#), as factors for ranking results. Earlier this month, the Chrome team announced [Core Web Vitals](#), a set of metrics related to speed, responsiveness and visual stability, to help site owners measure user experience on the web.

<https://developers.google.com/search/blog/2020/05/evaluating-page-experience>

Nov 2020: It'll be in May 2021

Timing for bringing page experience to Google Search

[Send feedback](#)

Tuesday, November 10, 2020

[This past May](#), we announced that [page experience](#) signals would be included in Google Search ranking. These signals measure how users perceive the experience of interacting with a web page and contribute to our ongoing work to ensure people get the most helpful and enjoyable experiences from the web. In the past several months, we've seen a median 70% increase in the number of users engaging with Lighthouse and PageSpeed Insights, and many site owners using Search Console's Core Web Vitals report to identify opportunities for improvement.

<https://developers.google.com/search/blog/2020/11/timing-for-page-experience>

April 2021: It'll be at least June

More time, tools, and details on the page experience update 

[Send feedback](#)

Monday, April 19, 2021

Last November we [announced](#) that the page experience ranking change will go live on Google Search this year, in what we're calling the "page experience update". To help publishers and site owners improve their page experience and prepare, today we're announcing a few key updates:

1. [Gradual rollout starting in mid-June this year](#)

<https://developers.google.com/search/blog/2021/04/more-details-page-experience>

I too miss deadlines



May 2021: More clarifications

Original details

“

If a page hits the recommended targets for all three metrics, it passes the web vitals assessment...

”

<https://support.google.com/webmasters/thread/104436075/core-web-vitals-page-experience-faqs-updated-march-2021>

Original details

“

If a page hits the recommended targets for all three metrics, it passes the web vitals assessment...

The page experience ranking impact will be the same for all pages that are in the good range for all Core Web Vitals, irrespective of their individual Core Web Vitals scores.

”

<https://support.google.com/webmasters/thread/104436075/core-web-vitals-page-experience-faqs-updated-march-2021>

May 2021: More clarifications

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“

It is not the case that unless you reach the good threshold for all of the Core Web Vitals metrics, that you have to reach the threshold to get a ranking boost...

”

<https://www.youtube.com/watch?v=HWm6WNkHs90&t=2180s>

May 2021: More clarifications

“

It is not the case that unless you reach the good threshold for all of the Core Web Vitals metrics, that you have to reach the threshold to get a ranking boost...

In fact, it's kind of the opposite. You will get a ranking boost for reaching the good threshold for all pages but beyond that point, you don't get additional boost for reaching it even better.

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May 2021: More clarifications



Glenn Gabe
@glenngabe



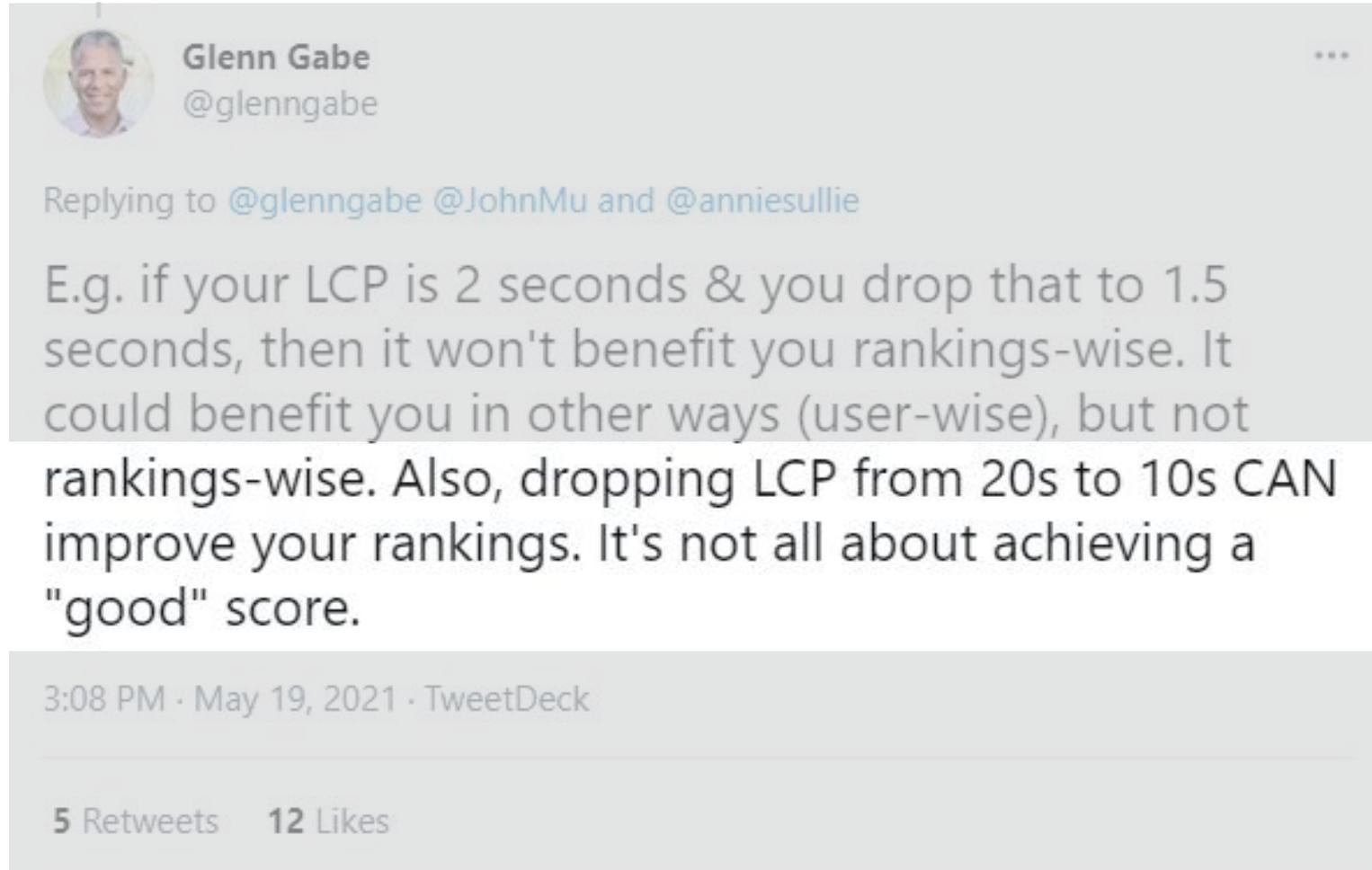
Replying to [@glenngabe](#) [@JohnMu](#) and [@anniesullie](#)

E.g. if your LCP is 2 seconds & you drop that to 1.5 seconds, then it won't benefit you rankings-wise. It could benefit you in other ways (user-wise), but not rankings-wise. Also, dropping LCP from 20s to 10s CAN improve your rankings. It's not all about achieving a "good" score.

3:08 PM · May 19, 2021 · TweetDeck

5 Retweets 12 Likes

May 2021: More clarifications



But Why?



**Prisoner B
Confess**



**Prisoner A
Confess**



5 years



5 years



**Prisoner B
Confess**



5 years



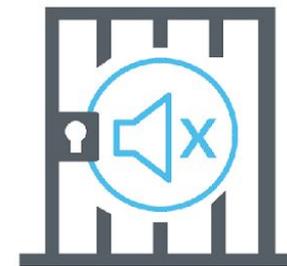
5 years



**Prisoner B
Silent**



0 years



20 years



**Prisoner A
Confess**



**Prisoner B
Confess**



**Prisoner B
Silent**



**Prisoner A
Confess**



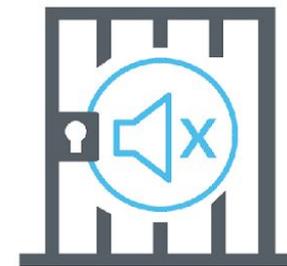
5 years



5 years



0 years



20 years



**Prisoner A
Silent**



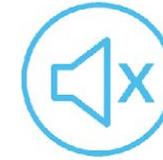
20 years



0 years



**Prisoner B
Confess**



**Prisoner B
Silent**



**Prisoner A
Confess**



5 years



5 years



0 years



20 years



**Prisoner A
Silent**



20 years



0 years



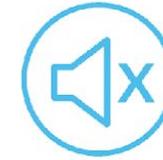
1 year



1 year



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Confess**



**Prisoner B
Silent**



**Prisoner A
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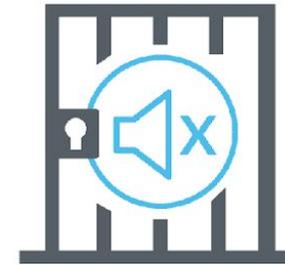
5 years



5 years



0 years



20 years



**Prisoner A
Silent**



20 years



0 years



1 year



1 year





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**Prisoner B
Silent**



**Prisoner A
Confess**



5 years



5 years



0 years



20 years



**Prisoner A
Silent**



20 years



0 years



1 year



1 year

But why?



Glenn Gabe @glenngabe · Mar 20

Oh, that's good to know John. So moving them in groups as they are ready? I thought it was one final push. Thanks for the info!



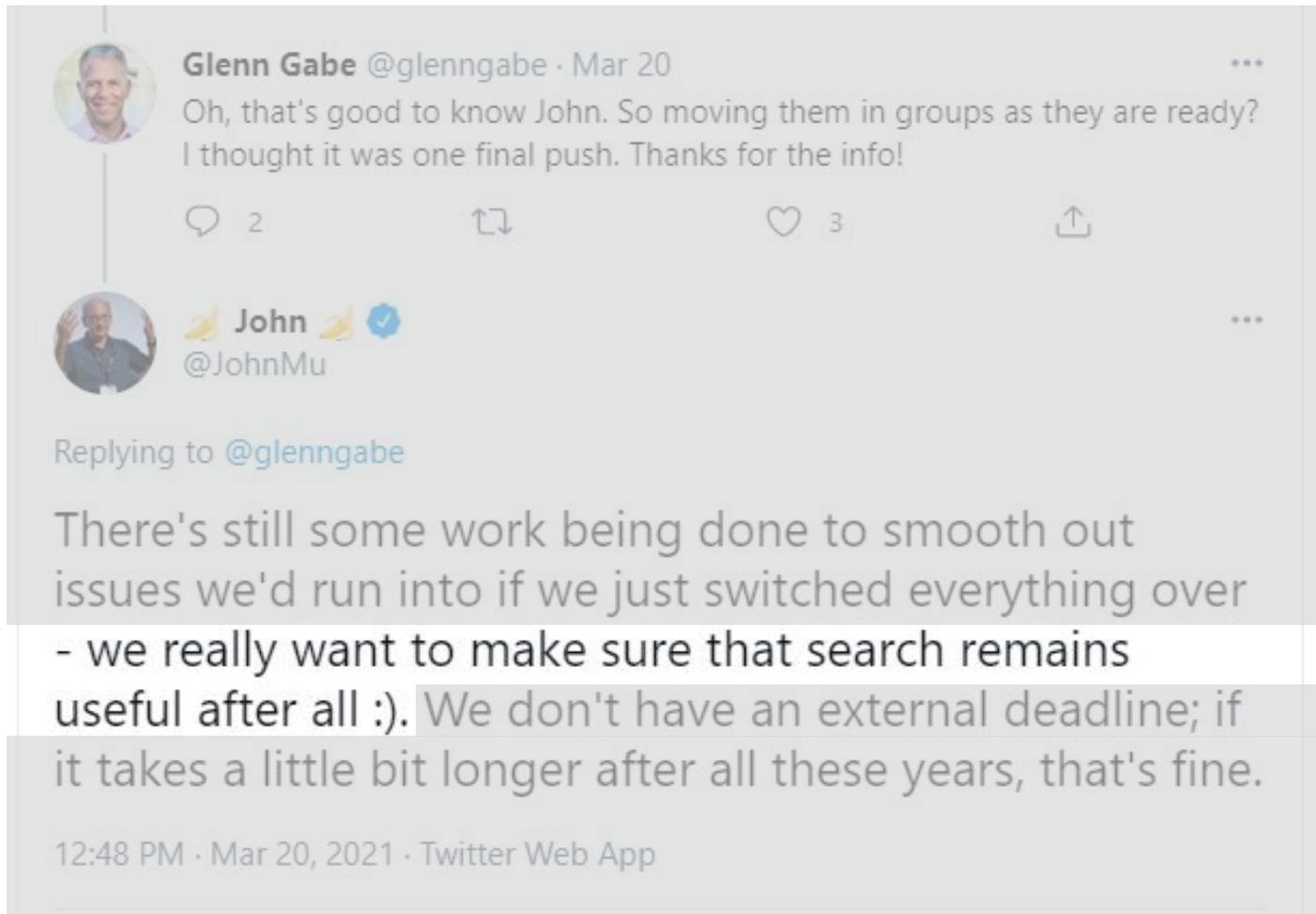
John 🙌🏻 ✓
@JohnMu

Replying to @glenngabe

There's still some work being done to smooth out issues we'd run into if we just switched everything over - we really want to make sure that search remains useful after all :). We don't have an external deadline; if it takes a little bit longer after all these years, that's fine.

