

Big Google Changes: How This Will Affect Your Website

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LLOYDS BANK
ACADEMY

If you can't be found on Google, you're nowhere.

Your website



Google & your website

Other search engines are available but, I mean – who uses those?

A well-built site has

Good page meta (page titles & descriptions),
content that's not spammy, not slow and measures up to....

Core Web Vitals

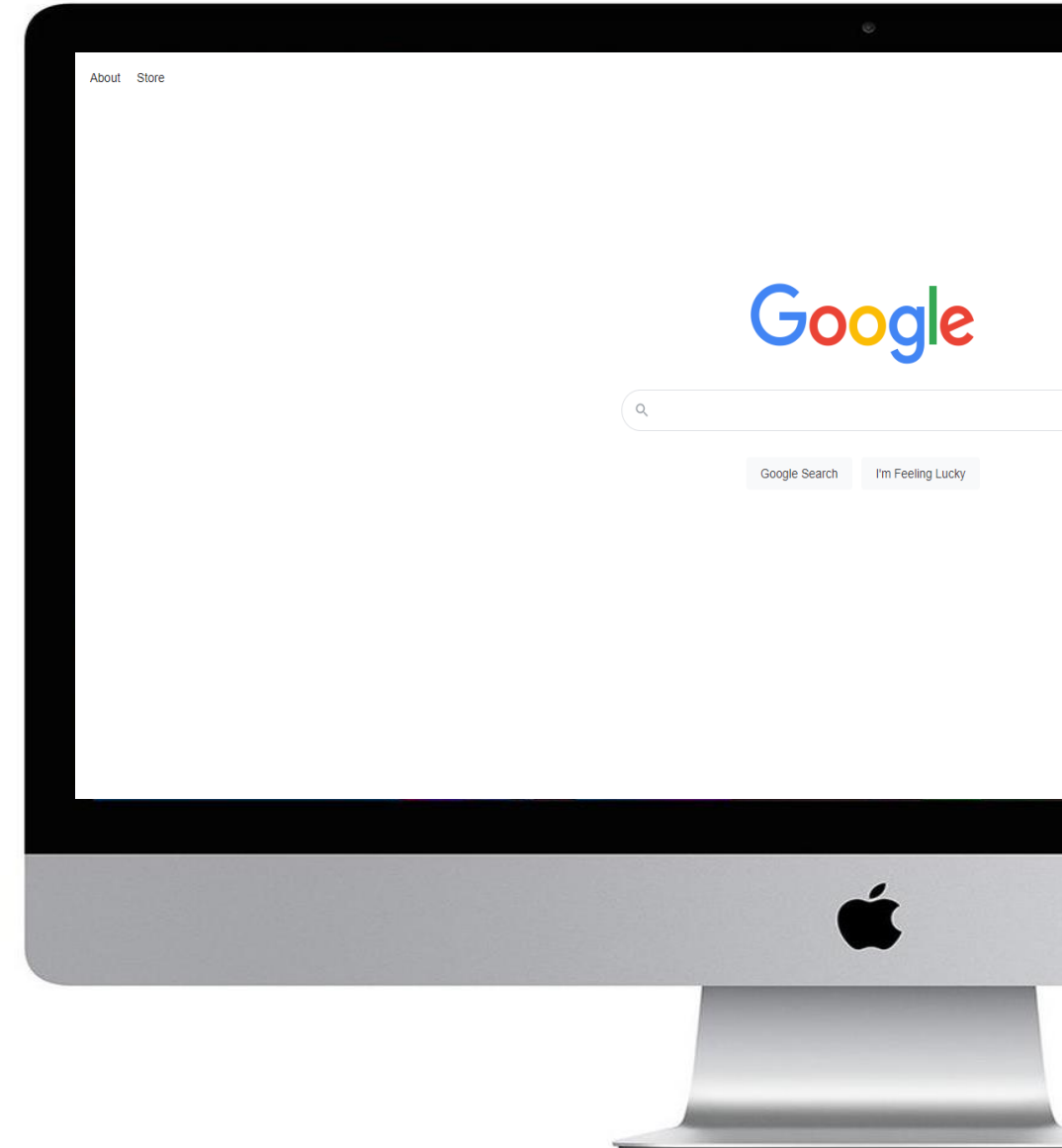
Google's new rules, new ways a site is ranked. Speed means a lot.
(avoid initial big pics & vids)

Mobile experience

75%+ of all surfing is mobile...

