

Introduction to Core Web Vitals & Audit Results

Google Core Web Vitals



Presented by
Maximilian Bloch
John Muñoz
Vladimir Stashevskiy



Our Services

We are the experts in SEO and CRO, Content, Tracking, Personalization, E-commerce and Targeting.



Your advantages

- Higher conversion rates
- Higher website traffic
- High quality insights
- More marketing efficiency
- Time and cost savings



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- MarTech
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- Web Development
- Cloud Infrastructure



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Tailored implementation of projects, specific to your industry
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- **Marketing technologies** with broad know-how and tools suitable for your business
- **Agile framework** with transparent, plannable and constantly optimizing approaches

Your Expert Team

At Digital Loop we have experts from different countries and regions from Germany, Turkey, Russia, South America to East Asia.



John Muñoz

Digital Analytics & MarTech

John is an experienced MarTech solution designer, business consultant and project lead with extensive experience in marketing technology & digital analytics.



Maximilian Bloch

Tech. SEO & Performance

Maximilian specializes in technical SEO and performance optimization. Search engine optimization is his passion for 10+ years. Previously in his career he was responsible for technical SEO as an inhouse SEO at Allianz Deutschland AG



Vladimir Stashevskiy

Digital Analytics & Tech. SEO

Vladimir is a business consultant in the areas of Web Analytics, MarTech & Tech SEO. He specializes in leveraging SMEs as well as Corporate businesses by implementing scalable Digital Analytics infrastructures and improving visibility



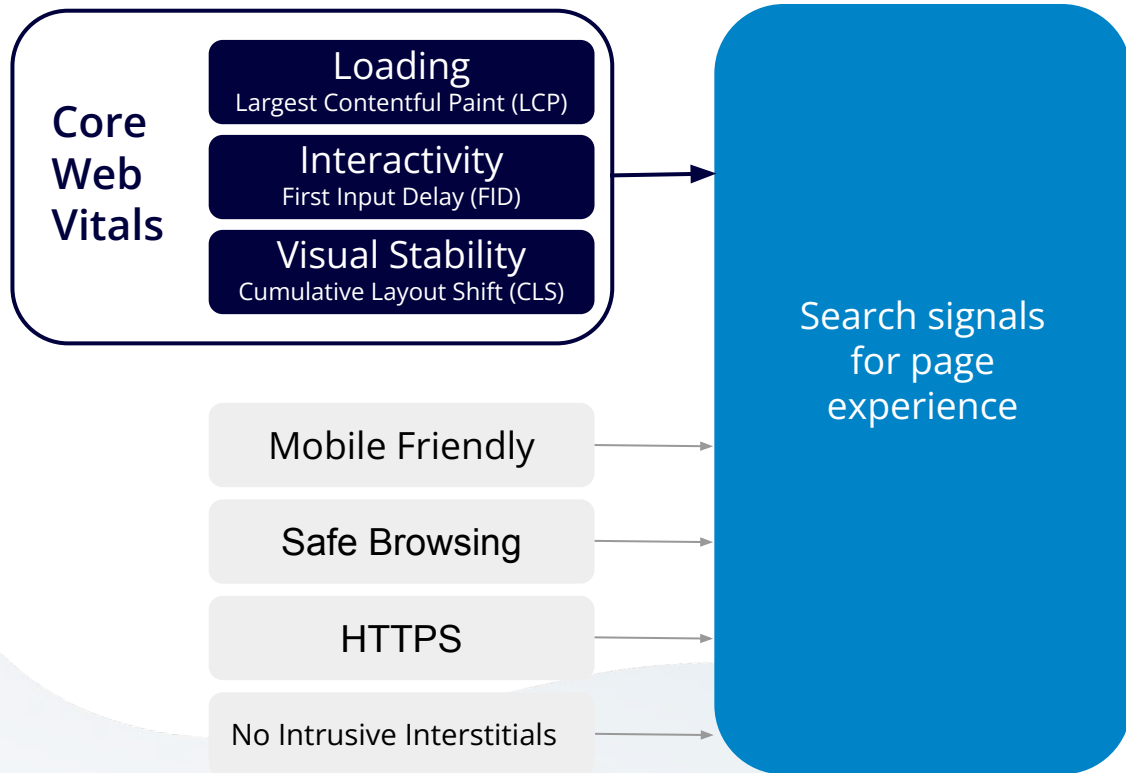
AGENDA

1. Introduction in Core Web Vitals (CWV)
2. Interactive part to assess the audience's knowledge in CWV
3. Improvement of CWV
 - Largest Contentful Paint (LCP)
 - Problem definition
 - Findings & solutions
 - Cumulative Layout Shift (CLS)
 - Problem definition
 - Findings & solutions
4. Other Issues/findings
5. Q/A Session



CORE WEB VITALS?

