

Google Page Experience (Core Web Vitals) Algorithm Change in...

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SPEAKERS

Raymond Sidney-Smith



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Hello, everybody, and welcome to web and beyond live for December 21 2020. I'm Ray Sidney-Smith, President of W three consulting and managing director of WCC web services, which provides affordable WordPress, and manage WordPress that is, and web hosting, domain name registrations and the like. And so just a couple of quick notes about today's episode, every week, I try to come to you and talk to you about small business, digital marketing and management, tips and tricks and so forth, related to what's really happening in the world around us. So today, what I'd like to do is cover a couple of bits of news items that I think are kind of pertinent to us all. And then do a little bit of a deep dive into the concept of what's being called core web vitals update or the page experience update that's coming out next year. And I think this is really, really important for small businesses to understand, so that we're better able to respond to what's going on there. So welcome to those who are watching live. If you are watching live, feel free to comment in the chat, the live chats open. And you can ask questions, and I can go ahead and hopefully answer any of your questions live here. Or if you're watching the replay afterward, or the podcast episode, feel free to go ahead and leave your comments and I'll try to respond to you asynchronously. So with that, let's get into the news. And what I wanted to talk about is just a couple of really interesting articles that I've come across this week. One of the first things is that, you know that I've been talking a little bit about the

kind of forward progress of of the kind of Asian market. And they recently signed the Regional Comprehensive Economic Partnership. And then Singapore signed their own deal with England, related to Brexit. And now Singapore has gone ahead and done something really quite unique in the sense that they have now brought about their first approval in have lab grown meat product. And so this is actually a chicken product that has its chicken in terms of its, you know, button guessing bio biological or biochemical makeup, but it was grown in the laboratory. And so of course this is approved for use in a restaurant, I think it is in Singapore. Now, this is obviously going to, you know, grow a whole new industry. Just as we had this kind of vegetable based grown meat here in the in the United States, we'll see this concept of cultured chicken products. Now extending is this is real meat that has just lab grown. And it just goes to show how some of these government and policy issues really helped to expand the innovation in areas outside of just traditional tech. And so I just wanted to bring it up because we have a whole host of new opportunities coming at us that we need to think about as more and more countries are kind of collaborating in a way that we they weren't necessarily doing before, the US has been kind of out of the conversation for the better part of four years under the current administration. And now here we are going into the space where the US now has to kind of catch up. Now, again, this was a US startup. So it's it's kind of interesting, because it's a US startup doing business in Singapore and getting this approval for this. So it's kind of a little bit odd in the sense that yes, it was a US company, but they really, you know, we're operating in a completely different country. And will us regulators allow us to be able to do the same types of things. And I'm just very curious, I'll be paying attention to this space as we make our way forward. But I just wanted to bring that to your attention. Next up is just a really interesting company that I came across. And I thought I would share it with you all because it's a great example of a company pivoting during the covid 19 pandemic. So if you didn't know there are these businesses called escape rooms. And they are in essence, you know, spaces where you go. As you know, couples, family, friends, those kinds of things go together. And they are challenged to be able to quote unquote, escape from this particular room in which they are rooms that are put together with these puzzles. Some of them can be scary or fun or interesting, but they're all on this time pressure to get out of the space in a particular amount of time. And so this of course, was impacted by the pandemic because during lockdowns and shutdowns, they're incapable of being able to operate safely with people locked in closed spaces together. And this business has pivoted by creating virtual escape rooms you're taken into a Zoom Room and they walk you through the escape rooms that they have at their physical locations. And this is just I mean just



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classic case of how you can take a physical experience and make it a virtual digital

experience in that way, it requires a little bit of imagination and requires a little bit of, of grit because you have to figure out okay, well, you have to create this one needed a host who would, who now is in the physical space. So there's the safety of the of the individual who's now in the space with his, with his co workers, or her co workers, all of those kinds of things. But they've made it work. And now they have 60 minute adventures that are live, they have these various opportunities for everybody. And I just think it's really important for people to think about how even a business like this that requires people to come into a space have adapted and pivoted in the face of this. Now they have a store here, you can go to their shop, and you can find board games. So they've created a product business. And they've also, they have this online, kind of do it yourself format of it as well. So that's really also phenomenal. And I'm just excited to see how different businesses are making that kind of pivot. I apologize about the background noise if you're hearing any. And so let's continue on with my next story. And this one is alone, one second, have a little tickle technical difficulties here, let's get over here. There we go.