Analytics

What's important and is being measured is changing.



Core Web Vitals



Analyze

Enter a valid URL

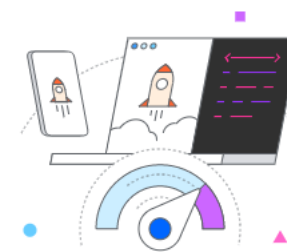
Make your web pages fast on all devices

CHECK OUT

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[Documentation](#)

[Learn about Web Performance](#)



GO HERE: pagespeed.web.dev

Core Web Vitals

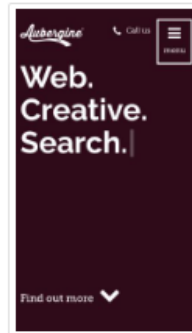
Mobile Desktop



Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



METRICS

Expand view

■ First Contentful Paint
1.9 s

▲ Speed Index
7.2 s

■ Largest Contentful Paint
3.6 s

▲ Time to Interactive
19.6 s

● Total Blocking Time
150 ms

■ Cumulative Layout Shift
0.203

📅 Captured at Sep 28, 2022, 11:00 AM GMT+1

📱 Emulated Moto G4 with Lighthouse 9.6.6

🔗 Single page load

🕒 Initial page load

📶 Slow 4G throttling

🧪 Using HeadlessChromium 102.0.5005.115 with lr

🗃️ View Treemap



Show audits relevant to: [All](#) [FCP](#) [TBT](#) [LCP](#) [CLS](#)

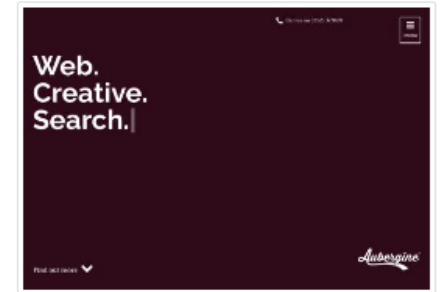
Mobile Desktop



Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



METRICS

Expand view

● First Contentful Paint
0.5 s

● Speed Index
1.0 s

● Largest Contentful Paint
0.8 s

● Time to Interactive
0.7 s

● Total Blocking Time
0 ms

■ Cumulative Layout Shift
0.131

📅 Captured at Sep 28, 2022, 11:00 AM GMT+1

📱 Emulated Desktop with Lighthouse 9.6.6

🔗 Single page load

🕒 Initial page load

📶 Custom throttling

🧪 Using HeadlessChromium 102.0.5005.115 with lr

🗃️ View Treemap



Show audits relevant to: [All](#) [FCP](#) [TBT](#) [LCP](#) [CLS](#)

OPPORTUNITIES



I FEEL THE NEED THE NEED FOR SPEED

Core Web Vitals - definitions

First Contentful Paint:

First Contentful Paint marks the time at which the first **text or image** is "painted" – or displayed.

Why is this important?

