

# SEARCH SIGNALS FOR PAGE EXPERIENCE

**Core Web Vitals** (set of three metrics that measure the speed, interactivity, and visual stability of a webpage).

## Loading

Largest Contentful Paint (LCP) — the time to display the main content on the page.

## Interactivity

First Input Delay (FID) — the time between the user's first action and the browser's response to that action.

## Visual Stability

Cumulative Layout Shift (CLS) — general change in page layout at load time due to content changes.

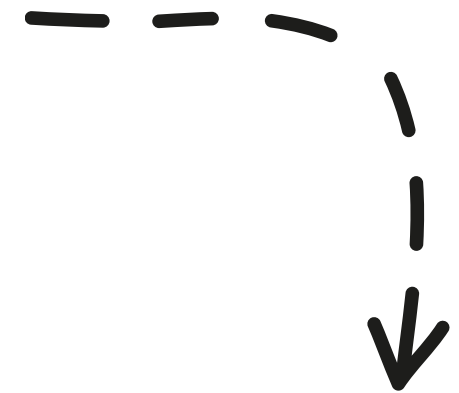
**Other Web Vitals**  
Other web performance indicators

**Mobile Friendly** — optimization for mobile devices.

**Safe Browsing** — safe browsing (no malicious content).

**HTTPS** — the use of secure protocol.

**No Intrusive Interstitials** — no intrusive ads or pop-ups.



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