

Speed audits and Core Web Vitals

CHAPTER 01 / BEFORE YOU BEGIN

Prepare your materials. Define the deliverables.

Developers and marketing teams who need to assess slow pages or problematic mobile experiences.

Starting materials

- Priority pages and templates
- PageSpeed Insights or Search Console data when available
- History of changes to scripts, images, and templates

What you will prepare

Performance baseline, hypothesis list, and improvement sequence.

Use it as material for decisions and discussions, then adjust the work limits to your conditions.

Starting from one page, one process, or one most important need. Note unknowns as questions; Don't force answers just to make the worksheet look finished.

Work in a clear order.

Select the page and viewing conditions

Use examples of service, detail, form, and campaign landing pages that really matter. Separate mobile and desktop; note the date, device, and data source. Field data depicts real users who meet the scope of the source, while laboratory tests help diagnose specific conditions. Don't assume one test is representative of all visits.

Read metrics according to their function

LCP corresponds to the largest display of content, INP to interaction response, and CLS to positional stability. The threshold for the good category is LCP ≤ 2.5 seconds, INP ≤ 200 milliseconds, and CLS ≤ 0.1 at the 75th percentile. The threshold is a reference for evaluation, not a promise of project results or a substitute for observing user tasks.

Connect observed issues to possible technical causes

Bad LCP can be related to the main image, server response, or rendering delays. INP requires JavaScript job checking during interaction. CLS can emerge from media with no fixed space or late incoming elements. Check the evidence in the tooling before changing many things at once; The source of the problem is not always the same between pages.

Check for improvements and side effects

Starting from changes that have a big impact and the risks can be controlled. Retest under comparable conditions, then check forms, analytics, and key elements. Script reduction should not break important functions. Field data takes time to reflect changes; note the release date for correct interpretation.

Connect steps to real decisions.

The diagnosis example below is a practice hypothesis, not a client's measurement results. Any conjecture must be confirmed before it is implemented.

Symptoms	Checked allegations	How to evaluate
The main image is late	Size, format, load priority	Compare loading timelines
Buttons feel slow	JavaScript jobs during interaction	Check recorded interactions
Content shifts	Late media/element size	Observe the shift layout source
Broken form after optimization	Important scripts are also delayed	Test the entire form path

Replace the example lines with your business conditions. Mark information that already has evidence, that is still an assumption, and that needs to be asked of the person in charge.

Avoid decisions that seem right, but have not been tested.

Chasing a score of 100 as the only goal

Prioritize experience over real tasks and relevant metrics.

Change all plugins at once

Gradual changes facilitate diagnosis as well as recovery if function is impaired.

If a decision impacts costs, access, data, or other teams' work, list the parties who need to approve it. Explain the evidence that is available and the extent of information that remains to be examined.

Make your plans here.

Fill in concisely and specifically. For information that is not yet available, write who needs to be asked for confirmation. These notes are not sent by the Playbook feature to Oura; download before the tab closes.

01 Priority URLs and templates

02 Source and condition of data

03 Symptoms and user impact

04 Hypothesis and evidence

05 Proposed changes

06 Retest results and side effects

Do not enter passwords, access tokens, or personal customer data. Temporary storage follows the browser tab session, not the Oura account.

Check your job readiness.

This checklist records the tasks you marked. It is not an audit score, certification, or automatic assessment of a website.

Baseline differentiates lab and field

Mobile and desktop don't mix

The hypothesis is supported by evidence

Important functions continue to work

Release date noted for evaluation

Frequently asked questions

Data sources have a specific observation window and scope. Note the release date and data period.

Use controlled testing for diagnosis while explaining its limitations; do not fabricate real user results.

Referral & usage limits

- web.dev: Web Vitals ■

References checked on October 2, 2026. Steps, examples and worksheets are Oura editorial formulation with the help of AI and public references. Examples are not client results. The guide does not guarantee business results and does not replace a dedicated examination of your systems.