Core WebVitals



- Introduced in May 2020
- Starting rollout in the middle of the year
- Core WebVitals (CWV) are part of the Page Experience update

Core WebVitals – 3 KPIs & 1 important Data set



(Loading)

LCP

Largest Contentful Paint



(Interactivity)

FID

First Input Delay



(Visual Stability)

CLS

Cumulative Layout Shift

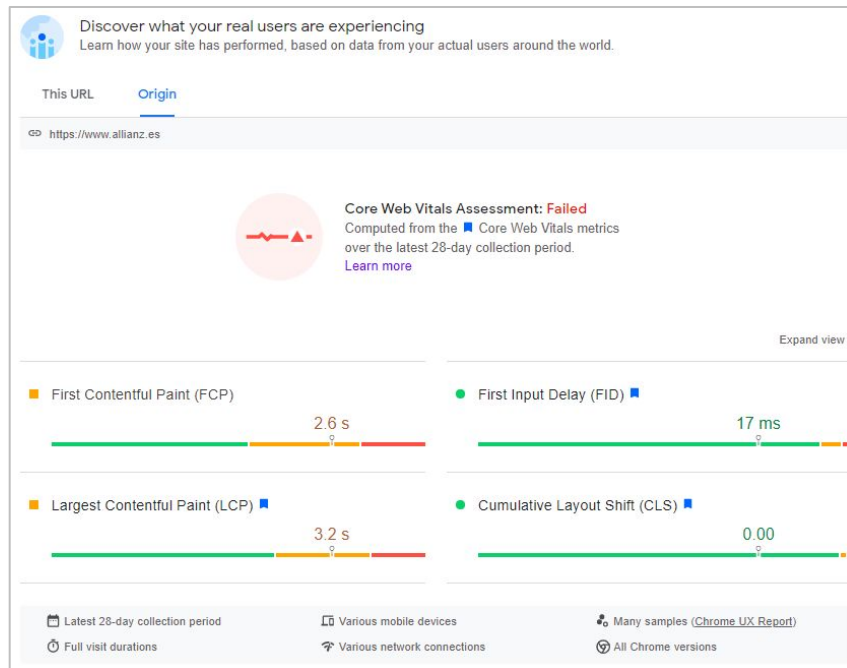
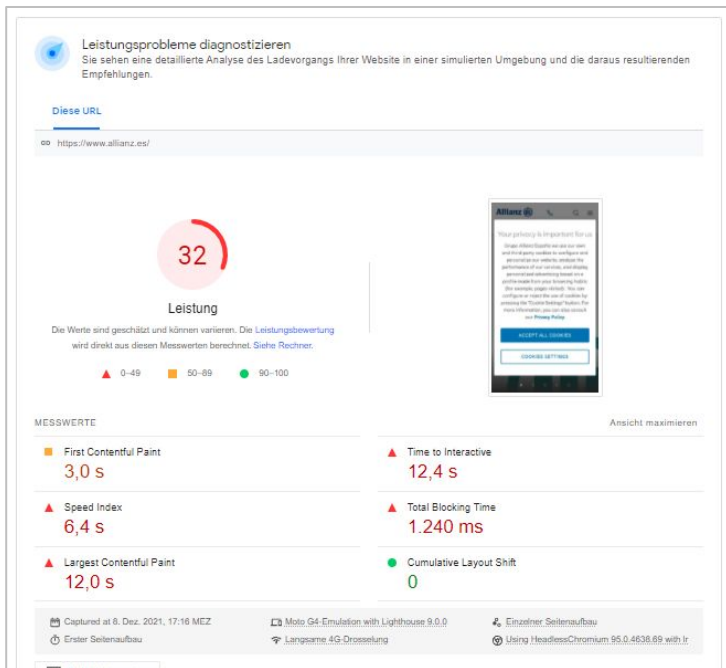


Good Poor Percentile

Largest Contentful Paint	≤2500ms	>4000ms	75
First Input Delay	≤100ms	>300ms	75
Cumulative Layout Shift	≤0.1	>0.25	75

- 3 KPIs
- Need to pass all KPIs to pass CWV
 - On mobile and desktop
- **Lab-data**
 - Test conditions, synthetic
 - Just relevant for testing
- **Field-data**
 - Collected via Chrome
 - Represents your real user experience
 - Chrome UX report (CrUX)

PageSpeed Insights - also splitted in two areas



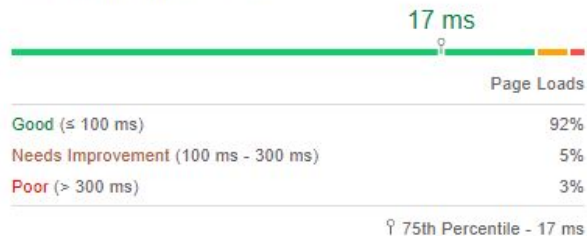
- PageSpeed Insights come along with two areas – simulated (Lab-data) and real user experience (Field-data)
- Field-data are available for “this URL” and for the subdomain (origin)

PageSpeed Insights shows our problem

First Contentful Paint (FCP)



First Input Delay (FID)



Largest Contentful Paint (LCP)



Cumulative Layout Shift (CLS)



- Focus on LCP – that is our problematic KPI
- All other KPIs are passed



Google: "To provide a good user experience, sites should strive to have Largest Contentful Paint of 2.5 seconds or less (...) a good threshold to measure is the 75th percentile of page loads, segmented across mobile and desktop devices."

