

The Google logo is centered in the upper half of the image. The letters are in their signature colors: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'. A bright, multi-pointed starburst light effect is centered on the blue 'g'.

BIG ALGORITHM UPDATE SUMMER 2021

**WHAT YOU NEED TO KNOW AND DO ON
YOUR WEBSITE**

What We Will Cover

- Why is Google making this big update?
- What feeds into Page Experience?
- What are Core Web Vitals?
- Next steps – what you need to do
- What if your web designer can't speed up your site?

Why is Google making this big update to the Algorithm?



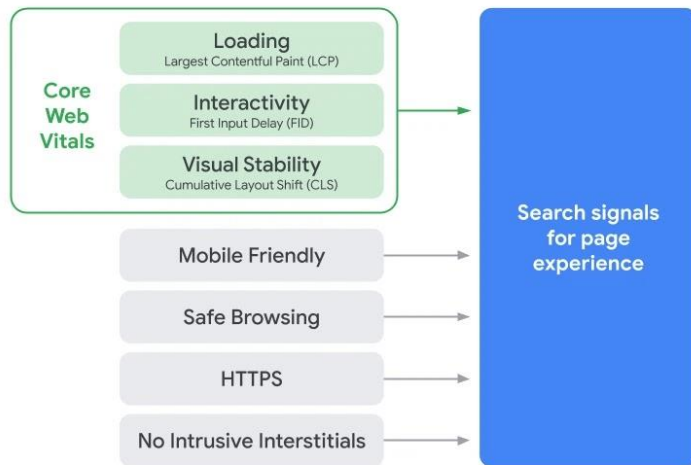
GOOGLE'S PAGE EXPERIENCE UPDATE



- The internet has evolved over the past 10 years
- More than 50% of searchers are on a mobile so mobile experience is important
- Websites have become bloated with design features and marketing tracking features that is slowing pages down

If there are many sites with relevant content that are similarly trusted, Google will opt for the pages that provide a better page experience and put them higher

What feeds into “Page Experience”?



Some of these elements are not new and are things that we should have been focused on for the past few years. For example,

1. Ensuring the site is mobile friendly
2. Ensuring it is secure (HTTPS)

Except NOW Google is saying that within the Algorithm, these will have a bigger impact on your ranking

“Core Web Vitals” Metrics

Also – there are new metrics that you need to be aware of for your website called Core Web Vitals and you need to work with your web developer to pass these metrics.

What are “Core Web Vitals”?

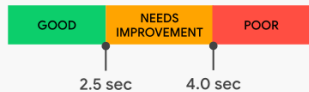
Core Web Vitals



(Loading)

LCP

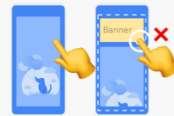
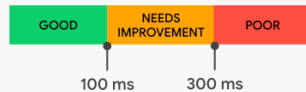
Largest Contentful Paint



(Interactivity)

FID

First Input Delay



(Visual Stability)

CLS

Cumulative Layout Shift



There are 3 metrics you need to be aware of.

The FIRST metric of Core Web Vitals is “How fast does the page load?” and is called LCP – Largest Contentful Paint

The SECOND metric of Core Web Vitals is “How quickly is the page interactive?” and is called FID – First Input Delay

The THIRD metric of Core Web Vitals is “How stable is the page?” and is called CLS – Cumulative Layout Shift

Core Web Vital Metric 1: Largest Contentful Paint (LCP)

(loading)

LCP

Largest Contentful Paint



Largest Contentful Paint (LCP)

This is about page load speed

Score:

2.5 seconds – good

4.0 seconds – poor

longer than 4 seconds – bad

This is the speed at which the largest block of content loads on a web page. We want the user to be able to get the page loaded up and visible as soon as possible.

Core Web Vital Metric 1: Largest Contentful Paint (LCP)

(loading)

LCP

Largest Contentful Paint



In the past, web pages have measured the load event with metrics that measured the time to load the whole web page or the time to load the first bit of any element.

The content to be considered for LCP is limited to:

- images
- video
- block-level text

By “largest” Google means “physically biggest content on the user’s screen” not in terms of file size. Google will specifically look at the size in terms of a rectangular frame around the content block.

