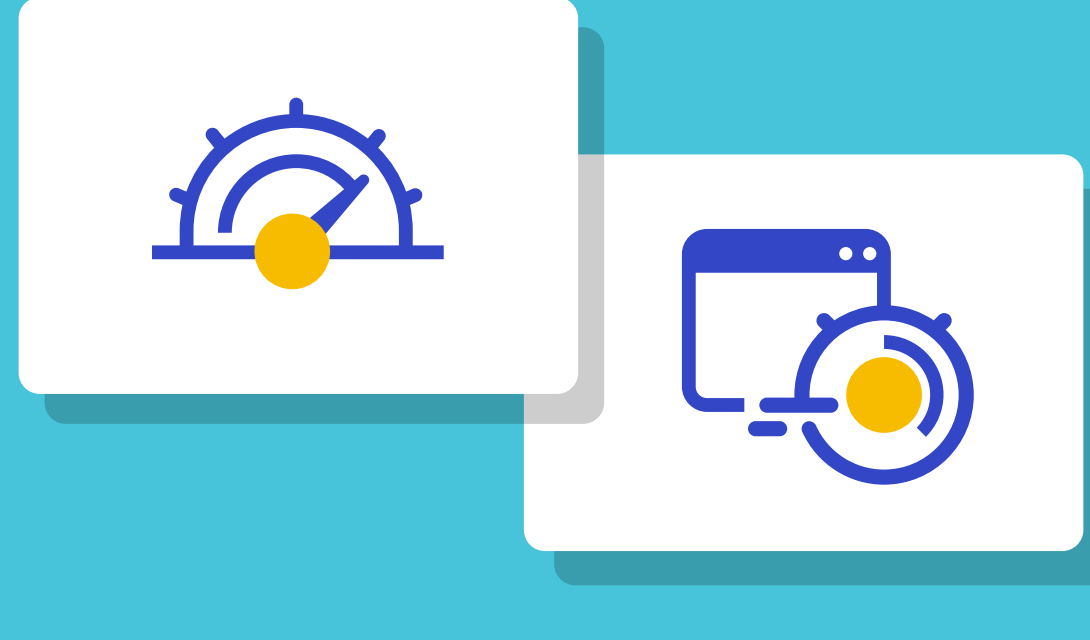


# Help Your Website Lose the “Wait” with Media Optimization

Optimizing Visual Media Is Priority #1 in Today’s Digital World



If you think today’s consumers have the time or the inclination to wait for painfully slow-loading webpages, think again. Their expectations for digital experiences have been leveled up, which means businesses need to be proactive with a visual-first approach that prioritizes web performance.

Not to put too fine a point on it, a survey respondent said, “If I can’t see it, I can’t make a decision about it.” If a video is buffering for far too long or an image only partially loads, a site visitor isn’t likely to wait around; instead of making a purchase decision, they decide to bounce off a website in search of something better.

That’s where brands can utilize media optimization to maintain high visual fidelity and ensure quick-loading digital experiences, especially with the rollout of **Google’s Core Web Vital metrics (CWVs)**.



**Alert: Impatient audience!**  
One study found that 47% of consumers expect a web page to load in 2 seconds or less.

## Need a Refresher?

CWVs help create the ideal web-user experience



Largest Contentful Paint (LCP) measures loading time	First Input Display (FID) measures interactivity	Cumulative Layout Shift (CLS) measures page stability
<p><b>LCP   Largest Contentful Paint</b> (LOADING)</p> <p>GOOD (2.5 sec)   FAIR   POOR (4.0 sec)</p> <p>LCP measures the loading time for a page’s main content, which is often a hero image or other large visual element.</p> <p>To score well, a page should load in 2.5 seconds or less.</p>	<p><b>FID   First Input Delay</b> (INTERACTIVITY)</p> <p>GOOD (100 ms)   FAIR   POOR (300 ms)</p> <p>FID assesses the time it takes for a page to become interactive by responding to the first user input, such as clicking a dropdown menu, engaging with a video or filling out a form.</p> <p>To score well, an input delay should not be more than 100 milliseconds.</p>	<p><b>CLS   Cumulative Layout Shift</b> (VISUAL STABILITY)</p> <p>GOOD (0.1)   FAIR   POOR (0.25)</p> <p>CLS measures any unexpected shift of visual content that occurs as the page loads and assigns a score. The lower your score, the more stable your layout is.</p> <p>The target for CLS is below 0.1.</p>

## The Mission: Meet CWVs and Improve SEO Performance

As famed NASA chief flight director, Gene Kranz, once said, “Failure is not an option.”

This is especially true when it comes to SEO rankings determined through Google CWV scores. There are no shortcuts, and businesses must comply or else risk losing search-engine prominence.