- Measures the **perceived load speed**
- When is the **largest DOM-element** (Hero-Element) in the **viewport visible**?
- As currently specified in the Largest Contentful Paint API, the types of elements considered for Largest Contentful Paint are:
 - **Img** (also background-img)
 - **Video**
 - **Block-elements**



Tutorial-Startseite

Largest Contentful Paint (LCP) - ohne Bilder

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor
 At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy eirmod tempor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Hero Element

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy eirmod tempor invidunt ut labore et justo duo dolores et ea rebum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy



Tutorial-Startseite

Largest Contentful Paint (LCP)

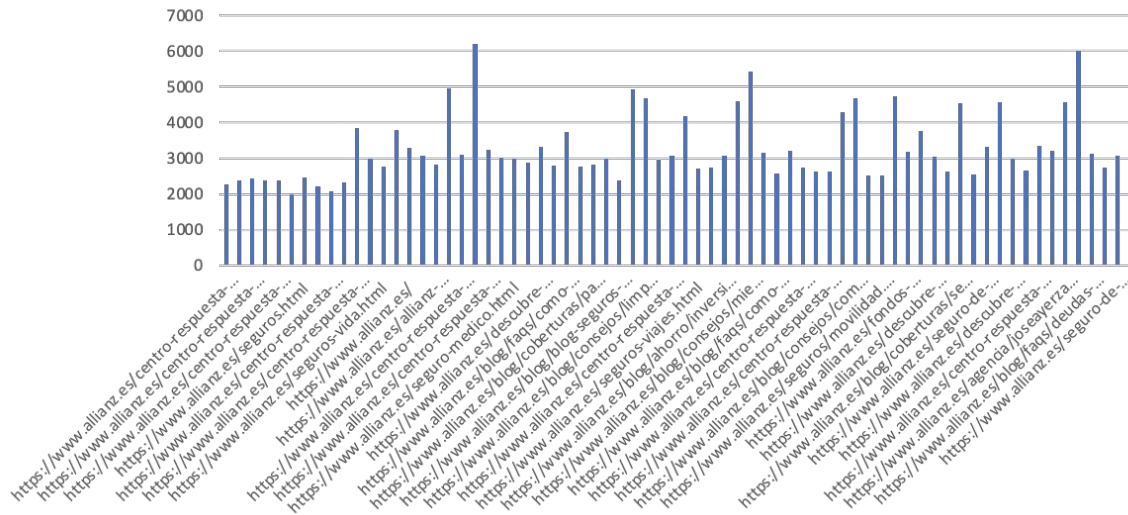
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor



Analysis of LCP

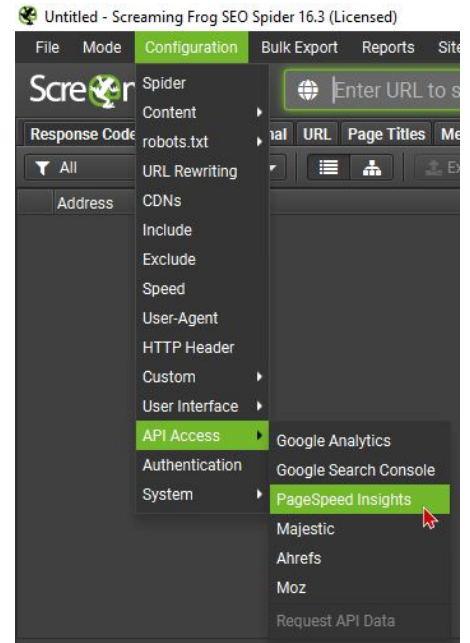
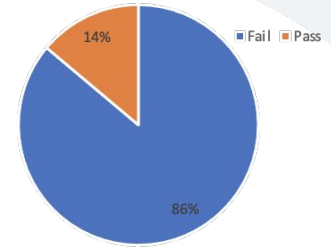
What we did here...

CrUX Largest Contentful Paiting timings (ms)



- Crawl all you pages with **PageSpeed-Insights-API connection**
- Analysed based on Lab- and Field-Data
- How to get an API-Key: <https://developers.google.com/speed/docs/insights/v5/get-started#key>