Google will only measure a block of content it determines to be the largest frame on the page as the LCP.

Core Web Vital Metric 2: First Input Delay (FID)

(interactivity)

FID

First Input Delay



First Input Delay (FID)

“How quickly is the page interactive?”

Score:

100 milliseconds – good

300 milliseconds – poor

over 300 milliseconds – bad

This is another speed factor but this time we want to know: when are interactive elements on the page ready to function in response to the user input?

If there’s a text box entry field (e.g. to fill in a date for age verification) how soon can it handle input?

For each button - how soon can it handle input? Likewise for each clickable and tappable element.

Core Web Vital Metric 3: Cumulative Layout Shift (CLS)

(Visual Stability)

CLS

Cumulative Layout Shift



Cumulative Layout Shift (CLS)

“How stable is the page?”

Score:

0.1 – good

0.25 – poor

over 0.25 – bad

This deals with an issue that annoys website users the most. The page loads and you think it’s done, but then you go to tap a button and an element just loaded above it that shifted the page layout right when you were going to tap.

Or, you start reading text and then a banner image loads and pushes the text lower down the page.

Core Web Vital Metric 3: Cumulative Layout Shift (CLS)

(Visual Stability)

CLS

Cumulative Layout Shift



The Cumulative Layout Shift is a distance measurement, measuring how much elements on the page moved between first loading and finally done loading.

CLS only bears an impact on *unstable* elements on a page, which means elements that changed the amount of size they take up on the screen from pre-load to post-load.

Any element which has its size specified, to begin with, is stable.

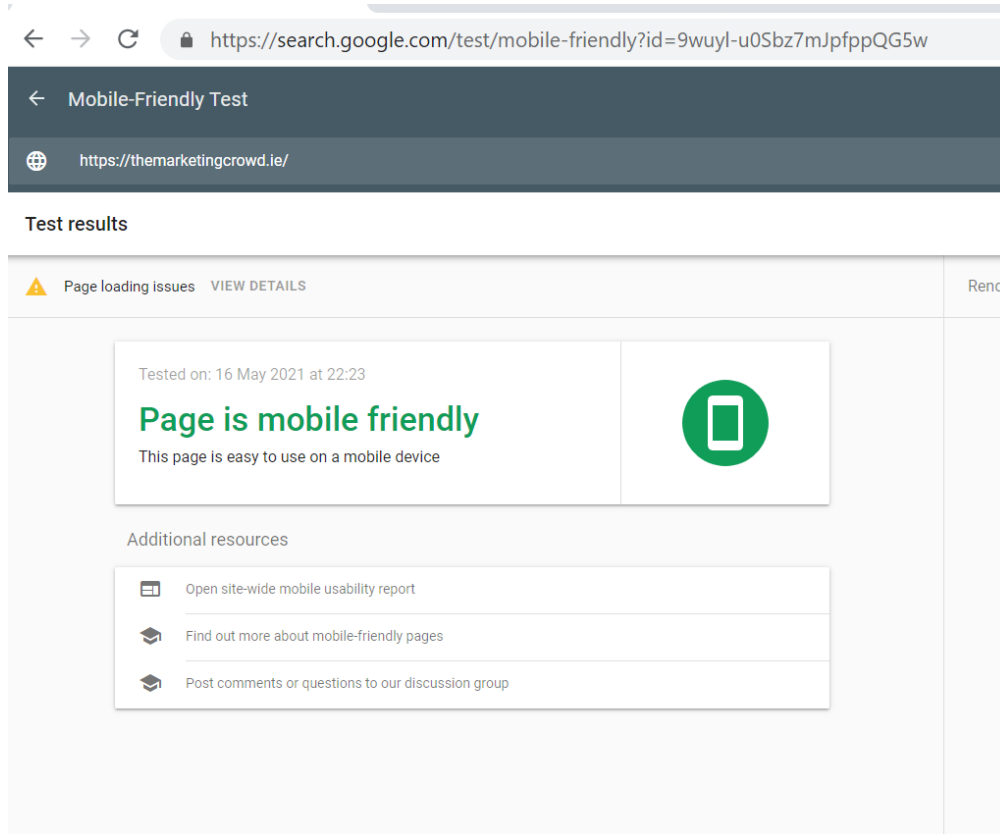
CLS only applies to an *unexpected* element shift. If the user taps a dropdown menu to open a dialog on the page, that was an expected interaction.