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Actually is about Snapchat,



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Snapchat has partnered with automatic, which is the company that produces wordpress.org, as well as WooCommerce and several other parts of the WordPress environment. So Snapchat has gone ahead and provided \$150 ad credit. That is, if you spend \$50 in advertising budget, then you will get \$150 in AD credit on the platform. If you use their new snap pixel, which is provided through the snap pixel for WooCommerce plugin. So here, what you're able to do is you're able to track conversions, build retargeting audiences within the Snapchat, snap ads, environment and optimize campaigns so that you can get better results, obviously, through those ads. This is a free plugin that you can add, and then go to town in terms of creating that. So I just think this is really great. If you're looking to kind of get in front of the younger audience that is on Snapchat. This now is like the facebook pixel, or any of the other analytics tools that connect you to the advertising platform, Snapchat has gone ahead and brought that to market. And so now you can go ahead and check that out. Um, this I think I mentioned last week, but I just wanted to bring it up again, which is we've had this, I think I mentioned the Facebook suit that is so you know, Facebook is now being sued by the federal government for along with several other states. And that case seems to have pretty strong teeth. And so we're going to see what happens to the social network as they move along. But in this particular case, Google has now two more lawsuits brought to it brought

against it by Texas and nine other states. This one looks a potential little bit more dangerous to Google, still a little bit on the political side. And so it just ends up being whether or not this anti competitive Practice set of lawsuits really ends up impacting Google in the long run. What they continue to say is that Google's ad business is in some way shape or form, anti competitive. And Google is going to have to defend against that. The reason I bring it up is how is this going to affect you? How is it going to affect your advertising strategy going forward? How is it going to affect things like Google My Business or any of the other Google products, I think very little to minimal impact will happen? Certainly in 2021 into 2022. So for all intensive purposes, nothing really needs to change here in terms of how Google is operating, it will of course lawyer up and start to defend itself out there. But nothing really major is going to be happening there. one bit of really big news, but not really is that Twitter is shutting down their live streaming at Periscope. So Twitter live is I'm presuming going to continue to exist. And that's something that I couldn't quite understand in the various reporting that I've read. But the platform periscope itself and the app are going to be discontinued and shut down in March of next year. So if you if you didn't know, Periscope is the live streaming app that Twitter purchased in 2015. Just like they purchased the vine a couple of years before that, and then sunset that in 2016. Twitter has built into the platform, most of these pieces, and so they are in essence going to be shutting it down. This is kind of sad for me because I was kind of a periscope fan. I'm presuming that going live on Twitter will continue to exist just not with the periscope app. That is my account. We're standing at present. And this is this is related to the second lawsuit that the states are, I'm sorry, the same lawsuit that I was talking about earlier regarding that. So next moving on is Facebook, purchased a company called customer in November. And then quickly thereafter, Facebook has been internally having internal discussions about basically monetizing WhatsApp. Now, of course, as we talked about last week, Facebook is under kind of, you know, it's federal lawsuit, you know, federal and a bunch of states lawsuits, a master lawsuit against them relating to anti competitive practices from purchasing WhatsApp, as well as purchasing Instagram. And now what we're seeing is that Facebook, wants to go ahead and start monetizing WhatsApp in the face of all of this that's going on. So this is really interesting to me, we'll see what happens as they go forward in terms of trying to monetize WhatsApp. But what that really means is that WhatsApp is going to become more



