

# Page Experience Playbook



Strategies to Prepare Your Organization for the Core Web Vitals Update in May



# Contents

## Overview

- The Page Experience Update
- Impact of Core Web Vitals
- Common Challenges in Addressing Core Web Vitals

## The Enterprise Playbook for Core Web Vitals

### Part 1:

- Assessing Your Landscape
- Tips and Tricks For Landscape Analysis

### Part 2:

- Putting the Plan into Action

## Closing

- Thank You

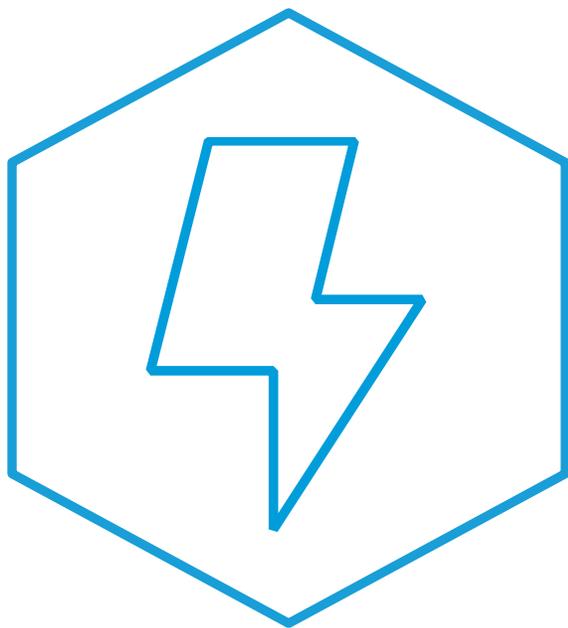
# The Page Experience Update

Updates May 2021

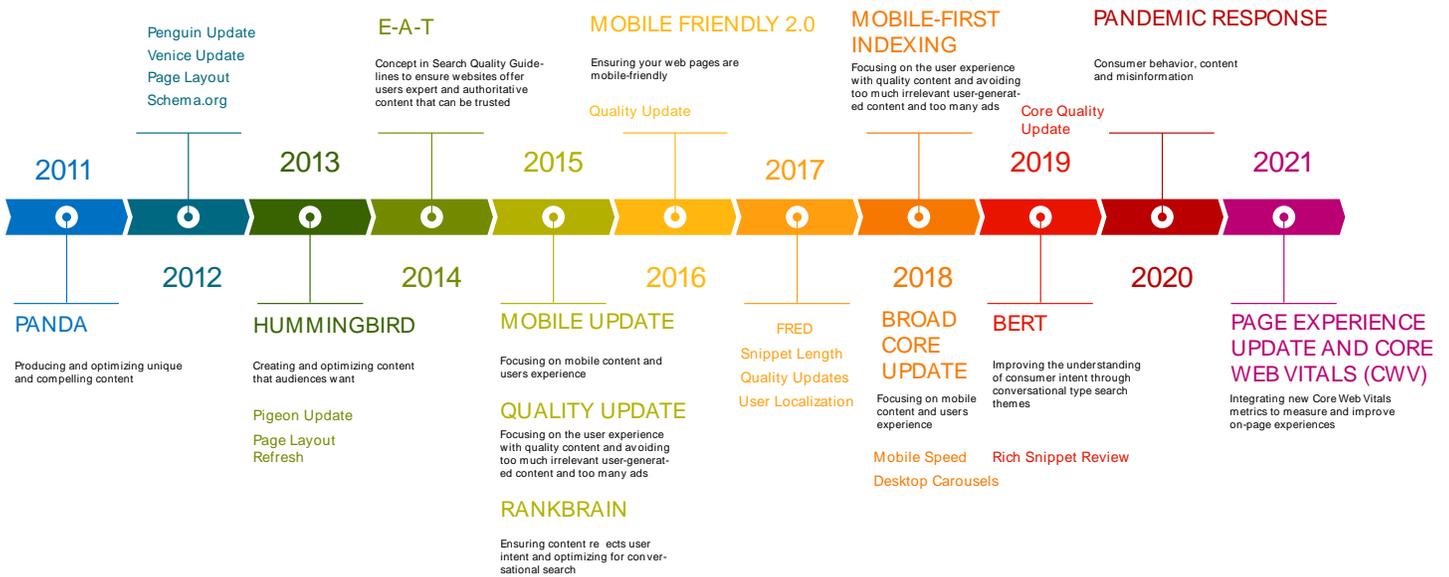
- Last Spring, Google Announced it would be using three new metrics to help assess the quality of the page experience to help serve better results.
- Google has stated this update will roll out in May 2021.

