SEOs Hut

Page speed fix checklist for local business websites

Check the 3 numbers Google uses, then fix the slow one in this order. Free from seoshut.com/blog/page-speed-seo/

The 3 numbers (Core Web Vitals)

Number	What it means	Good	Poor
LCP	Main content shows up	2.5 s or less	over 4 s
INP	A tap or click gets a reaction	200 ms or less	over 500 ms
CLS	Layout stays still while loading	0.1 or less	over 0.25

Check it (5 minutes)

- [ ] **Test the right page**
  Paste the page your Google Business Profile links to into pagespeed.web.dev. Keep the Mobile tab.
- [ ] **Read the real-user block first**
  "Discover what your real users are experiencing" shows LCP, INP, CLS and Passed or Failed.
- [ ] **No Data? Check Search Console**
  Experience, Core Web Vitals report. It uses real visits from the last 28 days.
- [ ] **Use the lab test as a to-do list**
  90+ good, 50 to 89 needs work, under 50 poor. The score itself is not what Google ranks.

Pass = all three good for 3 out of 4 real visits (75th percentile). Relevance still comes first: speed decides between equally helpful pages.

Fix it, in this order

- [ ] **1. Main image first and light**
  Resize to about 1,600 px wide, WebP or compressed JPEG. No loading="lazy" on it; add fetchpriority="high".
- [ ] **2. One still image, not a slider or video**
  The top section decides LCP. One clear photo plus a call button.
- [ ] **3. Fixed sizes for images and embeds**
  width and height on every image; fixed height or aspect-ratio for maps, reviews, booking widgets.
- [ ] **4. Cut scripts you do not need**
  Chat, pop-ups, feeds, old tracking tags. Keep what you would pay for again.
- [ ] **5. Server and caching**
  Page caching plus a CDN on WordPress or custom sites. Hosted builders: focus on steps 1 to 4.
- [ ] **6. Re-test, then Validate fix**
  Lab numbers update at once. In Search Console click Validate fix: Google monitors for 28 days.