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expensive for small businesses who are utilizing the platform. So it has the users to be able to demand that that's for certain. I'm curious as to whether or not this really makes a lot of sense for Facebook. Long term. More importantly, does this make sense for you, if you're not already utilizing WhatsApp to connect with customers, I would imagine that this is not going to be the biggest of deals. For those businesses, if you're not interacting in

that way, I wouldn't quite honestly, you know, be too worried about starting. But there is a factor involved, which is that as you move forward, you're going to have to be concerned about whether or not you become a part of that platform with WhatsApp business, to be able to engage with customers one to one, we've chosen just as a company, a W three consulting to use telegram, and we feel that telegram allows us just a lot more, you know, structure is independent of Facebook, or the any of any of the other major Telecom, telecom tech companies. And it just feels better for us. We're also dabbling with signal as a mechanism for being able to do that, which provides end to end encryption and apps across all the ecosystem of operating systems. So that gives us just a lot more latitude there. One little closing the loop items is that Facebook has also just started building a new tool called TLDR. If you don't know TLDR stands for too long, didn't read. And in essence, this is a tool that will supposedly read and summarize news or new news articles for you. And and so this is of course, another shot across the bow for news and media organizations that are struggling. In so many ways, Facebook has become the place where people really access and read their news, whether for better or for worse. And I know I don't but I know that a lot of people do. And so Facebook has built this new technology and and tool here. And we'll see what happens once it you know, comes out into the market and how people use it. But this is a really bad sign for news media organizations, they need to really innovate in how they monetize content. And this is, again, the same conversation for small business owners. Is that how are you going to monetize content? If content is the thing that helps you support your business that if that's one of your revenue streams? In that way, we're thinking about that for W three consulting, you know, we produce a lot of content, how does that actually get monetized. And the same thing applies for a news and media organization. So if you in some way, shape or form do want to monetize your intellect, your intellectual property, all of those kinds of things, then we need to start thinking about a different model other than pushing into social media content for the purposes of of being able to get eyeballs only, we need to think about this in a little bit more rigorous perspective. And I'll be having more and more conversations with you about that as we make our way into 2021. If you didn't know, Congress finally reached a deal on on a COVID-19 relief package. In essence, it'll be 11 weeks of extra unemployment benefits, there's supposedly a \$300 check that will be going out to Americans and in the form of stimulus checks. And so we'll see what happens there. My understanding is there's also some money for the airlines and, you know, other kinds of things of that nature. But I'm just like as a whole kind of holistic perspective. I think this is good. I think it provides us a little bit of of continued runway for the American people. Unfortunately for small businesses, this is too little too late, I think we've we've done the damage to the economy. And unless there was some remarkably larger package that was agreed upon, I think that the lock, you know, kind of the deadlock in Congress really forced the bloodletting of the economy to long into the pandemic. And so we're going to see recovery, much slower, and we're going to lose a lot more businesses, full stop,

because of their lack of agreement. And so it's unfortunate, but just kind of wanted to put that out there. So we're all kind of aware that we're going to see more businesses, both get rid of payrolls, you know, we're going to see payrolls plummet over the next few months, especially as we continue to struggle with the pandemic. And then we'll also then see lots more businesses fail and those that those of us who survive, it's going to take longer for us to get out of survival mode and back into thriving as businesses.



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My main point today that I really wanted to talk about, though, was the concept of the core web vitals algorithm update. Now, Google has made this announcement a couple of months ago. And in essence, they're letting us know with enough time, so that we're able to do this and get prepared for it. In essence, this is better known as the page experience update, in May of 2021, this will go into effect. And it covers really three different components of your web, you know, basically your web publishing, generally, but for your website purposes. So I just wanted to bring up on screen so you can kind of get an idea about what we're talking about here. So you can see here, there are several different acronyms, LCP, FID and CLS. And I'll try to explain what these are all about. And then, and then what you can do in order to really, you know, bring about at your websites, you know, website or websites, so that you can get prepared for this, because this is going to be a huge impact on a lot of businesses and their traffic from Google, and really all the other search engines as they follow suit with Google, because that's what they do. You know, they see what Google does. And then they pretty much replicate what they're what they're doing, in essence. So the core web vitals are, in essence, these three functions, our largest contentful paint, in essence, this is a metric of how quickly the first main content appears when your website loads. And this is every single web page, right? So this isn't a single, you know, like your website is one monolithic structure, we're talking about each time someone goes to your website from Google search, they're entering a page on from your website, each one of these matters to Google. Each indexed page matters to Google. And the largest contentful. Paint is, in essence, when I load your page, what is the first main content that I see, so that I know the page is loading, because if you just get nothing, it just disappears as a white page or say, a black background or whatever colored background of the website is, if it lasts too long, I'm going to leave, that's a poor user experience. And so Google wants to be able to have that largest contentful pain, hit hit the user so that they stay on the page. And they continue to have a good experience, what Google measures as a good contentful paint timeframe is 2.5 seconds. Okay? So 2.5 seconds is what we're running for that largest contentful paint, we're looking for 2.5 seconds, or sooner. And then we come up with our next component, which is FID or first input delay. In essence, this is about the interactivity of the site. And what we're, what we're worried about is page interactivity, from the sense of what's the first element, we