**In order to receive a boost from this update, your URL needs:**

- **Largest Contentful Paint:**  
less than 2.5 seconds
- **First Input Delay:**  
less than .1 seconds
- **Cumulative Layout Shift:**  
less than .01 seconds



# Page Experience Has Always Mattered



## Continuing on a Path

While this update will likely impact many search result pages, it's important to note that Google has been finding ways to return search results with a great page experience for over a decade. Some of these enhancements to their search algorithm have been more ambiguous than others, but the intention has always been to ensure Google users have a positive experience when they click a search result.

## What Makes Core Web Vitals Unique?

Core Web Vitals are a browser-based signal vs. something detected by the Googlebot. Google is also using a 28-day average across many visits to get a sense of how they perform. Unlike many updates, Google has not only announced when the update will take place, but they've given specific metrics they consider critical to a good experience. This arms SEOs with essential metrics – not just for their own sites, but to keep a pulse on how their competitors are doing.

# Addressing Core Web Vitals Means More Than Rankings

Updates May 2021

While ensuring your website is optimized to deliver organic traffic, addressing Core Web Vitals does more than help in that channel. Positive page experiences lead to meaningful business impacts in and of themselves. For each of the three metrics Google is measuring, there are some tangible outcomes to meeting their guidelines beyond search engine optimization.

1	2	3
Desktop - LCP	Desktop CLS	Desktop - FID
1.5 s	0.251	5 ms
1.6 s	0.23	5 ms
1.5 s	0.262	5 ms
1.9 s	0.2	5 ms
2.2 s	0.181	6 ms
1.5 s	0.059	4 ms
2.2 s	0.157	4 ms
0.9 s	0.116	5 ms
1.5 s	0.231	5 ms
1.5 s	0.051	5 ms

**Outcomes:**

## 1. Reducing your LCP reduces user bounce rates

- Reducing First Contentful Paint can improve conversions by as much as 15%
- Your audience has other things they want to do, respect their time

## 2. Improving CLS provides your audience a visually stable and engaging experience

- Layout shift disrupts the user experience and annoys your audience
- Annoyed users don't convert well

## 3. Improving FID helps a website respond more quickly to the actions your audiences takes

- The quicker your site responds to a user's actions, the better their experience
- Users are less likely to return to a website they feel is poorly designed or broken

# Common Challenges

## Addressing **Core Web Vitals**

Addressing your page experience in your organization can be challenging.

Do any of these sound familiar?



### **Changes Are Complex**

Enterprise sites built on apps require several scripts to execute and take work to streamline.



### **Investments Can Be Significant**

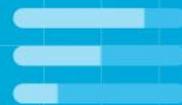
In addition to time, some brands may need to invest in upgrading their infrastructure to meet Google's benchmarks.



### **Impact Not Obvious**

Quantifying the impact of making these updates is not inherently clear. Marketers need to be prepared with the right data.

# Enterprise Strategies for Addressing Core Web Vitals



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# Part 1: Assessing Your Landscape in Five Easy Steps

In building a case to address Core Web Vitals, you need to be armed with the right data to show what the impact in organic search results will be.

BrightEdge makes this easy to do at scale.

## Create Keyword Groups

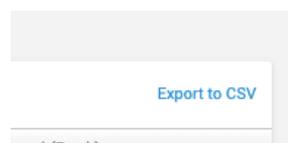
<input type="checkbox"/>	Keyword	Search Volume
<input type="checkbox"/>	inventory	60,500
<input type="checkbox"/>	about business management	40,500
<input type="checkbox"/>	chain supply	33,100
<input type="checkbox"/>	chain supply management	33,100
<input type="checkbox"/>	supply chain management	33,100
<input type="checkbox"/>	supply chain manager	33,100
<input type="checkbox"/>	project management software	22,200
<input type="checkbox"/>	assets management	18,100
<input type="checkbox"/>	asset management	18,100
<input type="checkbox"/>	asset manager	18,100
<input type="checkbox"/>	asset managers	18,100
<input type="checkbox"/>	accounting software	18,100
<input type="checkbox"/>	erp software	12,100
<input type="checkbox"/>	inventory manage	12,100
<input type="checkbox"/>	manage inventory	12,100
<input type="checkbox"/>	managed inventory	12,100
<input type="checkbox"/>	managing inventory	12,100
<input type="checkbox"/>	inventory management	12,100



