



How Google supports WordPress  
site performance & better experience:

# Site Kit & Core Web Vitals



15 July 2021  
2PM to 3PM

\*



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\*



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# Google

*Speaker*

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Manager (Chrome & Web), Google

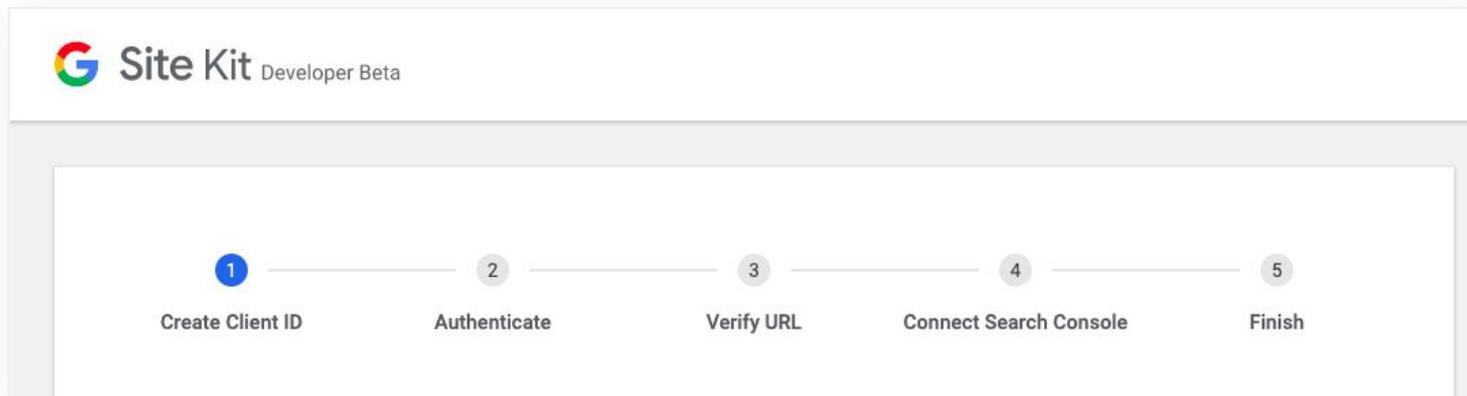
# Site Kit

[sitekit.withgoogle.com](https://sitekit.withgoogle.com)

# Seamless site verification with Search Console

See how your site is doing in Search right after the setup process. Connect additional services as you go, to get richer insights from more Google products.

[sitekit.withgoogle.com](https://sitekit.withgoogle.com)



# 4 Google modules out of the box

Site Kit is the best Google has to offer to make you successful on the web.



## Search Console

Understand how Google's systems discover and render your pages. Track how many people saw your site in Search results, and for what queries.



## Analytics

See how users navigate across your site and if they complete the goals you have set as conversions.



## AdSense

Keep track of how much your site is earning you. Or if you haven't yet, make your good content work for you by setting up an AdSense account.



## PageSpeed Insights

See how your pages perform compared to other real-world sites. Improve performance with actionable tips from PageSpeed Insights.

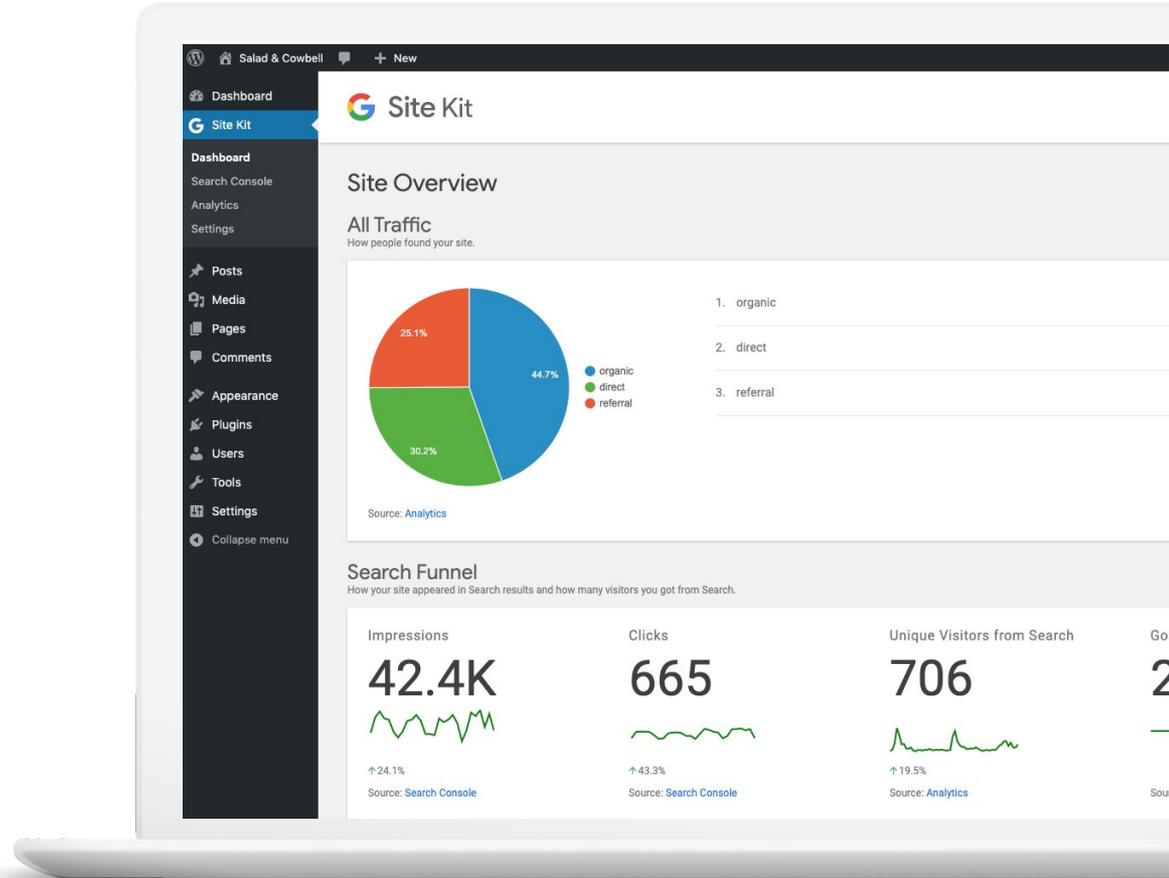
[sitekit.withgoogle.com](https://sitekit.withgoogle.com)

