

# WordPress Core Web Vitals Optimization Checklist

Actionable steps to improve your site's performance and user experience in 2025.

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

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## 1. Understand Core Web Vitals Metrics

*Familiarize yourself with the key performance indicators Google uses to measure user experience.*

- Verify Largest Contentful Paint (LCP) is under 2.5 seconds.
- Ensure Interaction to Next Paint (INP) is under 200 milliseconds.
- Confirm Cumulative Layout Shift (CLS) is under 0.1.
- Understand that INP has replaced First Input Delay (FID) as a core metric.
- Recognize that these metrics reflect real user experience.

## 2. Image Optimization: Your Biggest Quick Win

*Optimize your images for faster loading and better LCP scores.*

- Convert all images to 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.
- Utilize plugins like Rocket Lazy Load for advanced lazy loading control.

## 3. Tackle JavaScript and CSS Bloat

*Reduce the amount of unnecessary code that slows down your site.*

- Install a CSS/JS optimization plugin (e.g., Autoptimize, WP Rocket).
- Combine CSS and JavaScript files.
- Remove unnecessary whitespace from code.
- Defer non-critical JavaScript execution.
- Audit plugins regularly to identify performance bottlenecks.
- Consider using a performance-focused theme (e.g., GeneratePress, Astra, Kadence).
- Remove unused CSS and JavaScript.

## 4. Implement Caching Strategies

*Set up caching to serve pre-built versions of your pages for faster loading.*

- Configure page-level caching using plugins (e.g., WP Fastest Cache, WP Super Cache).
- Enable object caching if your host supports Redis or Memcached.

- Integrate a Content Delivery Network (CDN) like Cloudflare.
- Ensure your CDN plan includes performance optimizations.

## 5. Prioritize Mobile-First Performance

*Ensure your site performs exceptionally well on mobile devices.*

- Test your site's performance on real mobile devices and connections.
- Prioritize the loading of above-the-fold content on mobile.
- Simplify interactions and navigation for mobile users.
- Ensure key content is visible without excessive scrolling on mobile.
- Avoid complex animations or hover effects that hinder mobile usability.

## 6. Address Common Performance Problems

*Identify and resolve specific issues impacting your Core Web Vitals.*

- Improve slow server response times (TTFB) by upgrading hosting if necessary.
- Reserve space for ads and embeds using CSS to prevent layout shifts.
- Lazy load ads and embeds after the initial page render.
- Audit third-party scripts (Analytics, Pixels, Chat widgets).
- Load third-party scripts asynchronously.
- Use Google Tag Manager to consolidate and control script firing.

## 7. Utilize Performance Monitoring Tools

*Use the right tools to measure, diagnose, and track your site's performance.*

- Use Google PageSpeed Insights for baseline scores and recommendations.
- Analyze detailed waterfall charts with GTmetrix.
- Monitor real user performance data in Google Search Console.
- Integrate monitoring plugins that connect to these services.

## 8. Ongoing Optimization and Compliance

*Maintain good performance and adhere to regulations.*

- Implement progressive loading strategies for content.
- Explore AI-powered optimization tools for automation.
- Leverage block-level optimization within the WordPress editor.
- Ensure accessibility compliance (e.g., ADA) is not sacrificed for speed.
- Plan for GDPR/CCPA compliance scripts to minimize performance impact.
- Continuously monitor and adjust your optimization strategy.
- Regularly test your site after updates or new plugin installations.

## 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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