12:48 PM · Mar 20, 2021 · Twitter Web App

But why?



The screenshot shows a Twitter thread. At the top, Glenn Gabe (@glenngabe) posted on March 20: "Oh, that's good to know John. So moving them in groups as they are ready? I thought it was one final push. Thanks for the info!". Below this, John (@JohnMu) replied: "There's still some work being done to smooth out issues we'd run into if we just switched everything over - we really want to make sure that search remains useful after all :). We don't have an external deadline; if it takes a little bit longer after all these years, that's fine." The reply is timestamped 12:48 PM on March 20, 2021, from the Twitter Web App.

Glenn Gabe @glenngabe · Mar 20
Oh, that's good to know John. So moving them in groups as they are ready? I thought it was one final push. Thanks for the info!

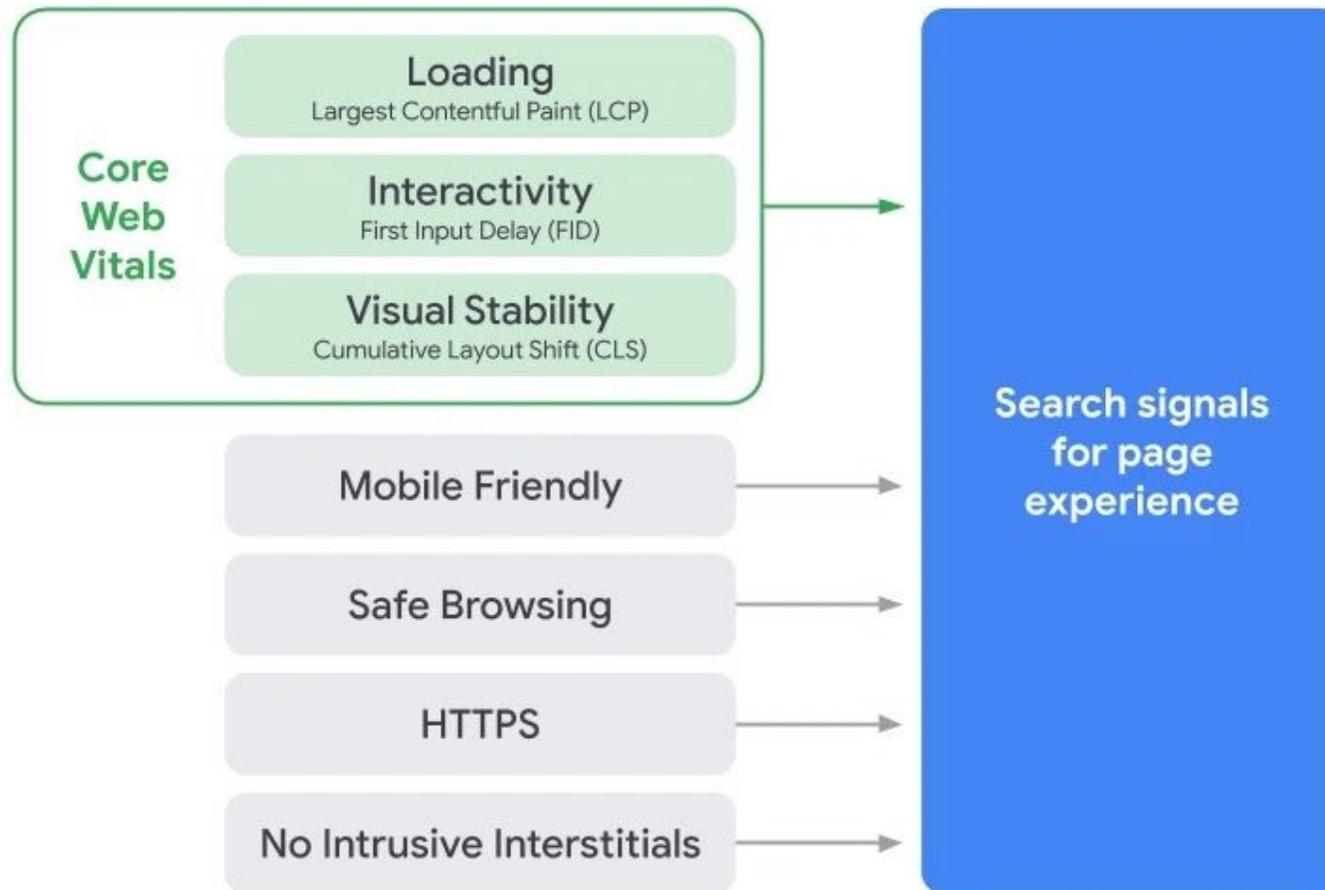
2 3

John @JohnMu
Replied to @glenngabe

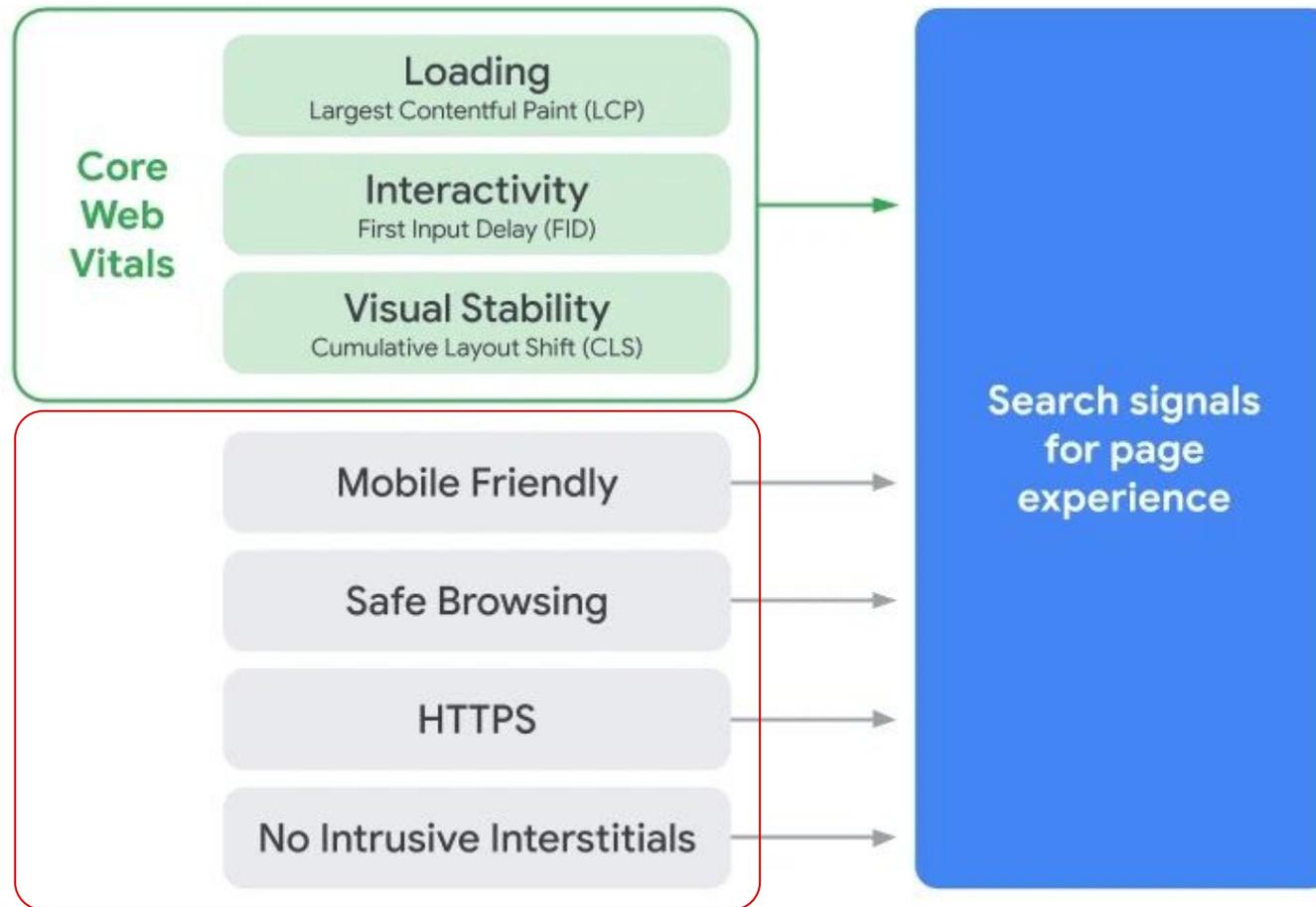
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12:48 PM · Mar 20, 2021 · Twitter Web App