The big picture is that CLS measurement is to prevent the page hopping around when you are reading it.

What We Will Cover

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- **What are Core Web Vitals?**
- **Next steps – what you need to do**
- **What if your web designer can't speed up your site?**

Next Steps: 1 – Check that Google Sees your site as mobile friendly



The screenshot shows the Google Mobile-Friendly Test interface. At the top, the browser address bar displays the URL: <https://search.google.com/test/mobile-friendly?id=9wuyl-u0Sbz7mJpfpQG5w>. Below the address bar, the page title is "Mobile-Friendly Test" and the URL of the tested page is <https://themarketingcrowd.ie/>. The "Test results" section shows a warning icon for "Page loading issues" with a "VIEW DETAILS" link. The main result area indicates the test was performed on "16 May 2021 at 22:23" and states "Page is mobile friendly" in green text, with the subtext "This page is easy to use on a mobile device". To the right of this text is a green circular icon containing a white smartphone. Below the main result, there is a section for "Additional resources" with three links: "Open site-wide mobile usability report", "Find out more about mobile-friendly pages", and "Post comments or questions to our discussion group".

Use the Google tool that checks if Google sees your site as mobile friendly. It isn't sufficient to think it is mobile friendly - it might look mobile friendly but could still fail Google's test

<https://search.google.com/test/mobile-friendly>

If your site fails this test contact your Web Developer.

Next Steps: 2 – Ensure you have an SSL cert on your site



Google wants all websites to handle data that is input by users securely e.g. email, Eircode etc.

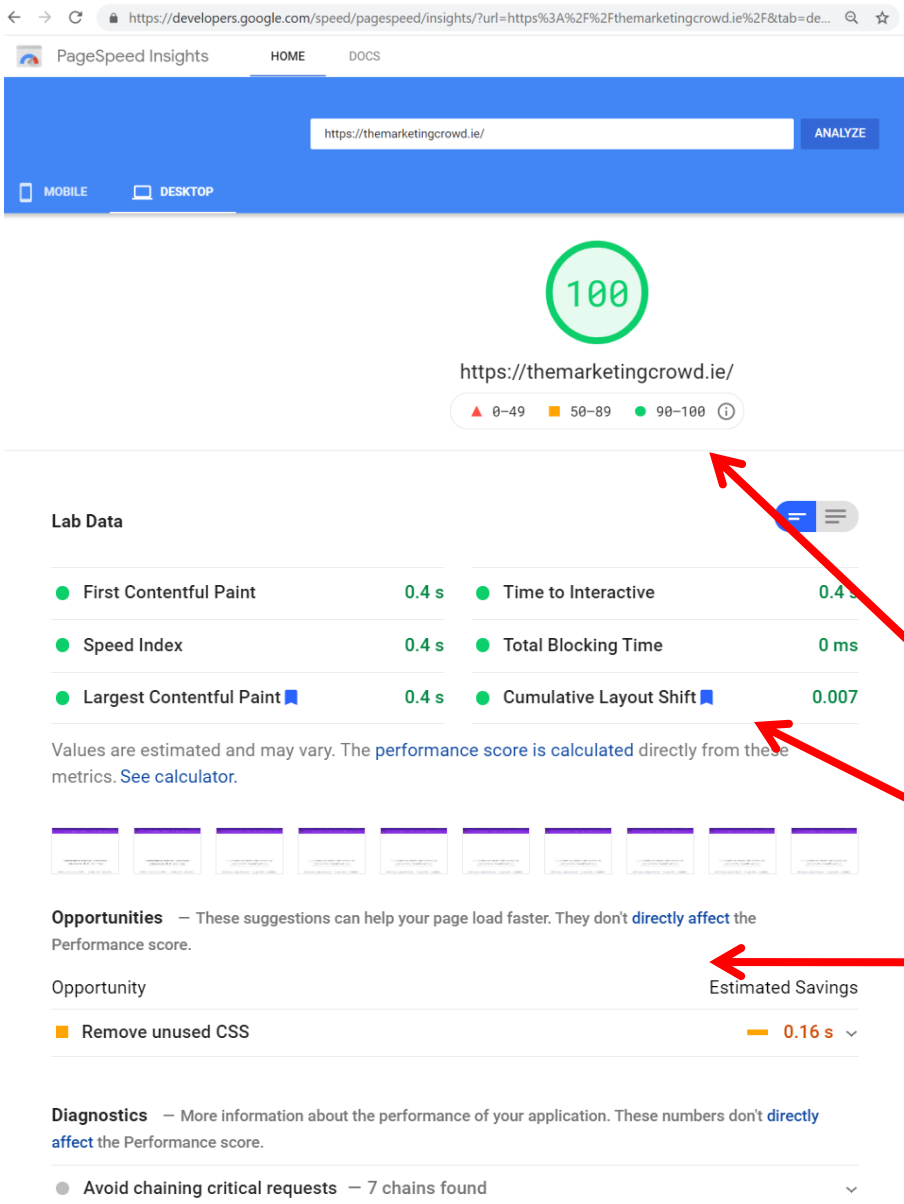
In order to be secure you must have an SSL cert which also then means your address starts with HTTPS

