¿Cómo auditar los Core Web Vitals con Screaming Frog en una tienda online?

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ORI WAGNER



Campos de la consultoría



Diseño y mantenimiento de sitios web y tiendas online

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Auditoría SEO y optimización de sitios web y tiendas online.

Estrategia Email Marketing para tiendas online







Ingeniero en Sistemas (Venezuela)



Máster en Marketing Digital y Analítica Web **NEETWORK** Digital Business School



Curso básico de Marketing Digital **Google Analytics Individual Qualification** GOOGLE



Inbound Certified Email Marketing Certified HUBSPOT ACADEMY



Diploma Growth Hacking. **UNIVERSIDAD DE VIC**

TEMAS A TRATAR





«Cuanto más lentos se carguen tus sitios, más visitantes e ingresos perderán. Las páginas de carga más rápida conducen a una mejor experiencia general del sitio web. De ahí el movimiento de Google para convertirlo en un factor de clasificación móvil« Anna Crowe





¿Qué son los Core Web Vitals? ¿Cómo auditar Core Web Vitals con Screaming Análisis de la data y oportunidades de mejora

¿Qué son los Core Web Vitals?

Las Core Web Vitals son un conjunto de métricas utilizadas para medir la carga, la interactividad y la estabilidad visual de un sitio web.

Si desean información detallada sobre la misma, prepare un articulo o post en mi web https://owaweb.es/blog





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¿Cómo auditar Core Web Vitals con Screaming Frog?

- Scre@mingfrog
- Para comenzar la auditoría, necesitarás tres cosas:
 - **Instalar Screaming Frog.**
 - Una API clave <u>ed</u>).
 - uso una tienda en línea.



PageSpeed Insights de (https://developers.google.com/speed/docs/insights/v5/get-start

El dominio del sitio web que está auditando. En este caso se

1. Conectar API de Google Page en Screaming Frog

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Conectar API de Google Page en Screaming Frog

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2. Crawl el sitio web

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3. Extraer la Data Obtenida

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Análisis de la data y oportunidades de mejora: A. Informar de los problemas específicos de cada página y hacer las recomendaciones oportunas Ejemplo: Eliminate Render-Blocking Resources



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B. Informar sobre ejemplos de los problemas específicos de cada página

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En el panel inferior derecho, ahora verá las URL de los recursos que bloquean la renderización en esa página, su tamaño (en bytes) y el ahorro potencial de carga de la página que se podría lograr (en milisegundos) si se eliminan estos recursos.

Insumo a entregar al cliente

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Total Blocking Time –TBT
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Cumulative Layout Shift – CLS mayor a 0,25.

Ordenar de Mayor a Menor

C. Una vez realizados los cambios, vuelva a rastrear (crawl) el sitio y compare

Cuanto antes complete esta auditoría, mejor, ya que algunos de los problemas tardarán en resolverse. Una vez resueltos los problemas, puede volver al primer paso y volver a rastrear el sitio para ver cómo han cambiado las cosas. Aquí es donde los porcentajes de páginas que no cumplen con los umbrales mínimos de Core Web Vitals serán útiles, ya que muestran una manera rápida y fácil de entender si sus cambios han tenido el impacto deseado o no.

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¡Gracias! ¿Tienes preguntas?



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Redes Sociales:



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Twitter: @ocwaweb



