FREE GUIDE · 5-MINUTE READ

Is your website fast enough? Core Web Vitals in plain English.

A slow website rarely announces itself. Nobody calls to say your homepage took six seconds to load; they tap back and choose the next result. Google measures that first impression with three numbers, using data from real visitors on real phones.

LCP	**Largest Contentful Paint** How fast the main content shows up.	GOOD **≤ 2.5 sec**
INP	**Interaction to Next Paint** How fast the page reacts when someone taps.	GOOD **≤ 200 ms**
CLS	**Cumulative Layout Shift** How much the page jumps around while it loads.	GOOD **≤ 0.1**

2.5 sec

The line for a "good" Largest Contentful Paint, measured across real visits. SOURCE: GOOGLE, WEB.DEV

Why a small business should care

Google uses these numbers as one of many signals when ranking pages. They won't lift a weak page past a better answer, but between two similar businesses the faster, steadier site has the edge. More important, they describe exactly what your visitors feel in the first few seconds.

Check yours in two minutes

1 Go to **pagespeed.web.dev** (Google's free PageSpeed Insights).

2 Paste your homepage address and run the test.

3 Read the top section, which shows real visitor data. Check the **mobile** tab first; that's where most of your visitors are.

What usually slows a small site down

Tick what applies to your site. Start with the images; they're usually the biggest win.

- ☐ Photos uploaded straight from a camera or phone, at full size
- ☐ Sliders, autoplay video and pop-ups at the top of the page
- ☐ Too many plugins or third-party widgets loading on every page
- ☐ Fonts and images without set sizes, which make the page jump

YOUR NUMBERS

LCP	INP	CLS

Speed is one of five checks.

Want someone to look at all five with you? Book a free 20-minute site review. You'll leave with your first three fixes.

Book a free site review →

[DURAMENSTUDIO.COM/REVIEW]

SOURCES: WEB VITALS, GOOGLE (WEB.DEV/ARTICLES/VITALS) · PAGESPEED INSIGHTS, GOOGLE (PAGESPEED.WEB.DEV) · UPDATED [MONTH 2026]

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