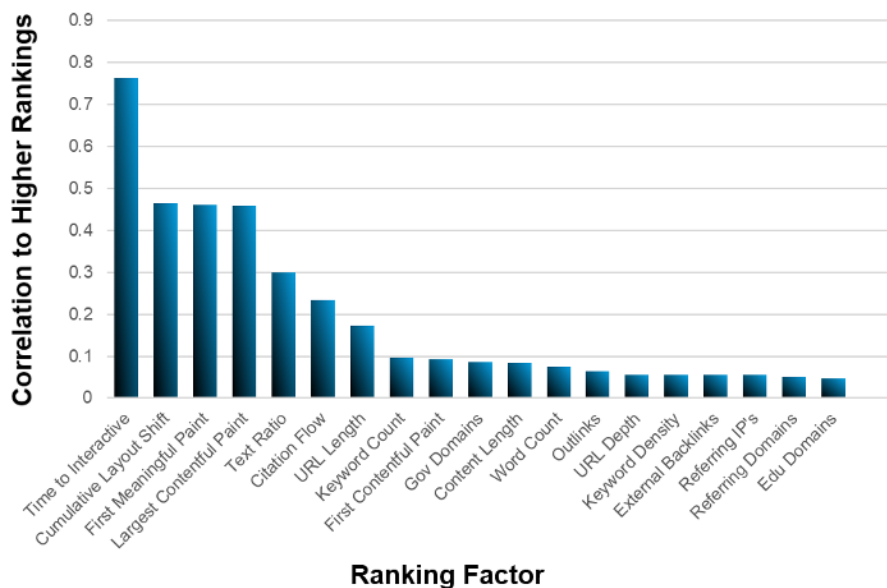




## Website Performance Analysis

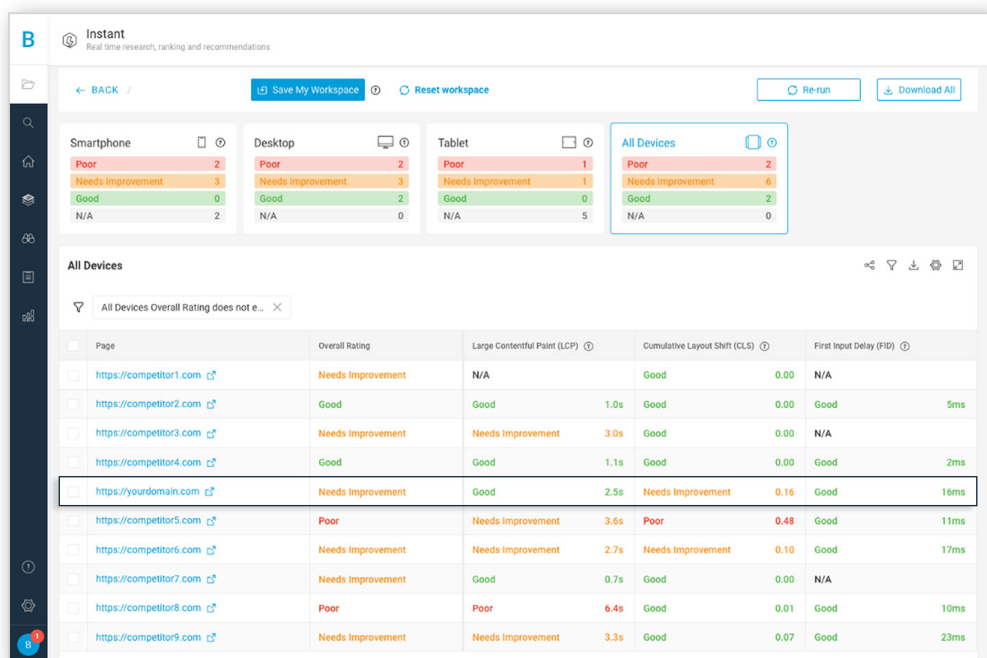
As marketers and SEOs, we often think about website performance in terms of the results the site generates – visits, bounce rates, time-on-site, conversions, and so forth. Organic search, the **leading referral source** for qualified traffic, on the other hand, thinks about website performance primarily in terms of user experience and uses it as a ranking factor. In fact, with the rollout of Google's Page Experience update and associated **Core Web Vitals** in mid-2021, website performance has proven to be among the top-ranking factors for organic search.

It is essential, then, for any brand that relies on traffic from organic search to benchmark site performance, understand opportunities for improvement, work with developers to implement required changes and then continue to monitor performance and its impact on search rank.