The 7 Wonders of the Web Vitals



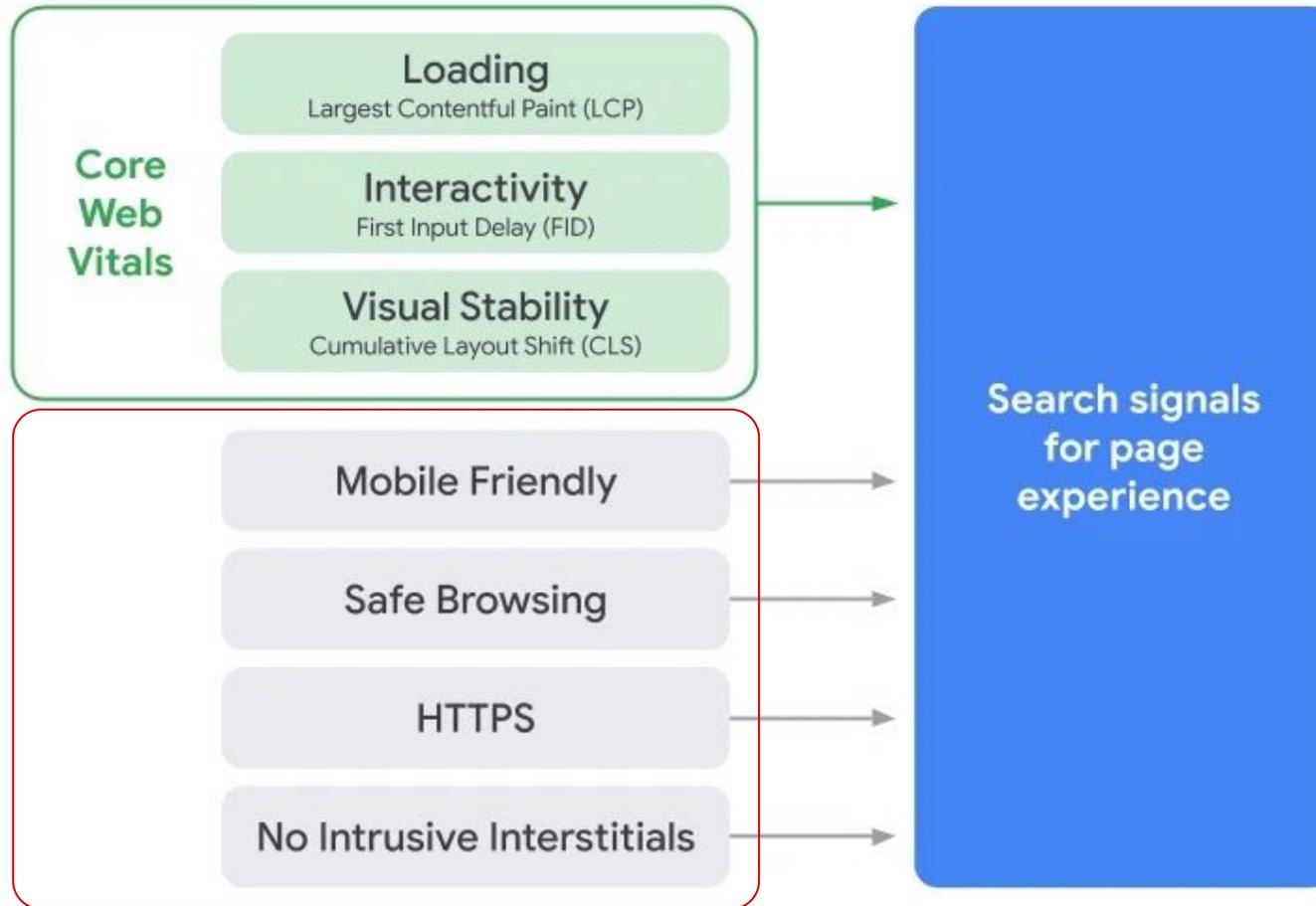
The 7 Wonders of the Web Vitals



What if I was already getting a boost for these

The 7 Wonders of the Web Vitals

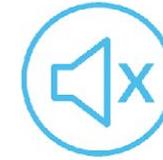
But I didn't
fix this yet



What if I was already
getting a boost for
these



**Prisoner B
Confess**



**Prisoner B
Silent**



**Prisoner A
Confess**



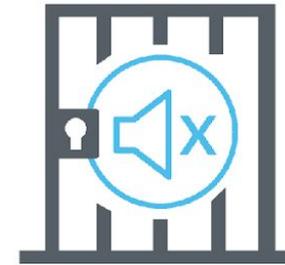
5 years



5 years



0 years



20 years



**Prisoner A
Silent**



20 years



0 years



1 year

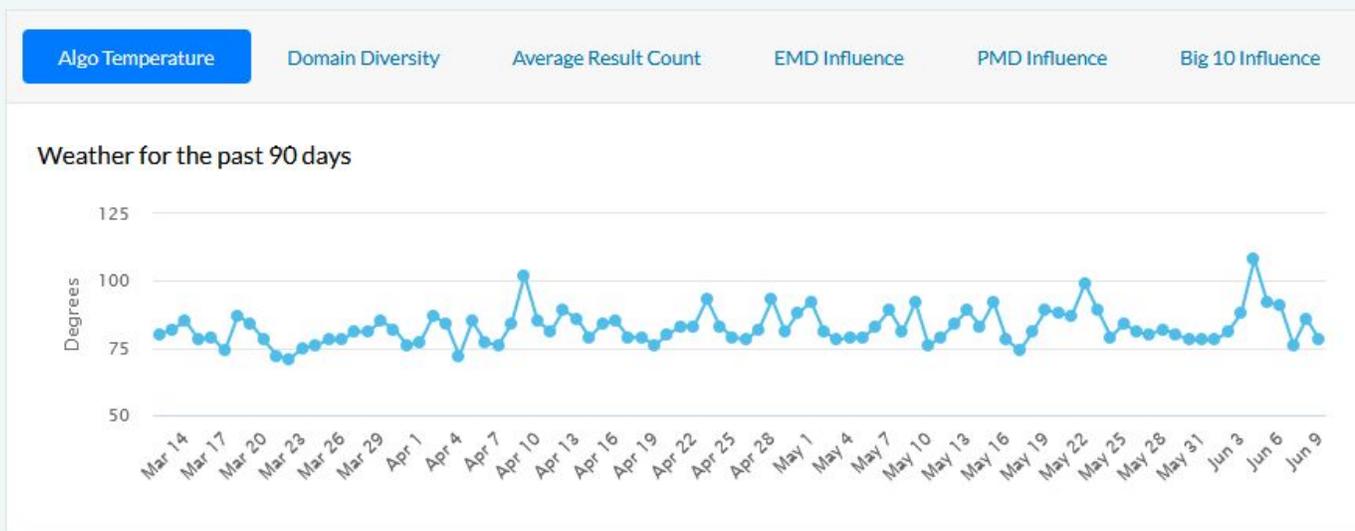


1 year



Weather for Wednesday, Jun 9

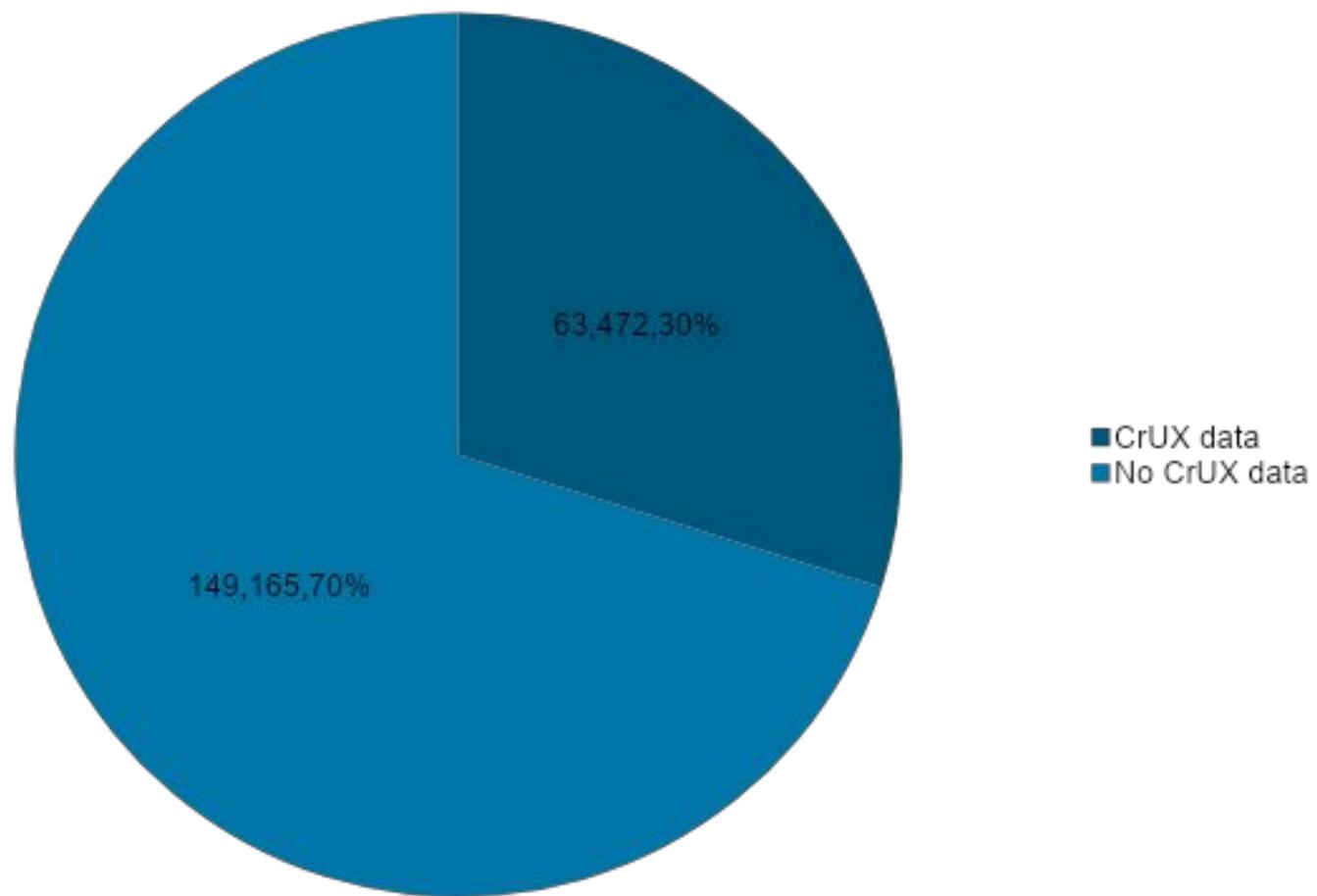
MozCast is a weather report showing turbulence in the Google algorithm over the previous day (or see the 90-day history below). The hotter and stormier the weather, the more Google's rankings changed.

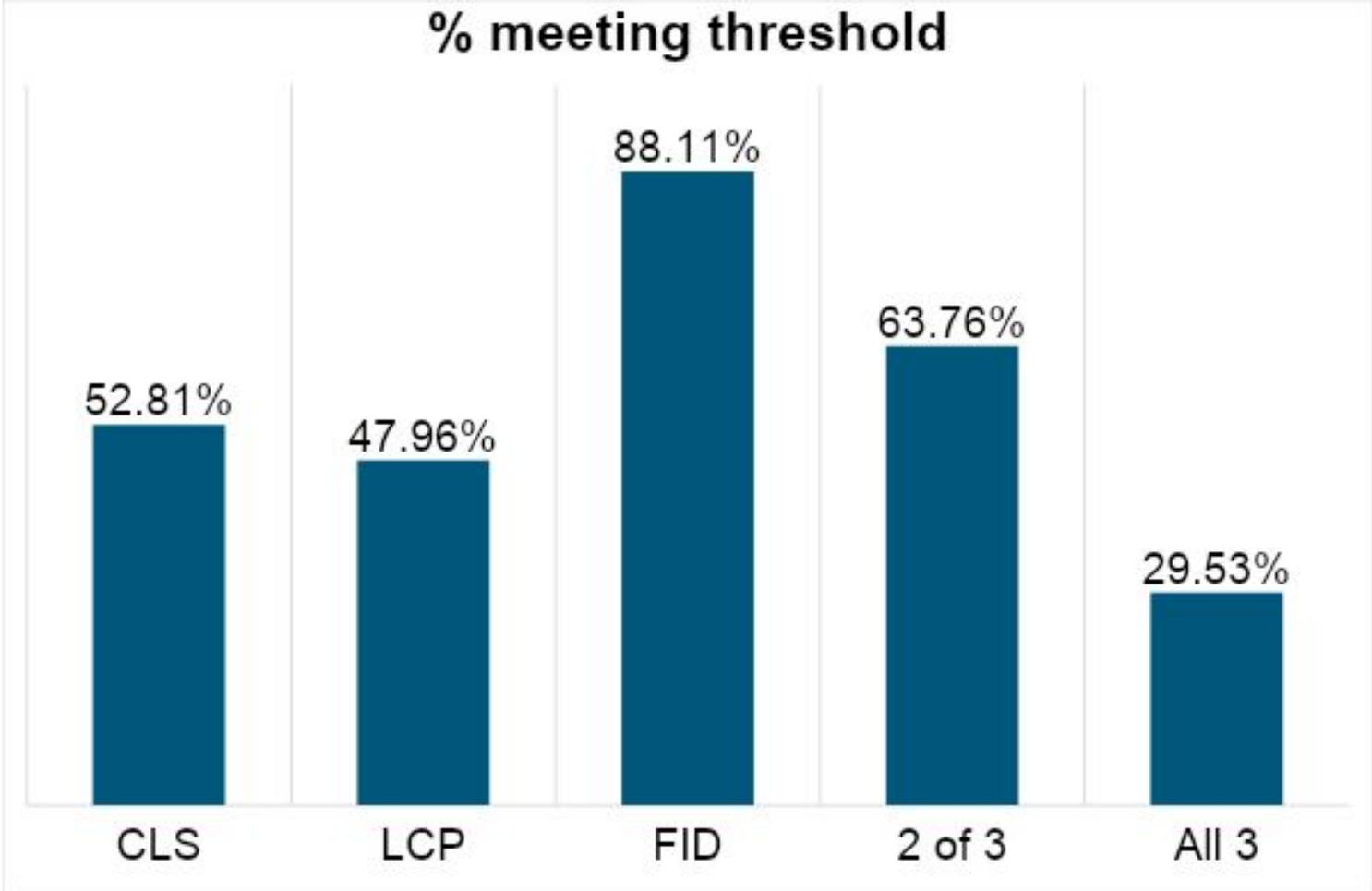


Google SERP Features

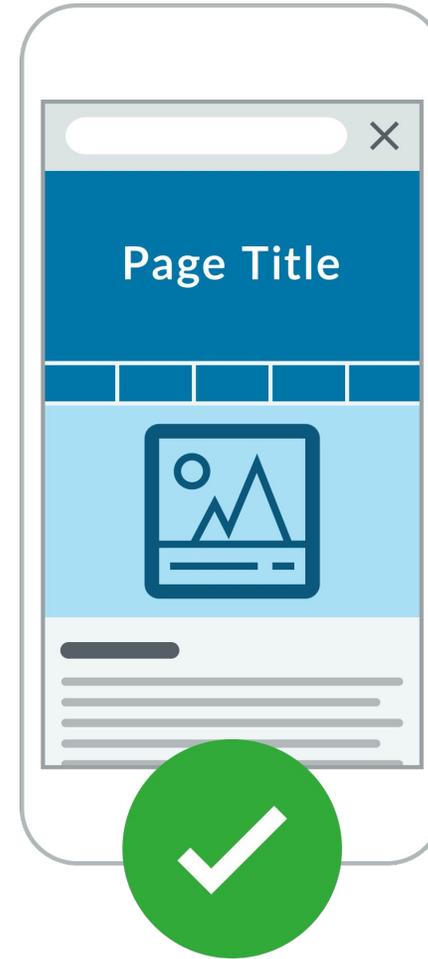
There's a lot to a SERP beyond 10 blue links. The MozCast Feature Graph tracks changes in major SERP features over time. Check the box next to any feature (or combination) to see sample searches with those features.

Name	Prevalence	History
HTTPS Results	98.4%	





Mobilegeddon





Will Critchlow 
@willcritchlow



I don't think both of these can be literally true:
searchenginejournal.com/googles-last-m...

Hard to believe something that is truly just a tiebreaker could have a substantial impact on some sites.

Splitt tells Baker:

"First things first, don't panic. Don't completely freak out, because as I said it's a tiebreaker. For some it will be quite substantial, for some it will not be very substantial, so you don't know which bucket you'll be in because that depends a lot on context and industry and niche. So I wouldn't worry too much about it.

I think generally making your website faster for users should be an important goal, and it should not just be like completely ignored. Which is the situation in many companies today that they're just like "yeah, whatever."

10:35 AM · May 25, 2021 · TweetDeck

More contradictions

<https://twitter.com/willcritchlow/status/1397124133478088704>

Agenda:



The flaws of CWV



What's taking so long?