## Share Of Voice Reports



<span style="color: blue;">■</span>	brightedge.com (0.00%)
<span style="color: darkblue;">■</span>	wikipedia.org (11.35%)
<span style="color: green;">■</span>	investopedia.com (5.75%)
<span style="color: olive;">■</span>	bigcommerce.com (5.23%)
<span style="color: grey;">■</span>	google.com (3.77%)
<span style="color: gold;">■</span>	squarespace.com (3.50%)
<span style="color: brown;">■</span>	dhl.com (3.07%)
<span style="color: red;">■</span>	shopify.com (2.39%)
<span style="color: purple;">■</span>	ncsu.edu (2.22%)
<span style="color: darkpurple;">■</span>	Others (62.70%)



## Step 1

Identify who the true **top competitors** are for keywords you're targeting

Create keyword groups using keywords that represent the categories you need to be competitive with. Data Cube's filtering can help you quickly identify these. You can also use existing keyword groups if they are set up.

Go to your share of voice reports and select the keyword group. Export a CSV of this data. This will show you the top 25 competitors for this keyword group including the specific URLs they are competitive with.

**Note:** If you're creating new keyword groups for this exercise, you may need to wait 24-hours for the Share of Voice to populate.

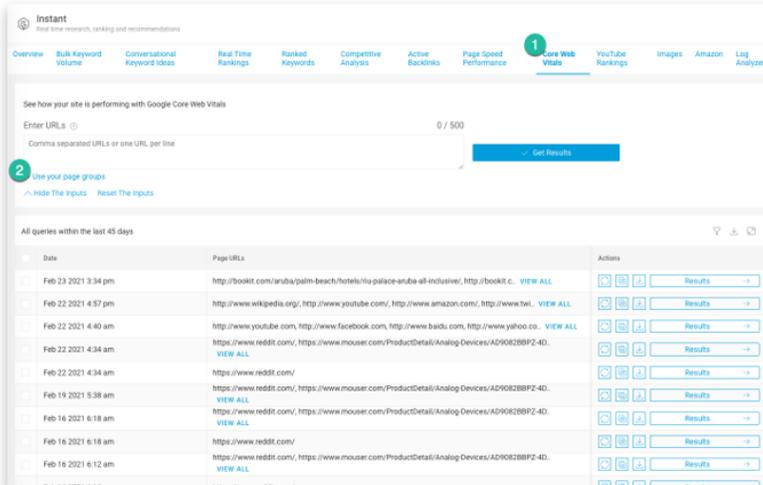


## Paste URLs

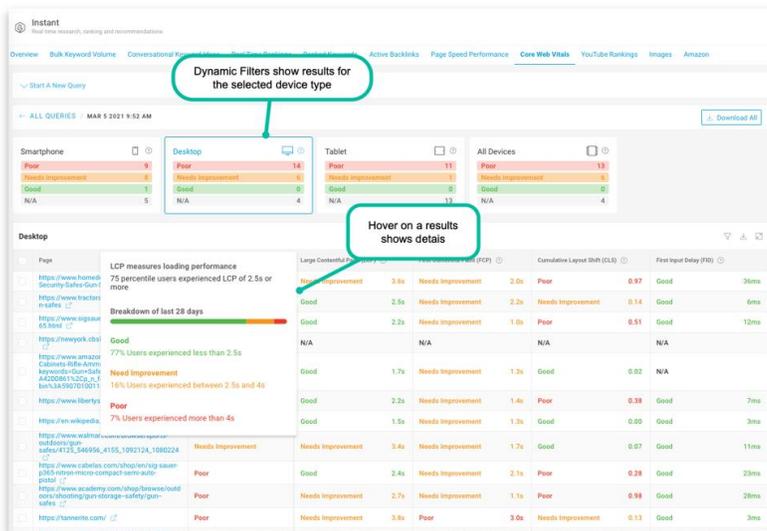
# Step 3

Paste the URLs you exported into the Core Web Vitals tool in Instant.

