

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 latest Core Web Vitals standards.

- Verify Largest Contentful Paint (LCP) is 2.5 seconds or less.
- Measure and optimize Interaction to Next Paint (INP) for responsiveness.
- Assess Cumulative Layout Shift (CLS) for visual stability.
- Confirm refined performance thresholds are met for 2025.
- Prioritize perceived speed and smooth interactions over raw technical metrics.
- Update performance monitoring to track INP instead of FID.

2. Understanding Bing Performance Metrics

Address Bing's unique performance evaluation criteria.

- Monitor page load speed and server response times.
- Evaluate mobile responsiveness and accessibility.
- Assess content quality and user engagement signals.
- Check technical SEO factors like structured data and crawlability.
- Focus on content relevance and user satisfaction signals.
- Ensure strong user engagement is demonstrated on your site.

3. Mobile-First Performance

Optimize your website with a mobile-first approach.

- Implement responsive design principles for all pages.
- Optimize touch targets for easy mobile interaction.
- Ensure efficient image loading and sizing for mobile devices.
- Test fast mobile rendering capabilities.
- Verify mobile performance meets stricter requirements.
- Confirm mobile-first indexing capabilities are leveraged.

4. Addressing Common Performance Problems

Identify and resolve frequent performance bottlenecks.

- Optimize images using formats like WebP.
- Utilize Content Delivery Networks (CDNs) for faster delivery.
- 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 element sizing.
- Use proper font-display strategies to prevent layout shifts.

5. Cross-Engine Optimization Strategies

Develop a unified performance strategy for multiple 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 and Bing algorithms.
- Balance technical performance with user engagement signals.
- Establish cross-platform performance standards.

6. Monitoring and Measurement

Implement systems to track performance across search engines.

- Set up monitoring for Google Core Web Vitals.
- Track Bing's specific performance indicators.
- Use Google Page Speed Insights for Google metrics.
- Utilize Bing Webmaster Tools for Microsoft-specific insights.
- Monitor real user data through Chrome UX Report integration.
- Establish baseline measurements for continuous improvement.
- Regularly audit technical metrics, search performance, and user experience.
- Track business impact metrics like lead generation and conversions.

7. Regulatory and Compliance Considerations

Ensure performance optimization aligns with legal requirements.

- Verify ADA compliance for website accessibility.
- Ensure performance optimization supports accessibility.
- Check GDPR and privacy regulation impacts on page performance.
- Ensure consent management systems do not harm performance.
- Confirm tracking implementations do not negatively affect metrics.

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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Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920

719-639-8238 | caseysseo.com

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