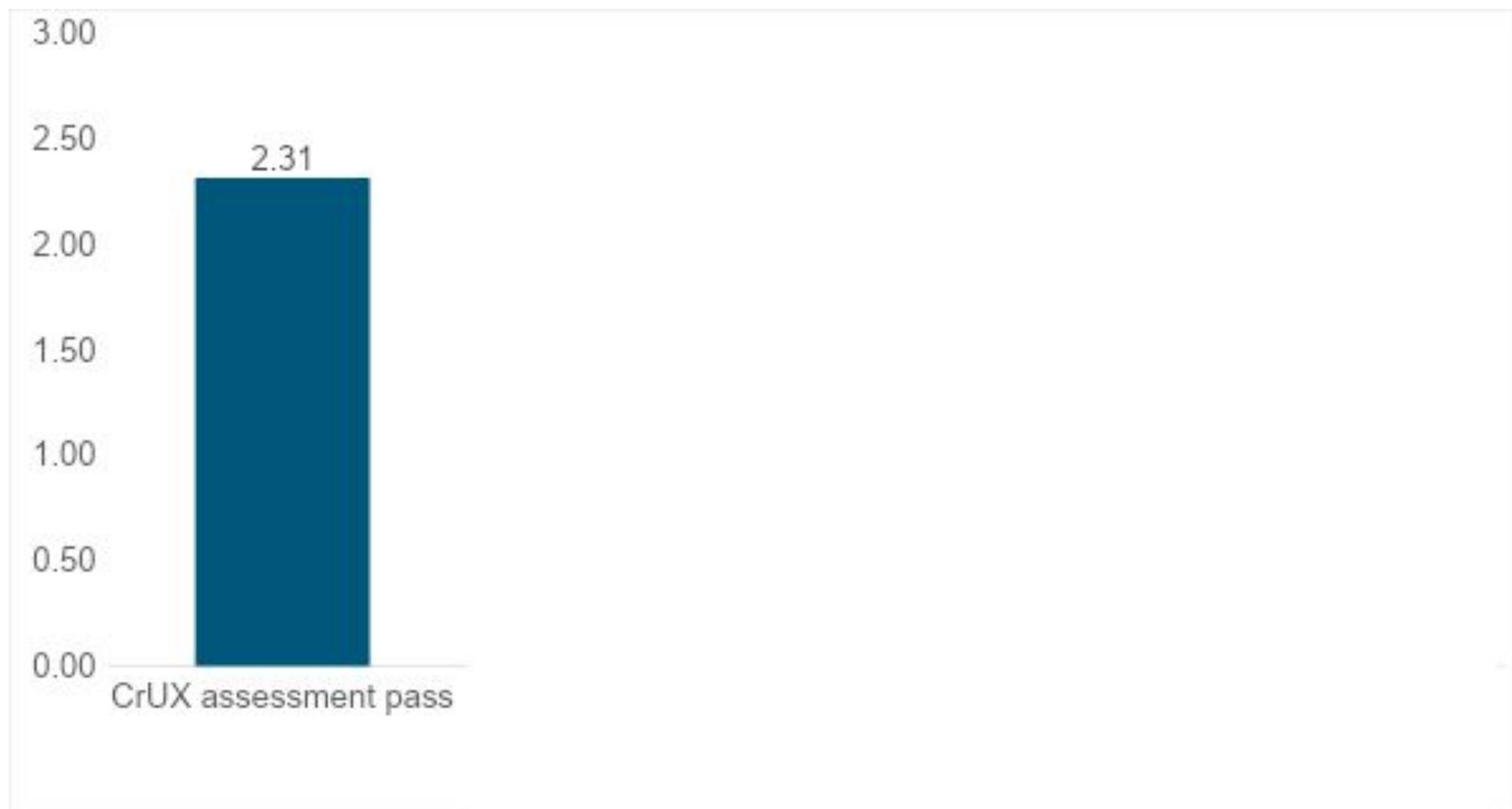
Does it matter?



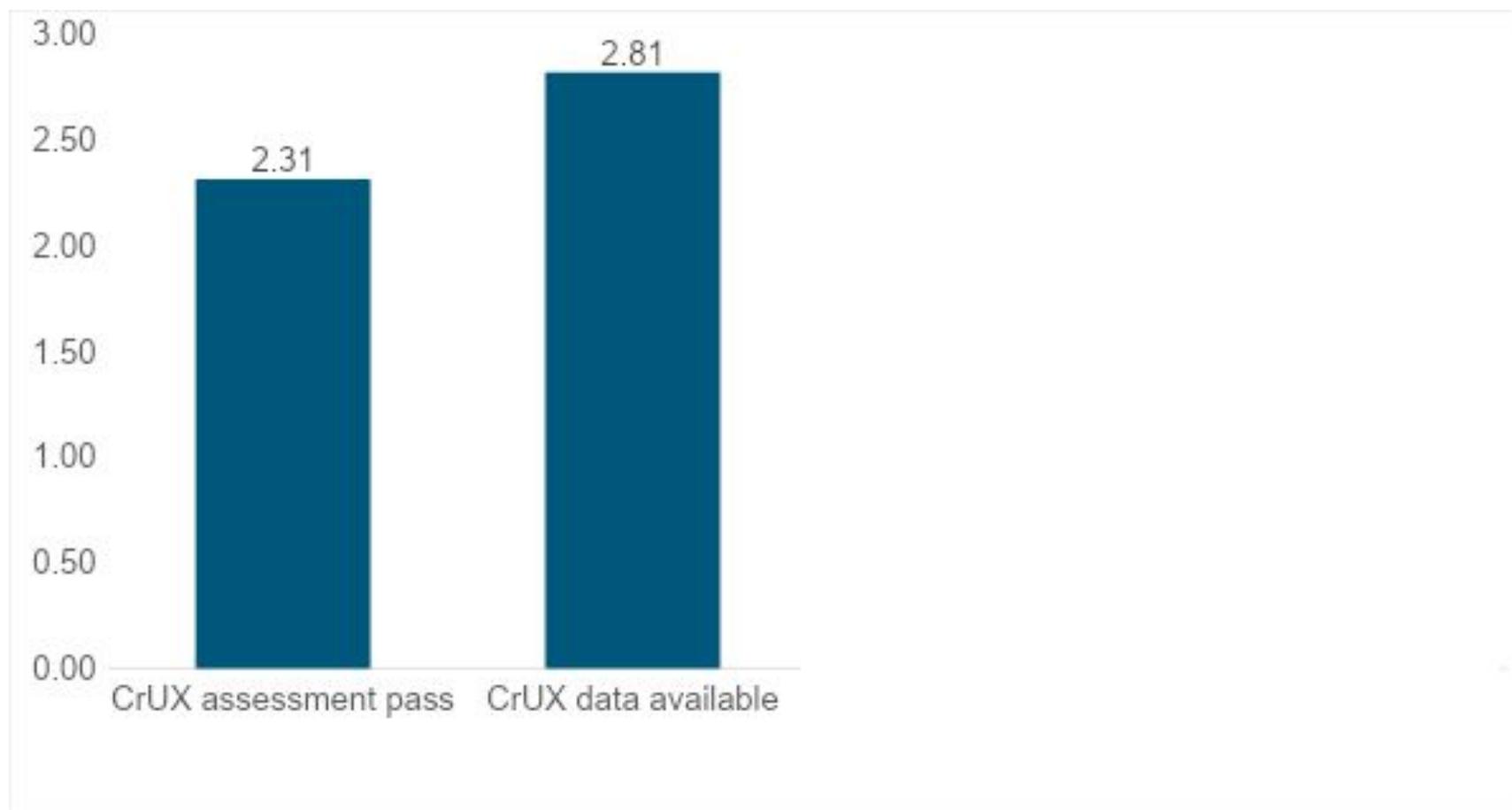
What to do next

Does it even matter?