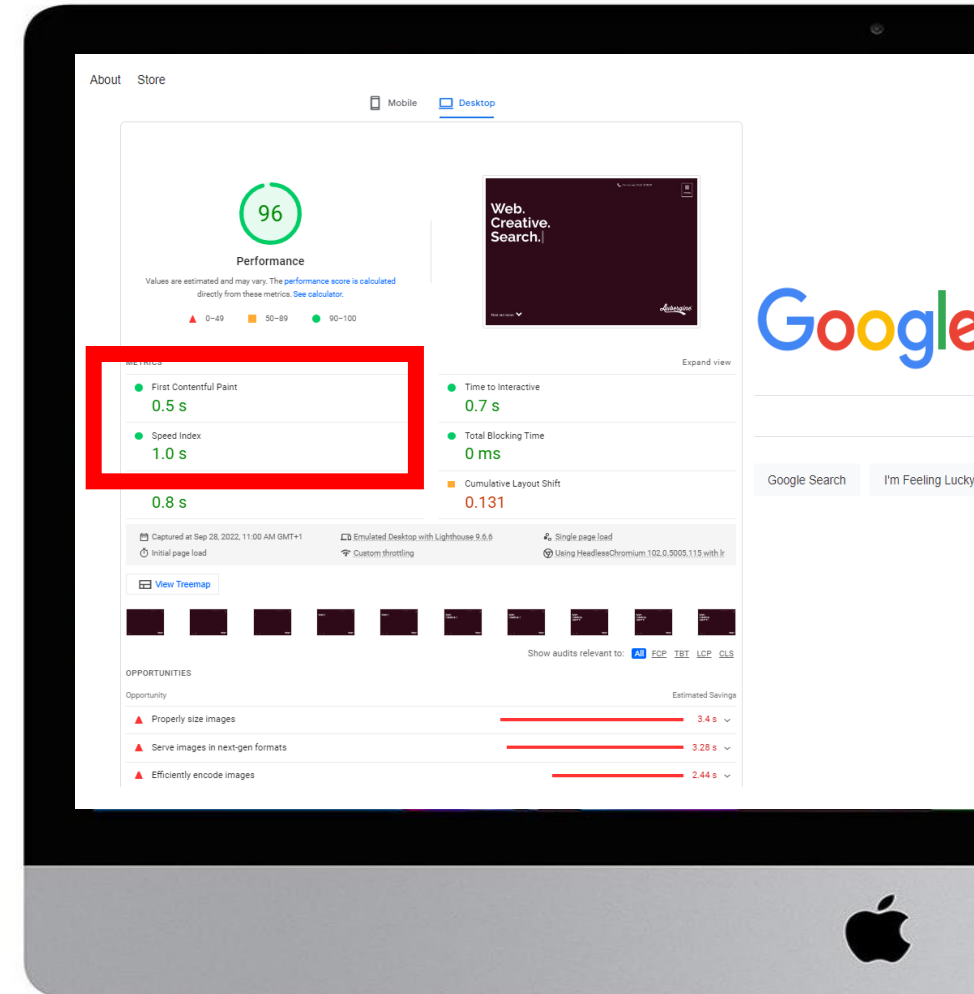
User is more likely to stick around - they are at an active website.

Speed Index:

Speed Index shows how quickly the contents of a page are visibly populated and the page fully loaded.

Why is this important?

Users will wait an ever decreasing amount of time and won't bother if sites take too long to load enough to get to what the user wants.



Core Web Vitals - definitions

Largest Contentful Paint:

Largest Contentful Paint marks the time at which the largest text or image is "painted" – or displayed.

Why is this important?

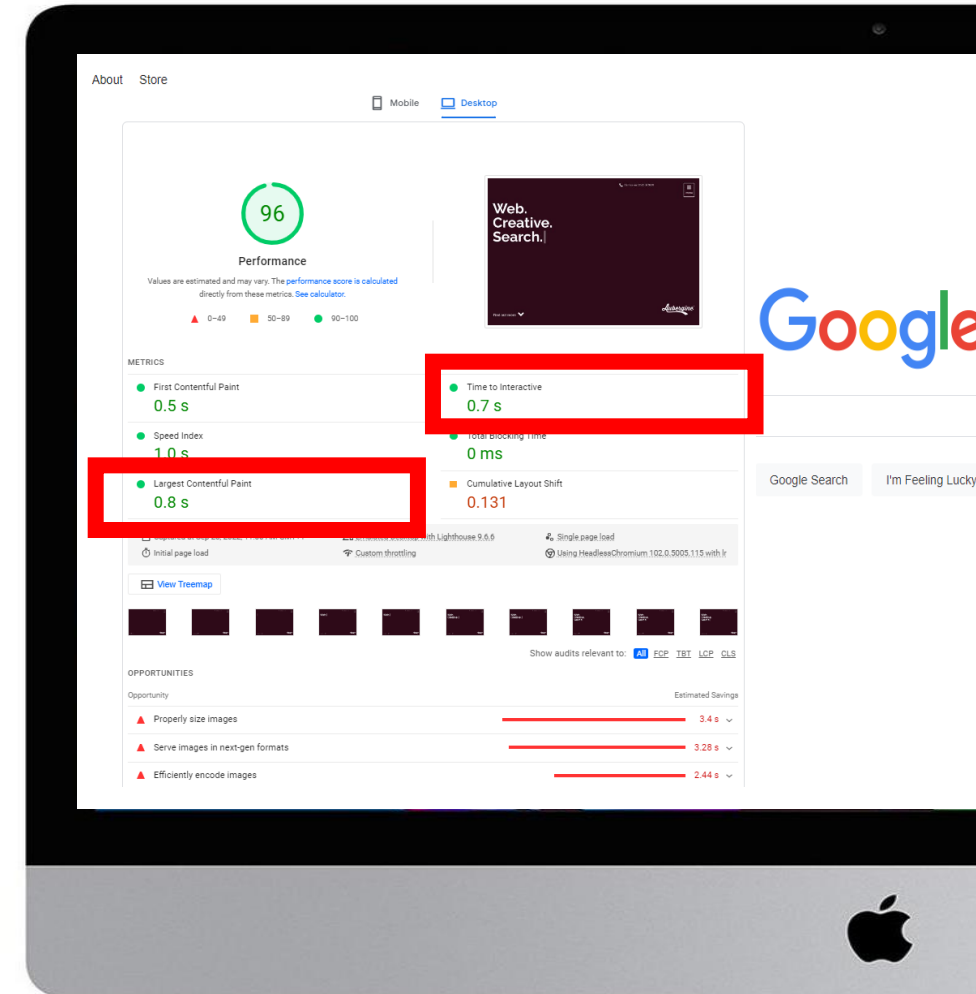
Usually it's the most important thing on the website – the 'this is what we do' - some weirdness can occur. Won't always be what you expect so make sure all text areas are clear, well written and have headings, too.