# Site Kit for WordPress, by Google

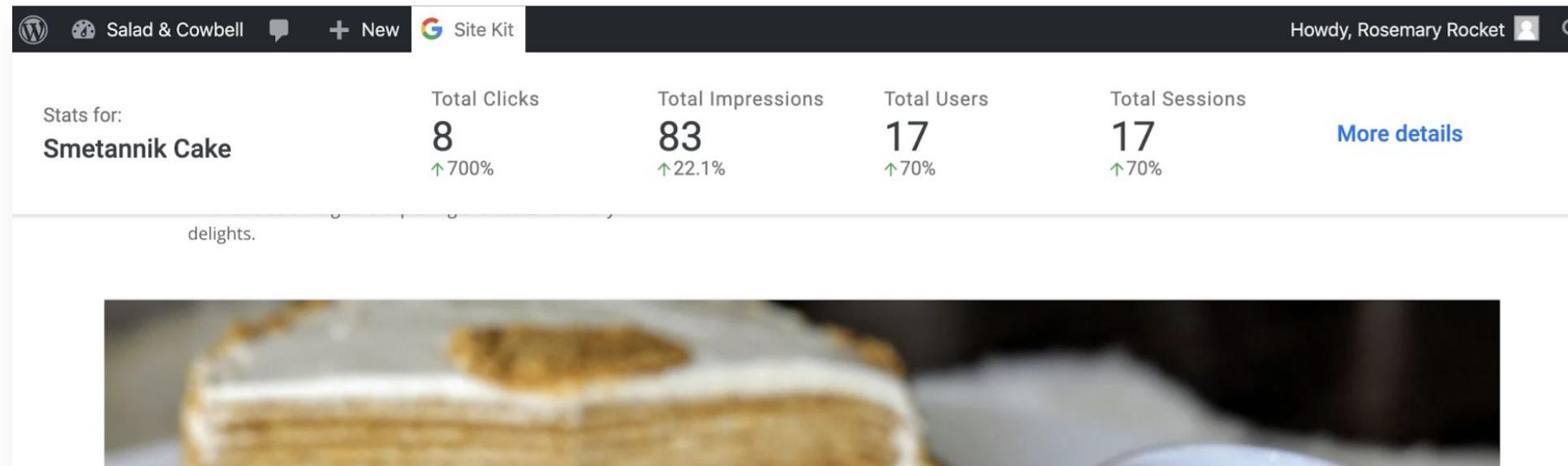
Bring the best of Google directly to WP dashboard



- 400K+ active installs 6 months since launch
- Strong organic growth
- 4 out of 5 star rating



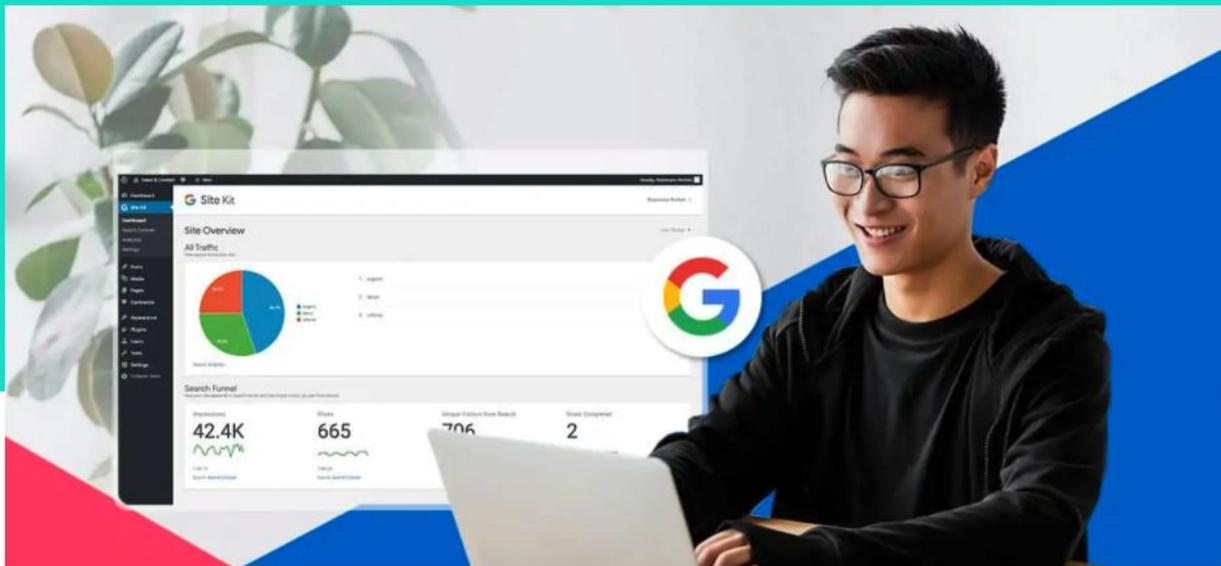
# key stats directly on the page



**who is this for?**

# Exabytes Hosting Comes with Google Site Kit

Gain insights on how customers visit & use your website, and what you should be doing next to get better results directly in your WordPress dashboard.



Starting today

You'll get Google Site kit

right inside your Wordpress!

**What's Included:** Easily install Google tools on your website and view useful insights in your WordPress dashboard. No code required.



## Search Console

Measures your websites' traffic and performance from Google Search Engine.



## Analytics

Understand how your visitors find you, and how they interact with your website.



## PageSpeed Insights

Analyse your website and propose actions you can take to improve your website speed.



## AdSense

Helps you to monetise your content by showing advertisements on your website.

# Google

*Speaker*

**Ian Hung**

Web Ecosystem Consultant, Google

# Search Console on Site Kit

## Onboard 101

@lan, @hadyan

Plugins [Add New](#)All (8) | [Active \(6\)](#) | [Inactive \(2\)](#) | [Drop-in \(1\)](#) | [Auto-updates Enabled \(2\)](#) | [Auto-updates Disabled \(6\)](#)

Search

Bulk actions

[Apply](#)