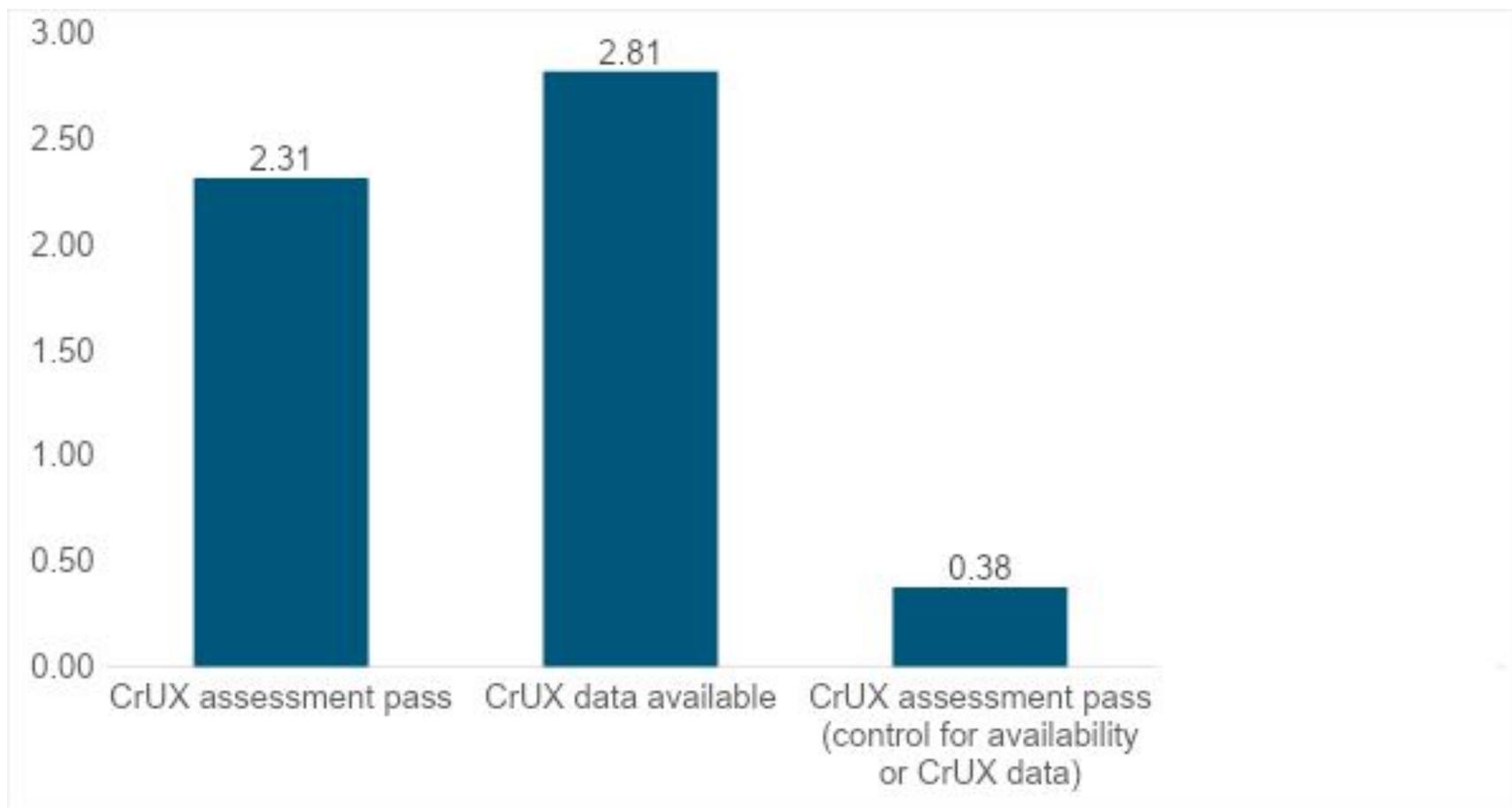
Average difference in rank



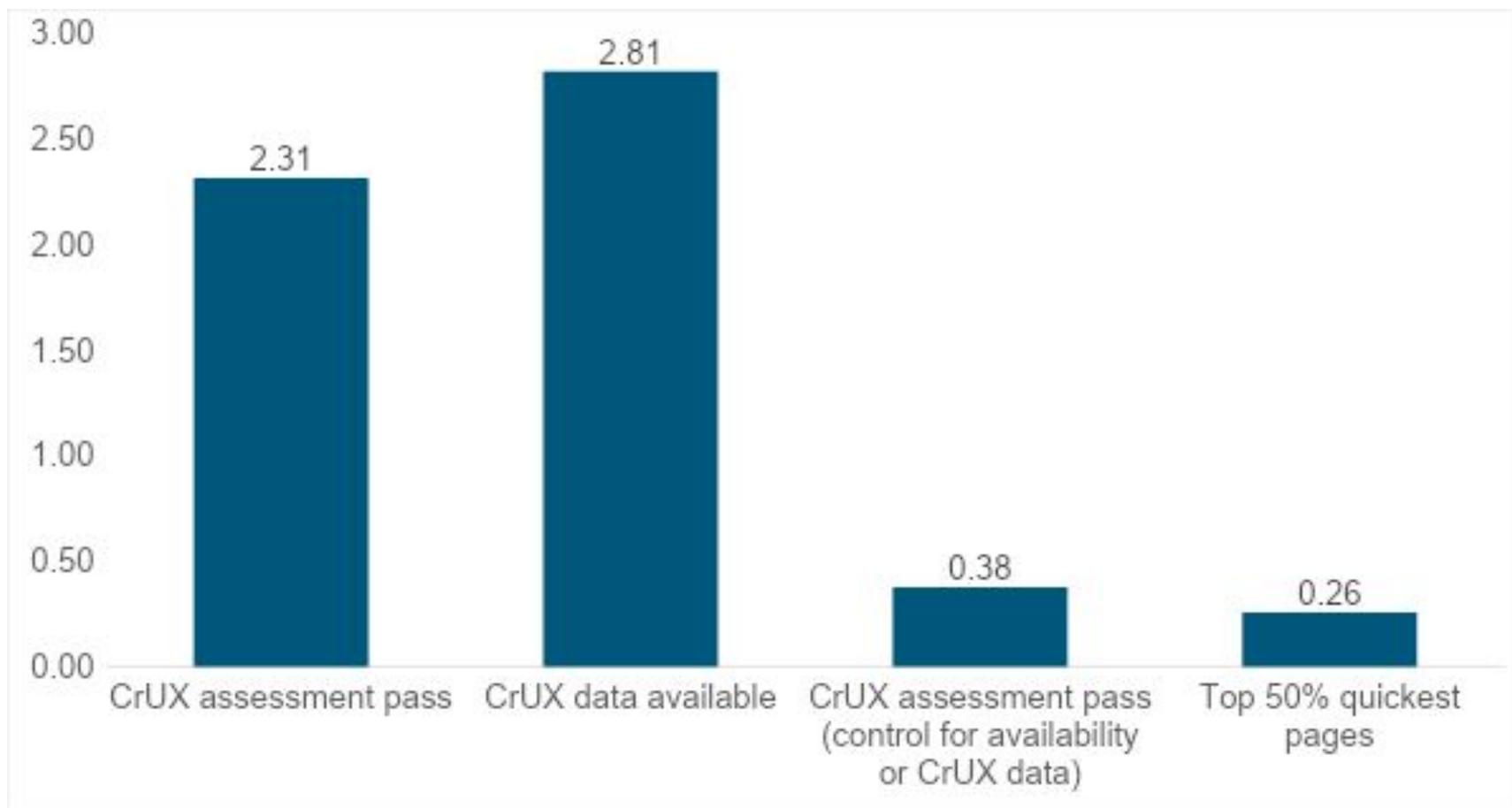
Average difference in rank



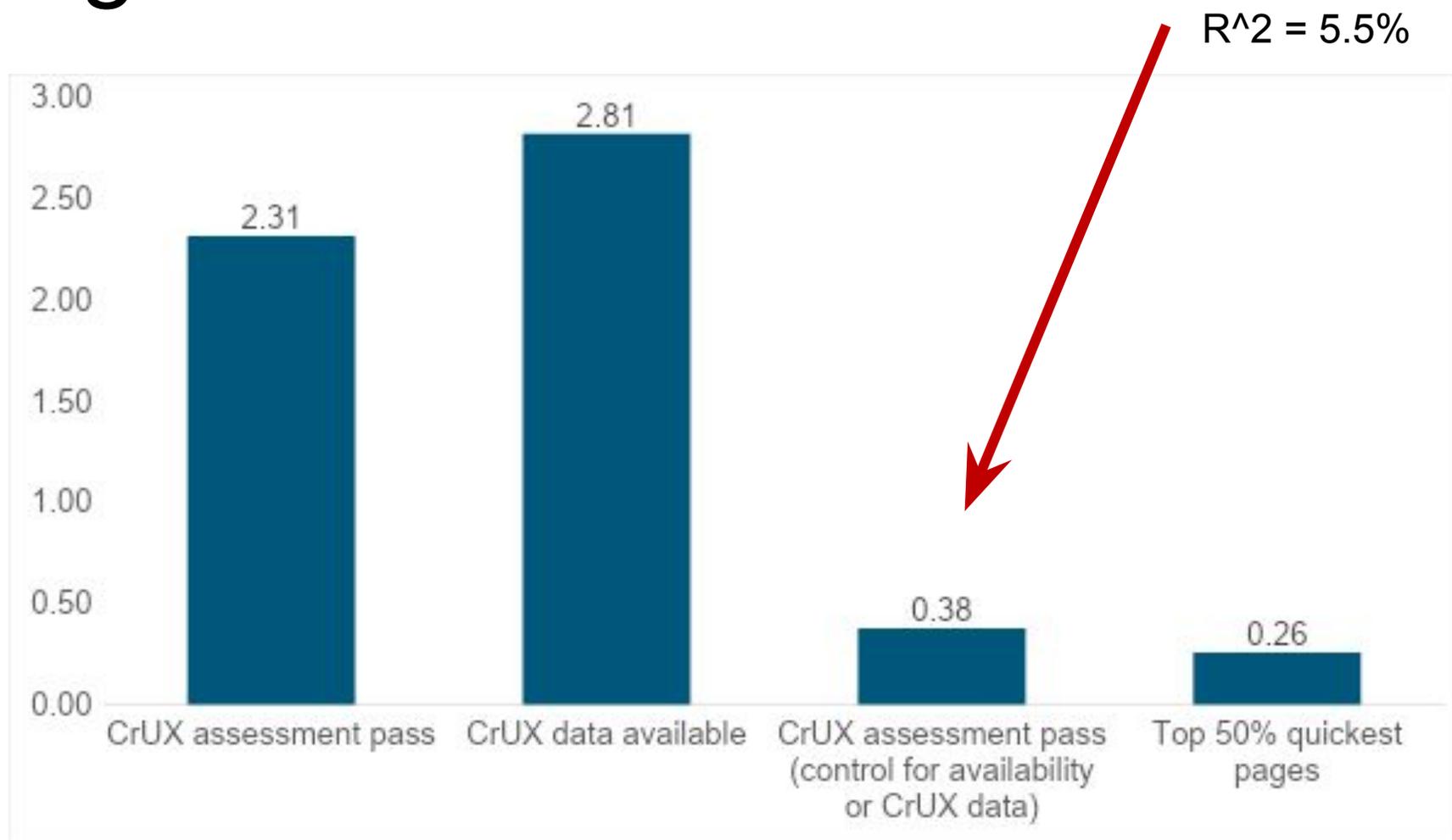
Average difference in rank



Average difference in rank



Average difference in rank





<https://developers.google.com/search/mobile-sites/mobile-seo/separate-urls>

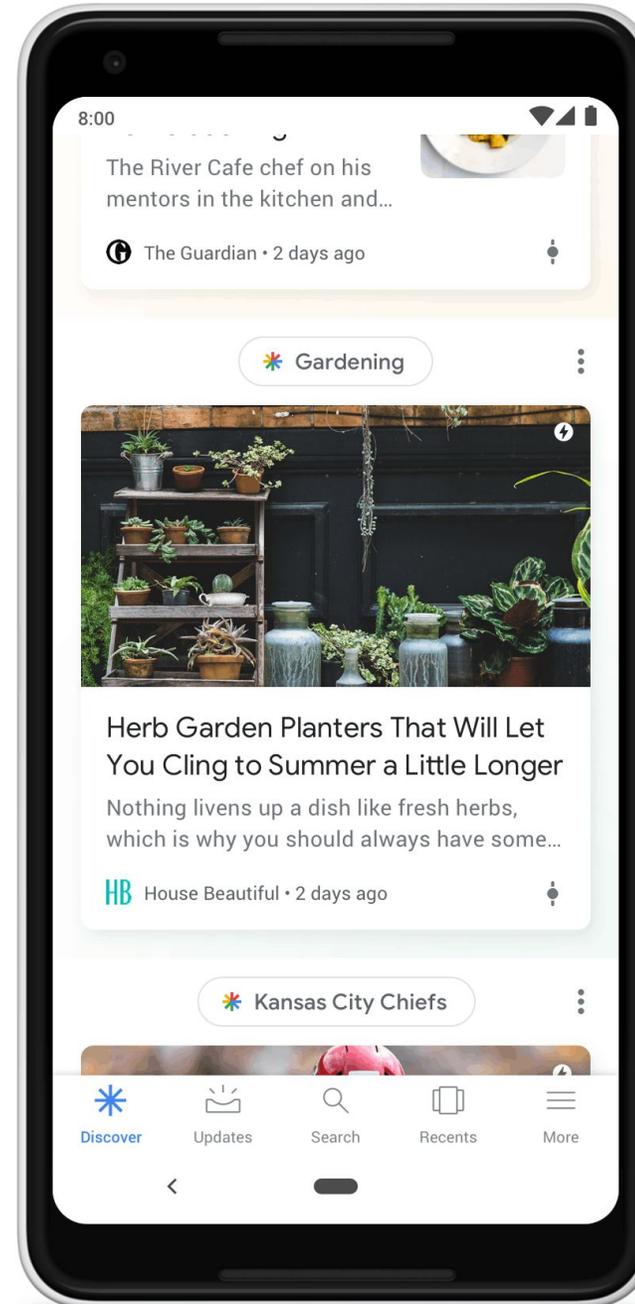
There's more to life than SEO(!?)

Goal Conversion Rates



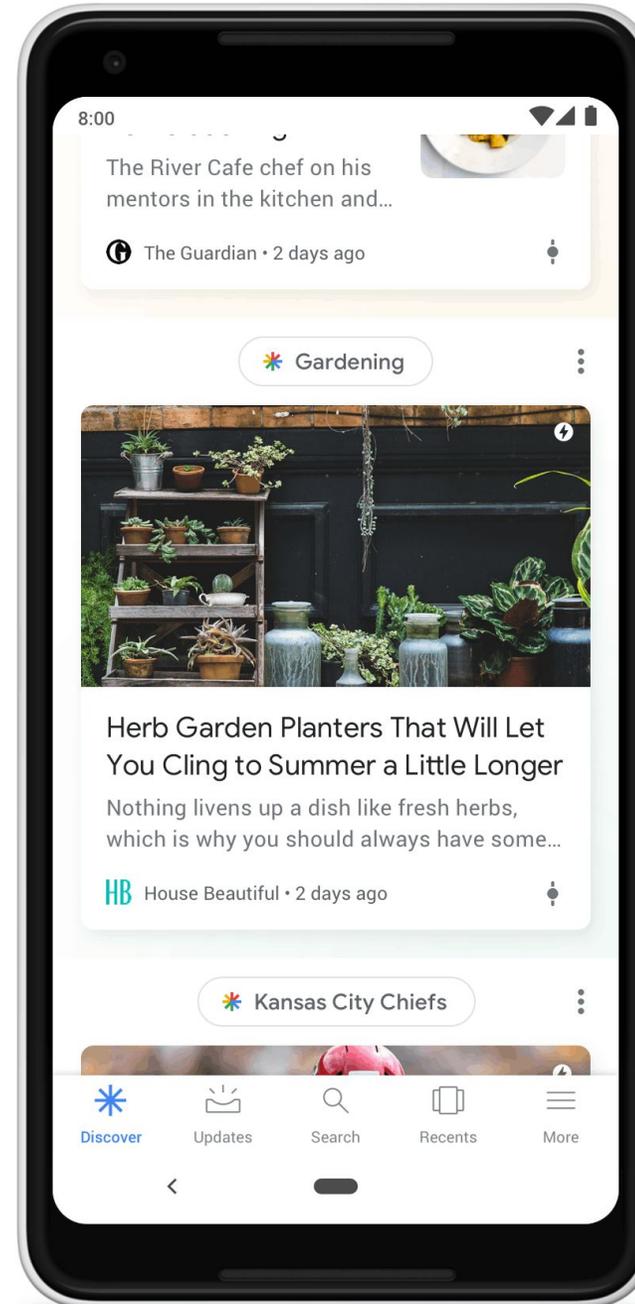
<https://www.portent.com/blog/analytics/research-site-speed-hurting-everyones-revenue.htm>