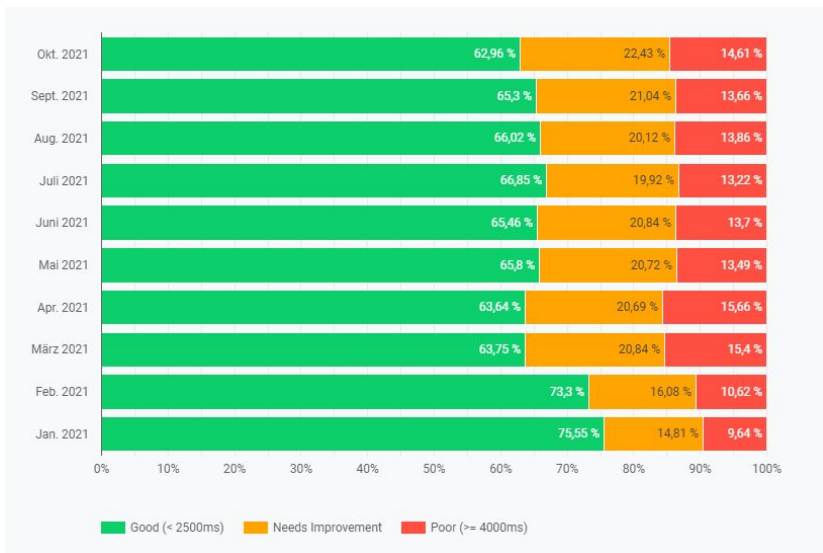
CWV Pass/Fail



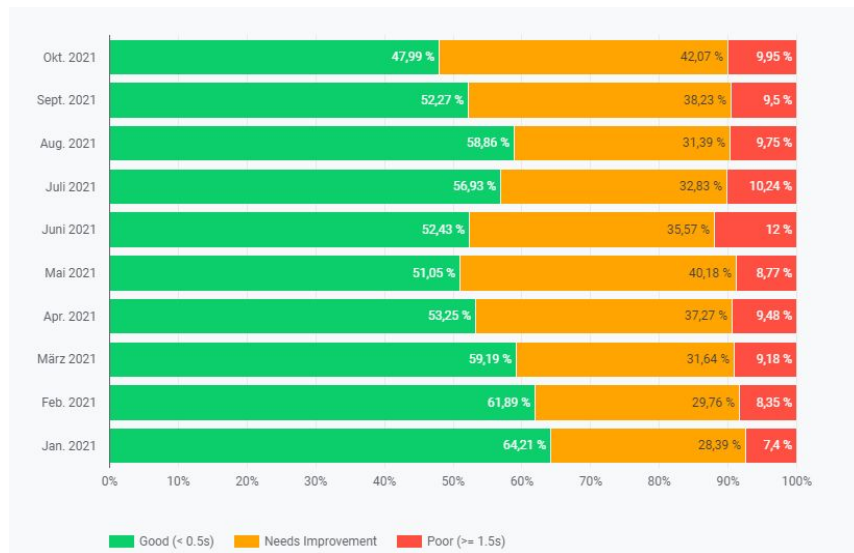
Trend since January

Datstudio with CrUX-Connector

LCP



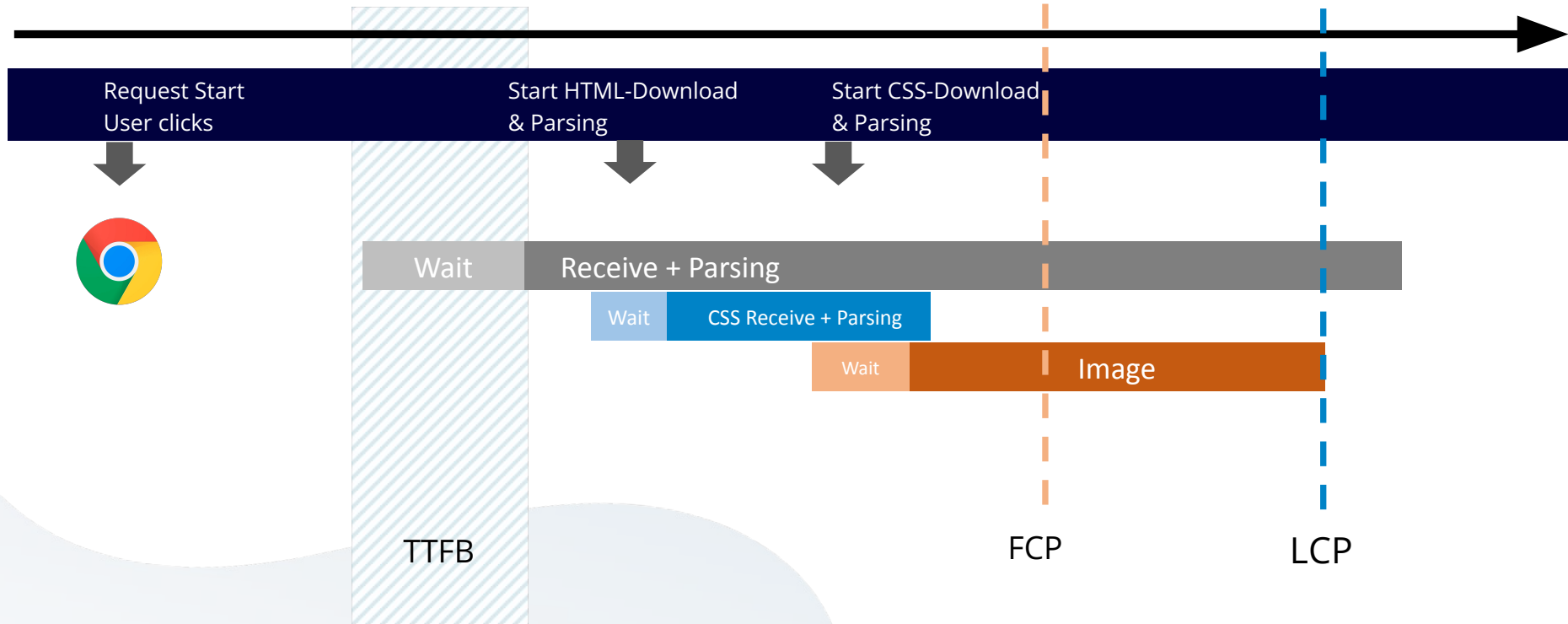
TTFB



- Deterioration of the LCP values over the months
- We see a correlation of both values
- TTFB is an issue