**Note:** There is a limit of 500, but you can do multiple batches if you need to test more.



## View Results



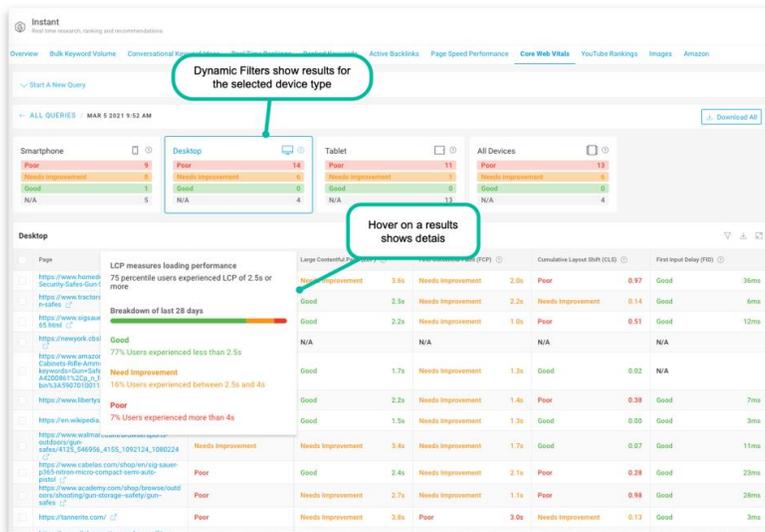
## Review Data

## Step 4

Use the **output** to see what the benchmarks are for the category

The Core Web Vitals tool will pull data directly from the Crux database for the URLs.

It automatically averages the scores across multiple devices to define the benchmarks for the URLs that make up the category



## Test URLs

# Step 5

Test and Refine against benchmarks using **Page Speed Performance** in Instant

Test your own URLs and see how competitors are improving using Page Speed Performance which delivers real-time performance metrics.

The screenshot shows the Instant Page Speed Performance tool interface. At the top, there are navigation tabs: Overview, Bulk Keyword Volume, Conversational Keyword Ideas, Real Time Rankings, Ranked Keywords, Active Backlinks, Page Speed Performance (selected), Core Web Vitals, YouTube Rankings, Images, and Amazon. Below the navigation is a search bar with the text "Start A New Query" and a "Download All" button. The main content area displays "Page Speed Performance Results: 50" and a table of performance metrics for various URLs. The table has columns for Page, Overall Score - Desktop, Overall Score - Mobile, Desktop-FCP, Desktop-FID, Desktop-SI, Desktop-LCP, Desktop-TTI, Desktop-TBT, and Desktop-CLS. Each row represents a different URL, with performance metrics displayed as percentages, scores, and time values.

Page	Overall Score - Desktop	Overall Score - Mobile	Desktop-FCP	Desktop-FID	Desktop-SI	Desktop-LCP	Desktop-TTI	Desktop-TBT	Desktop-CLS
https://www.cartaglyph.com/	24%	5%	1.7 s	5 ms	4.1 s	6.1 s	6.3 s	560 ms	0.0
https://www.cartaglyph.com/operational-management-software-for-government	40%	11%	1.7 s	4 ms	2.8 s	4.6 s	4.5 s	340 ms	0.0
https://www.cartaglyph.com/oms/asset-management-software-for-government	40%	21%	1.1 s	4 ms	3.2 s	4.7 s	5.2 s	400 ms	0.0
https://www.cartaglyph.com/software-for-water-utility-management	34%	10%	1.5 s	4 ms	3.8 s	5.7 s	5.3 s	330 ms	0.1
https://www.cartaglyph.com/solutions	47%	12%	1.3 s	4 ms	3.1 s	5.0 s	4.5 s	240 ms	0.0
https://www.cartaglyph.com/compary/careers	20%	17%	1.6 s	4 ms	3.2 s	4.5 s	6.2 s	1,580 ms	0.2
https://www.cartaglyph.com/company/contact-us	59%	18%	1.3 s	4 ms	2.4 s	4.1 s	4.1 s	130 ms	0.0
https://www.cartaglyph.com/integrations	33%	10%	1.3 s	4 ms	3.6 s	6.3 s	5.5 s	430 ms	0.0
https://www.cartaglyph.com/software-for-ecigs	34%	11%	1.7 s	4 ms	4.7 s	7.5 s	6.8 s	220 ms	0.0
https://www.cartaglyph.com/oms/plans	47%	8%	1.5 s	4 ms	2.3 s	3.8 s	4.8 s	310 ms	0.0