BrightEdge Instant is a centralized platform for real-time research and optimization. In addition to its ability to provide real-time insight into page rank, keyword research and competitor rankings, Instant provides capabilities to measure, optimize and monitor website technical performance. Instant enables brands to optimize the customer experience and maximize search rankings by providing access to Google Page Speed Insights (lab data) and Google Chrome User Experience (field data) at scale. Now they can analyze multiple URLs in parallel across their sites or benchmarked against competitors.

## Evaluate



### Review ranking factor insights to identify areas of focus

Instant's Core Web Vitals feature provides website performance field data for up to 500 URLs at a time. This data, which is refreshed monthly by Google, is pulled directly from the Chrome User Experience Report API. The benefit is that SEOs get direct visibility on the data the search engine is using as a ranking factor.

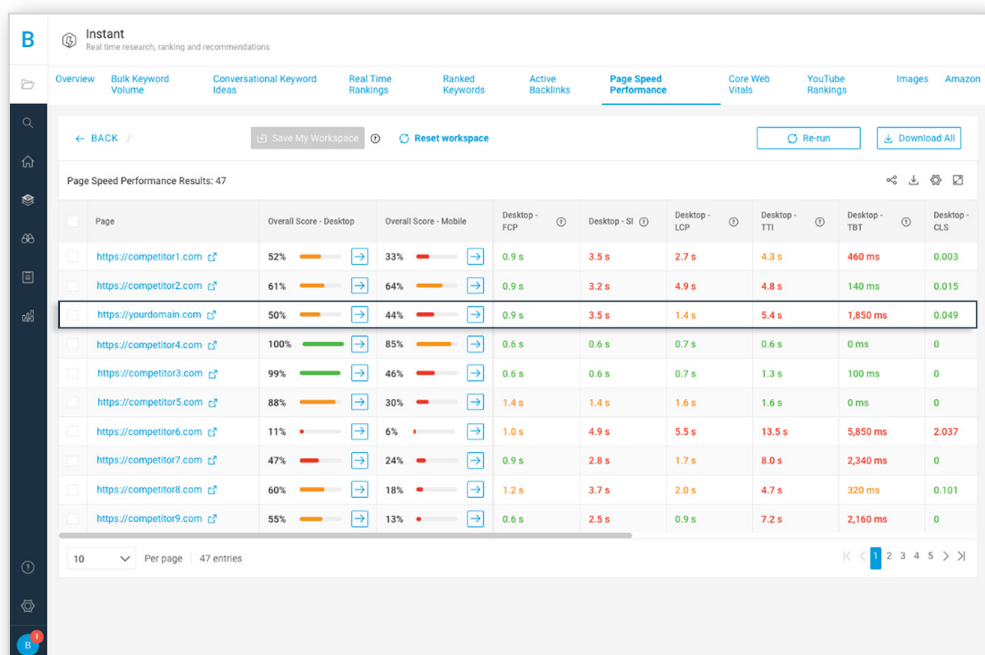
Benchmarking Core Web Vitals ahead of performance improvements makes it easy for users to measure and report on the level of improvement once changes have been implemented.

With Core Web Vitals benchmarks in place, it's time to drill down into these URLs to identify areas for improvement. Now we'll turn our attention to the lab data available under the Instant Page Speed Performance feature.