Time to Interactive:

Time to interactive is the amount of time it takes for the page to become fully interactive - once all the buttons and fields that do stuff are loaded (not just the visual things)

Why is this important?

Because that's when people can start using the page properly – click buttons, categories to products, use search, use navigation bar.



Core Web Vitals - definitions

Total Blocking Time:

Sum of all time periods between FCP and Time to Interactive - how much time it takes between the first word loading and all the buttons and elements that provide functionality have loaded.

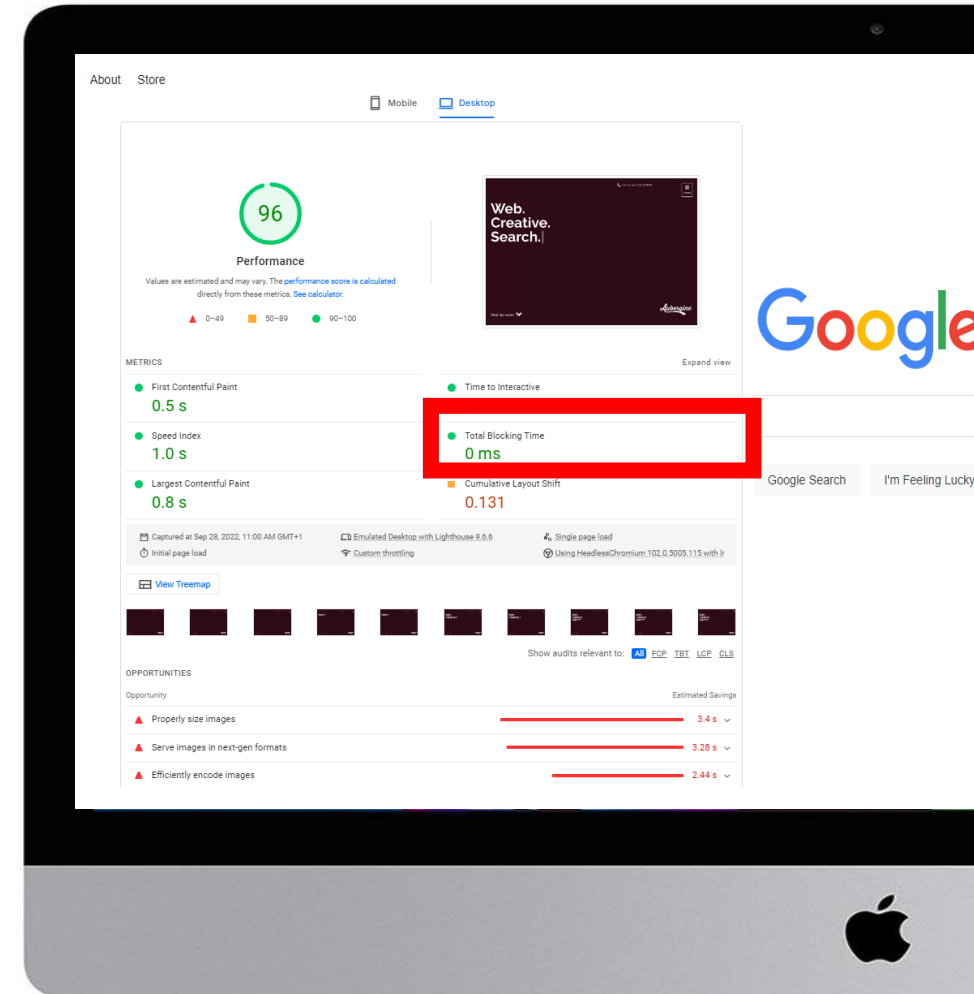
e.g someone going choosing a product category from your homepage using a button.