Discover



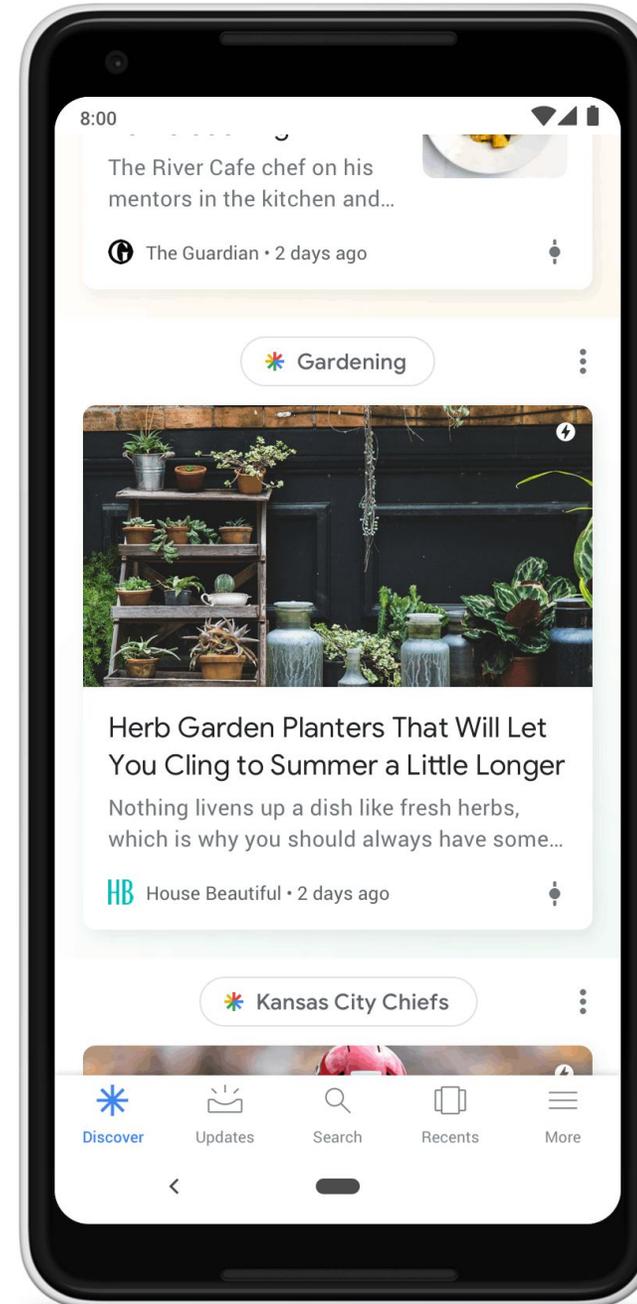
Discover

- Massive traffic opportunity that SEOs are sleeping on

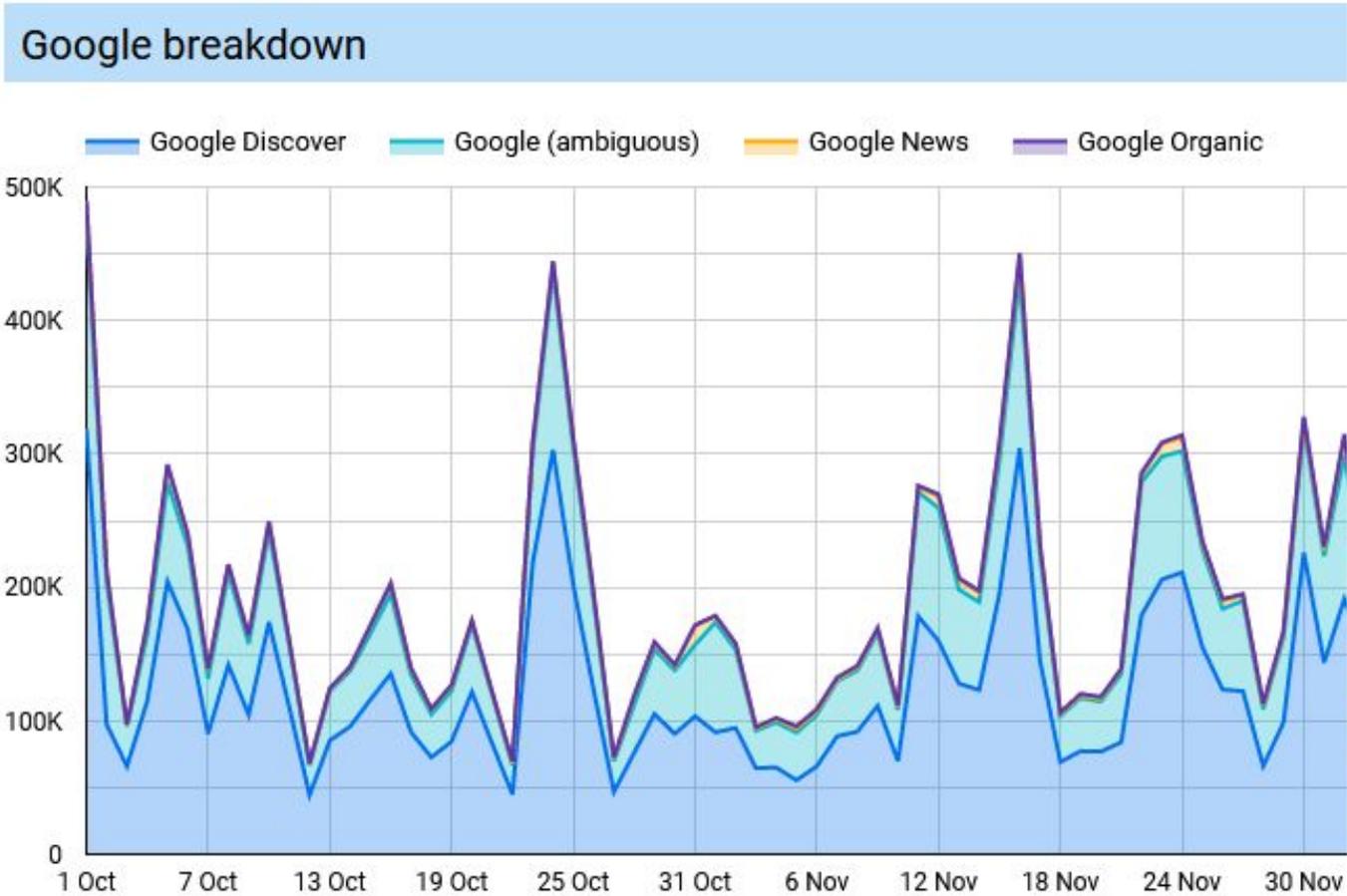


Discover

- Massive traffic opportunity that SEOs are sleeping on
- Far more responsive to speed than organic

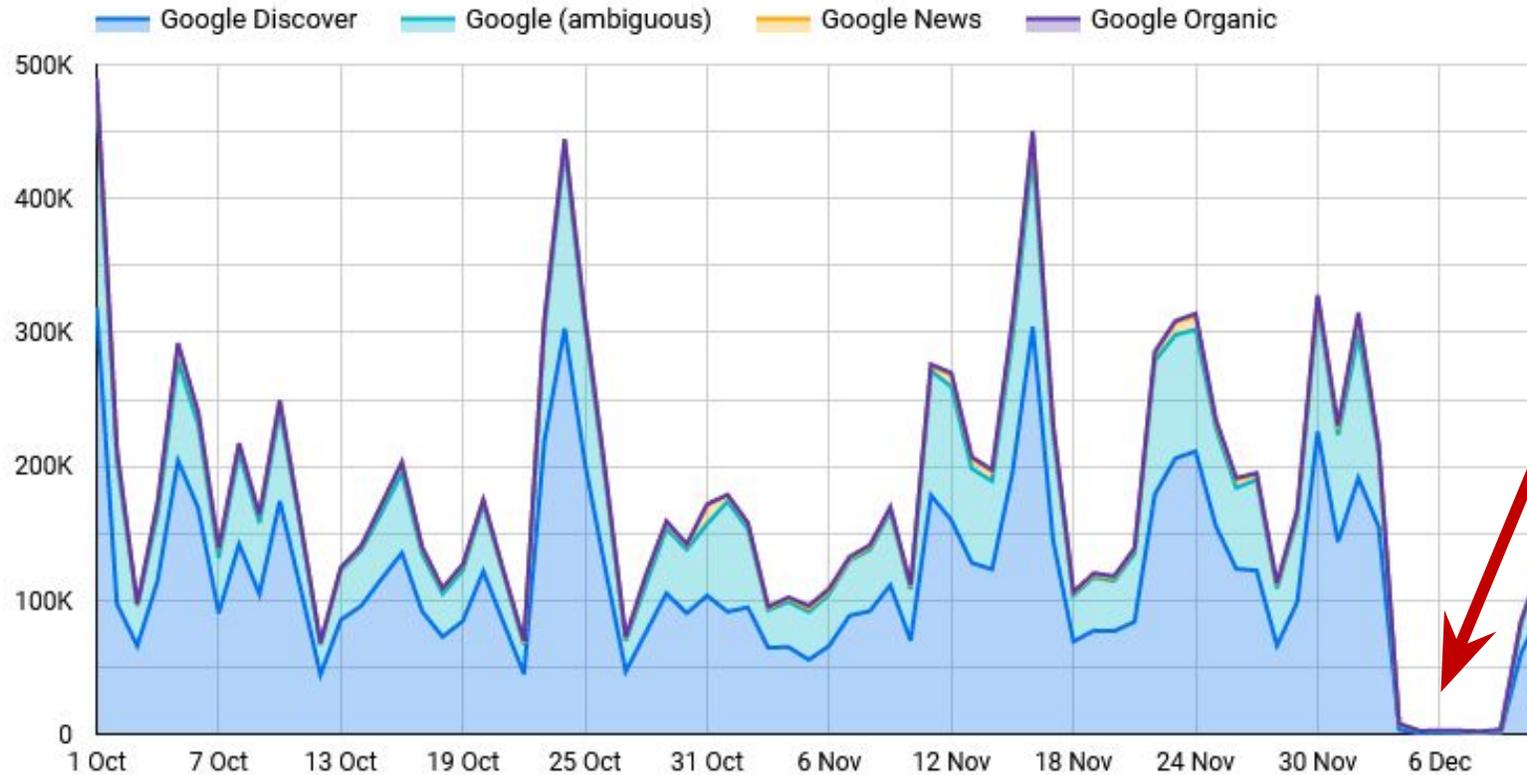


A little anecdote



Discover

Google breakdown



Agenda:



The flaws of CWV



What's taking so long?



Does it matter?



What to do next

What to do next

@THCapper

MOZ

Well, what have we learned?

Well, what have we learned?

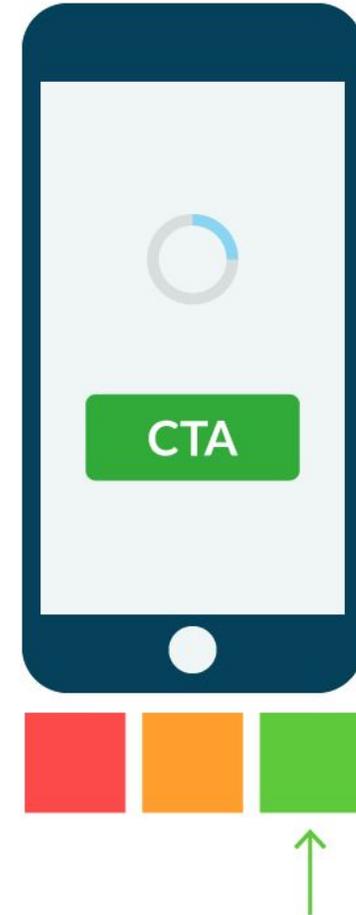
1. Prioritize high traffic pages

“ ... we can employ techniques like grouping pages that are similar and compute scores based on that aggregation ...

-
<https://support.google.com/webmasters/thread/104436075?hl=en>

Well, what have we learned?

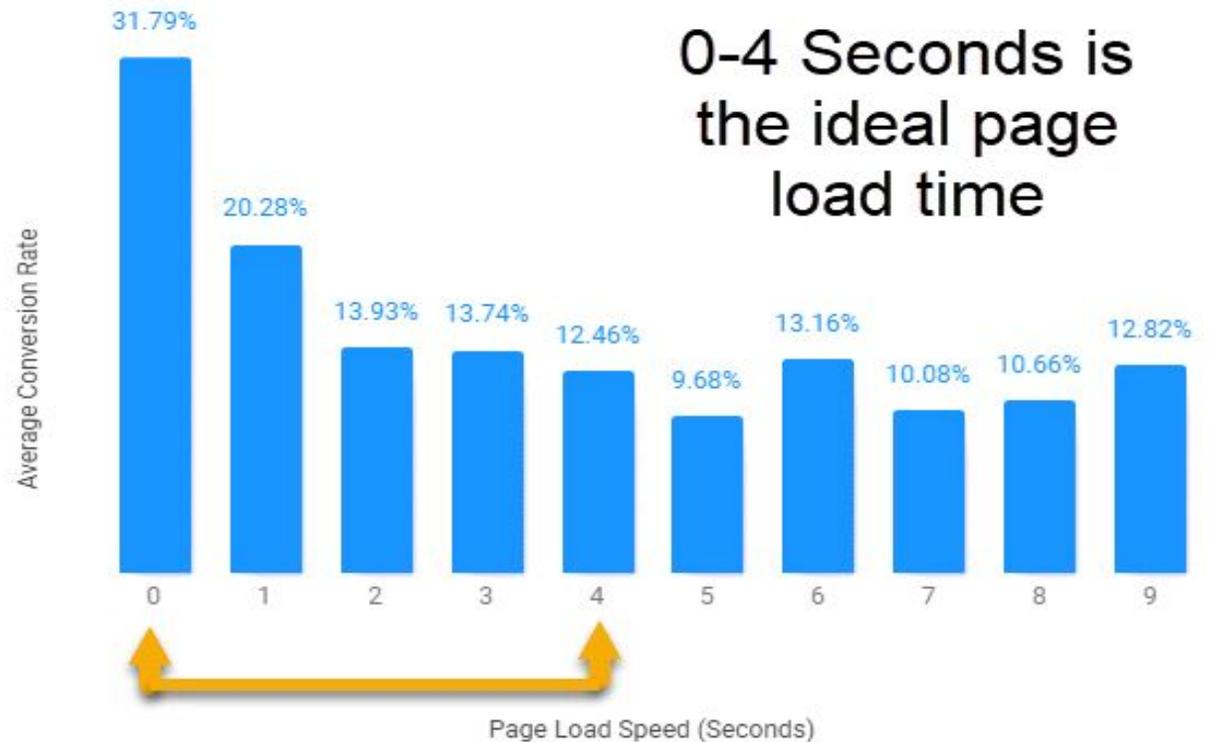
1. Prioritize high traffic pages
2. Metrics can be gamed



Well, what have we learned?

