

What Healthcare Marketers Need to Know About Core Web Vitals

70+ Healthcare Clients
500+ Websites
20 Years of Experience



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5 Tips to Prepare Your Website for Core Web Vitals

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WHITE PAPER

5 Tips to Prepare Your Website for Core Web Vitals

Use this checklist to learn more about Google's Core Web Vitals and prioritize page experience fixes for your site.





Webinar Best Practices

Speakerphone tip

Mute your microphone for best audio quality.

Have questions?

We'll try to answer as many as possible. Enter them in the Q&A field.

We love feedback

Please complete the survey at the end of the webinar.

We're recording

Video of today's webinar will be posted on geonetric.com in the Ideas section.

Today's Presenter



Kelly Collins

Senior Digital Marketing Strategist



What Healthcare Marketers Need to Know About Core Web Vitals



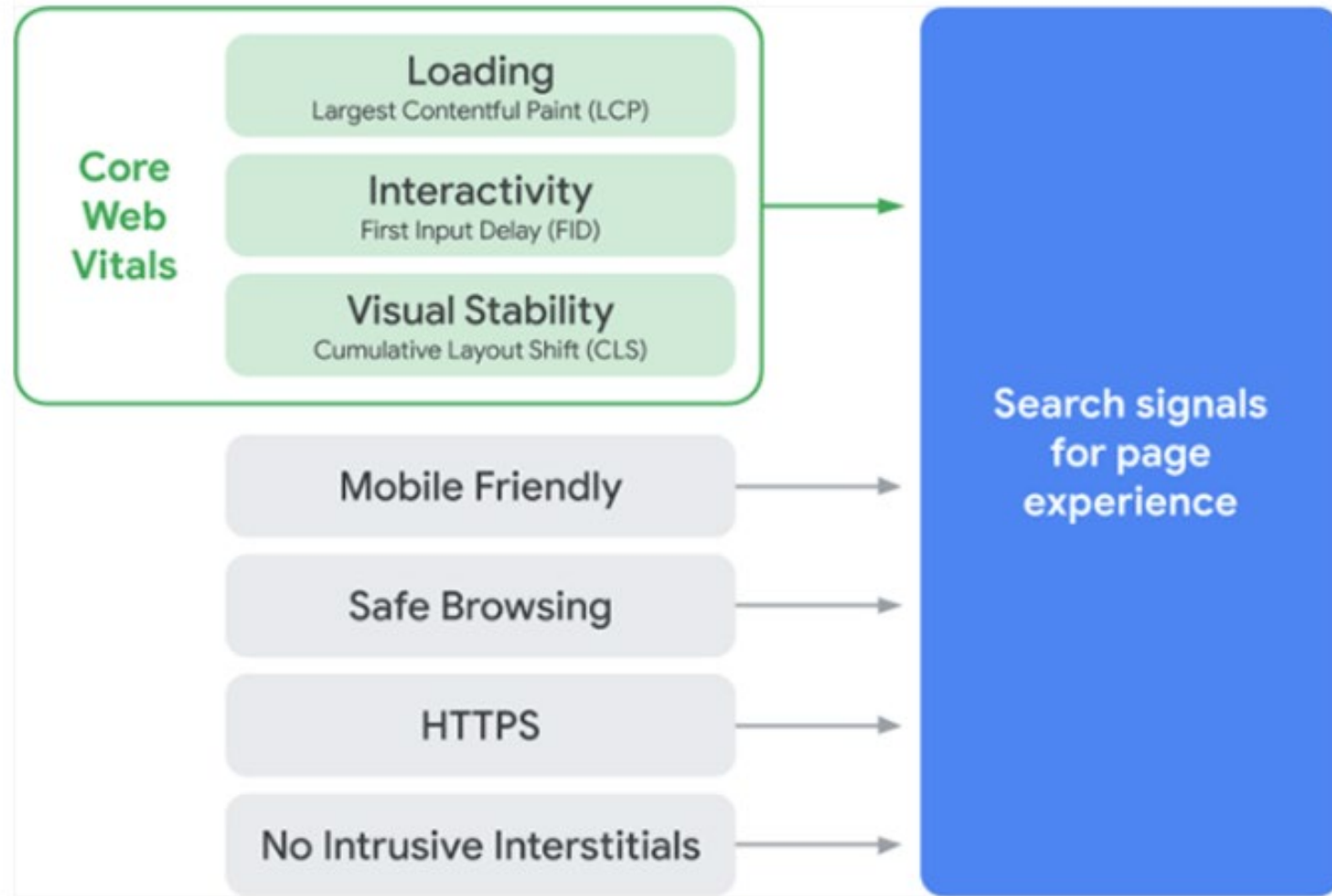
Google's page experience update

- Google's new signal is now part of thousands of other signals. While it's important focus on, we don't want to lose sight of all other signals.
- Began rolling out on June 15th and is expected to complete its rollout by the end of August 2021.
- Google is formalizing signals that already exist (mobile-friendliness) and adding three new signals, known as Core Web Vitals.



Google defines Core Web Vitals as follows:

*"A set of real-world, user-centered metrics that quantify key aspects of the user experience. **[Core Web Vitals] measure dimensions of web usability such as load time, interactivity, and the stability of content** as it loads (so you don't accidentally tap that button when it shifts under your finger—how annoying!)."*





Core Web Vitals

Largest Contentful Paint (LCP) – Measures how long it takes the largest element on the page to load.

First Input Delay (FID) – Measures the time from when a user first interacts with a page (e.g.) when they click a link) to the time when the page is actually able to respond to that interaction.

Cumulative Layout Shift (CLS) – Measures visual stability, quantifying how often users experience **unexpected layout shifts**. A layout shift occurs any time a visible element changes its position from one frame to the next.



Use a combination of tools to measure Core Web Vitals

Field Tools

- Chrome User Experience Report
- PageSpeed Insights
- Google Search Console (Core Web Vitals report)

Lab Tools

- Chrome DevTools
- Lighthouse



Google Search Console page experience signals

The screenshot displays the 'Page experience signals' section of the Google Search Console interface. On the left, a sidebar menu under the heading 'Experience' includes 'Page Experience' (selected with a plus icon), 'Core Web Vitals' (with a checkmark icon), and 'Mobile Usability' (with a mobile phone icon). The main content area is titled 'Page experience signals' and contains four white cards, each with a green checkmark icon and the text 'No issues detected':

- Core Web Vitals**: Includes a help icon (?) and a right arrow (>).
- Mobile Usability**: Includes a help icon (?) and a right arrow (>).
- Security issues**: Includes a help icon (?) and a right arrow (>).
- HTTPS**: Includes a help icon (?) and the text 'Your site uses HTTPS. [Learn more](#)'.



Google Search Console page experience signals





What does this mean for SEO?



Don't panic.



**Optimize holistically
for SEO.**



**Content is
still king.**



Take it from Google:

*“While all of the components of page experience are important, we will prioritize pages with the best information overall, even if some aspects of page experience are subpar. **A good page experience doesn’t override having great, relevant content.**”*



Where do I begin?

Where to begin?

1

Prioritize high-traffic pages



Where to begin?

2 Assess your site's technical debt



Where to begin?

3 Optimize your images





Q&A

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Thanks for attending today's webinar!