Most difficult to affect a change especially if Wix site or similar where you can't control the code or a WP site that has lots of plugins.

Pro tips: Use **auto-optimize plugin**, using **caching** and **minify the code** – particularly the Javascript to trim this all down. Plugins will do this, weirdly!

Why is this important?

If the site's code takes ages to load, it will create small delays here and there and frustrate the user – thereby increasing the likelihood of exit.



Core Web Vitals - definitions

Cumulative Layout Shift:

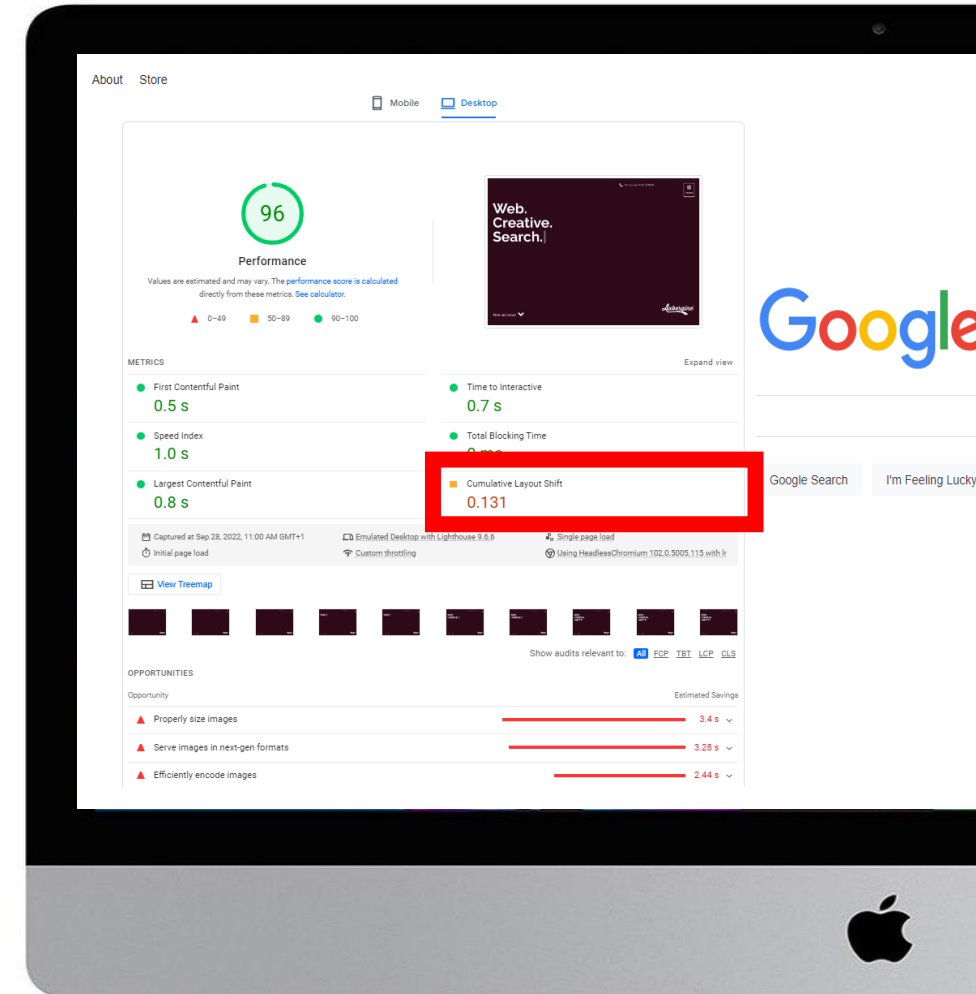
Cumulative Layout Shift measures the movement of visible elements - time-delayed elements - images where the code hasn't defined all the attributes (width & height) - quality of development code - image size.

