Core Web Vitals Optimization Action Sheet for WordPress

Improve your WordPress site's speed and user experience for better SEO.

Based on Google Core Web Vitals Optimization Guide For Wordpress Sites by Casey's SEO

Understand Core Web Vitals

- Focus on LCP, INP, and CLS metrics.
- Aim for LCP under 2.5s, INP under 200ms, CLS under 0.1.
- Remember, these metrics reflect user experience.

Image Optimization Quick Wins

- Convert all images to WebP format.
- Implement effective lazy loading for images.
- Size images correctly for different devices.
- Compress images before uploading using tools like TinyPNG.

Tackle CSS & JavaScript Bloat

- Use optimization plugins like Autoptimize or WP Rocket.
- Audit plugins; remove or optimize underperformers.
- Consider a performance-focused theme (e.g., GeneratePress, Astra).

Implement Caching Strategies

- Use page-level caching plugins (e.g., WP Fastest Cache).
- Enable object caching (Redis or Memcached) if available.
- Integrate a Content Delivery Network (CDN) like Cloudflare.

Mobile-First Optimization

- Test your site on real mobile devices and networks.
- Prioritize above-the-fold content for mobile loading.
- Simplify mobile interactions and navigation.

Address Common Problems

- Improve slow server response times by upgrading hosting.
- Reserve space for ads and embeds to prevent layout shifts.
- Audit and load third-party scripts asynchronously.

Resources & Further Reading

Related guides for this action sheet:

- WordPress Core Web Vitals Optimization Checklist

https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/wordpress-core-web-vitals-optimization-checklist.pdf

- Page Experience Optimization Checklist

https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/page-experience-optimization-checklist.pdf

- Colorado Springs SEO Blog

https://caseysseo.com/seo-blog

- Colorado Springs Local SEO Company

https://caseysseo.com/colorado-springs-local-seo/

- AI SEO Tools Comparison: 2025 Software Rankings – Casey's SEO

https://caseysseo.com/ai-seo-tools-comparison-2025-software-rankings/

- Find Your Local Results

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