

Page Experience Optimization Checklist

Ensure your website performs well on both Google and Bing.

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

1. Understanding Google's Core Web Vitals

Ensure your website meets Google's current performance standards.

- 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) scores for visual stability.
- Ensure performance thresholds meet real-user expectations across devices.
- Prioritize perceived speed and smooth interactions over just technical metrics.

2. Understanding Bing's Performance Approach

Incorporate Bing's unique performance signals into your strategy.

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

3. Mobile-First Performance Optimization

Prioritize mobile user experience as the primary standard.

- Implement responsive design principles for all pages.
- Optimize touch targets for easy mobile interaction.
- Ensure efficient image loading and sizing for mobile devices.
- Test mobile rendering capabilities for speed and accuracy.
- Verify performance on slower mobile networks and weaker processors.

4. Addressing Common Performance Problems

Identify and resolve typical website performance issues.

- Optimize images using formats like WebP.
- Utilize Content Delivery Networks (CDNs) for faster loading.
- Eliminate render-blocking JavaScript and CSS.
- Preload key resources for faster rendering.
- Reserve space for images and ads by specifying dimensions.
- Avoid inserting content above existing content during loading.

- Implement CSS aspect-ratio properties for stable layouts.
- Use proper font-display strategies to prevent layout shifts.

5. Cross-Engine Performance Strategy

Develop a unified strategy for optimal performance across search engines.

- Create a performance strategy addressing both Google and Bing requirements.
- Focus on fast, accessible, and engaging user experiences.
- Ensure solutions satisfy both Google's technical metrics and Bing's user signals.
- Establish internal performance standards that exceed both engines' requirements.

6. Monitoring and Measurement

Track key indicators to measure performance success.

- Set up monitoring for Google Core Web Vitals.
- Implement monitoring for Bing's specific performance indicators.
- Use tools like Google Page Speed Insights.
- Utilize Bing Webmaster Tools for Microsoft-specific insights.
- Monitor real user data through Chrome UX Report integration.
- Establish baseline measurements for continuous improvement.
- Track technical metrics (LCP, INP, CLS, load times).
- Monitor search performance (rankings, CTR, traffic).
- Analyze user experience metrics (bounce rate, session duration).
- Measure business impact (leads, conversions, revenue).

7. Regulatory and Compliance Considerations

Ensure performance optimization aligns with legal and privacy requirements.

- Verify ADA compliance for website accessibility.
- Ensure performance optimization supports accessibility standards.
- Check GDPR and privacy regulations impact on performance.
- Ensure consent management systems do not harm user experience or metrics.
- Confirm tracking implementations do not negatively affect performance.

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 search visibility and business growth.