<input type="checkbox"/>	Plugin	Description
<input type="checkbox"/>	<b>Accelerated Mobile Pages</b> <a href="#">Deactivate</a>   <a href="#">Settings</a>   <a href="#">Premium Features</a>   <a href="#">Pro</a>	AMP for WP - Accelerated Mobile Pages for WordPress Version 1.0.77.8   By <a href="#">Ahmed Kaludi, Mohammed Kaludi</a>   <a href="#">View details</a>   ★★★★★
<input type="checkbox"/>	<b>Akismet Anti-Spam</b> <a href="#">Activate</a>   <a href="#">Delete</a>	Used by millions, Akismet is quite possibly the best way in the world to <b>protect your blog from spam</b> . It keeps your site protected even while you sleep. To get started: activate the Akismet plugin and then go to your Akismet Settings page to set up your API key. Version 4.1.9   By <a href="#">Automattic</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>AMP</b> <a href="#">Activate</a>   <a href="#">Delete</a>	An easier path to great Page Experience for everyone. Powered by AMP. Version 2.1.2   By <a href="#">AMP Project Contributors</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>Hello Dolly</b> <a href="#">Deactivate</a>	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page. Version 1.7.2   By <a href="#">Matt Mullenweg</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>LiteSpeed Cache</b> <a href="#">Deactivate</a>   <a href="#">Settings</a>	High-performance page caching and site optimization from LiteSpeed Version 3.6.4   By <a href="#">LiteSpeed Technologies</a>   <a href="#">View details</a>
<input type="checkbox"/>	<b>Site Kit by Google</b> <a href="#">Deactivate</a>	Site Kit is a one-stop solution for WordPress users to use everything Google has to offer to make them successful on the web. Version 1.35.0   By <a href="#">Google</a>   <a href="#">View details</a>   <a href="#">Rate Site Kit</a>   <a href="#">Support</a>
<input type="checkbox"/>	<b>Web Stories</b> <a href="#">Deactivate</a>   <a href="#">Settings</a>	Visual storytelling for WordPress. Version 1.8.0   By <a href="#">Google</a>   <a href="#">View details</a>   <a href="#">Contact support</a>   <a href="#">Leave review</a>

Dashboard

Developer Settings

Tester Settings

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Collapse menu

## Connect your Google account to Site Kit

Site Kit has already been configured by another admin of this site. To use Site Kit as well, sign in with your Google account which has access to Google services for this site (e.g. Google Analytics). Once you complete the 3 setup steps, you'll see stats from all activated Google products.

Help us improve Site Kit by sharing anonymous usage data.  
All collected data is treated in accordance with the [Google Privacy Policy](#).

SIGN IN WITH GOOGLE

# Welcome to Site Kit! Let's get you set up

To verify that you own and help set up your Search Console property, [sitekit.withgoogle.com](https://sitekit.withgoogle.com) wants to access and your Google Account data.

You'll need to **sign in with your Google Account** to start the process.

- 1 Verify site ownership
- 2 Allow to access Google Account data.
- 3 Set up Search Console

Sign in with Google

Cancel



Sign in with Google

## Choose an account

to continue to [Site Kit](#)

 **Ian Hung**  
yienh@google.com

---

 **Use another account**

---

To continue, Google will share your name, email address, language preference, and profile picture with Site Kit. Before using this app, you can review Site Kit's [privacy policy](#) and [terms of service](#).

English (United States) ▾      [Help](#)   [Privacy](#)   [Terms](#)

Sign in with Google

## Site Kit wants to access your Google Account

 yienh@google.com

This will allow **Site Kit** to:

- See and download your Google Analytics data ⓘ
- View your AdSense data ⓘ
- View and manage Search Console data for your verified sites ⓘ
- Manage the list of sites and domains you control ⓘ

**Make sure you trust Site Kit**

You may be sharing sensitive info with this site or app. Learn about how Site Kit will handle your data by reviewing its [terms of service](#) and [privacy policies](#). You can always see or remove access in your [Google Account](#).

[Learn about the risks](#)

[Cancel](#)      [Allow](#)

# Welcome to Site Kit! Let's get you set up

## 1 Verify site ownership

Let's verify your ownership of [Oi.ie - Brasileiros na Irlanda](#). We'll need to add a verification token to your site HTML code.

Proceed

Cancel



2 Allow [Oi.ie - Brasileiros na Irlanda](#) to access Google Account data.

3 Set up Search Console

# Welcome to Site Kit! Let's get you set up

✓ You're a verified owner of [Oi.ie - Brasileiros na Irlanda](#)

2 Allow [Oi.ie - Brasileiros na Irlanda](#) to access Google Account data.

Now that you're a verified owner of [Oi.ie - Brasileiros na Irlanda](#), your site wants to access your Google Account data to display metrics on the Site Kit dashboard.

You can view or remove access for [Oi.ie - Brasileiros na Irlanda](#) in your Site Kit dashboard at any time.

Allow

Cancel

3 Set up Search Console



# Welcome to Site Kit! Let's get you set up

-  You're a verified owner of [Oi.ie - Brasileiros na Irlanda](#)
-  [Oi.ie - Brasileiros na Irlanda](#) can access Google Account data.

## 3 Set up Search Console

We'll add [Oi.ie - Brasileiros na Irlanda](#) to Search Console so you can see how people find your site on Search.

Add site

Cancel



# Welcome to Site Kit! Let's get you set up

- ✓ You're a verified owner of [Oi.ie - Brasileiros na Irlanda](#)
- ✓ [Oi.ie - Brasileiros na Irlanda](#) can access Google Account data.
- ✓ [Oi.ie - Brasileiros na Irlanda](#) is set up in Search Console.

## Congratulations!

You successfully set up Site Kit. You can now see how your site appears in Search, how many visitors you got from Search, your popular pages, and how people found them from Search.

[Go to my Dashboard](#)



Search Console

Overview for the last 28 days

See fu

Total Clicks

914

↓ 7.9%

Total Impressions

36K

↑ 8.4%

Average CTR

2.55%

↓ 14.6%



# How to monitor & optimize Core Web Vitals on Wordpress

@lan

# Prioritizing quality of experience

Is it **happening?**

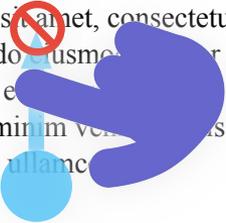
← contentbazaar.co/20160314/pi-way



Is it **responsive?**

← contentbazaar.co/20160314/pi-way

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Is it **delightful?**

← contentbazaar.co/20160314/pi-way

...

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# Core Web Vitals\*

User-centric performance metrics

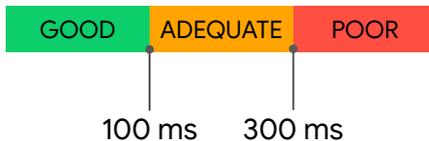
## LCP

Largest Contentful Paint



## FID

First Input Delay



## CLS

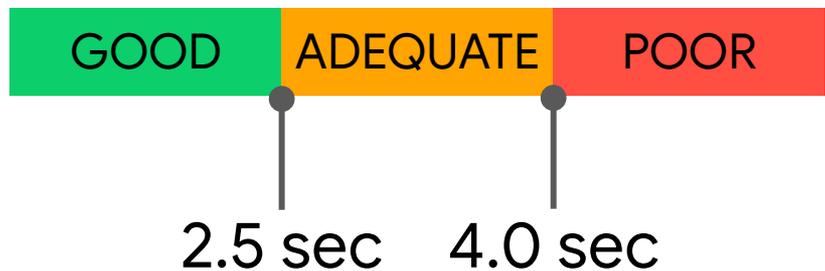
Cumulative Layout Shift



# LCP

Largest Contentful Paint

[web.dev/lcp](https://web.dev/lcp)