For websites that have a HTTPS protocol, the search bar in the browser displays a lock symbol, and on Google Chrome, the word "secure".

However, if it isn't on HTTPS, you won't see the symbol.

Check your site and ensure you get an SSL cert added. Ask your Web Designer or hosting company to add it.

Next Steps: 3 – Check your Core Web Vitals scores



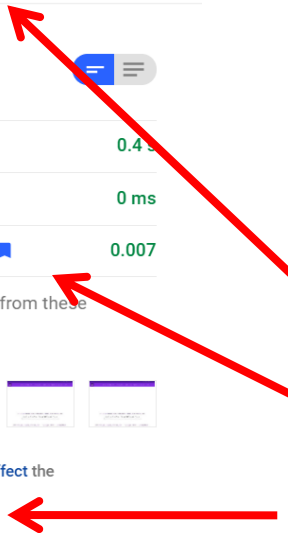
1. Use Google's **Page Speed Insights** tool to check your scores.

<https://developers.google.com/speed/pagespeed/insights/>

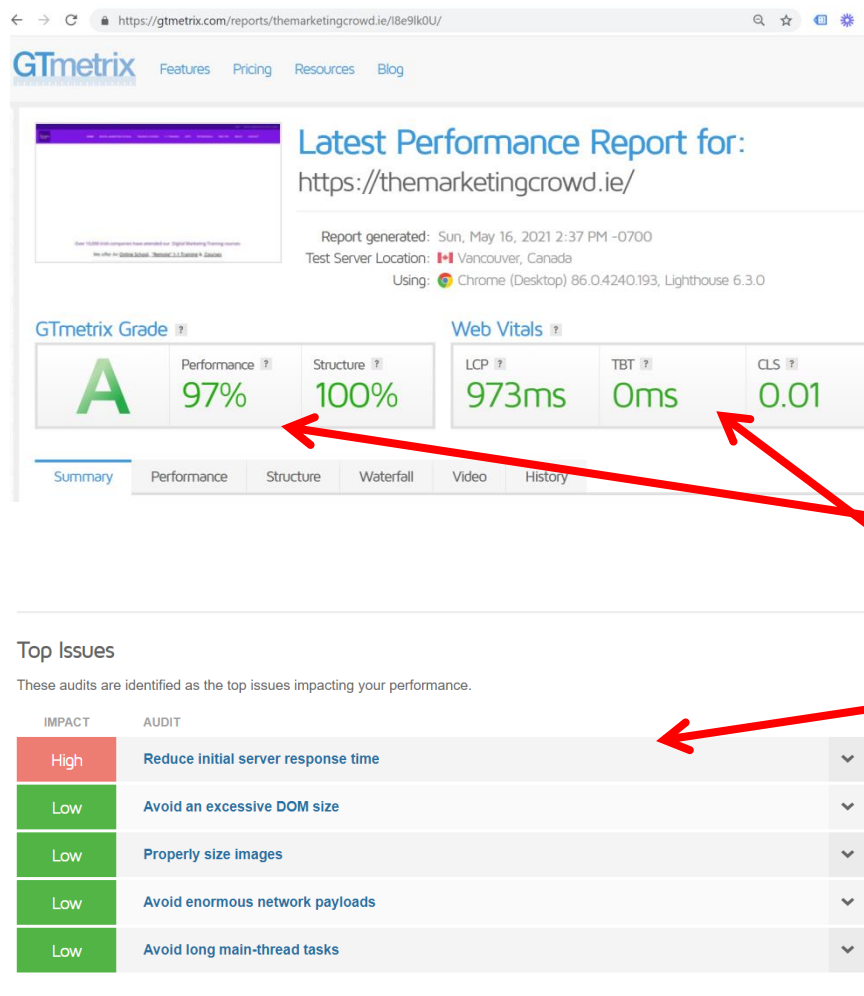
It will give you an overall score out of 100 for both mobile and Desktop