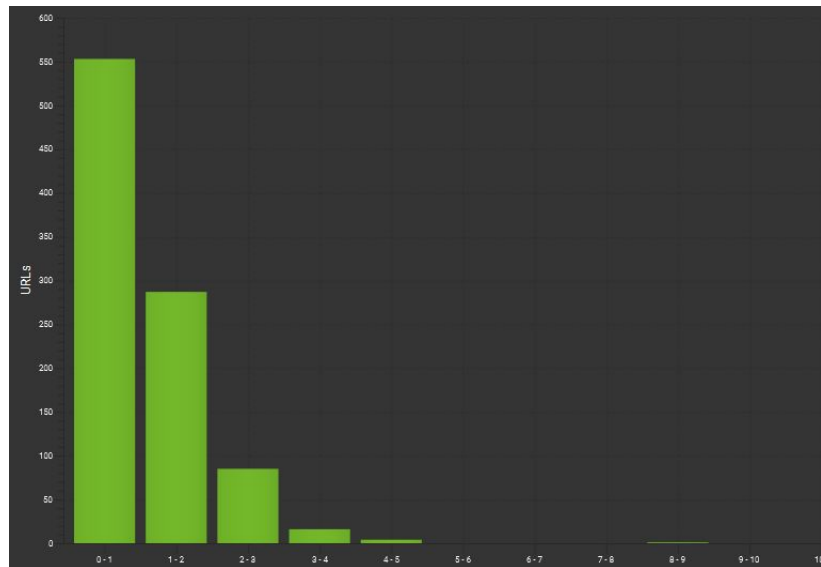
Why TTFB affects all other Timing

Simplified representation of the process in the browser



Outcome No. 1 – Option 1: CDN

- Your response times are often quite high. You can see that in CrUX-data but also in crawl-data. We know that topic very good from AEM. This is related to dispatchers and publish frequency.
- ALL following timings are delayed by TTFB
- Affects: All Pages
- Triggers: LCP
- Impact: Medium

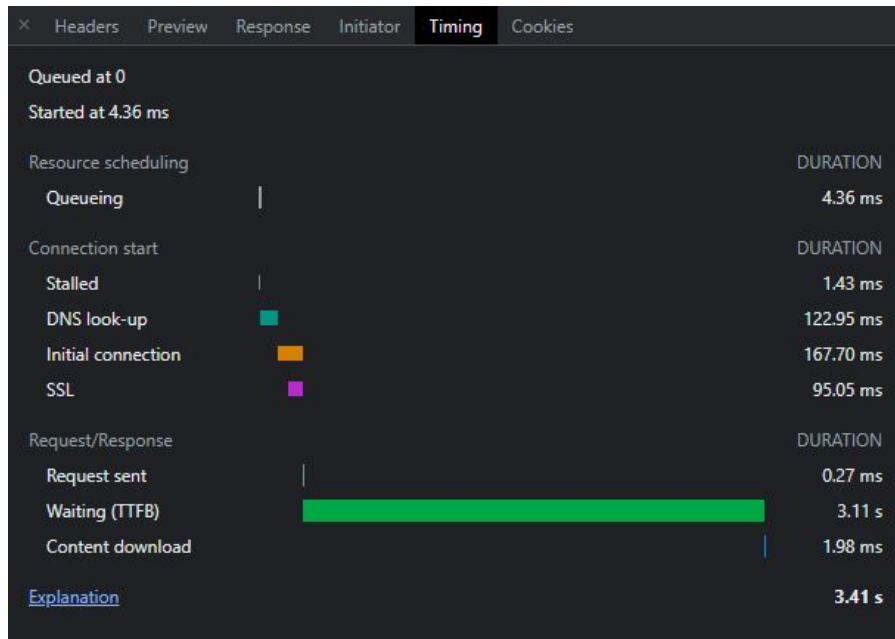


We recommend introducing Cloudflare. HTML caching should also be used here. The use of the stale-while-revalidate function should be reconsidered. **Cloudflare also enables SXG as a OneClick-solution.**

 **We need a closer look with the Devs for introducing a CDN (Time-based, Cache-Warmup, stale-while-revalidate, privacy)**

Outcome No. 1 – Option 2 – Dispatcher Invalidation

- Dispatcher invalidation
- Currently all site is flushed if publish one page or asset
- This can be changed to page-based-flushing
- Handling of XFs needs to be discussed
- AZD is switching to page-based-flushing