**Why:** Measures when the page becomes useful to the user or when the main content on the screen has likely loaded

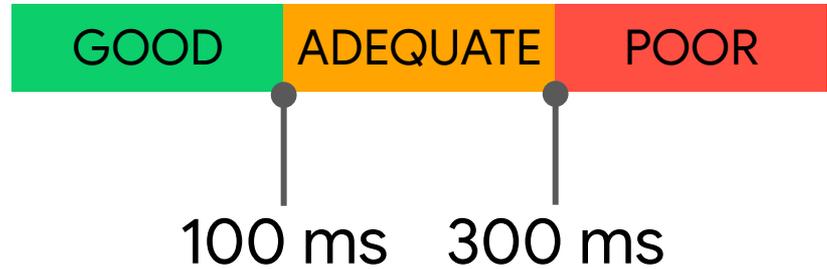
## Major Factors:

- Server response time
- CSS blocking time
- Asset/subresource load time

# FID

First Input Delay

[web.dev/fid](https://web.dev/fid)

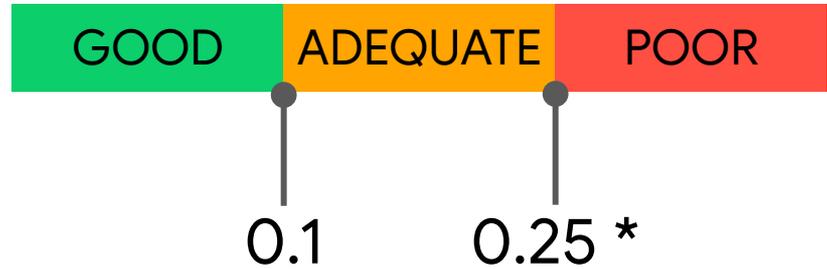


**Why:** Measures your user's first impression of your site's interactivity and responsiveness

# CLS

Cumulative Layout Shift

[web.dev/cls](https://web.dev/cls)



**Why:** Measures layout stability to ensure users experience smooth and natural interactions

`layout shift score = impact fraction * distance fraction`

# Core Web Vitals - tl;dr

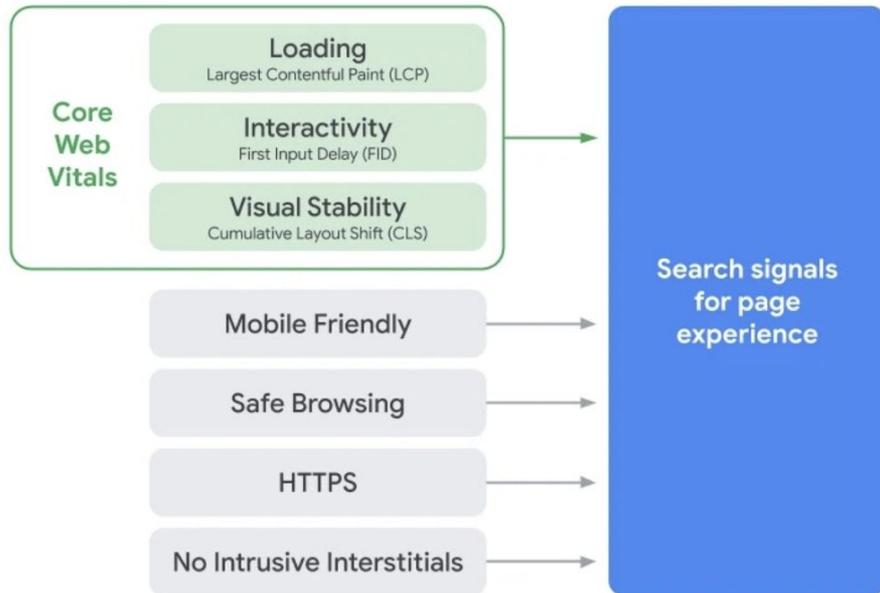
CHROME (blog post [here](#))

Chrome announced "Core Web Vitals," a set of essential metrics that measure quality of user experience, which correlate to loading, interactivity, and visual stability

GOOGLE SEARCH (blog post [here](#))

Search announced an evolution of the page experience factors considered for ranking content. It combines existing signals (such as mobile-friendly, HTTPS) with new signals - the Core Web Vitals.

- This evolution will take place at a future date, & Search will provide a 6-month heads up to the industry prior to enacting any changes.



# Real User Monitoring (RUM) & Core Web Vitals

## PERFORMANCE IS RELATIVE

Performance is Relative - unique users experience your site differently.



## FIELD vs LAB METRICS

Good start to see how your site performs, but only Field Metrics give you the full picture of how users experience your site.



## RUM = FIELD TESTING

(RUM) allows for Field Testing, and is critical for improving your Core Web Vitals.

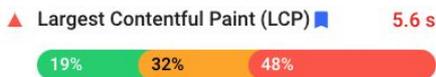
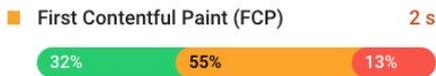


8

Lab Data, calculated by lighthouse



**Field Data** — Over the previous 28-day collection period, field data shows that this page **does not pass** the **Core Web Vitals** assessment.