When you scroll down it will tell you your core vitals scores

It will also indicate what you should work on to improve your scores



Next Steps: 3 – Check your Core Web Vitals scores



2. You could also use Gtmetrix.com to check and compare results.

<https://gtmetrix.com/>

This tool also gives you ...

1. An overall score out of 100
2. Your core vitals scores
3. It will also indicate what you should work on to improve your scores

Core Web Vital Metric 1: Largest Contentful Paint (LCP)

(Loading)

LCP

Largest Contentful Paint



How To Fix Issues if your score is poor

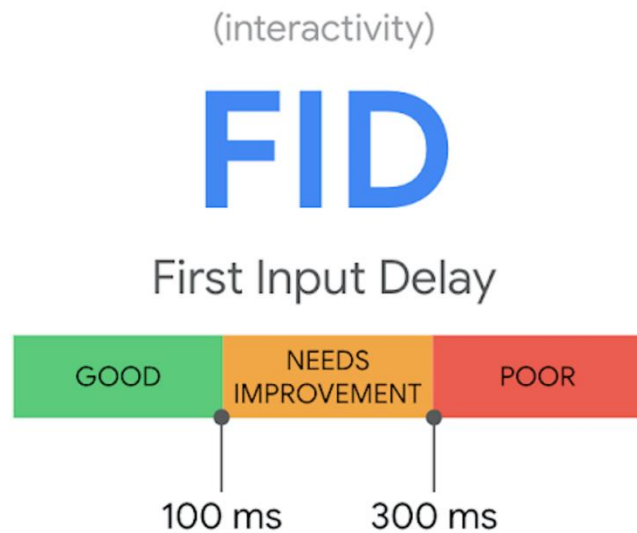
LCP is all about speed and a number of things can impact loading speed

- Slow server
- Too much JavaScript and CSS blocking the render time
- Slow time fetching the resources

You should look at:

1. Investing in good hosting. E.g. for WordPress, WP engine is very good.
2. Ask you web designer to look at speed and he / she might need to look at , ...
 - Loading JavaScript after the content
 - Avoiding excessive iframes,
 - Avoiding embedding apps e.g. forms

Core Web Vital Metric 2: First Input Delay (FID)



How to fix issues if your score is poor

This is something your programmer / web developer needs to look at.

Javascript programs loading in the background and blocking interaction cause delays.

Fixing it will involve testing, auditing, and optimizing the code.

Core Web Vital Metric 3: Cumulative Layout Shift (CLS)

(visual stability)

CLS

Cumulative Layout Shift



How to fix issues if your score is poor

Cumulative Layout Shift is 100% fixable:

Ask your web designer to look at this.

He / she needs to specify the size dimensions for every image and video element on the page

Specifying the size dimensions lets the web browser software reserve a “parking space” for that block of content so that when it loads, it doesn’t move the other page elements around.

If your web designer can't improve things, try Fiverr.com



Website speed and core web vitals is quite specialised and your web designer might not be able to improve things.

Be aware that there are freelancers on Fiverr.com who specialise in this.

Search on Fiverr for "Core Web vitals"