e.g. If an image is loaded in based on a height of x and then the browser resizes it smaller for the mobile it takes extra time.

Why is this important?

All about quality of code so Google doesn't have to pause to think and potentially change its mind - size image display (desktop vs mobile etc) - loading large and then small – changing the place in the code when certain things load.

Note: This is the hardest metric you can affect a change without a developer



Core Web Vitals

Mobile

OPPORTUNITIES

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	20.7 s
▲ Defer offscreen images	20.4 s
▲ Efficiently encode images	15.3 s
▲ Eliminate render-blocking resources	1.02 s
■ Reduce unused JavaScript	0.75 s
■ Reduce unused CSS	0.3 s
■ Properly size images	0.15 s

These suggestions can help your page load faster. They don't [directly affect](#) the Performance score.

DIAGNOSTICS

▲ Serve static assets with an efficient cache policy — 79 resources found	▼
▲ Ensure text remains visible during webfont load	▼
▲ Image elements do not have explicit width and height	▼
▲ Avoid enormous network payloads — Total size was 7,458 KiB	▼
■ First Contentful Paint (3G) — 3671 ms	▼
■ Minimize main-thread work — 2.2 s	▼

Images that are not optimised (big JPGs/PNGs – consider WebP)

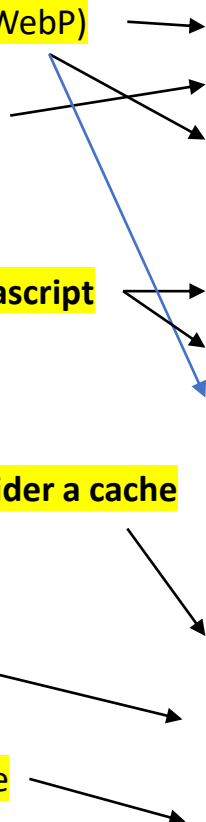
Page trying to load the entire page's content – consider A lazy loader

Lots of possibly unused plugins or out of date code or javascript

Page trying to load LOTS of stuff each time it loads – consider a cache

Code inconsistencies & conflicts

BIG video – needs removing (or reducing in size) on mobile



Analytics

The 3 key metrics to pay attention to...

What is a metric in Google Analytics?

- Metrics are quantitative measurements that tell you how some areas of your website have performed.
e.g, the number of times a certain page, product or blog post was viewed.
- Metrics are different from dimensions. Dimensions are what your metrics are measured against.
This means instead of just measuring users, you could measure users (metric) by channel (dimension) – where they came from.
- There are over 100 different metrics available in Google Analytics (GA), but only three metrics are useful for tracking over time.