Show Origin Summary

**Lab Data**

**First Contentful Paint** 4.6 s

**Time to Interactive** 27.6 s

**Speed Index** 19.2 s

**Total Blocking Time** 1,380 ms

**Largest Contentful Paint** 17.3 s

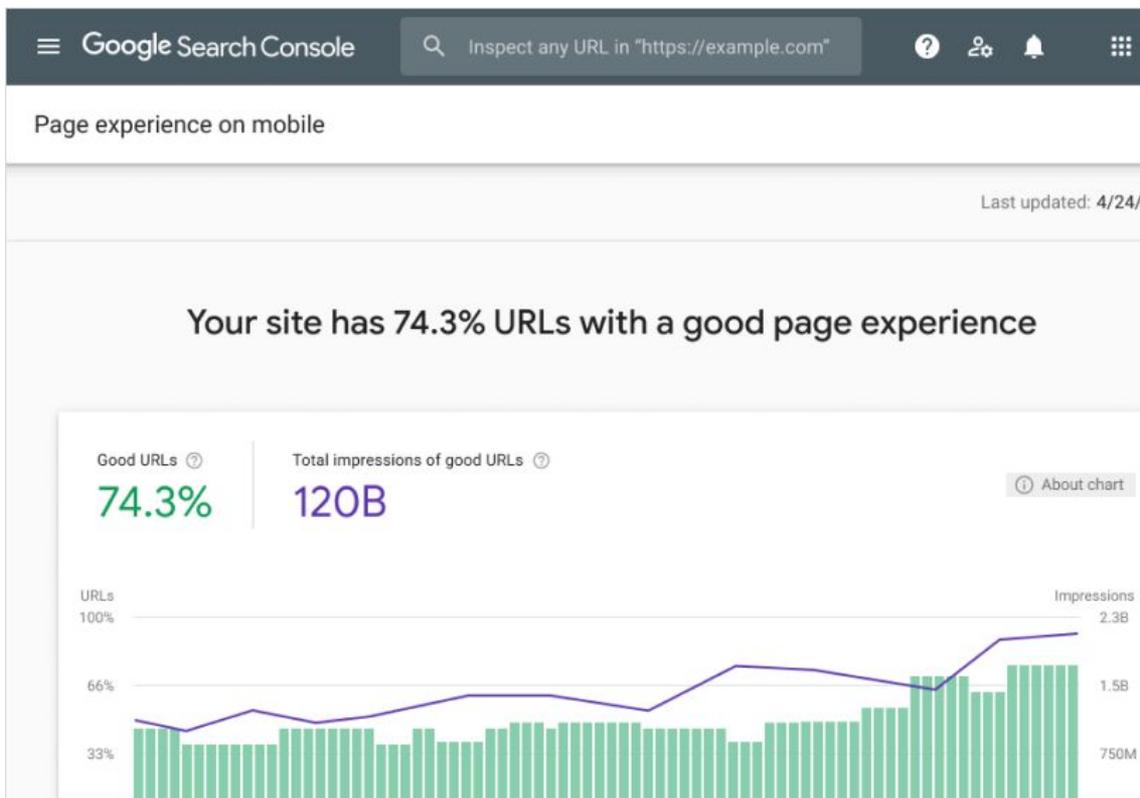
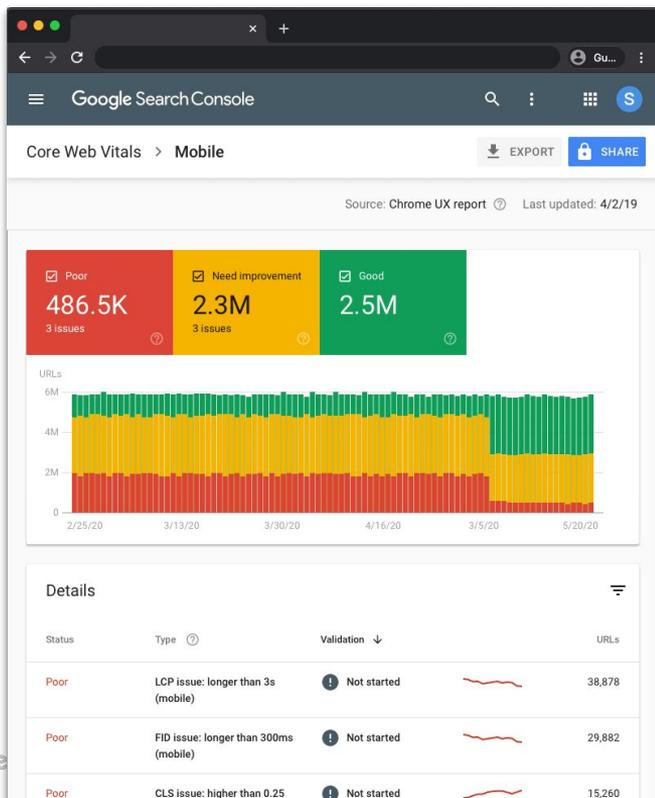
**Cumulative Layout Shift** 0.542



Field Data  
how real world users  
access your site

# Use Search Console Page Experience report

Audit your site regardless of your framework



# Tools That Measure Core Web Vitals

## Overview of Google Performance Tools

**Lighthouse**



Measures CWV by simulating page load in a lab environment and using proxy metrics when necessary (e.g. TBT instead of FID).

**PageSpeed Insights**



Reports page-level CWV measurements made by running Lighthouse (lab) as well pulling data from CrUX (field).

**Chrome Dev Tools**



Exposes LCP in the performance timeline as well as CLS and TBT when running a performance trace.

**CrUX**



Provides an origin-level report for all CWV across country, device, and connection type dimensions

**Google Search Console**



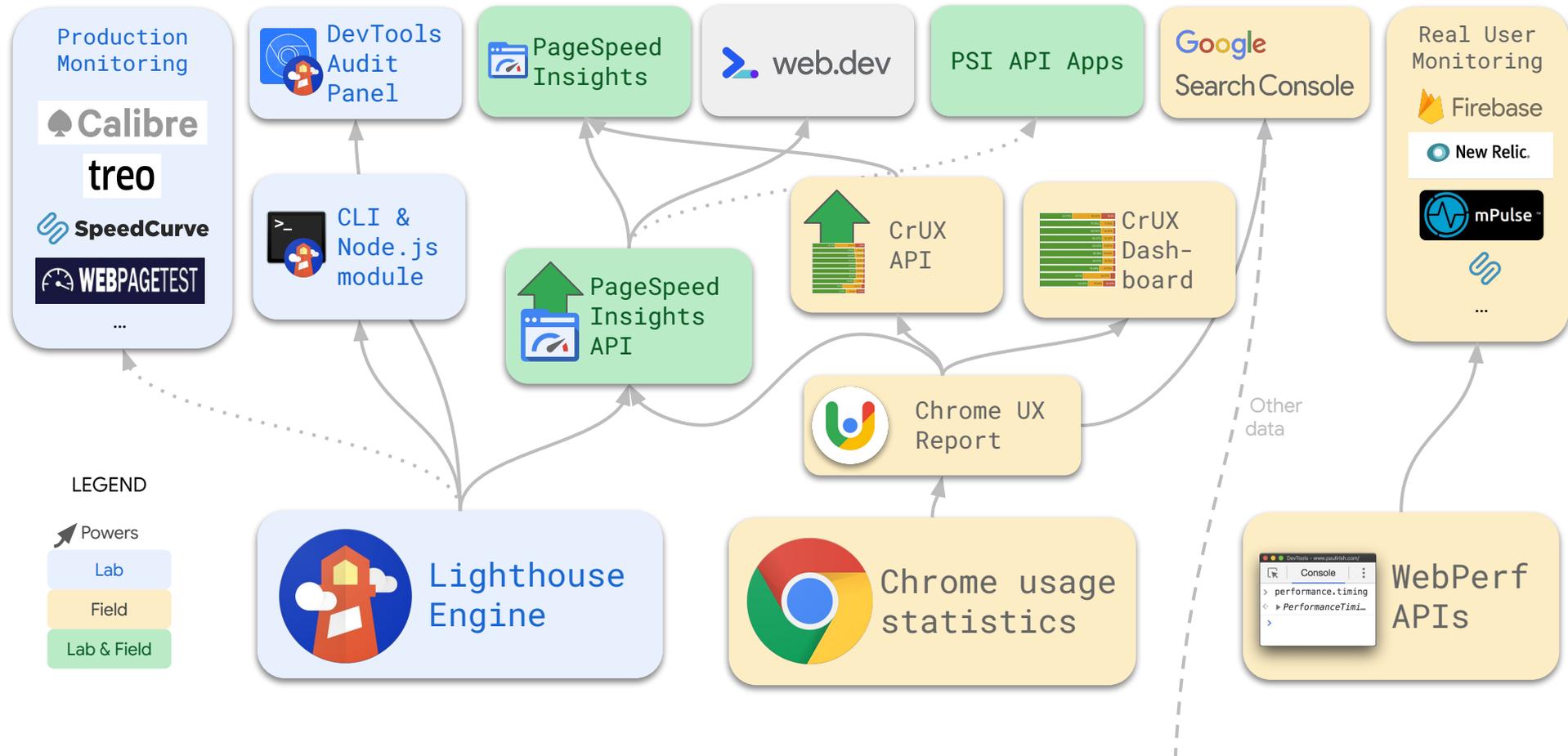
Reports page-level CWV measurements pulling data from CrUX (field).

