

Google Core Web Vitals Optimization for WordPress in 2025

A practical guide to improving user experience and search rankings.

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

LCP (<2.5s), INP (<200ms), CLS (<0.1)	Key Metrics
3x higher if site >3s to load	Mobile Bounce Rate
LCP from 8s to <3s	Image Optimization Impact
25-35% smaller than JPEG	WebP Compression

INP Replaces FID

Interaction to Next Paint (INP) now measures overall site responsiveness, replacing First Input Delay (FID).

Image Optimization is Key

Convert images to WebP, implement lazy loading, and size them correctly for significant LCP improvements.

Tackle Bloat

Optimize CSS/JavaScript by combining files, deferring non-critical scripts, and auditing plugins.

Caching Strategy

Implement page caching, object caching (Redis/Memcached), and CDN integration for faster loading.

Mobile-First Focus

Optimize for mobile by prioritizing above-the-fold content and simplifying interactions due to slower connections.

Resources & Further Reading

Related guides for this summary:

■ Core Web Vitals Optimization Action Sheet for WordPress

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/google-core-web-vitals-optimization-guide-for-wordpress-sites-action-sheet.pdf>

■ 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>

■ 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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Improve user experience and search rankings by optimizing your WordPress site's Core Web Vitals.