Optimizing Your Website for Google and Bing Page Experience

Understand and improve your site's performance across major search engines.

Based on Core Web Vitals Vs Bing Performance Metrics Understanding Different Page Experience Signals by Casey's SEO

Step 1: Understand Core Web Vitals and Bing Metrics

Recognize that Google's Core Web Vitals (LCP, INP, CLS) and Bing's broader performance metrics (load speed, mobile responsiveness, content quality) differ. Google's algorithm increasingly weighs Core Web Vitals, while Bing considers traditional performance and user engagement signals.

- Note Google's 2025 shift from FID to INP for interactivity.
- Bing prioritizes content relevance and user satisfaction alongside technical factors.

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Step 2: Prioritize Mobile-First Performance

Both Google and Bing evaluate sites primarily on mobile performance. Ensure your website is responsive, has touch-friendly elements, and loads quickly on mobile networks.

- Mobile users often have slower connections, making performance issues more critical.
- Optimize images and rendering for fast mobile experiences.

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Step 3: Address Common Performance Problems

Identify and solve issues like slow Largest Contentful Paint (LCP) scores, Cumulative Layout Shift (CLS), and inconsistent performance across search engines.

- For LCP: Optimize images (WebP), use CDNs, and eliminate render-blocking resources.
- For CLS: Reserve space for elements, avoid inserting content above existing content, and use CSS aspect-ratio properties.

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Step 4: Implement Smart Performance Monitoring

Set up monitoring systems to track both Google's Core Web Vitals and Bing's performance indicators. Use tools like Google PageSpeed Insights and Bing Webmaster Tools.

- Monitor real user data through Chrome UX Report integration.
- Establish baseline measurements for continuous improvement.

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Step 5: Balance Technical Performance with User Engagement

While technical metrics are crucial for Google, create engaging content that encourages user interaction and longer sessions, which Bing values.

- Implement clear navigation and intuitive user interfaces.

• Focus on relevant content that satisfies user intent.

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Step 6: Establish Cross-Platform Performance Standards

Develop internal performance standards that meet or exceed requirements for both Google and Bing. Aim for fast loading, interactivity, and visual stability.

• Ensure your standards cater to diverse devices and network conditions.

• Strive for excellent user experiences regardless of the access platform.

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Step 7: Consider Regulatory and Compliance Factors

Ensure performance optimization efforts comply with accessibility regulations (like ADA) and data privacy requirements (like GDPR), as these can impact user experience and performance metrics.

• Accessible websites often perform better across all metrics.

• Ensure consent management systems do not significantly harm performance.

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Step 8: Measure Success with Key Performance Indicators

Track technical metrics (Core Web Vitals, load times), search performance (rankings, traffic), user experience (bounce rate, session duration), and business impact (leads, conversions).

• Regular audits should evaluate these metrics holistically.

• Identify opportunities for improvement that benefit both search visibility and user satisfaction.

Resources & Further Reading

Related guides for this process:

Page Experience Optimization Checklist

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

Optimize Page Experience for Google and Bing (Action Sheet)

https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/core-web-vitals-vs-bing-performance-metrics-understanding-different-page-experie-action-sheet.pdf

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Artificial Intelligence Location Targeting Trends

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

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