**Web Vitals Chrome Extension**

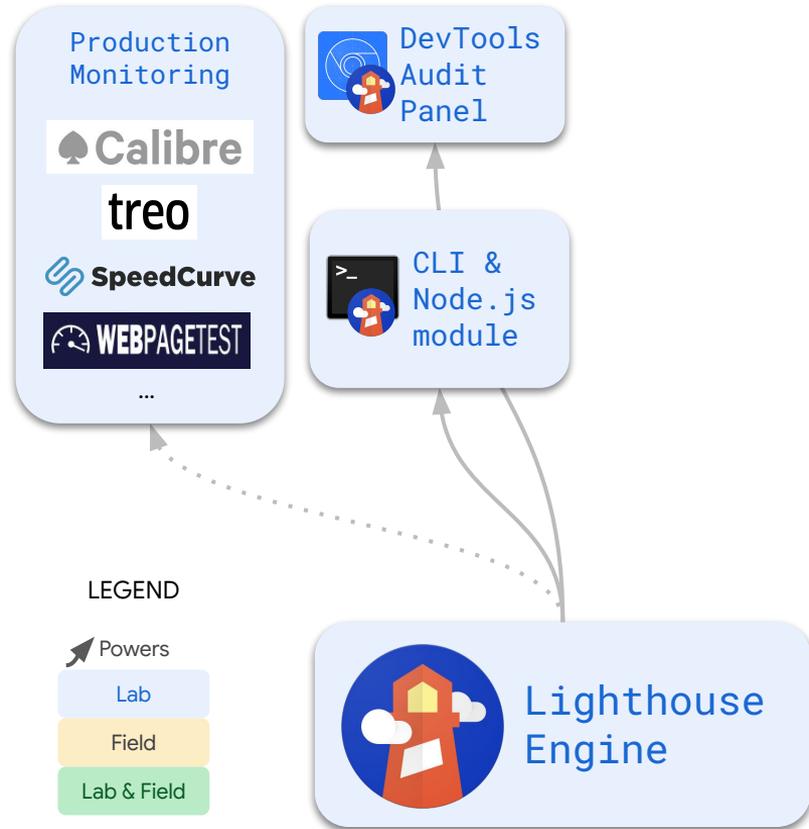


This extension measures the CWV, providing instant feedback on loading, interactivity and layout shift metrics.