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# Part 1: Summary

## Now You Have....

- A pulse on the vulnerabilities in your market
- A view on what opportunities exist
- Quantifiable data to illustrate readiness

## Common Keyword Categories to Measure:

- **Brand Keywords:**  
Get a high-level view of how sensitive your branded searches are
- **Striking Distance Keywords:**  
Build a keyword group using Data Cube to see which keywords are on page
- **Product Level Keywords:**  
Build and measure URLs that dominate key product categories

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# Tips and Tricks to Help with the Analysis

- 1. Review Share of Voice to see if competitors change or new ones emerge.**
- 2. Use Daily Pulse throughout the month of May to see day-to-day if the update is impacting keyword groups.**
- 3. Keyword volumes and CPC equivalents can be used to help justify implementation and prioritization.**
  - CPC equivalents for keywords (found in keyword groups) can be summarized to define what the lost traffic could potentially be worth to run an air cover campaign.
  - Search volumes, particularly for informational queries, can be used to define what the loss of visibility (or potential gain) could be through this update.
- 4. Page Speed Performance limits batches to 10, but you can do multiple batches.**
- 5. URLs can be passed back and forth between Core Web Vitals and Page Speed Performance; use this to measure if the Crux database is being updated, or to get details on URLs where the Crux database does not yet have data.**

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## Part 2:

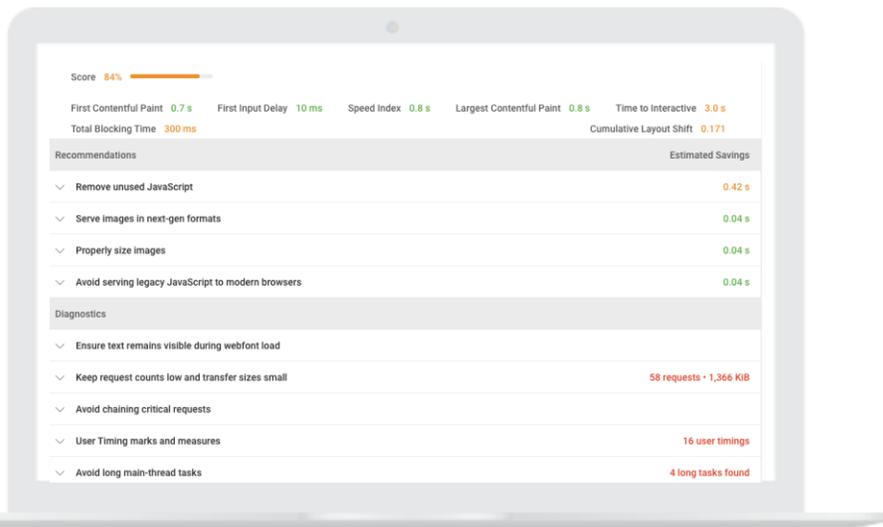
# Putting a Plan into Action

Once you have a sense of how your pages benchmark against those they will be competing with, you're armed with defensible data that demonstrates what kind of impact you could expect across different areas where you drive traffic.

The following steps are action items that you can pursue that will ensure you are ready for the Page Experience Update.

## Step 1

# Evaluate Infrastructure



## Questions:

- Is your CMS up to date?
- Is there legacy code blocking load times?
- Will your hosting support multiple locations consistently?
- Are your images compressed sufficiently?
- Are your videos loading efficiently?

## Diving Into the Technical Details

There are a range of issues that could cause metrics like first input delay to be slow. You should be able to address many of these through common code optimization techniques. Google's Page Speed Tool offers some common tips such as minifying where necessary or pushing non-critical processes to the bottom of the page load. For some organizations, these can be very extensive projects. If pages are built on custom apps or content management systems that require multiple JavaScripts to render content, you may need to seek other ways to help your site meet performance benchmarks.

