



CORE WEB VITALS

AUDIT REPORT



LOADING



INTERACTIVITY



VISUAL STABILITY



FOURFRONT

COVER TAB

CORE WEB VITALS AUDIT REPORT

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www.fourfront.us

03.05.2021



The following report provides information pertaining to Google's Core Web Vitals initiative that will become part of Google's algorithm in May 2021. This report provides summary data on page-level scoring for the three Web Vitals metrics, as well as detailed page-level information on remediation recommendations.

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OVERVIEW TAB

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Overview

WHAT IS THE WEB VITALS INITIATIVE (WVI)?

In Google's words, WVI will provide "unified guidance for quality signals that are essential to delivering a great user experience on the web." In other words, Google is adjusting its search algorithm to increase the impact of user experience. The first "phase" of WVI will be the addition of Core Web Vitals (CWVs). These are metrics that "apply to all web pages, should be measured by all web owners, and will be surfaced across all Google tools." CWVs will focus on three aspects of user experience: Loading, Interactivity, and Visual Stability. They will measure these aspects of user experience with three key metrics:

- Largest Contentful Paint (LCP). This measures loading performance based on the load time of the largest element on the page. To provide a good user experience, LCP should occur within 2.5 seconds of when the page first starts loading.
- First Input Delay (FID). This measures interactivity based on the time it takes for a page to react to a user's first interaction (e.g., a button click). To provide a good user experience, pages should have an FID of less than 100 milliseconds.
- Cumulative Layout Shift (CLS). This measures visual stability based on the movement of elements on a page during page load. To provide a good user experience, pages should maintain a CLS of less than 0.1.

HOW TO USE THIS REPORT

This report provides page-level data pertaining to all three Core Web Vitals metrics. In addition to providing the Core Web Vitals status for individual pages, recommendations for remediation (sourced directly from Google) are provided for each metric with a status of "Needs Improvement" or "Poor." These recommendations (found in separate tabs for each respective CWV metric) should be used by the development team to resolve potential issues; this will help mitigate any potential negative SEO impacts. The following chart summarizes the metric boundaries that determine the status of each page

	GOOD	NEEDS IMPROVEMENT	POOR
LCP	< = 2.5 sec	< = 4 sec	> 4 sec
FID	< = 100 ms	< = 300 ms	> 300 ms
CLS	< = 0.1	< = 0.1	< = 0.1

REPORT SUMMARY TAB

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Report Summary

The domain has several areas needing attention spanning all three Core Web Vitals metrics.

- Cumulative Layout Shift (CLS). The majority of page statuses are “Good,” with several pages needing attention.
- First Input Delay (FID). Most pages require attention; the majority of page statuses are “Poor.”
- Largest Contentful Paint (LCP). All pages require attention with a page status of “Poor.”

*Note: the table below does not include counts for Exclusion URLs (see EXCLUSION tab for more detail).

	GOOD	NEEDS IMPROVEMENT	POOR
LARGEST CONTENTFUL PAINT	132	5	0
FIRST INPUT DELAY	1	9	127
CUMULATIVE LAYOUT SHIFT	0	0	137

LARGEST CONTENTFUL PAINT TAB



Largest Contentful Paint

Largest Contentful Paint (LCP). This measures *loading* performance based on the load time of the largest element on the page. The table below categorizes URLs based on Google benchmarks (Good, Needs Improvement, Poor) alongside specific audit scores. The table also identifies the largest element on the page needing optimization.

Status > Page URL > Audit Title > Remediation Details	Audit Value (s)
Poor	
https://www.fourfront.us/blog/using-the-hostname-filter-for-accurate-google-analytics-data/ title:Largest Contentful Paint element `type:node`selector:div#container > div.elementor > div.elementor-section-wrap > section.elementor-section`snippet:<section class="elementor-section elementor-top-section elementor-element elementor-elemen..." data-id="f375c69" data-element_type="section" data-settings="{"background_background":"classic"}">`no deLabel:FOURFRONT'S BLOG	14.57
https://www.fourfront.us/	14.09
https://www.fourfront.us/blog/reddit-traffic-comparison/	13.86
https://www.fourfront.us/about/our-team/jared-groff-2/	13.74
https://www.fourfront.us/blog/how-to-build-e-a-t-assets-for-your-website/	12.92
https://www.fourfront.us/blog/external-link-strategy-in-modern-seo/	12.88
https://www.fourfront.us/blog/quantitative-analysis-of-kobe-bryants-popularity-using-google/	12.88
https://www.fourfront.us/blog/10-common-seo-mistakes-to-avoid-when-crafting-new-content/	12.76
https://www.fourfront.us/about/our-team/daniel-tetteh/	12.76
https://www.fourfront.us/about/our-team/daniel-tetteh/2/	12.38
https://www.fourfront.us/blog/3-reasons-link-building-is-useless-and-what-to-do-instead/	12.32
https://www.fourfront.us/services/seo/local-seo-services/	12.30
https://www.fourfront.us/blog/visits-for-seo-related-queries-to-moz-search-engine-land/	12.29
https://www.fourfront.us/blog/rise-first-nonprofit-seo-anniversary/	12.29
https://www.fourfront.us/blog/keyword-stuffing-seo/	12.17

FIRST INPUT DELAY TAB

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First Input Delay

First Input Delay (FID) measures *interactivity* based on the time it takes for a page to react to a user's first interaction (e.g., a button click). The table below categorizes URLs based on Google benchmarks (Good, Needs Improvement, Poor) alongside specific audit scores. The table below also provides recommendations for resolving issues (if applicable).

