

# Core Web Vitals Checklist



## 2025 Edition

Google's Core Web Vitals (CWV) are a set of metrics that measure how fast, stable, and responsive your website feels for real users. They are part of Google's page experience signals and directly impact SEO rankings, conversions, and user satisfaction.

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### What Are Core Web Vitals (CWV)?

Core Web Vitals focus on three key aspects of user experience:

#### 1. LCP – Largest Contentful Paint

- **Definition:** How quickly the main content (ex. hero image or headline) loads and is visible to users
- **Target:** Under 2.5 seconds
- **Why it matters:** Faster content display improves perceived performance and reduces bounce rates

#### 2. CLS – Cumulative Layout Shift

- **Definition:** How much page elements “jump” or shift unexpectedly during load
- **Target:** Score below 0.1
- **Why it matters:** Layout shifts frustrate users and lead to mis-clicks, especially on mobile

#### 3. INP – Interaction to Next Paint (new in 2024, replaced FID)

- **Definition:** How quickly a page responds after a user action, like clicking a button or typing
- **Target:** Under 200ms
- **Why it matters:** Slow interactivity makes your site feel sluggish and hurts engagement

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### Why Are Core Web Vitals Important?

- **SEO Impact:** Google uses CWV as a ranking signal. A poor score can hurt visibility.
- **User Retention:** Faster, more stable pages lead to lower bounce rates and higher conversions.
- **Competitive Edge:** Many sites still struggle with CWV — optimizing yours gives you an advantage.

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## Measurement

- ☐ Test your site in Google PageSpeed Insights and Search Console > Core Web Vitals Report.
- ☐ Use Chrome DevTools or Lighthouse for lab testing and debugging.
- ☐ Track CWV regularly in Google Analytics 4 or third-party monitoring tools.

## Largest Contentful Paint (LCP)

- ☐ Optimize images with next-gen formats (WebP, AVIF).
- ☐ Use a Content Delivery Network (CDN) for faster delivery.
- ☐ Implement lazy-loading for below-the-fold media.
- ☐ Preload critical assets like hero images and fonts.
- ☐ Reduce render-blocking JavaScript and CSS.

## Cumulative Layout Shift (CLS)

- ☐ Always include width and height attributes for images and videos.
- ☐ Avoid inserting ads, banners, or pop-ups above existing content without reserving space.
- ☐ Use font-display: swap for web fonts to avoid layout jank.
- ☐ Test your site on mobile to identify unexpected shifts.

## Interaction to Next Paint (INP)

- ☐ Minimize JavaScript execution time by splitting large bundles.
- ☐ Use code-splitting and defer non-critical scripts.
- ☐ Optimize third-party scripts (chatbots, trackers, ads).
- ☐ Prioritize input responsiveness on mobile (e.g., tap targets).
- ☐ Monitor real-user INP in Google's CrUX dataset.


## Ongoing Maintenance

- ☐ Run quarterly CWV audits to catch regressions.
- ☐ Test across devices and networks (desktop, mobile, 3G/4G).
- ☐ Benchmark against competitors in your niche.
- ☐ Document fixes so future updates don't break performance.

## Final Review Questions - Ask Yourself...

- ☐ Is the main content visible in under 2.5s?
- ☐ Does the page stay stable while loading?
- ☐ Do interactions feel instant and responsive?

 **If yes, your site is Core Web Vitals ready.**

 **Pro Tip from ScaledOn:** Improving CWV isn't a one-time fix. Make performance a habit in your dev process — it pays off in SEO, conversions, and user trust.

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