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**<br>How fast the main content shows up. | GOOD<br>**≤ 2.5 sec** |
| **INP** | **Interaction to Next Paint**<br>How fast the page reacts when someone taps. | GOOD<br>**≤ 200 ms** |
| **CLS** | **Cumulative Layout Shift**<br>How much the page jumps around while it loads. | GOOD<br>**≤ 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/FREE-SITE-REVIEW

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

© 2026 DURAMEN STUDIO, LLC