If your site is not using a content delivery network (CDN), this may be a good time to invest in one. A CDN is a distributed hosting solution that relies on a network of servers spread out geographically to help reduce the time it takes to load content by serving the content closest to end user as possible. Since the Page Experience Update and Core Web Vitals are measured directly from the previous 28-days of browser experience, a CDN can eliminate network congestion issues that could impact metrics such as First Contentful Paint and first input delay. This not only better positions your website for the upcoming Page Experience Update, but it ultimately provides a better experience for your customers regardless of where they are in the world. While many enterprise sites are using CDN's, preparing your Core Web Vitals presents a strong and quantifiable opportunity to look for ways to optimize an existing CDN implementation or invest in one for your business.

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# Step 1: Summary

## Now You Have....

- A high-level view of what is causing issues
- Meaningful insight to talk to Engineering and IT
- Quantifiable data for what needs to be addressed

## Common Next Steps:

- **Review** with hosting and engineering teams
- **Explore** what largest contentful paint elements are to see if anything can be deleted
- **Compare** page infrastructure to traffic performance to build your prioritization plan



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## Step 2: Summary

You have a priority plan driven by bot data...

- Validate what resource loads look like
- Avoid losing valuable response times due to outdated assets
- Anticipate what traction you already have leading up to the update

### Common Next Steps:

- **Use DataCube Insights** to summarize volume of pages being most crawled to aid in project justification
- **Work with IT** and Development teams to address errors
- **Use Page Speed Insights** to test and measure impact of changes as optimizations are made

## Step 3

# Build a Holistic Failover Plan

Page	Overall Score - Desktop	Overall Score - Mobile	Desktop - FCP	Desktop - FID	Desktop - SI
https://www.schools.nyc.gov/learn/learn-at-home/activities-and-support/health-education	86%	40%	1.3 s	5 ms	1.4 s
https://www.schools.nyc.gov/learn/learn-at-home/activities-and-support/physical-education-and-physical-activity	73%	21%	1.3 s	5 ms	4.6 s
https://www.schools.nyc.gov/learn/subjects/physical-education	83%	27%	1.3 s	5 ms	1.7 s
https://www.schools.nyc.gov/learn/subjects/arts	82%	27%	1.3 s	5 ms	1.6 s
https://www.schools.nyc.gov/learn-at-home/technical-education-and-support/teachlab	71%	42%	1.5 s	6 ms	1.8 s
https://www.schools.nyc.gov/about-us/working-with-us/needs	88%	24%	1.3 s	4 ms	1.5 s
https://www.schools.nyc.gov/career-and-employment/teaching-opportunities	68%	38%	1.4 s	4 ms	1.8 s
https://www.schools.nyc.gov/schools/MS27	92%	50%	0.8 s	5 ms	2.0 s
https://www.schools.nyc.gov/learn/subjects/general-education/physical-education-requirements	74%	32%	1.3 s	5 ms	4.7 s
https://www.schools.nyc.gov/learn/subjects/civics-for-all	73%	33%	1.3 s	5 ms	4.8 s
https://www.netflix.com/title/80191736	67%	Analysis failed	0.9 s	19 ms	2.1 s

Keyword	Class Rank	Category	Search Volume	Est. Traffic	Top Page
case studies seo	1	Web Listing	800	201	yes
seo case studies	1	Web Listing	800	201	yes
seo case study	1	Web Listing	800	201	yes
case study seo	3   1	Web Listing	800	74	yes
seo studies	1	Web Listing	140	32	yes
seo case study examples	2   1	Web Listing	20	2	yes
case study on seo	1	Web Listing	10	2	yes
seo case	1	Web Listing	10	2	yes
seo cases	1	Web Listing	10	2	yes
seo marketing case study	1	Web Listing	10	2	yes
seo case study examples	4	Web Listing	20	1	yes
case study seo best practices	3	Web Listing	10	1	yes
seo strategy case study	3	Web Listing	10	1	yes
seo case study template	5	Web Listing	20	1	yes
best seo case studies	4   1	Web Listing	10	1	yes
seo study	10   1	Web Listing	140	0	yes
seo case studies 2017	8   2	Web Listing	10	0	no
seo success case studies	1	Web Listing	0	0	yes

The screenshot shows the 'General settings' for a Google Ads campaign named 'Website traffic Search-2'. The campaign type is 'Search' and the traffic source is 'Google Website traffic'. Under 'Networks', the 'Search Network' is selected, and the 'Display Network' is also visible. The 'Display Network' section includes a checkbox for 'Include Google Display Network' which is checked. There are also options for 'Include Google Search partners' and 'Include Google Display partners'.