can click on like a button or anything else like that, when we come to the page. So first input delay, we want under 100 milliseconds to rank well on Google. Now, next is visual stability, which is CLS or the cumulative layout shift. This is when you load a page, and things move around on the page as it loads. When when those things move around. That is lowering the page experience. It's lowering the user's ability to understand what's going on because buttons may shift, the layout of the of the navigation may shift, all of those things move around. And that's of course, our reducing our desire to want to stay on that page. So cumulative layout shift is supposed to be under 100 milliseconds. Now, you can see or in this image from Google, it's a little bit weird, because it says 100 milliseconds, that's 300 milliseconds for first input delay, and then under cumulative layout shift, it says point one 2.25. Really, that's 100 milliseconds to 250 milliseconds. I don't know why they shifted that in the in the In the diagram, but in essence, both first input delay and cumulative layout shift should be under 100 milliseconds. So, one 10th of one second. And so we want to make sure that load time, interactivity and visual stability are all in essence, managed well, with, with with regard to the update. And so while I can't get into all the particulars of how to do this, I wanted to bring this to your attention so that you have some, you know, some ability to start figuring this out and making some changes. So what I want to do then is to give you some suggestions in terms of what you can do to be able to start the process.



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So we have about, you know, this is May, so we have about six months, to be able to start making this changeover. And it's going to be really important that we start doing these things. One is, my suggestion would be to make sure that you claim your property claim all of your websites with Google Search Console. By doing so, you will be able to go ahead and pair that website with Google Search Console, but but also with the PageSpeed Insights, and then start to do some integrated analysis of what's going on on your website. And so to give you some understanding, what I've done is I've actually gone ahead and run this on several websites of mine, just so that you can kind of see if there's anything but idle is one of my podcasts. And as you can see here, I've paired it with Google Search Console. And then with Google Search Console, it gives me a quick link to be able to see the page insights PageSpeed Insights for this particular thing. Now there are two different columns here. There's one for desktop and one for mobile. And as you can see here, we have some room for improvement when it comes to our, our website here for anything but idle, which is great to know. Okay, but quickly on the desktop, it's 87. So we're right in that range, we're like three away from being good. But if we click on mobile, it's like, oh, my gosh, we need to do some real work on mobile, because there's clearly some lag time for first time. First input delay is I'm sorry, um, the our interactivity so our interactivity is low, here. So RFID for so first input, input delay, is, is is basically slowing us

down. And we need to start figuring out how to speed all of these things up. Okay. So what we need to think about here are really three fundamental areas. There are all kinds of ways to fix these. So don't think that this is like the only way. But I would say that the first best way is to look at PageSpeed Insights, and start analyzing, not just your main homepage, but go to individual pages across your website, where you get quite a bit of traffic, which Google Search Console can tell you go to those pages and start looking at what are the things in here, you know, if you scroll down, it will start to tell you Oh, you know, there's some render blocking resources and some prop improperly sized image and server, initial response time is low. Those kinds of things, what's going on here? Do you need to talk to your web host about beefing up your hosting, because you're on maybe a shared host hosting account, which means that many other websites are on that maybe you need to up your web hosting, maybe you need to move to a server that can better and more properly assist you, maybe you need to get a CDN. In order to be able to manage some of these pieces, maybe there's some optimizations across the board. One thing that I highly recommend is going to either optimize zillah which is what is it called on image compressor comm is now that is now the site. But if you go to Image compressor calm, in essence, you should compress all images before you upload them to your website. This allows them to be able to be spiffy and whatnot. If you want to get really fancy, you should go and think about in WordPress. For example, we of course host manage WordPress. So we will host WordPress websites a lot. And those, you can actually install plugins that go ahead and use the web p format. And the web p format is a new image format that allows you to be able to load images with high quality with really much better compression. And so this really makes for a much better web experience for most people. You know, Google has really pushed the web p format. And now you can actually load websites using web p dynamically in WordPress using some plugins. Okay, so we want to really think about the things which we can do to make this possible. You know, we definitely need to think about server response and how good your server is using CD ends to their best effect so that we can have better access to to local content from where we are logging in and accessing those pieces. And not a lot of this stuff is going to be able to be done solely by you, you're gonna probably have to find a developer if you're not, you know, technically savvy.