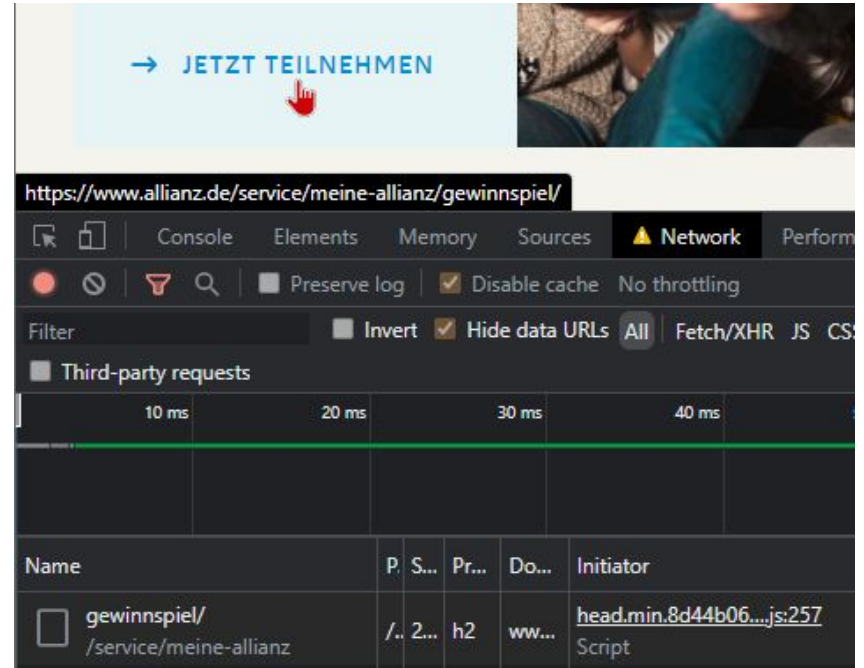


This option needs to be discussed with AZTech – but works for AZD. (They fix some smaller issues currently.)
But then, SXG is almost impossible.

Outcome No. 2 - TTFB


- The TTFB can be reduced even more. Currently you are not using the instant-page-script which is already implemented on AZD
- This script ensures that pages are already loaded when the mouse pointer hovers over links.
- Especially when navigating between pages, the effect is great. And this navigation also goes into the evaluation of the CWV.
- Affects: All Pages
- Triggers: LCP
- Impact: Medium

Chrome Demo



The screenshot shows a Chrome browser window with the URL `https://www.allianz.de/service/meine-allianz/gewinnspiel/`. The browser's developer tools are open to the Network tab, showing a list of network requests. The request for `head.min.8d44b06...js:257` is selected, and its timing is visible in the top bar. The timing bar shows a green line indicating the time taken for the request to be received, which is approximately 10 ms. The request is initiated by the `head.min.8d44b06...js:257` script.

Name	P. S...	Pr...	Do...	Initiator
<code>gewinnspiel/ /service/meine-allianz</code>	<code>/.</code>	<code>2...</code>	<code>h2</code>	<code>ww...</code>
				<code>head.min.8d44b06...js:257</code> Script

 AZTech should take over the script for the websites of all OEs. The script can be found here and there is also a self-hosted-variant: <https://instant.page/>
The script is already tested and approved by AZDE.

Further optimization requires different scenarios

Carousel

Allianz | Acceso Mediadores | Acceso Clientes | [Te Llamamos](#)

[Seguros](#) | [Inversión](#) | [Servicios](#) | [Descubre Allianz](#) | [Contacto](#)

El dinero no da la felicidad.
 Invertir bien, sí.

Allianz, líder mundial en gestión activa.
 Te asesoramos en el 900 228 228
 Fuente: ADV Ratings

[SABER MÁS](#)

Allianz | |

En Allianz volvemos a demostrar de nueva nuestra compromiso con el deporte, a través del patrocinio con el Comité Olímpico Internacional.

¿En qué podemos ayudarte?

Estoy buscando un buen seguro
 Encuentra el seguro que necesitas y descubre nuevas ofertas.

[CATÁLOGO DE SEGUROS](#) →

Stage-Image

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[Seguros](#) | [Inversión](#) | [Servicios](#) | [Descubre Allianz](#) | [Contacto](#)

Inicio > Servicios > Parte de Siniestro online

¿Cómo podemos ayudarte?

DECLARA TU SINIESTRO ONLINE

Con mi Coche o Moto
 Si has tenido una urgencia en carretera, un accidente, necesitas una grúa o localizar tu taller más cercano

[AYÚDAME](#) →

Con mi Casa o Negocio
 Si has tenido un accidente en caso incendio, roturas, inundación, robo o daños a terceros personas

[AYÚDAME](#) →

Con otros Seguros
 Si tienes otro seguro de Allianz contratado y quieres contactar con nosotros por una urgencia, te ayudamos

No Stage-Image

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[Seguros](#) | [Inversión](#) | [Servicios](#) | [Descubre Allianz](#) | [Contacto](#)

Inicio > Contacto

Contacta con nosotros
 TELÉFONOS Y CONTACTOS PARA CUALQUIER GESTIÓN DE TU SEGURO

[Teléfonos y contacto](#) | [Urgencias](#) | [Salud y Dececos](#) | [Atención Cliente](#) | [Más](#) ▾