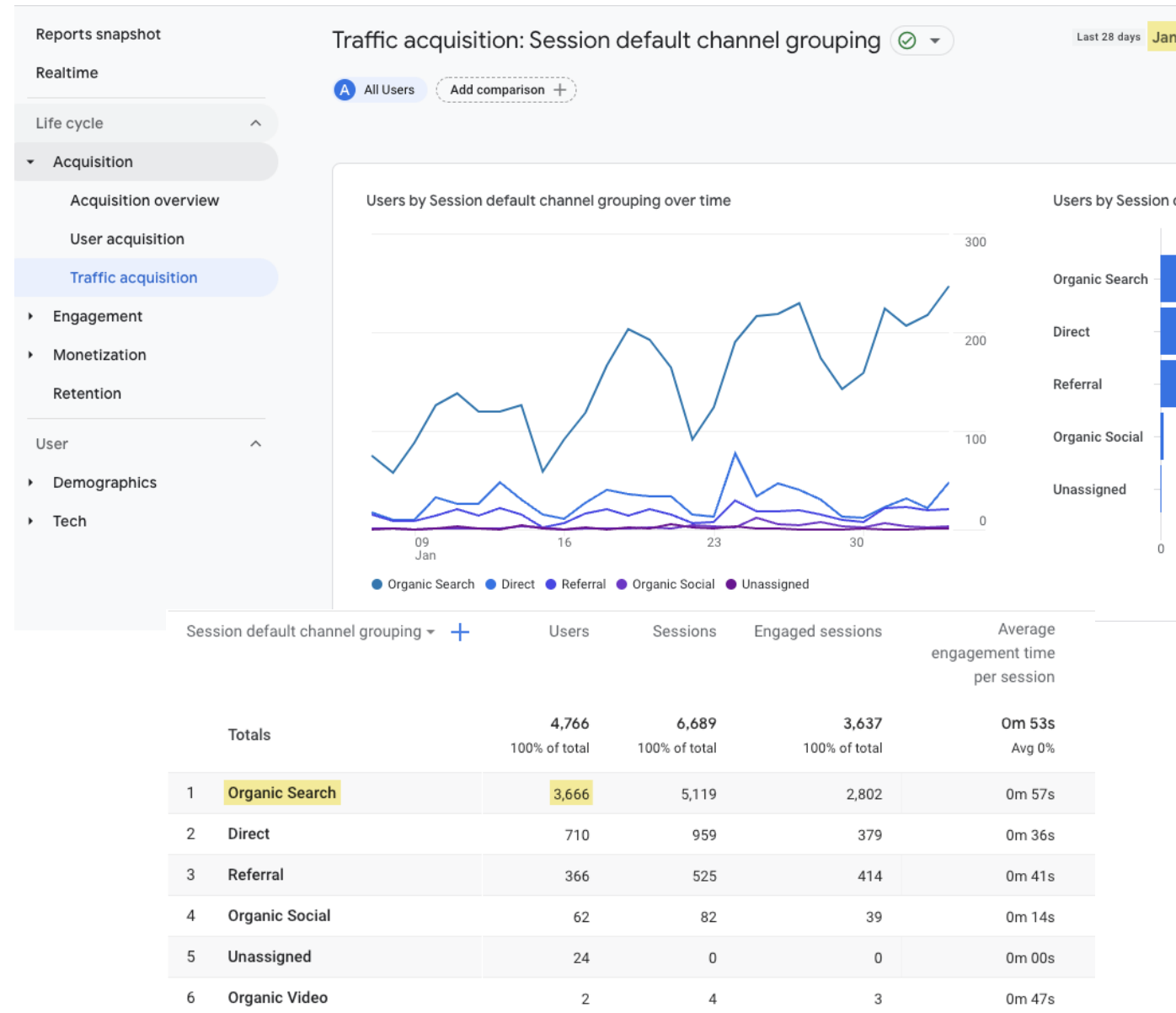
Analytics

Users...

- At the most basic level, you want to know if your marketing efforts are working.

Users will tell you exactly that.

- The users metric tells us how many unique visitors a website received within a period of time
- To view all users by traffic source, open the Life cycle > Acquisition > Traffic acquisition report and set your date range.



Analytics

User engagement...

Now that we know where users are coming from, we need to understand what content they're engaging with and what they aren't.

- **Average engagement** time tells us the average length of time that the site had focus in the user's browser. (Meaning the user was most likely looking at it.)
- To view all users by traffic source, open the **Life cycle > Engagement > Pages** and screens report and set your chosen date range.

Page path + query string and screen class	New users	Views per user	↓ Average engagement time	Unique user scrolls
Totals	164 100% of total	1.47 Avg 0%	1m 04s Avg 0%	89 100% of total
1 /tracking-form-submissions-with-gtm/	1	1.00	2m 55s	1
2 /ga4-missing-invalid-id-fix/	62	1.29	1m 37s	41
3 /why-rank-math-and-google-analytics-do-not-match/	6	1.38	1m 30s	7
4 /contact/	6	1.27	1m 21s	3
5 /ad-campaign-behavior-flow-in-google-analytics/	3	1.00	0m 42s	0
6 /google-analytics-setup-service/	13	1.65	0m 38s	9
7 /data-studio-templates/	1	1.00	0m 38s	1
8 /data-studio-tutorial-branded-vs-generic-regex/	25	1.27	0m 35s	11
9 /b2b-services-seo-case-study/	1	1.00	0m 33s	1
10 /seo-partner/seo-partner-pricing/	0	1.00	0m 33s	3

Analytics

Conversions...