### CWV metrics: Where are we now?

- In Q2 2021, **96% of sites tested** in desktop searching did not meet CWV thresholds for high performance and usability.
- As well, most websites that rank in Google’s top 20 search results fail to pass the minimum requirements for a sound page experience.

“I’ve seen a lot of organizations put focus on the CWVs right now because SEO ranking and the resulting traffic is a massive component of business success. Your reputation is going to be on the line based on whether you’re hitting these metrics.”

Tim Kadlec, Performance-Engineering Fellow

## So, What’s a Brand To Do?

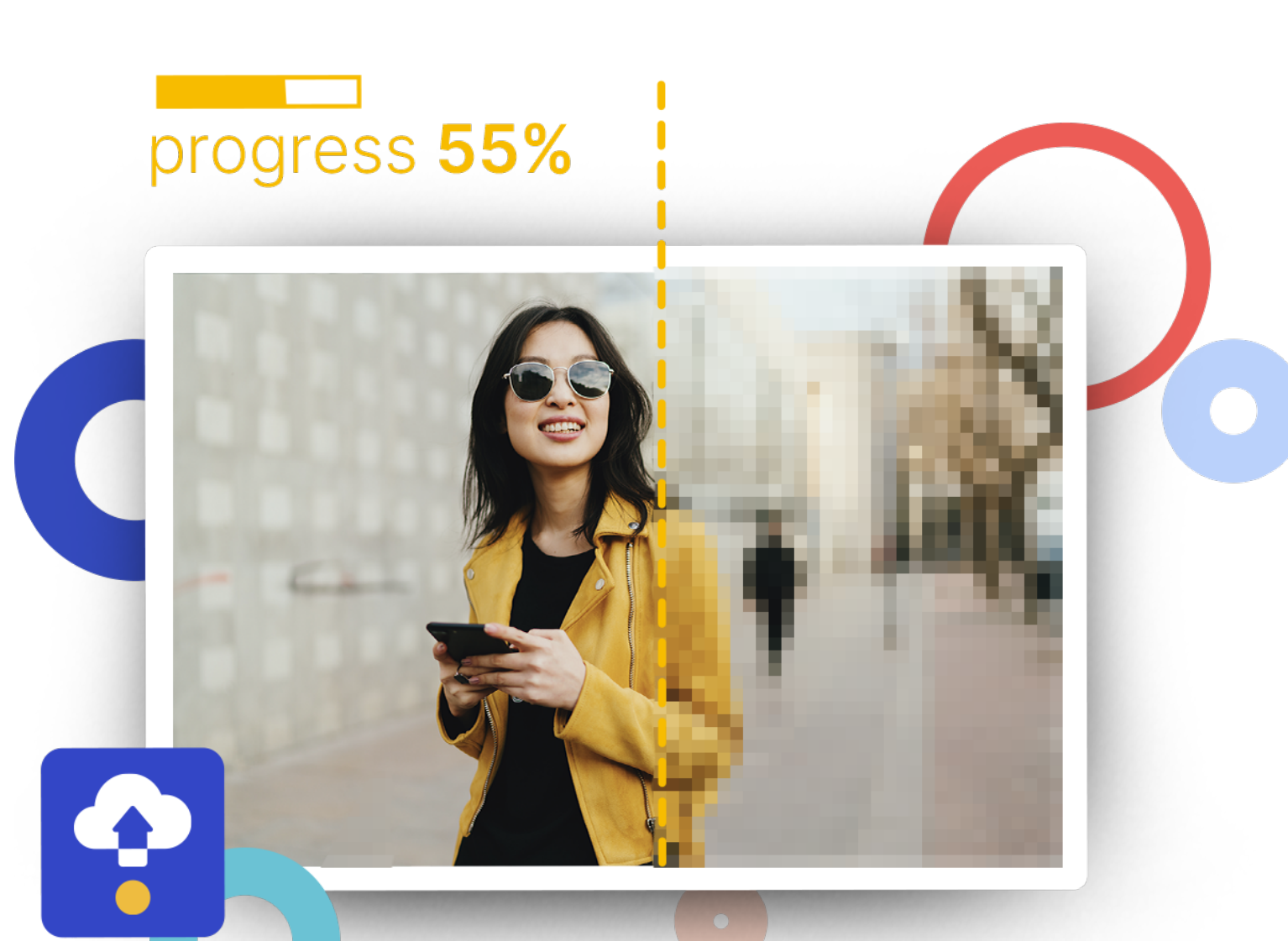
With SEO rankings on the line, how can brands find the ideal balance between high-quality, memorable visuals and quick-loading pages to hit those target CWV metrics?

According to Tammy Everts, chief experience officer at Speedcurve, don’t count on 5G as the be-all-end-all.

“It’s important to remember that just because a network promises 10x greater download speeds, it doesn’t actually mean pages will render 10x faster. Latency is still a huge issue, and with pages containing more assets than ever, the problem of latency is only going to get worse.”