Teléfonos de Urgencias 24h

Asistencia Coche, Moto, Furgonetas
 Pedir grúa o asistencia en carretera.
 ☎ 914 522 912

Asistencia Veh. pesados
 Asistencia especializada para camiones y autobuses.
 ☎ 914 522 913

Rotura de lunas del automóvil
 Reparación y cambio de lunas del automóvil.
 → [CONSULTA AQUÍ](#)

Applications

Allianz

Déjanos tus datos y un asesor te llamará

Nombre*

Teléfono* Código Postal*

Email

Acepto la política de privacidad

© Allianz Compañía de Seguros
 Copyright | [Aviso legal y privacidad](#) | [Accesibilidad](#) | [Política de Cookies](#)

900 300 250

Pages with: Stage-Image



The screenshot shows the Allianz website for car insurance. The header includes the Allianz logo, 'Acceso Mediadores', 'Acceso Clientes', and a 'Te Llamamos' button. The main navigation bar contains 'Seguros', 'Inversión', 'Servicios', 'Descubre Allianz', 'Contacto', and a search bar labeled 'Buscar'. The breadcrumb trail reads 'Inicio > Seguros Coche'. The main heading is 'Tu Seguro de Coche', followed by the subtext 'PARA NO PREOCUPARTE DE NADA' and a prominent blue button labeled 'PRESUPUESTO SEGURO COCHE'. The background features a couple sitting on a car. The footer contains 'Allianz auto', navigation links for 'Ventajas', 'Modalidades', 'Comparar seguros', and 'Tus preguntas', and a 'CALCULAR TU SEGURO' button. Below this, a section titled 'Nuestros Seguros de Coche son más que completos' includes a 70 km/h speed limit sign and text stating that Allianz auto provides more security and guarantees. A checkmark icon is next to the text: 'Tú eliges. Terceros, Terceros Ampliado o Todo Riesgo con o sin franquicia.'

Allianz  | Acceso Mediadores | Acceso Clientes | [Te Llamamos](#)

[Seguros](#) | [Inversión](#) | [Servicios](#) | [Descubre Allianz](#) | [Contacto](#) |

Inicio > [Seguros Coche](#)

Tu Seguro de Coche

PARA NO PREOCUPARTE DE NADA

[PRESUPUESTO SEGURO COCHE](#)

Allianz auto | [Ventajas](#) | [Modalidades](#) | [Comparar seguros](#) | [Tus preguntas](#) | [CALCULAR TU SEGURO](#)

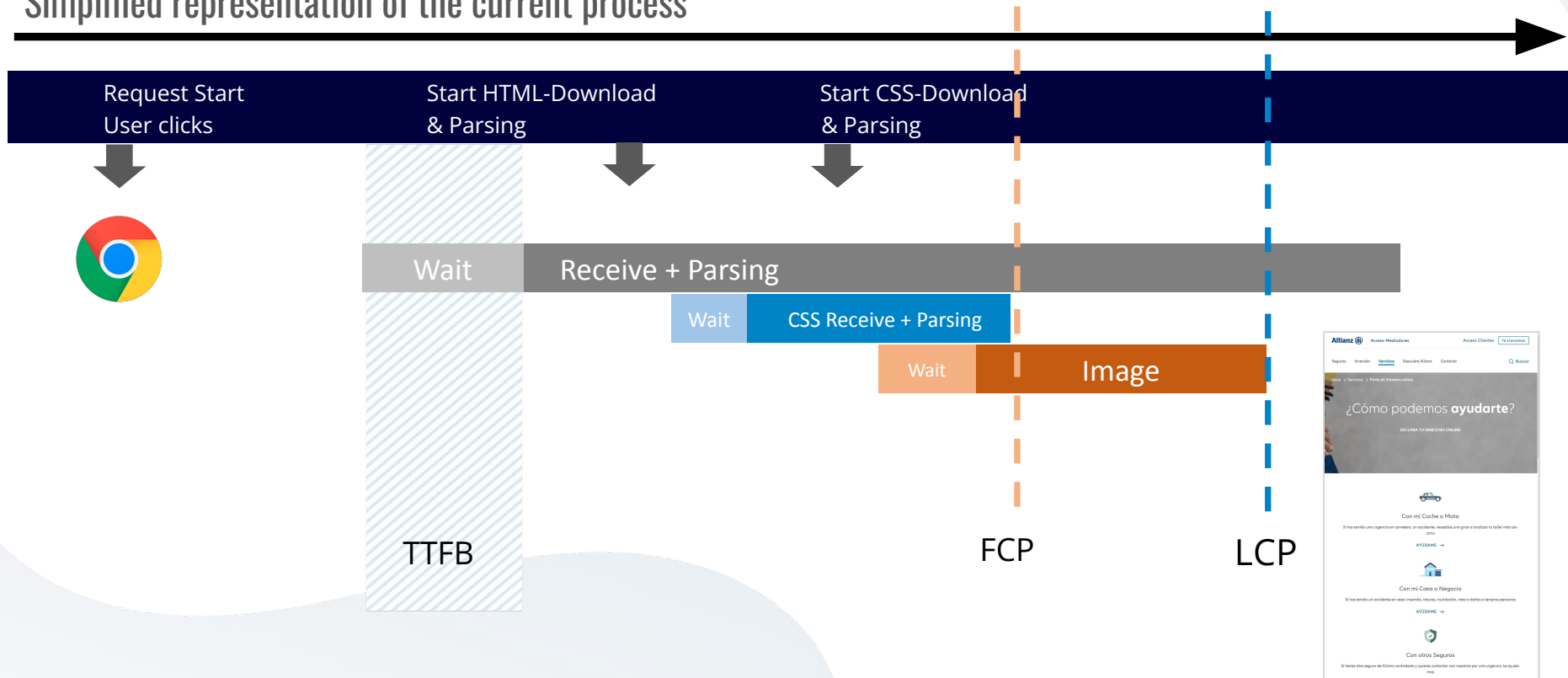
Nuestros Seguros de Coche son más que completos