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So I just, you know, want you to reach out to those folks who are working with to make your websites, go live and stay maintained. Now's the time to have those conversations with them, touch base with them and start figuring those pieces out. I would not also, kind of my recommendation is that even if you use something like Squarespace or Wix, or Weebly, or if you're on Shopify, or something else like that, you should run your websites

through those tests. Anyway, go to the page insights, space PageSpeed Insights test and run your site and see what's going on there. For example, I ran mine through for our community platform. And as you can see here, let's see if I can pull this up. Yeah. So you can see here we have a 99% on 99 score, which is great for our community page. But again, if I go to mobile, it's still only 81. So there's, there's still even some room to grow there. So I'm going to do some analysis and talk to our software vendor that produces the software behind which web beyond community runs. And now we can go ahead and figure those pieces out. I've also found that we have multiple WordPress installations running on top of a multi site installation, and some of the sites load very quickly and some don't. So that may be parts of our theme, producing too much CSS or the CSS is not being streamlined. So we can fix some of those streamlines streamlined components within the CSS, and match that up with our content distribution, network or CDN, to be able to fix those things. So either way not to get too far in the weeds, I just wanted to bring this to your attention. So you have an understanding of what you're dealing with here, those three components of the largest contentful paint, the first input delay, and then your cumulative layout shift are the pieces that you need to learn a little bit more about. And then start getting your websites ready for the May 2021 deadline when that goes into effect. And then thereafter, remember that Google is going to be putting their mobile index into place, and they're going to be kicking out all their desktop indexed websites from the mobile index. So just after that, we're going to really need to be talking about how to get that ready. So we'll be talking about that in January and February as well, because we want to get you all prepared for that. So I'll make sure to be discussing that as we make our way forward into the new year. So with that, that brings us to near the close of our web and beyond live today, just a couple of pointers regarding the next few weeks. So w three consulting offices are closed the next two weeks for the holidays. And I will be still doing web and beyond live next week on Monday. So we'll we'll be continuing to do those. I'll be back at 11am. Eastern next Monday. But we'll I'll ultimately be closed. If anybody has any support issues. For WCC web services, just go to web dot WCC inc.com, click on the Support tab. And then you'll get technical sales and support there. If you have support issues that are related to W three, W three consulting, just always email support at WCC inc.com, and you'll reach one of us and we'll respond probably sometime after the New Year. If it's more important, we'll be scanning it to make sure and we'll get back to you in that way. So a couple of other items. If you're not already a part of our community, if you go to WWW dot web and beyond community, that's our community for those of you who are watching and small business owners Feel free to join us. And as we grow 2021 we're looking to really grow the community and start to interact and do all kinds of fun things. So we have our small business virtual roundtables. And of course, I do these web and beyond lines which you can watch directly inside of the platform. And we'll be we'll be doing webinars and all kinds of other fun things. So if you want to learn about any of the upcoming events we do have you can go to W three c i nc.com forward slash

events that's with the number three community forward slash events. And you can see all of the fun things we have going on. Coming up in the new year, I will be posting all the new events in the next week or so we'll get those up and live for you so that you are aware of those. Alright, so that's it. That is our second to last a weapon beyond live for, for 2020. And thank you all for watching. And I'll look forward to see you all next week for this web and beyond live and here's to your success on the web and beyond. And I'm Ray Sidney-Smith take care