Status > Page URL > Audit Title > Remediation Details	Audit Value (ms)
Poor	
https://www.fourfront.us/services/seo/international-seo/international-seo-sample-report/	
title:Avoid long main-thread tasks	2,201
title:Avoid non-composited animations	2,201
https://www.fourfront.us/services/seo/local-seo-services/local-seo-report-example/	1,908
https://www.fourfront.us/blog/emerging-markets-based-on-search-patterns/	1,814
https://www.fourfront.us/blog/how-has-coronavirus-affected-higher-education/	1,790
https://www.fourfront.us/services/seo/local-seo-services/	1,702
https://www.fourfront.us/services/seo/seo-for-lead-generation/	971
https://www.fourfront.us/services/ppc/ecommerce-ppc-management/	939
https://www.fourfront.us/blog/internet-access-stats-in-the-world/	864
https://www.fourfront.us/	822
https://www.fourfront.us/about/our-team/	743
https://www.fourfront.us/services/ppc/	726
https://www.fourfront.us/blog/third-party-reviews-search-snippet-stars/	713
https://www.fourfront.us/about/about-fourfront/	613
https://www.fourfront.us/blog/understanding-auction-insights-statistics-google-adwords/	607
https://www.fourfront.us/case-studies/consolidated-reporting/	598
https://www.fourfront.us/blog/seo-intern-what-i-learned-at-fourfront/	595
https://www.fourfront.us/case-studies/recovered-visibility/	566
https://www.fourfront.us/case-studies/penalty-remediation/	562
https://www.fourfront.us/blog/assign-zip-codes-to-google-analytics-data/	553
https://www.fourfront.us/blog/b2c-digital-marketing-tactics-for-manufacturers/	544
https://www.fourfront.us/blog/6-seo-tips-for-your-wordpress-site/	535
https://www.fourfront.us/blog/10-common-seo-mistakes-to-avoid-when-crafting-new-content-2/	528

CUMULATIVE LAYOUT SHIFT TAB

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Cumulative Layout Shift

Cumulative Layout Shift (CLS) measures visual stability. The table below categorizes URLs based on Google benchmarks (Good, Needs Improvement, Poor). The table below also provides details for any on-page elements needing attention and recommendations for resolving issues (if applicable).

Status > Page URL > Audit Title > Remediation Details	Audit Value (unitless)
Needs Improvement	
https://www.fourfront.us/	
title:Avoid large layout shifts	0.22
title:Image elements do not have explicit `width` and `height`	0.22
https://www.fourfront.us/services/seo/international-seo/international-seo-sample-report/	0.19
https://www.fourfront.us/covid-19/	0.17
https://www.fourfront.us/services/seo/seo-for-lead-generation/lead-generation-sample/	0.16
https://www.fourfront.us/services/seo/local-seo-services/local-seo-report-example/	0.16
Good	
https://www.fourfront.us/blog/2/	0.10
https://www.fourfront.us/blog/3/	0.07
https://www.fourfront.us/blog/	0.07
https://www.fourfront.us/about/our-team/daniel-tetteh/	0.06
https://www.fourfront.us/about/our-team/daniel-tetteh/2/	0.06
https://www.fourfront.us/about/our-team/ben-swofford/	0.06
https://www.fourfront.us/blog/author/fourfrontblog/	0.05
https://www.fourfront.us/blog/author/fourfront-news/	0.05
https://www.fourfront.us/blog/author/jgroff/	0.04
https://www.fourfront.us/blog/an-interns-time-management-guide/	0.04
https://www.fourfront.us/blog/author/daniel/	0.04
https://www.fourfront.us/blog/category/seo/	0.04
https://www.fourfront.us/blog/category/seo/page/5/	0.04
https://www.fourfront.us/blog/category/seo/page/4/	0.04
https://www.fourfront.us/blog/category/seo/page/2/	0.04
https://www.fourfront.us/blog/category/ppc/	0.04
https://www.fourfront.us/blog/category/seo/page/3/	0.04
https://www.fourfront.us/blog/what-is-schema-markup/	0.04
https://www.fourfront.us/services/seo/ada-compliance-audit/	0.04
https://www.fourfront.us/blog/fourfront-volunteers-at-cradles-to-crayons/	0.04