**1.** Using data from your landscape analysis, and your own performance data, use page speed insights to identify which URLs could be impacted by the May update

**2.** Reference these URLs in Daily Pulse to quickly pinpoint what keywords and rankings they have. Determine which are critical to have visibility

**3.** Build or enhance paid search campaigns with these keywords. Use Daily Pulse to monitor if they need to be turned on if rankings drop

## Paid Search Can Provide Air Cover if Needed

Create paid keyword campaigns that can be switched on (or pivoted to always-on) as a standby for the keyword groups where you've identified shifts will happen. If you're using BrightEdge Daily Pulse, you can quickly flip these on if you are unable to preserve organic rankings. This holistic approach can help buy more time and ensure your customers are still able to discover your content.

Build proactive conquering campaigns for keyword groups where organic search results are particularly sensitive. If results are going to shuffle for high-value terms, even if you don't have organic visibility yet, you can use paid to test and learn if your brand resonates for queries that you haven't proactively targeted. Use this tactic for keywords in striking distance to help justify prioritization or quickly pivot to different queries.

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## Step 3: Summary

If you see ranking drops, turn the campaigns on...

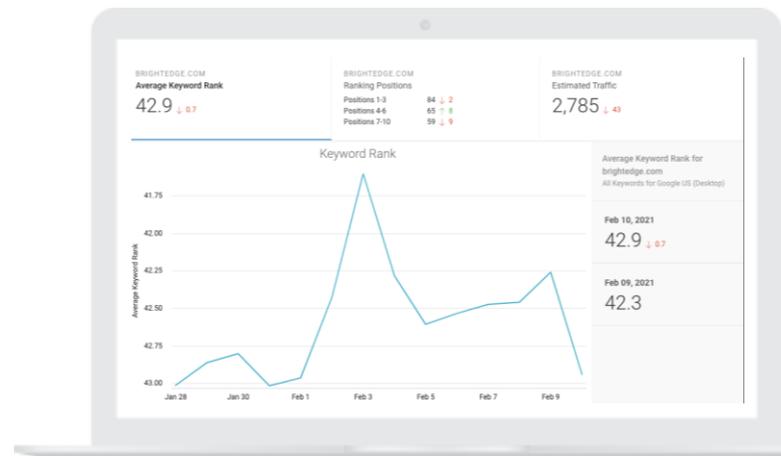
- Minimize any losses you may receive
- Enhance your holistic strategy
- Proactively crowd out competitors and defend valuable search real estate

### Common Next Steps:

- **Determine** if different landing pages are needed for paid
- **Use keyword costs** to help determine what the budgets should be
- **Determine** what features such as call extensions should be included in any failover campaigns

## Step 4

# Monitor with Macro and Micro Trend Data



Watch your space from a macro level to see where search behavior is moving up or down leading up to the update. This will help you to quantify impact as part of your prioritization efforts in your organization

Daily fluctuations and micro trends in positions will be key for seeing how and when the rollout impacts your site.

## Building Your Virtual Situation Room Within BrightEdge

Anytime a Google update happens, there will be winners and losers. Measuring trends on both a macro and a daily level not only help you understand where those may be, but they can also help you anticipate what opportunities you could realize by meeting the Core Web Vitals Benchmarks. For example, BrightEdge users that are using Market Insights can see at a high-level what behavioral trends are fueling search behavior. This insight fuels things like content strategy, but when coupled with tools like Search Console and page speed insights on the leaders in each space, it is now possible to forecast and predict what content is likely to be displaced at scale.

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# Step 4:

## Summary

### Macro and Micro Prove Your Strategy is Sound

- Macro trends in volume and growth justify prioritization for core web vitals
- Micro trends provide holistic activation points
- Now, you can sense and respond to ranking and upcoming behavioral data

### Common Next Steps:

- **Collaborate** with paid teams on monitoring Daily Pulse
- **Use Market Insights** to drive cross-departmental prioritization meetings
- **Win in May!**

# Thank You

We hope you found this guide helpful in planning for the upcoming Page Experience update. If you would like to learn more about BrightEdge or how some of the tools discussed can be leveraged in your organization, please reach out!

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