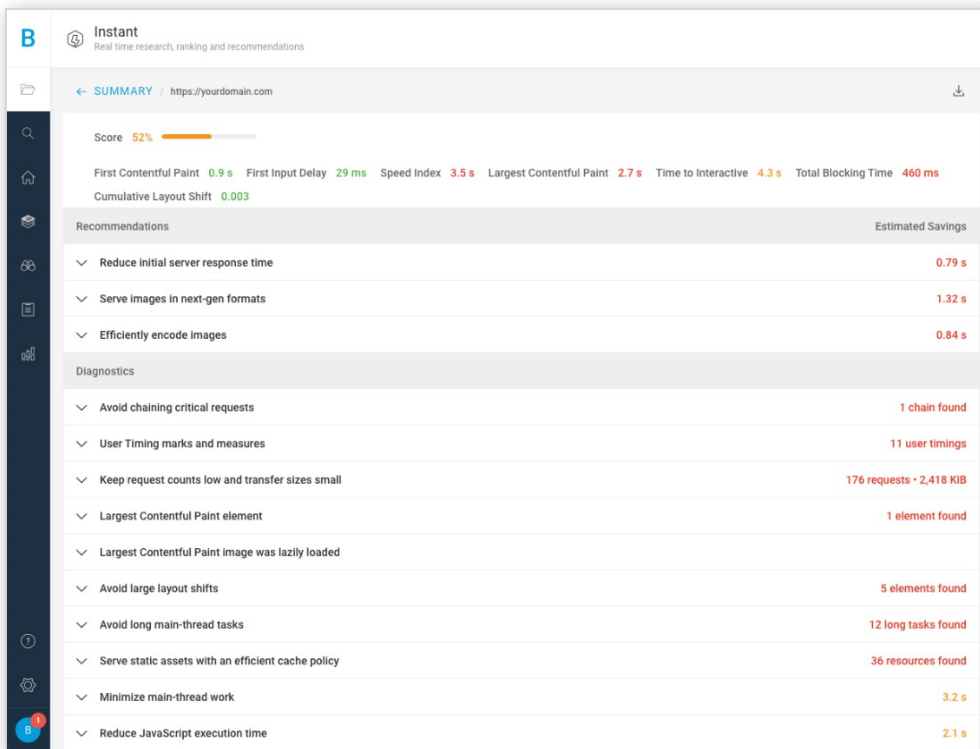
## Prepare

### Benchmark page speed performance across URLs with lab data

Before embarking on any web development initiative, it's important to understand the current state and estimate the potential for improvement. Instant's Page Speed Performance feature provides a snapshot in time of the selected pages' performance. SEOs and marketers can measure performance and get recommendations across up to 50 URLs at a time, and benchmark any page on their own sites or competitor sites and establish improvement targets.



## Implement



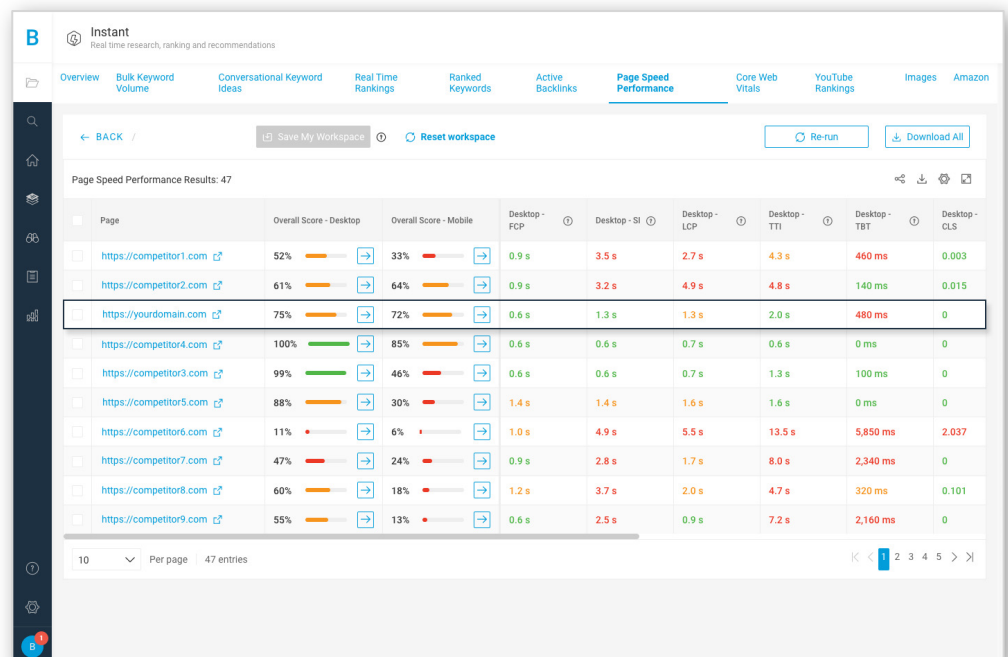
### *Deliver a prescriptive action plan to the web development team*

