IS YOUR WEBSITE SECRETLY KILLING YOUR GOOGLE RANKINGS?

Core Web Vitals – The 3 Metrics
Google Judges You On



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GOOGLE HAS 3 TESTS FOR EVERY WEBSITE.

Speed.
Interactivity.
Stabilty.



LCP

INP

CLS

LCP - Fast loading is essential.
INP - Smooth user interactions crucial.
CLS - Avoid visually unstable content.

FAIL EVEN ONE → YOUR RANKINGS DROP.

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DON’T STAY SLOW. YOU HAVE ONLY 2.5 SECONDS.



LCP = Time to load your page’s **BIGGEST** visible element.

- ✅ Under 2.5s — GOOD
- ⚠️ 2.5s–4s — NEEDS WORK
- ❌ Above 4s — POOR



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YOUR WEBSITE HEARD YOU. BUT DID IT REACT?

200ms ✓ 600ms ✗





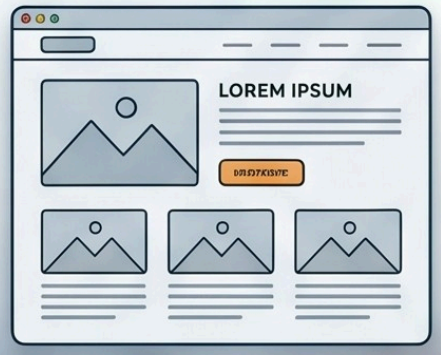
INP = Time from your click or tap to the next visible change on screen.

✓	Under 200ms — **GOOD**
⚠	200–500ms — **NEEDS WORK**
✗	Above 500ms — **POOR**

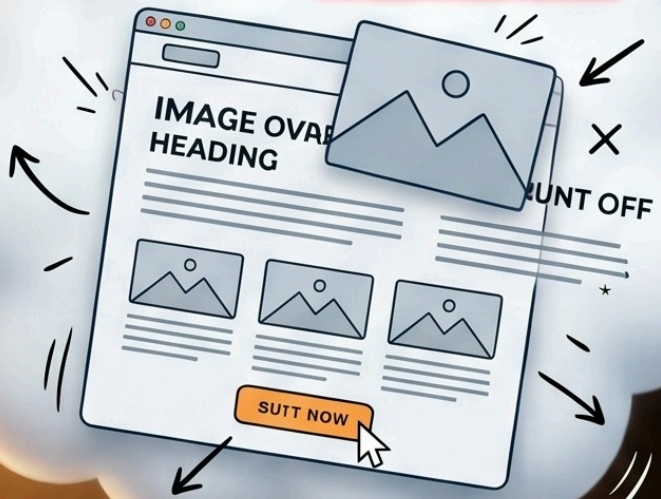
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EVER CLICKED A BUTTON THAT JUMPED AWAY?

BEFORE STABLE ✓



AFTER UNSTABLE ✕



BEFORE
STABLE ✓

AFTER
UNSTABLE ✕



CLS = How much your page layout unexpectedly shifts while loading.

✅ Under 0.1 — GOOD

⚠️ 0.1–0.25 — NEEDS WORK

❌ Above 0.25 — POOR

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NAIL ALL 3.
WATCH GOOGLE REWARD YOU.

LCP ✓
1.8s — FAST

INP ✓
180ms — RESPONSIVE



CLS ✓
0.05 — STABLE

LCP → Fast Load | **INP** → Fast Response | **CLS** → Zero Jumps

Your Website's Health = Your Google Ranking.

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