

Page Experience Optimization Checklist

Ensure your website performs optimally for both Google and Bing.

Based on [Core Web Vitals Vs Bing Performance Metrics Understanding Different Page Experience Signals](#) by Casey's SEO

1. Understanding Core Web Vitals (Google)

Ensure your website meets Google's essential performance metrics for 2025.

- Verify Largest Contentful Paint (LCP) is 2.5 seconds or less.
- Confirm Interaction to Next Paint (INP) accurately measures interactivity.
- Check Cumulative Layout Shift (CLS) thresholds are met for visual stability.
- Ensure performance thresholds align with real-user expectations across devices.
- Prioritize perceived speed and smooth interactions over just technical metrics.

2. Understanding Bing Performance Metrics

Incorporate Bing's broader performance evaluation signals into your strategy.

- Monitor page load speed and server response times.
- Ensure mobile responsiveness and accessibility.
- Evaluate content quality and user engagement signals.
- Check technical SEO factors like structured data and crawlability.
- Prioritize content relevance and user satisfaction.

3. Mobile-First Performance

Optimize your website with a mobile-first approach for all users.

- Implement responsive design principles.
- Optimize touch targets for mobile interaction.
- Ensure efficient image loading and sizing for mobile.
- Test fast mobile rendering capabilities.
- Verify performance across various mobile devices and network conditions.

4. Addressing Common Performance Problems

Identify and resolve typical issues impacting page experience.

- Optimize images using formats like WebP.
- Utilize Content Delivery Networks (CDNs).
- Eliminate render-blocking JavaScript and CSS.
- Reserve space for images and ads by specifying dimensions.
- Avoid inserting content above existing content during loading.
- Implement proper font-display strategies for web fonts.

- Develop a strategy addressing both Google and Bing's criteria.

5. Implementing Performance Monitoring

Set up robust monitoring for continuous performance tracking.

- Track Google's Core Web Vitals using tools like Page Speed Insights.
- Monitor Bing's performance indicators via Bing Webmaster Tools.
- Integrate Chrome UX Report data for real user insights.
- Establish baseline measurements for ongoing improvement.
- Regularly review performance data for opportunities.

6. Balancing Technical Performance and User Engagement

Create engaging experiences that satisfy both search engines and users.

- Develop engaging and relevant content.
- Implement clear navigation structures.
- Design intuitive user interfaces.
- Ensure user interfaces work well across all devices.
- Focus on increasing user interaction and session durations.

7. Establishing Cross-Platform Standards

Set internal performance targets that meet or exceed industry requirements.

- Set targets for loading speed.
- Set targets for interactivity.
- Set targets for visual stability.
- Ensure excellent user experiences regardless of search engine.
- Ensure excellent user experiences regardless of device.

8. Regulatory Considerations and Compliance

Ensure performance optimization aligns with legal and privacy requirements.

- Verify ADA compliance for accessibility.
- Ensure consent management systems don't harm performance.
- Check that tracking implementations are performance-friendly.
- Review GDPR and privacy regulations impact on page speed.
- Confirm compliance measures do not negatively affect user experience.

9. Measuring Success and Business Impact

Track key indicators to evaluate the effectiveness of your optimization efforts.

- Monitor Core Web Vitals scores.
- Track page load times and server response rates.
- Analyze search rankings and click-through rates.

- Measure organic traffic from Google and Bing.
- Evaluate bounce rates and session duration.
- Track conversion rates and lead generation.
- Attribute revenue to performance improvements.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

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

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

■ Artificial Intelligence Location Targeting Trends

<https://caseysseo.com/2025-artificial-intelligence-location-targeting-trends/>

■ Find Your Local Results

<https://caseysseo.com/>

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Optimize for both Google and Bing to maximize your online presence.