The most important metric is conversions. Conversions are user ac

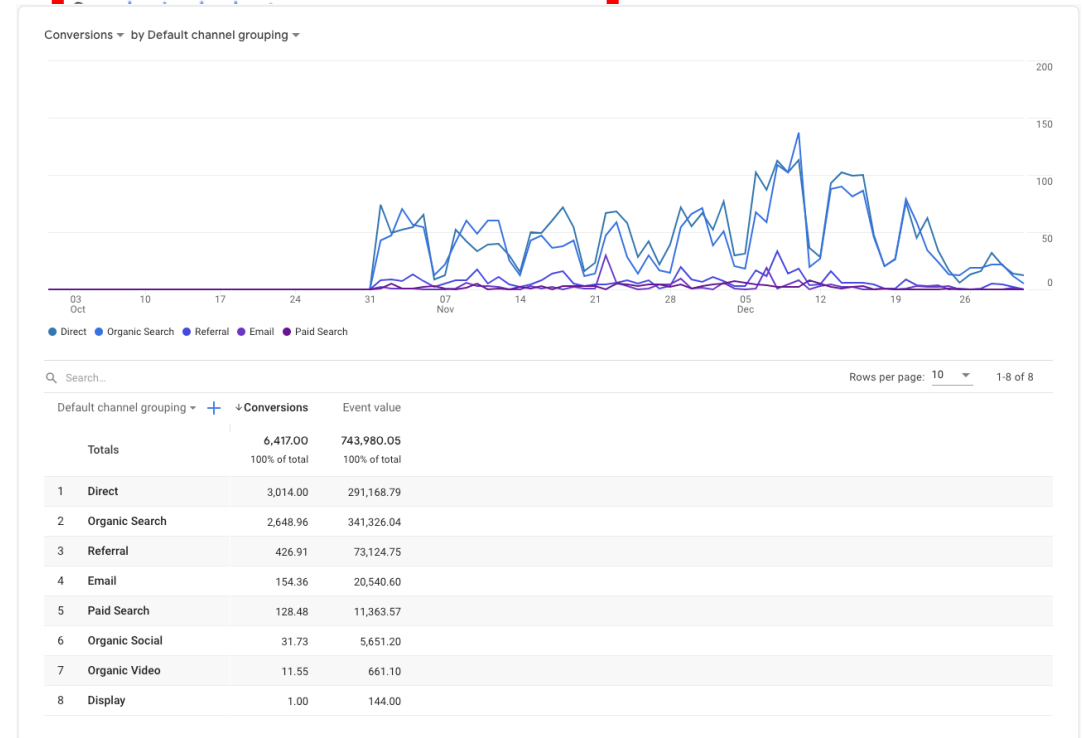
- A Conversion in GA4 is equivalent to what we also know as a 'Goal' in Universal Analytics (UA).
- To view the Conversions report in GA4, open the **Life cycle > Engagement > Conversions report**.

You will see collected events automatically marked as conversions and any event that you manually marked as a conversion.

After that – then it's on to

- New and returning visitors
- Events - what users are doing on your site
- Pageviews

Event name	↓ Conversions	Total users	Event revenue
SHOW ALL ROWS			
Totals	271,136.00 vs. 134,945.00 ↑ 100.92%	238,941 vs. 109,201 ↑ 118.81%	\$923,996.43 vs. \$229,825.67 ↑ 302.04%
1 first_visit			
Oct 1 - Dec 31, 2021	237,458.00	236,868	\$0.00
Oct 2, 2020 - Jan 1, 2021	108,478.00	108,255	\$0.00
% change	118.9%	118.81%	0%



Re-cap: Google & your website

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Good page meta (page titles & descriptions),
no errors, not slow and measures up to....

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