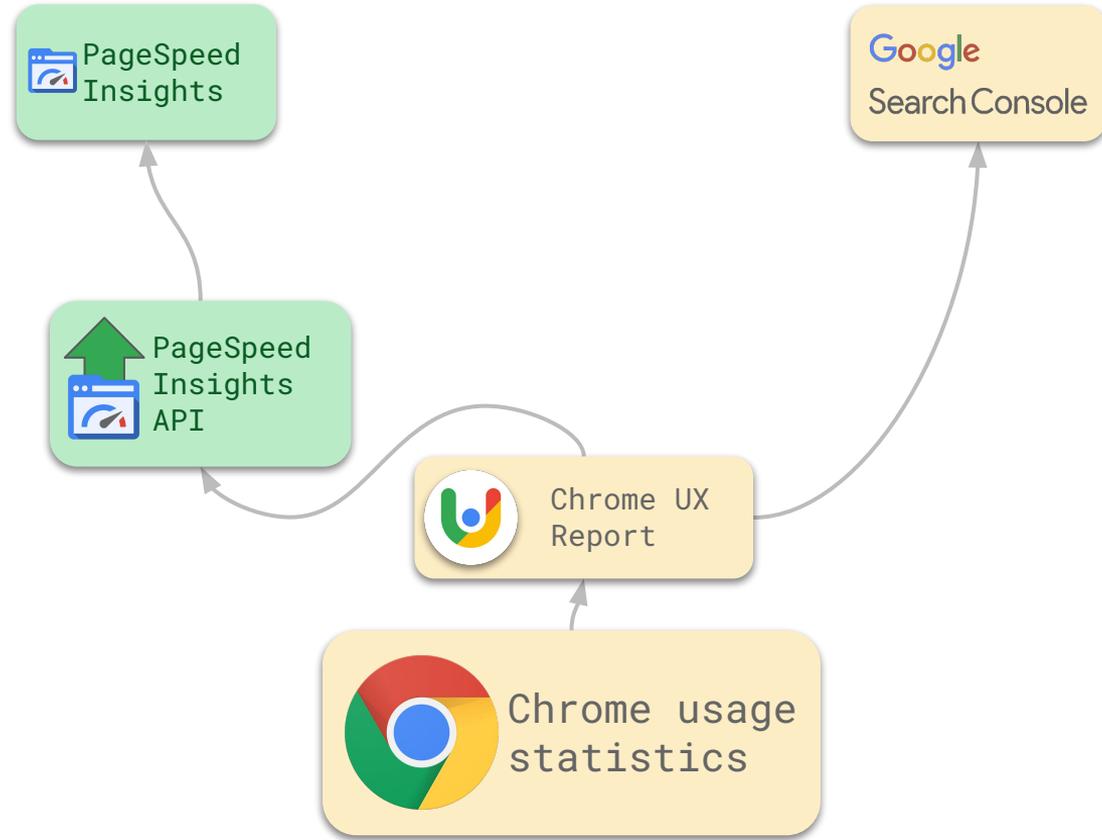
# Taxonomy of Speed Tooling



# Dev start from Lab



# Monitor Field from PM & Growth



## LEGEND

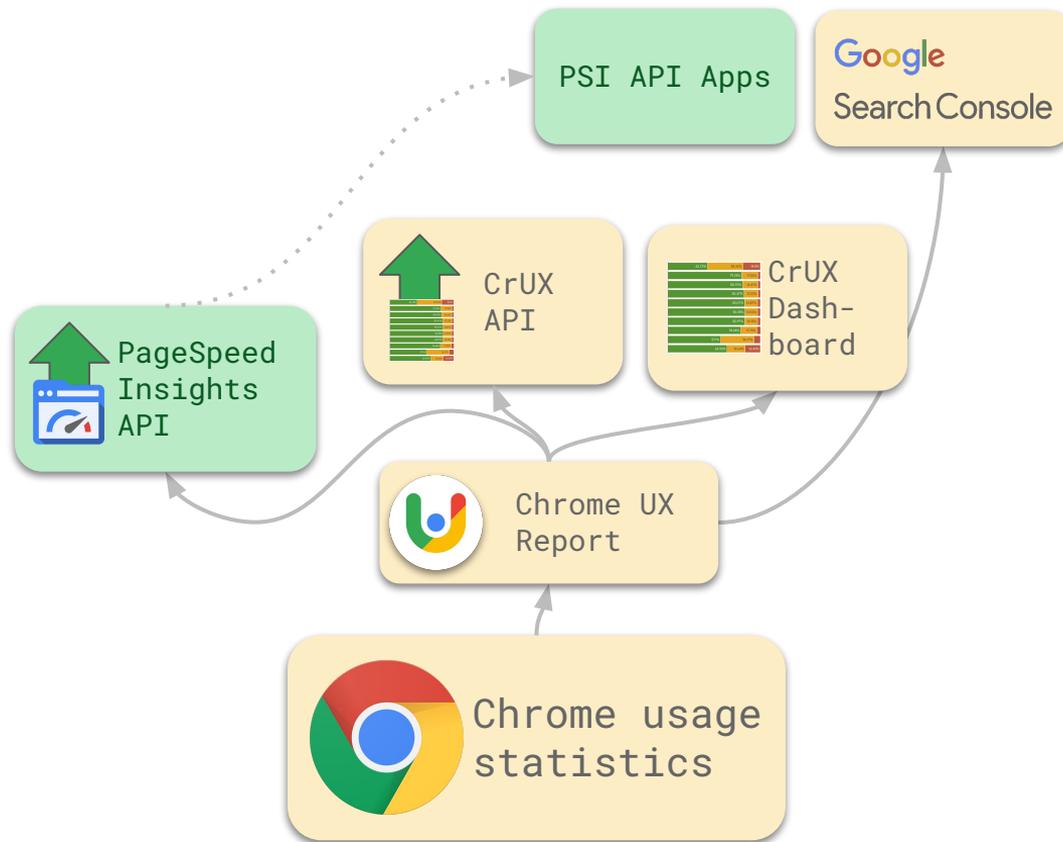
↗ Powers

Lab

Field

Lab & Field

# Monitor Field from PM & Growth



## LEGEND

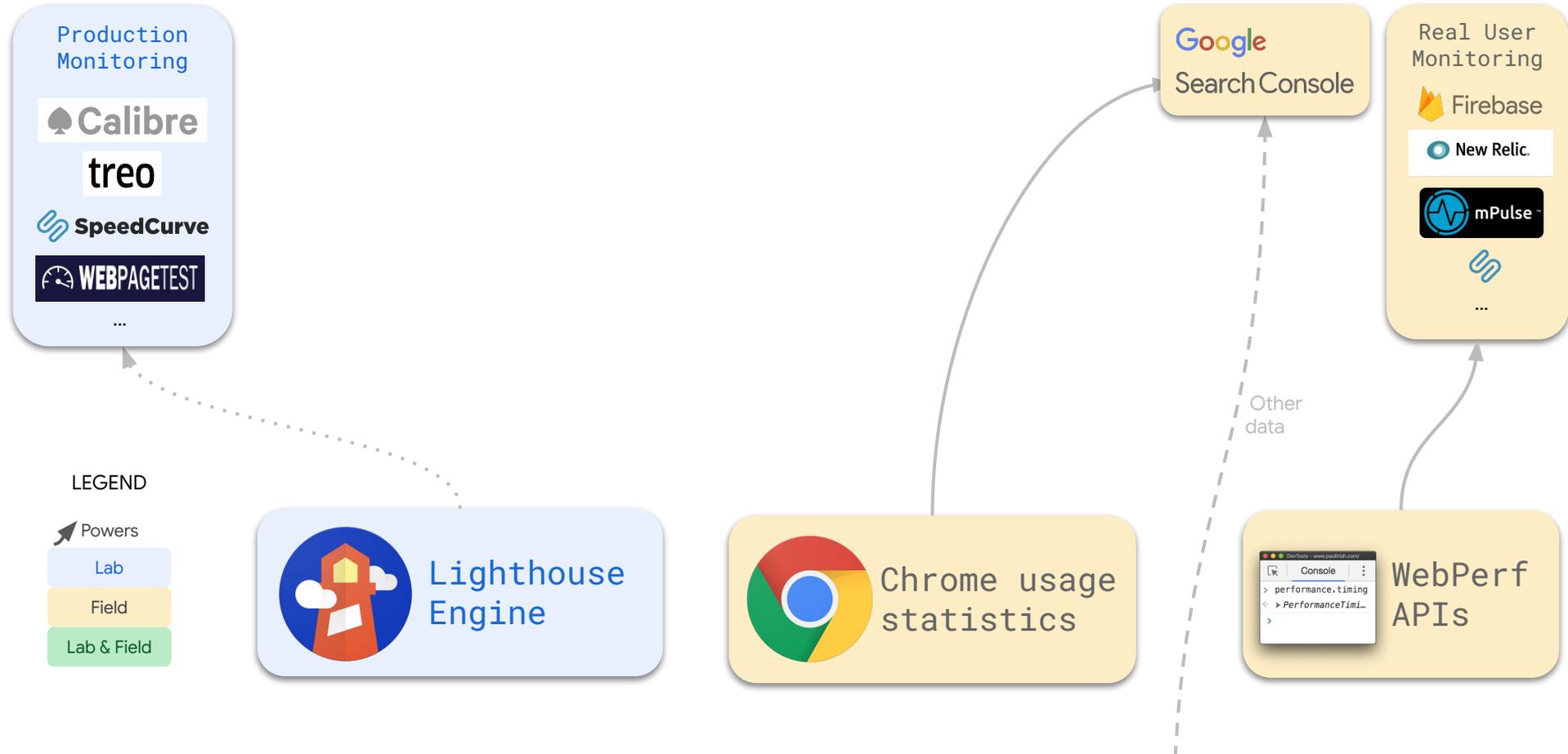
↗ Powers

Lab

Field

Lab & Field

# Rely on some 3P



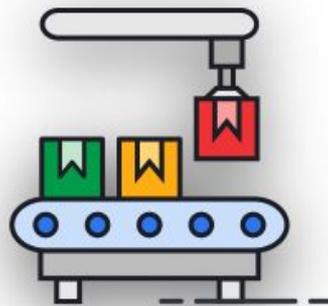
# An easier path to great Page Experience for everyone.

