

Core Web Vitals For Business Owners

Google is judging your website on three specific metrics. If you fail them, your rankings drop. A plain English guide to LCP, INP, and CLS.

⚡ Speed (LCP)

✳️ Responsiveness (INP)

📏 Stability (CLS)

Prepared for
Non-Technical Leaders

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Why Speed Equals Revenue

Core Web Vitals are not just technical jargon for developers. They are Google's way of quantifying user frustration. If your site is slow, jumps around, or doesn't respond to clicks, Google assumes users hate it. And they are usually right.

This guide strips away the code and explains exactly what these metrics mean for your bottom line, and what you need to ask your team to fix.

The Three Pillars

LCP

Largest Contentful Paint

"How fast does it load?" Specifically, how long until the main image or text is visible.

INP

Interaction to Next Paint

"Is it responsive?" How long it takes for the site to react when you click a button.

CLS

Cumulative Layout Shift

"Is it stable?" Does the page jump around while you are trying to read it?

1. LCP: The "First Impression" Metric

LCP measures how long it takes for the largest element on the screen (usually the hero image or headline) to appear. If this takes more than 2.5 seconds, users start hitting the back button.

Common Culprits

- Giant, uncompressed hero images (e.g., uploading a 5MB photo straight from a camera).
- Slow server response times (cheap hosting).
- Render-blocking JavaScript (scripts that pause the page loading).

The Fix: Ask your developer to "preload" the hero image and use modern formats like WebP. Ensure images are sized correctly for mobile devices.

2. INP: The "Rage Click" Metric

INP replaced "First Input Delay" in 2024. It measures the delay between a user clicking a button and the browser actually doing something. If a user clicks "Add to Cart" and nothing happens for half a second, they think the site is broken.

Why INP Matters

High INP scores kill conversion rates. On mobile devices, where processors are slower, heavy JavaScript can freeze the browser, making your site feel unresponsive and "heavy".

3. CLS: The "Annoyance" Metric

Have you ever tried to click a link, but the page suddenly shifted down because an ad loaded, and you clicked the wrong thing? That is Layout Shift. Google penalizes this heavily because it destroys user trust.

0.1

TARGET CLS SCORE

0.25

NEEDS IMPROVEMENT

The Fix: Always define width and height attributes for images and videos. Reserve space for ads or dynamic content before they load.

Tools of the Trade

How to measure these metrics yourself (for free).

PageSpeed Insights

Google's official tool. Gives you a score out of 100 and specific recommendations.

[Visit Tool →](#)

GTmetrix

Great for waterfall charts to see exactly which file is slowing you down.

[Visit Tool →](#)

Chrome DevTools

Right-click > Inspect > Lighthouse. Run an audit directly in your browser.

How to Talk to Developers

Don't just say "make it faster." Use this language to get results.

INSTEAD OF SAYING...

"The site feels sluggish."

SAY THIS...

"Our INP on mobile is over 200ms. Can we look at minimizing main-thread work?"

INSTEAD OF SAYING...

"The images take too long to load."

SAY THIS...

"Our LCP is 4s. Can we implement lazy-loading for off-screen images and use WebP format?"

MINI CASE STUDY

E-Commerce Speed Win

A fashion retailer was seeing high bounce rates on mobile. We audited their Core Web Vitals and found their LCP was 4.2 seconds due to massive uncompressed images.

The Action

We implemented an automated image optimization pipeline and moved their hosting to a high-performance edge network.

The Result

1.8s

NEW LCP

+15%

CONVERSION RATE

How VisualWeb Approaches Performance

We don't chase "100/100" scores for vanity. We chase **perceived performance**.

A site can technically load in 1 second but feel slow if the animations are jerky. Conversely, a site can load in 2 seconds but feel instant if the layout is stable and the interactive elements respond immediately.

Our development stack is built for Core Web Vitals by default. We use static generation where possible, optimize assets at build time, and strictly budget our JavaScript usage to ensure mobile users get a first-class experience.

Is Your Website Slowing Your Growth?

Don't let technical debt kill your conversion rate. Get a free Core Web Vitals assessment today.

[Check My Vitals](#)

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