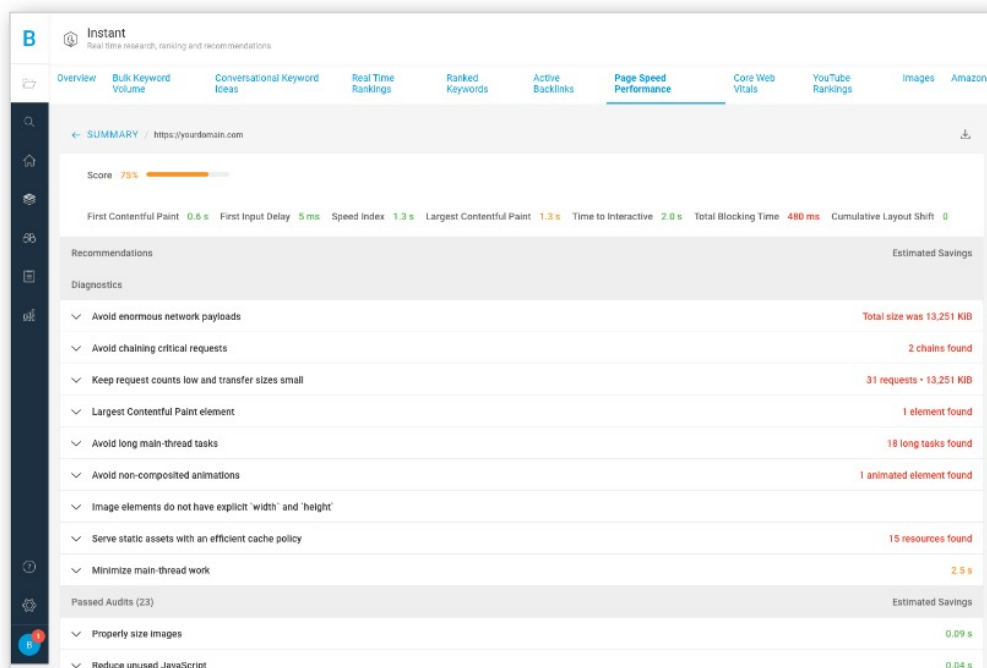
Web development resources can often be scarce, so it's imperative to use them efficiently and effectively. Through its Page Speed Performance assessment, Instant provides detailed and prescriptive recommendations for improving website performance. Instant's report serves effectively as the requirements document for the web development initiative.

## Monitor and Measure

### *Monitor page-level impact of change in real-time*

As development begins, Instant users can monitor the impact of page-level changes in real-time.

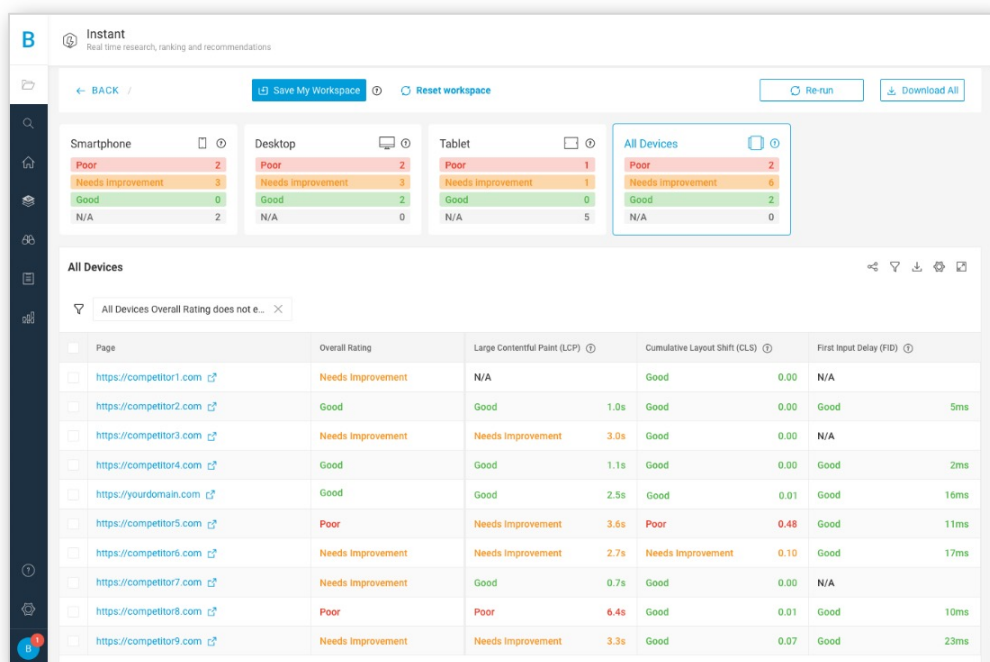




## Measure and report on site-level improvements

When web development is complete, Instant provides the insight to measure and report on the level of improvement. Instant logs and reports on the performance audits that the site has passed following the page performance improvements.

Instant also shows the impact of web development on overall site performance compared to other sites including competitors. (note: Core Web Vitals reporting is aggregated monthly, so improvements may not be immediately measurable).



## See Instant in Action

Website performance has always been important to the customer experience, and now, with site performance directly factoring into search rankings, optimizing your site has never been more important. To see how your site can benefit from BrightEdge Instant, talk to your BrightEdge Customer Success Manager or Account Manager to set up a personalized overview today.