## Optimize your media and raise CWV scores!

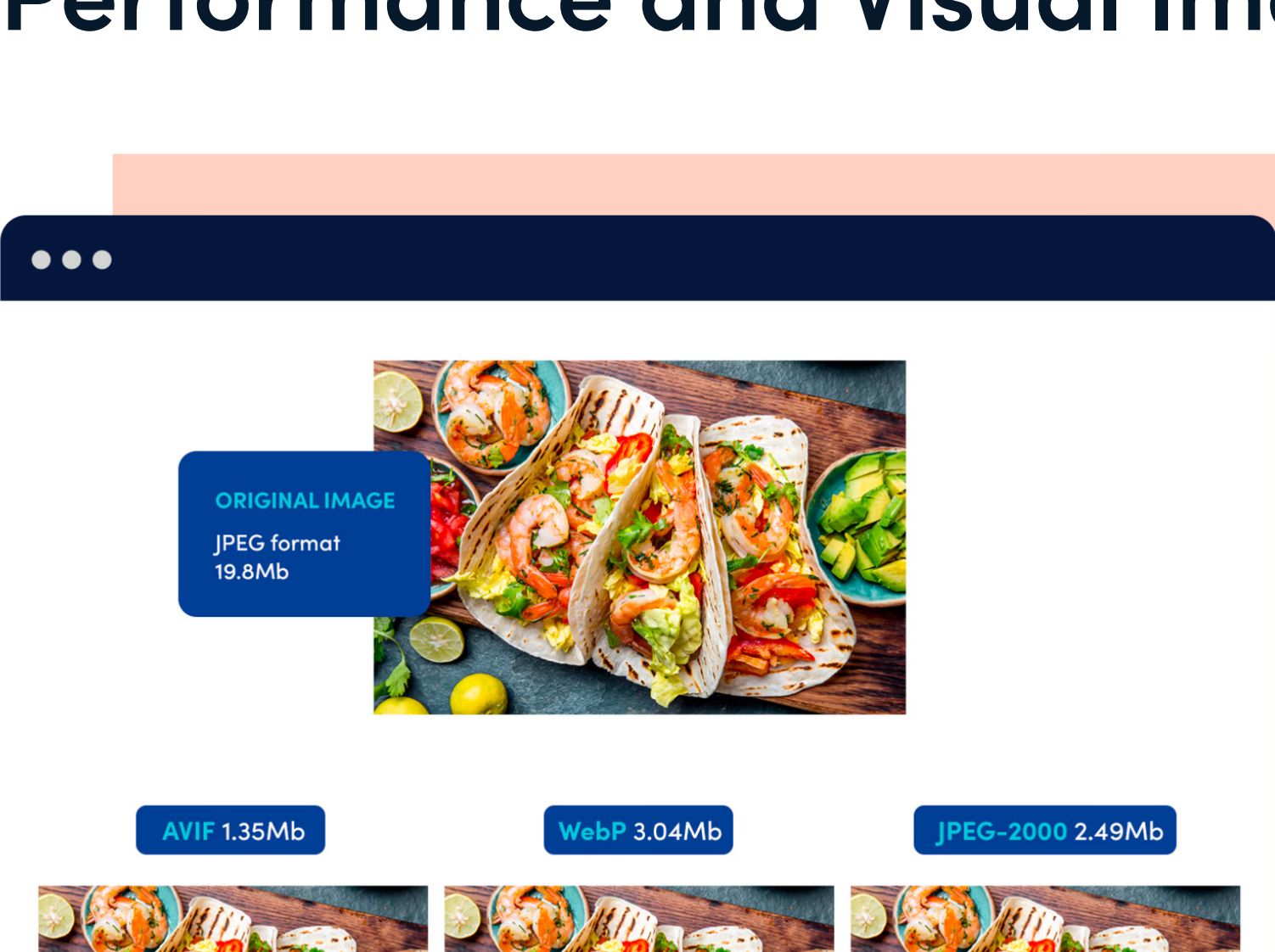
More video and imagery does not have to mean more problems for brands; far from it, actually. By mastering media optimization, brands can ensure fun and engaging website experiences that convert users, every time.



## Four Tips to Lose Website “Wait” with Optimized Media

- 1. Compress images while maintaining high visual fidelity
- 2. Convert images and videos into newer formats and codecs (i.e. AVIF, JPEG XL, JPEG 2000, WebP, MP4 or WebM)
- 3. Generate responsive images whenever feasible
- 4. Deliver media through multiple Content Delivery Networks (multi-CDNs) and cache media variants at the edge

## Hitting the Sweet Spot Between Performance and Visual Imagery



In the new world of CWVs, brands must be able to deliver a smooth and compelling user experience. Looking for help in optimizing your visual media? Cloudinary’s Media Optimizer helps you automatically optimize visual media assets to accelerate web performance and, ultimately, win more conversions and grow revenue.

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