

WordPress Core Web Vitals Optimization Checklist

Actionable steps to improve your site's performance and user experience.

Based on [Google Core Web Vitals Optimization Guide For Wordpress Sites](#) by Casey's SEO

1. Understand Core Web Vitals Metrics

Familiarize yourself with the key performance indicators Google uses.

- Ensure Largest Contentful Paint (LCP) is under 2.5 seconds.
- Aim for Interaction to Next Paint (INP) under 200 milliseconds.
- Keep Cumulative Layout Shift (CLS) under 0.1.
- Understand that INP has replaced FID as a core metric in 2025.
- Recognize that these metrics measure real user experience.

2. Address WordPress Performance Realities

Identify common performance bottlenecks in WordPress sites.

- Audit your current WordPress theme for performance.
- Evaluate installed plugins for their impact on speed.
- Acknowledge that mobile traffic is the majority of web visits.
- Understand that mobile users are more likely to bounce from slow sites.
- Recognize the need for a strategic approach to WordPress optimization.

3. Optimize Images for Speed

Implement image optimization techniques for significant LCP improvements.

- Convert all images to the WebP format.
- Implement lazy loading for images.
- Size images correctly for different devices (responsive images).
- Compress images before uploading using tools like TinyPNG or Squoosh.app.
- Use a plugin like WebP Express for automatic WebP conversion.
- Consider plugins like Rocket Lazy Load for advanced lazy loading.

4. Tackle JavaScript and CSS Bloat

Reduce the impact of unnecessary scripts and styles on your site.

- Use an optimization plugin like Autoptimize or WP Rocket.
- Combine CSS and JavaScript files.
- Remove unnecessary whitespace from code.
- Defer non-critical scripts.

- Audit plugins regularly using tools like Query Monitor.
- Consider a performance-focused theme (e.g., GeneratePress, Astra, Kadence).

5. Implement Effective Caching Strategies

Use caching to serve pre-built versions of your pages for faster loading.

- Implement page-level caching with plugins (e.g., WP Fastest Cache, WP Super Cache).
- Utilize object caching (Redis or Memcached) if offered by your host.
- Integrate a Content Delivery Network (CDN) like Cloudflare.
- Ensure your CDN plan includes performance optimizations.

6. Prioritize Mobile-First Optimization

Ensure your site performs exceptionally well on mobile devices.

- Test your site on real mobile devices and connections.
- Prioritize loading of above-the-fold content on mobile.
- Simplify mobile interactions (avoid complex hover effects).
- Ensure responsive design elements function correctly on mobile.
- Monitor mobile-specific loading times.

7. Resolve Common Performance Problems

Address specific issues that negatively impact Core Web Vitals.

- Improve slow server response times (TTFB) by upgrading hosting if needed.
- Reserve space for ads and embeds to prevent layout shifts (CLS).
- Lazy load third-party scripts like ads and embeds.
- Audit and consolidate third-party scripts using tools like Google Tag Manager.
- Load essential scripts asynchronously.
- Identify and address plugins or themes causing performance bottlenecks.

8. Utilize Performance Monitoring Tools

Leverage tools to measure and diagnose performance issues.

- Use Google PageSpeed Insights for baseline scores and recommendations.
- Analyze waterfall charts in GTmetrix for detailed performance breakdowns.
- Monitor Real User Monitoring (RUM) data in Google Search Console.
- Integrate WordPress monitoring plugins that connect to these services.

9. Consider Regulatory and Future Trends

Stay compliant and leverage emerging optimization techniques.

- Ensure optimization efforts do not compromise accessibility (ADA compliance).
- Plan for performance impacts of privacy scripts (GDPR, CCPA).
- Implement progressive loading strategies for critical content.

- Explore AI-powered optimization tools for automated tasks.
- Utilize block-level optimization within the WordPress editor.

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/>

■ 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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