1. Prioritize high traffic pages
2. Metrics can be gamed
3. But not at the expense of speed

Goal Conversion Rates



1. Prioritise high traffic pages



NO SMOKING

SAMPLE RECEIVED THIS SAMPLE	SAMPLE COMPLETED
PROGAS	
DP-2	
JP-2	
JP-3	
TOTAL RECEIVED	
TOTAL COMPLETED	
MEET SPECIFICATION	

Field:

Lab:

Field:

 Representative

Lab:

 Artificial

Field:

 Representative

 As used by Google

Lab:

 Artificial

 Not Google data

Field:

-  Representative
-  As used by Google
-  Apples to oranges

Lab:

-  Artificial
-  Not Google data
-  Scientific

Field:

-  Representative
-  As used by Google
-  Apples to oranges
-  Only viable for existing, high traffic pages

Lab:

-  Artificial
-  Not Google data
-  Scientific
-  Viable for staging sites, new pages, etc.

Field:

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-  As used by Google
-  Apples to oranges
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Lab:

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Mobile

OPEN REPORT >

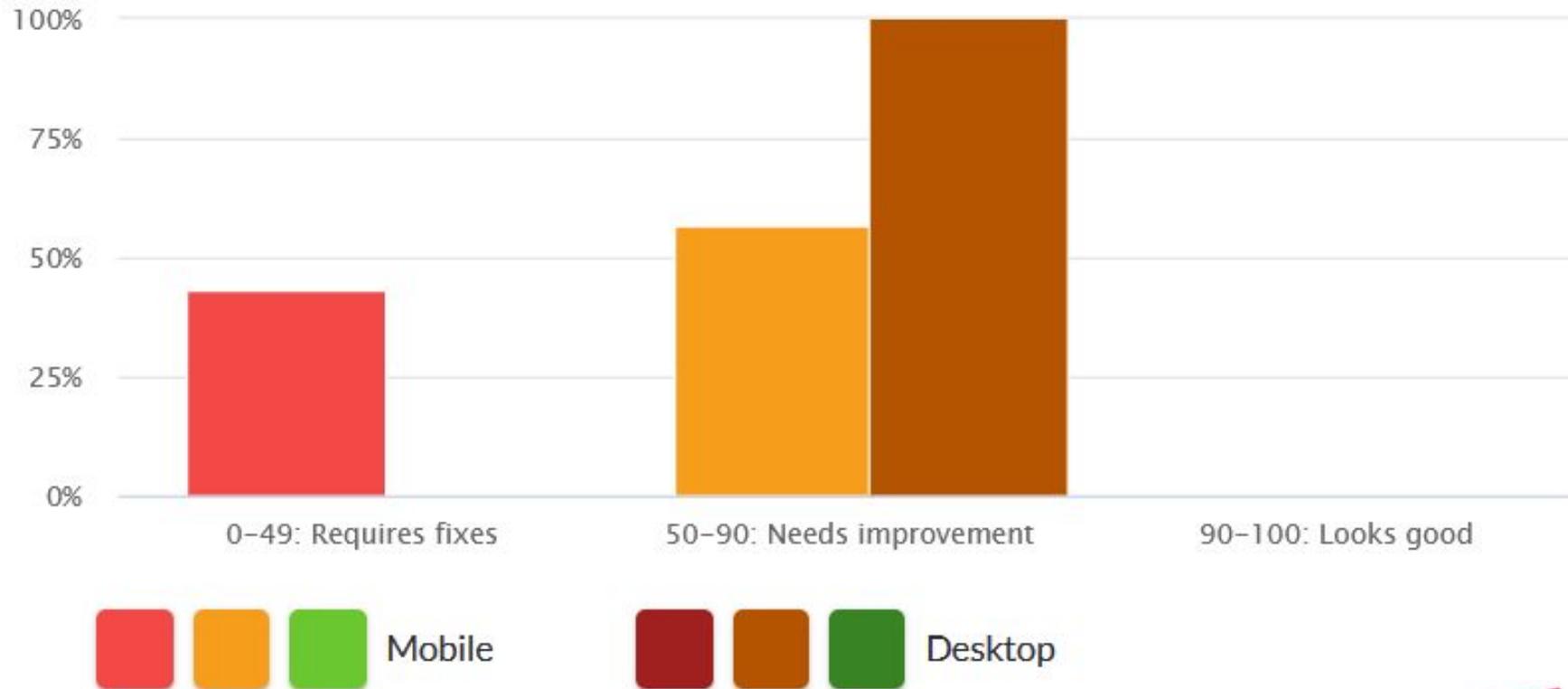
Not enough data for this device type. [Learn more](#)

[Try PageSpeed Insights](#)

<input type="checkbox"/>	URL	Mobile Performance	Desktop Performance	Page Authority	↓ Traffic	Details
<input type="checkbox"/>	https://[redacted] Analyzed 4/13/2021	▲ 42	■ 79	72	24782	View Report
<input type="checkbox"/>	https://[redacted] Analyzed 4/13/2021	■ 62	■ 85	69	11519	View Report
<input type="checkbox"/>	https://[redacted] Analyzed 4/13/2021	▲ 49	■ 88	59	7266	View Report
<input type="checkbox"/>	https://[redacted] Not yet analyzed			57	6785	View Report
<input type="checkbox"/>	https://[redacted] Analyzed 4/13/2021	▲ 37	■ 61	66	5831	View Report
<input type="checkbox"/>	https://[redacted] Analyzed 4/13/2021	▲ 46	■ 84	65	5604	View Report
<input type="checkbox"/>	https://[redacted] Analyzed 4/13/2021	▲ 41	■ 73	66	5218	View Report
<input type="checkbox"/>	https://[redacted] Analyzed 4/13/2021	▲ 44	■ 74	64	4642	View Report

Performance Scores: Pages with crawl issues

Percentage of analyzed pages with score of:



This represents 23 analyzed pages out of 4,125 pages in Pages with crawl issues

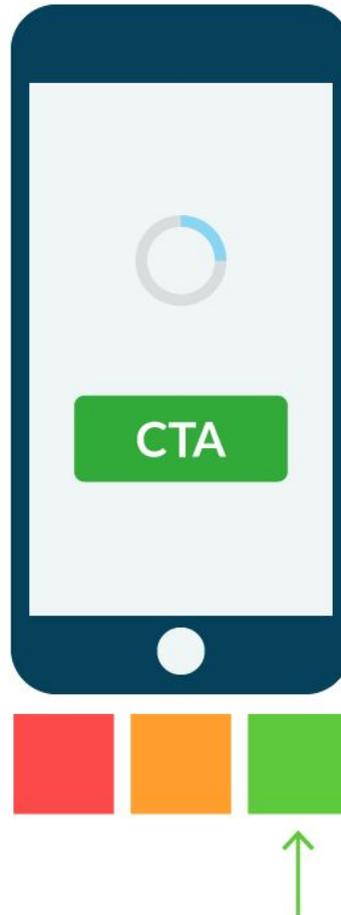


2. Metrics can be ~~gamed~~
optimized

2. Metrics can be ~~gamed~~ *optimized*

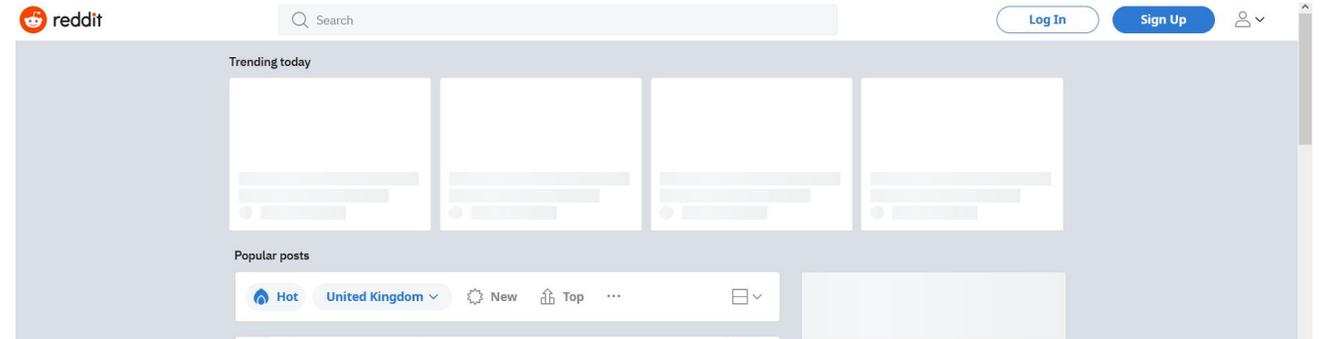
Some less obvious methods:

Cumulative Layout Shift



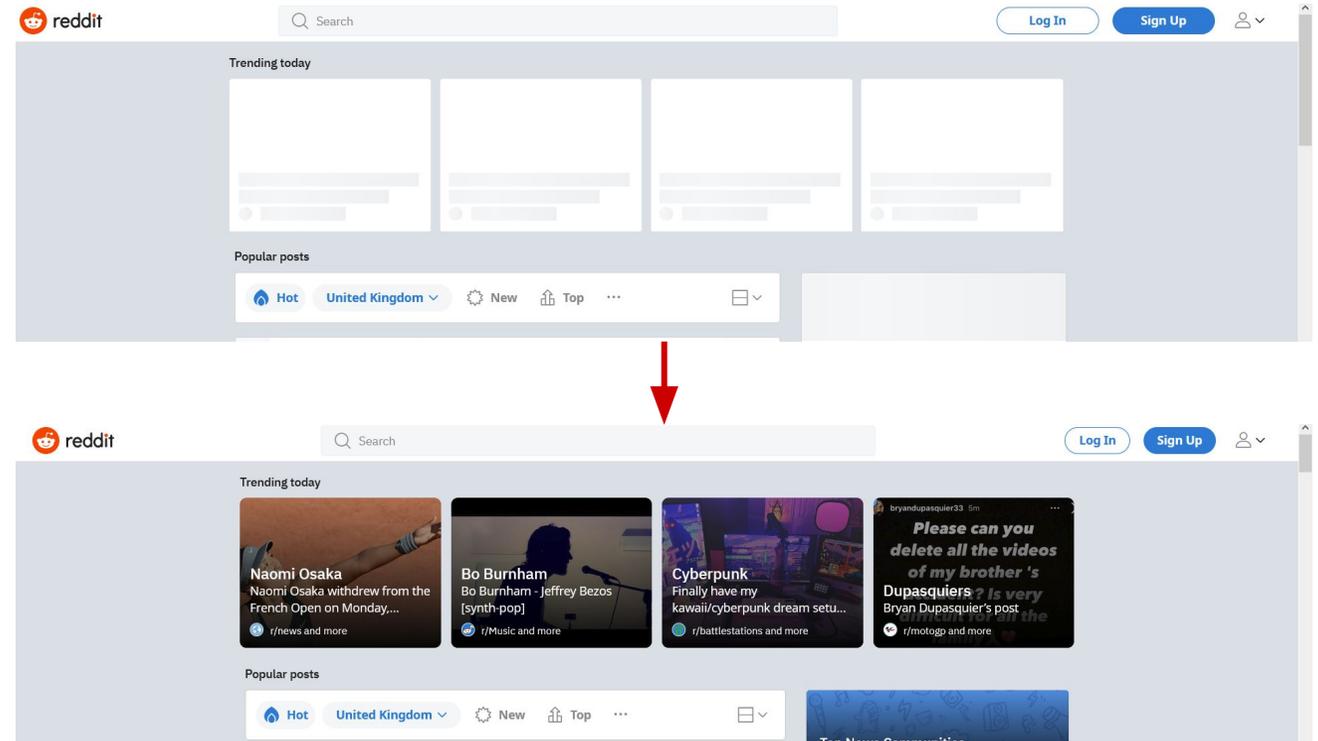
Cumulative Layout Shift

- Use facades for late-loading content



Cumulative Layout Shift

- Use facades for late-loading content



Cumulative Layout Shift

- Use facades for late-loading content
- Move unstable elements below the fold

Cumulative Layout Shift

It was Silverwood who had to inform Robinson, as he left the field last Wednesday, of the unintended impact his tweets had made. He said the 27-year-old had been “devastated, embarrassed, and very remorseful”.

Ollie Robinson's tweets were offensive and wrong.

They are also a decade old and written by a teenager. The teenager is now a man and has rightly apologised. The ECB has gone over the top by suspending him and should think again.