Powered by AMP



## Automation

The AMP plugin automates as much as possible the process of generating AMP-valid markup, letting you to follow workflows that are as close as possible to the standard workflows on WordPress you are used to.

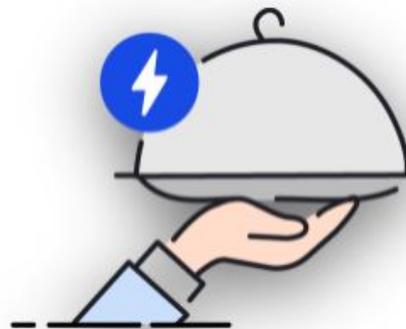


## CSS Tree Shaking

The AMP plugin provides support to make it easier for site owners to keep the total amount of CSS on pages under the 75KB limit. This is done by “shaking the tree” of CSS for a page, that is, automatically removing as much unused CSS as possible.

## Optimized Serving

The AMP plugin supports the efficient serving of AMP pages on Origin, making it easier for site owners like you to take advantage of mobile redirection, AMP-to-AMP linking, minimization of AMP validation issues to surfaced in Search Console, and generation of optimized AMP pages by default.



## Validation Tools

The AMP plugin **provides effective validation tools** to help you in dealing with AMP incompatibilities when they happen, including the aspects of identifying errors, contextualizing them, and reporting them accurately.

**Async Resource Loading**

**Static Layout System**

**Inline and size-bound CSS**

**Lazy loading + Preconnect API**

**Minimize style/layout recalcs**

**GPU-accelerated Animations**

**Resource Prioritization**

**Optimized Analytics Reporting**

**Instant loading via pre-rendering**



Official WordPress Plugin

✓ Welcome

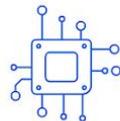
**Technical Background**

3 Template Modes

4 Theme Selection

5 Review

6 Done



## Are you technical?

In order to recommend the best plugin configuration options for your site, please indicate your level of technical expertise.



### Developer or technically savvy

I am a "Developer or technically savvy" user. I am familiar with HTML, CSS, JavaScript, and PHP. I am able to do WordPress development, including making changes to themes and plugins, as well as assembling full WordPress sites out of plugins and theme components. I can understand and address AMP validation issues.



### Non-technically savvy or wanting a simpler setup

I am not a developer and I am not responsible for configuring and fixing issues on my site. I am a site owner and/or content creator who wants to take advantage of AMP to build user-first sites.

Close

[← Previous](#)

[Next →](#)



Official WordPress Plugin

- ✓ Welcome
- ✓ Technical Background
- ✓ Template Modes
- Theme Selection**
- 5 Review
- 6 Done

## Theme Selection

Select the theme template for mobile visitors



Your active theme "Twenty Nineteen" is not available as a reader theme. If you wish to use it, Transitional mode may be the best option for you.



### Twenty Twenty

Our default theme for 2020 is designed to take full advantage of the flexibility of the block...

[Learn more](#)



### Twenty Nineteen

Our 2019 default theme is designed to show off the power of the block editor. It features...

[Learn more](#)



### Twenty Seventeen

Twenty Seventeen brings your site to life with header video and immersive featured image...

[Learn more](#)

Close

[← Previous](#)

[Next →](#)

## Standard

In Standard mode your site uses a single theme and there is a single version of your site: the AMP version. Standard mode is a good and easy choice for sites where all components used in the site (themes and plugins) are fully AMP compatible, or if you have resources to do custom AMP development and/or fix validation issues.





## Transitional

In Transitional mode your site uses a single theme and there are two versions of your site: an AMP version and a non-AMP version. Transitional mode is a good choice if the site uses a theme that is not fully AMP compatible, but the functional differences between the AMP and non-AMP versions are acceptable.

## Reader

In Reader mode, your site uses two themes and there are two versions of your site: an AMP version and a non-AMP version. You may select Reader mode if your site is using a theme that is highly incompatible with AMP. It is also **a good choice if you are not technically savvy, or simply do not want to deal with incompatibilities** and prefer a simplified workflow to get AMP experiences to your users.



Mode	Role
Standard	<b>A good and easy choice for sites where all components used in the site (themes and plugins) are fully AMP compatible</b> , or you have resources to do custom AMP development and/or fix validation issues.
Transitional	<b>A good choice if the site uses a theme that is not fully AMP compatible</b> , but the functional differences between the AMP and non-AMP are acceptable.
Reader	May be selected if your site is using a highly AMP-incompatible theme. It is also <b>a good choice if you are not technically savvy, or simply do not want to deal with incompatibilities</b> and prefer a simplified workflow to get AMP experiences to your users.



### Artpop

Artpop is a beautiful Gutenberg-first WordPress theme, carefully designed to...



### Michelle

Michelle is free block editor compatible accessibility ready WordPress theme...



### Miniva

A fast, lightweight, and mobile-friendly WordPress theme for bloggers. Miniva is...



### Iknow

Iknow WordPress Theme has a minimalistic, responsive and mobile-friendly design



### Kadence

A lightweight yet full featured WordPress theme for creating beautiful fast...



### Izo

Izo a fast, lightweight, native AMP and fully customizable multipurpose...



### OceanWP

The favorite choice of thousands of developers and hobby-users.



### Twenty Twenty One

Twenty Twenty-One is a blank canvas for your ideas and it makes the block editor...



### Occasio

A sleek and modern Blogging & Magazine theme, carefully designed for writers...



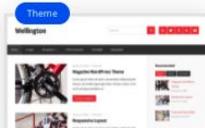
### Tortuga

Tortuga is a highly flexible and adventurous WordPress theme for your pirate...



### Treville

An elegant Blogging & Magazine WordPress Theme with subtle colors and great...



### Wellington

Wellington is a clean and simple Magazine WordPress theme with beautiful...



### Poseidon



### Napoli



### Mercia



### Maxwell

# Support Ecosystem AMP Theme...

# And more!

Thank you!