— Oliver Dowden (@OliverDowden) June 7, 2021

“It was very disappointing,” Silverwood said. “What should have been one of the greatest days of Ollie’s career didn’t end up well for him. It was disappointing for the group. It was a stark reminder for us all the responsibilities that we hold in the position that we are in. There is absolutely no place in this game for any form of discrimination whatsoever.

“He showed a lot of remorse, he apologised publicly, he apologised to the dressing room. I think it’s been a really big learning for him. The big thing for us all is education. We are all striving to be better, none of us are perfect, and we all need to make sure we are learning all the time. We can make sure the world is a better place. Most importantly, we can work hard to ensure that this great game is inclusive for everybody and there’s no form of discrimination whatsoever.”

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@OliverDowden

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9:56 AM · Jun 7, 2021

8.3K 1.3K Share this Tweet

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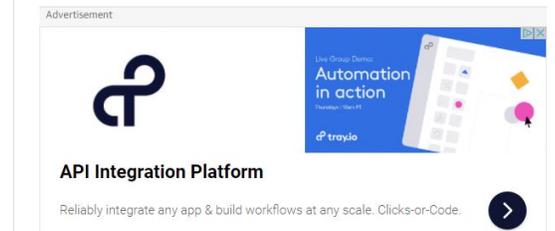
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Cumulative Layout Shift

- Use facades for late-loading content
- Move unstable elements below the fold
- Delay render until elements are ready (!)

Largest Contentful Paint



Largest Contentful Paint

- Identify which element is “largest”

Diagnostics

Diagnostics are additional tips that can help improve page performance. Implementing these tips can affect page performance, but they do not directly affect your Page Performance Scores.

MOBILE DESKTOP

- ⚠️ Ensure Text Remains Visible During Webfont Load
- ⚠️ Uses Passive Listeners To Improve Scrolling Performance
- ⚠️ Avoids document.write()
- ℹ️ Keep Request Counts Low And Transfer Sizes Small
- ℹ️ Largest Contentful Paint Element

What it is
The Largest Contentful Paint metric is defined as the time taken for the largest element on the page to be rendered. This field will show what that element is, to help you debug. [Learn more](#)

Element

Label: We use different types of cookies to optimise your experience on our website. C...



Largest Contentful Paint

- Identify which element is “largest”
- Reconsider hero images

The screenshot shows the Moz Blog homepage. At the top, there is a navigation bar with the Moz logo, links for Products, Blog, and About, a search icon, and links for Resources, Moz Pro, Moz Local, and Free SEO Tools. A user profile icon is in the top right. Below the navigation is the 'The Moz Blog' title and a search bar labeled 'Explore by Category'. A red-bordered box highlights the introductory text: 'The industry's top wizards, doctors, and other experts offer their best advice, research, how-tos, and insights—all in the name of helping you level-up your SEO and online marketing skills.' Below this are two featured articles. The first article, 'Convince Your Boss to Send You to MozCon Virtual 2021 [Plus Bonus Letter Template!]', is by Cheryl Draper, dated May 6, 2021. The second article, 'Page Level Query Analysis at Scale with Google Colab, Python, & the GSC API [Video Instructions Included]', is by Jason Melman, dated May 4, 2021. Both articles have 'Read this post' buttons and comment counts (1 and 4 respectively). The bottom of the page features decorative banners with icons.

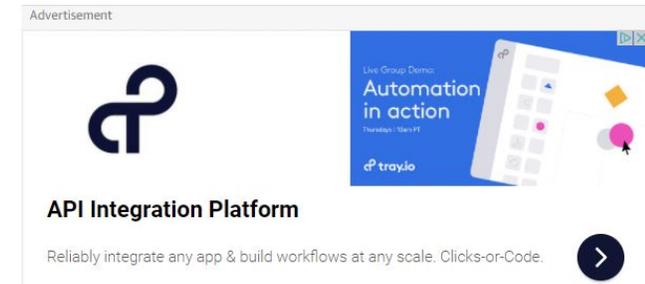
Largest Contentful Paint

- Identify which element is “largest”
- Reconsider hero images
- Drop big assets below fold

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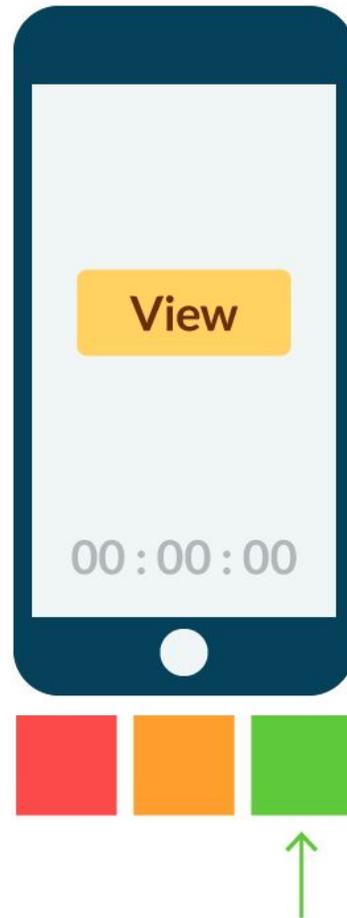


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First input delay

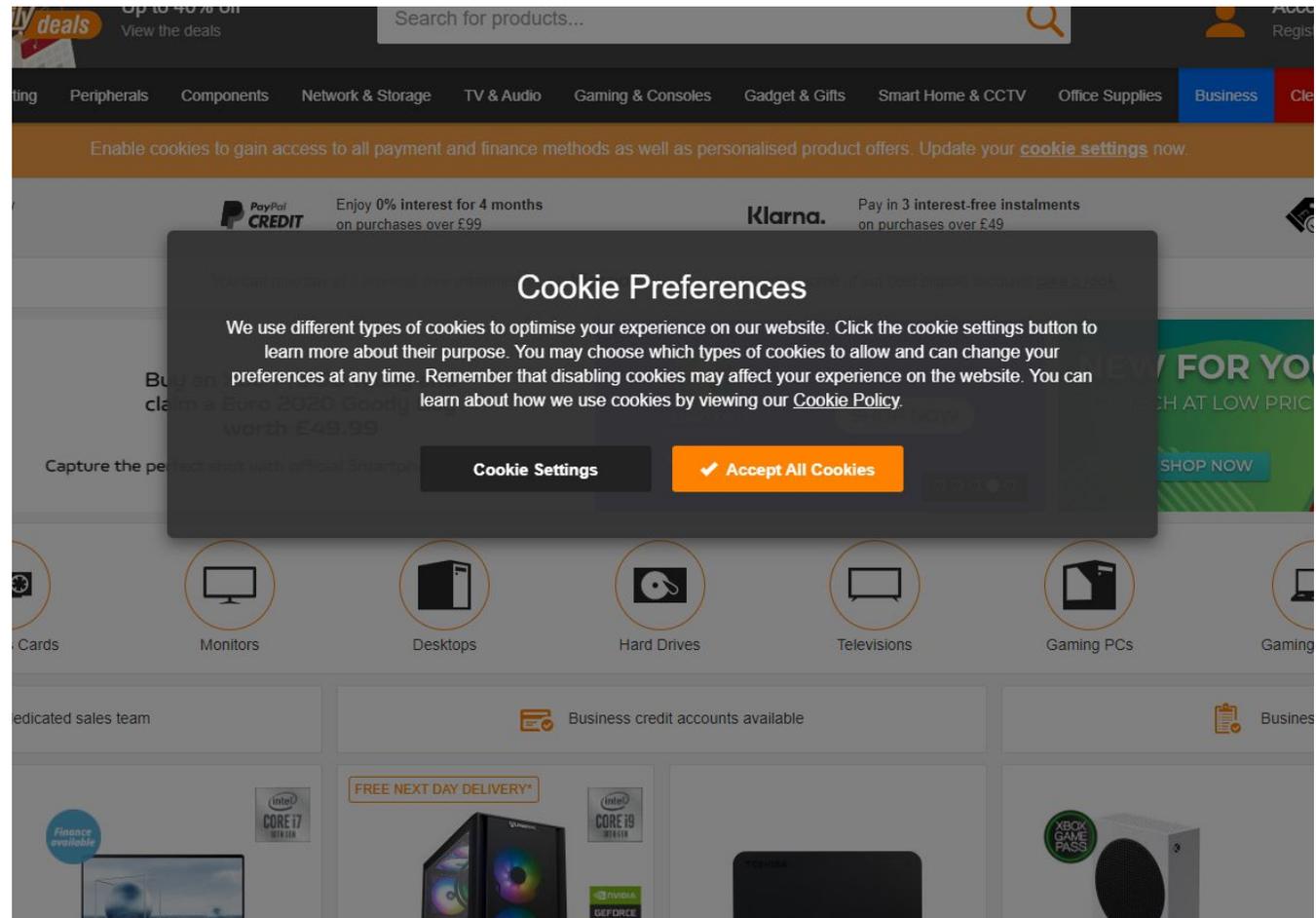


The secret to FID:

The secret to FID:
Human manipulation.

First Input Delay

Do I need to click immediately?



Fixes : Metrics

Opportunities

MOBILE

DESKTOP



Reduce server response times (TTFB)

Potentially affected metric: First Contentful Paint, Largest Contentful Paint, Speed Index



Eliminate render-blocking resources

Potentially affected metric: First Contentful Paint, Largest Contentful Paint, Speed Index



What it is

Render-blocking resources are static files, such as fonts, CSS, and JavaScript, that need to be processed before a browser can figure out how to display a page.

Why it's an issue

If a file is not actually needed to display the page as intended, but is render-blocking anyway, it represents an unnecessary delay.

How to fix it

In many cases, only a small amount of your render-blocking resources are actually used. In order to get your content to display faster, move them into your main HTML. For those files that are not used, instruct your browser to carry on loading without waiting for the rest or delete entirely. [Learn more about how to eliminate render-blocking resources.](#)



Preconnect to required origins

Potentially affected metric: First Input Delay



Remove unused JavaScript

Potentially affected metric: First Contentful Paint, First Input Delay





Ensure Text Remains Visible During Webfont Load

What it is

If your page requires the browser to download a custom font, first. [Learn more](#)

URL

`https://fonts.gstatic.com/s/googlesans/v14/4UaGrENHsxJIGDuGo1OILL3Owp5eKQtG.woff2`



3. But not at the expense of
speed

Conclusion ⇄

At Google Search our mission is to help users find the most relevant and quality sites on the web. The goal with these updates is to highlight the best experiences and ensure that users can find the information they're looking for. Our work is ongoing, which is why **we plan to incorporate more page experience signals going forward and update them on a yearly basis.** We hope that the [tools and resources](#) we've provided make it easier for you to create great websites, and thereby build a web ecosystem that users love.

If you have questions or feedback, please visit our [help forums](#) or let us know through [Twitter](#).

Posted by [Jeffrey Jose](#), Product Manager on Search

<https://developers.google.com/search/blog/2020/11/timing-for-page-experience>

Moz Pro

Campaigns

View Campaign:

TCapper.co.uk

Dashboard

Insights 3

Rankings

Analyze a Keyword

SERP Features

Landine Pages

Page Optimization

Site Crawl

All Crawled Pages

Issue Categories

Critical Crawler Issues

Crawler Warnings

Redirect Issues

Metadata Issues

Content Issues

Performance Metrics BETA

Links

Inbound Links

Linking Domains

Anchor Text

Top Pages

Discovered and Lost

Spam Score

Site Traffic

Custom Reports SETUP

Campaign Settings

Home > Moz Pro > Campaigns > Site Crawl > Performance Metrics

What's New? ? [Help](#)

Performance Metrics

Bulk analyze mobile and desktop page performance to gain critical insight into Core Web Vitals and more.

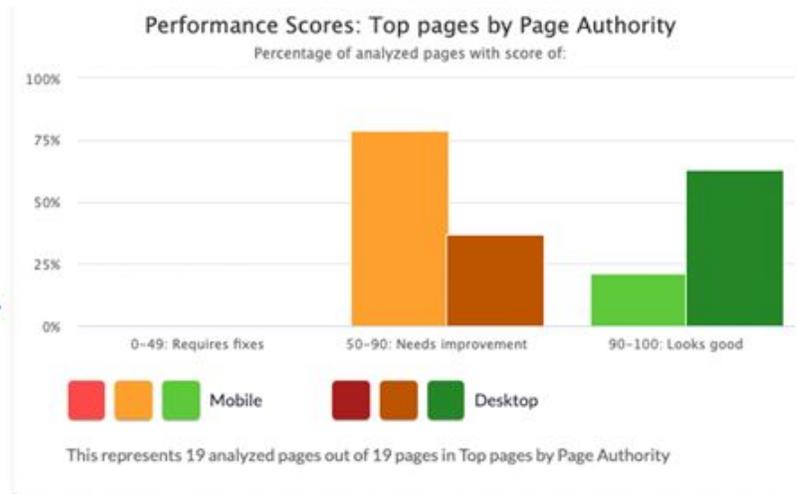
Make a Suggestion

Choose page source

Top pages by Page Authority

Export CSV

View URLs by page category



Pages

Select URLs in the table below, then click the button to analyze. Only URLs with 200 status codes are [available for analysis](#).

Thank You!