Los seguros de coche **Allianz auto** te dan más seguridad y más garantías. Seguro que te interesa.

- ✓ Tú eliges. Terceros, Terceros Ampliado o Todo Riesgo con o sin franquicia.

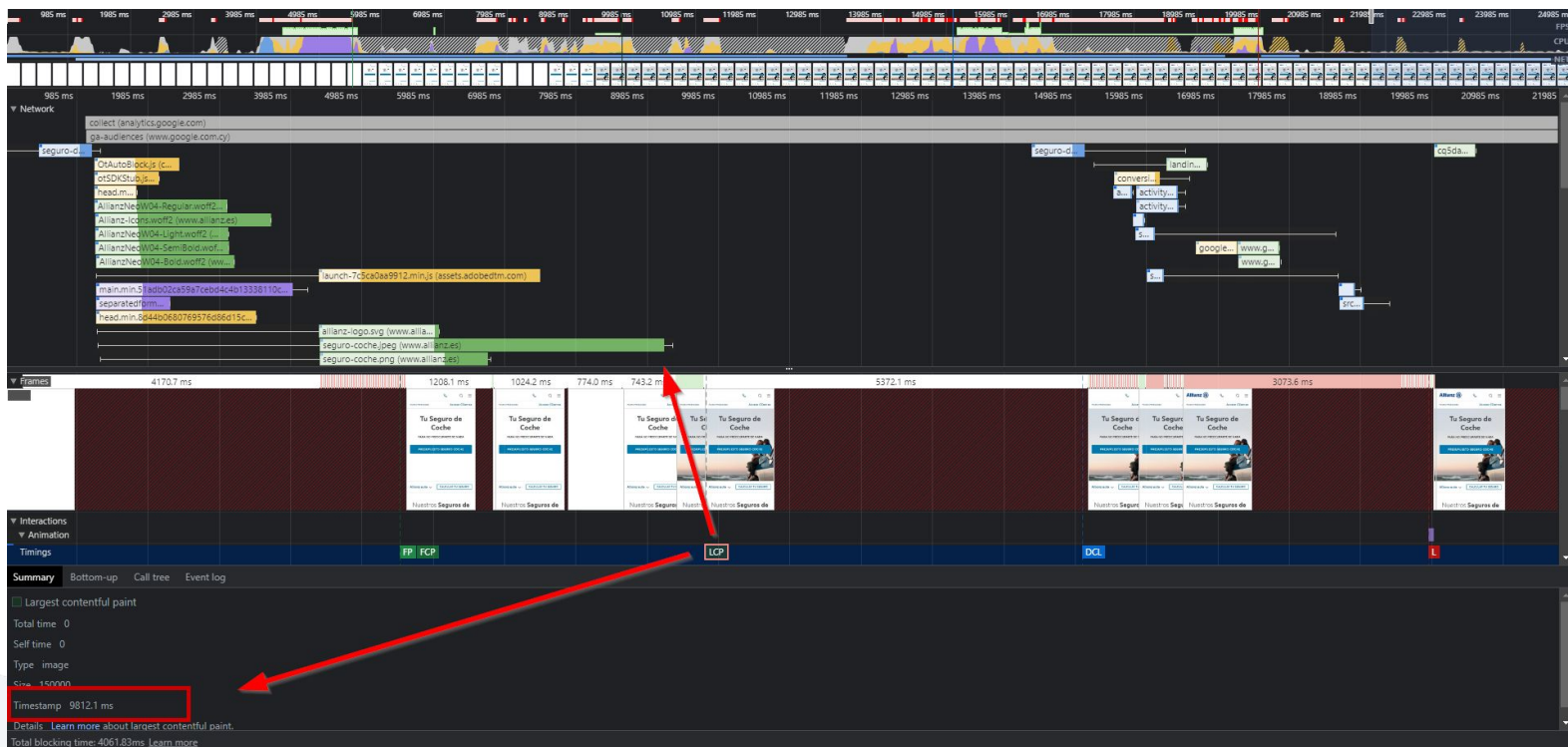
Pages with: Stage-Image

Simplified representation of the current process



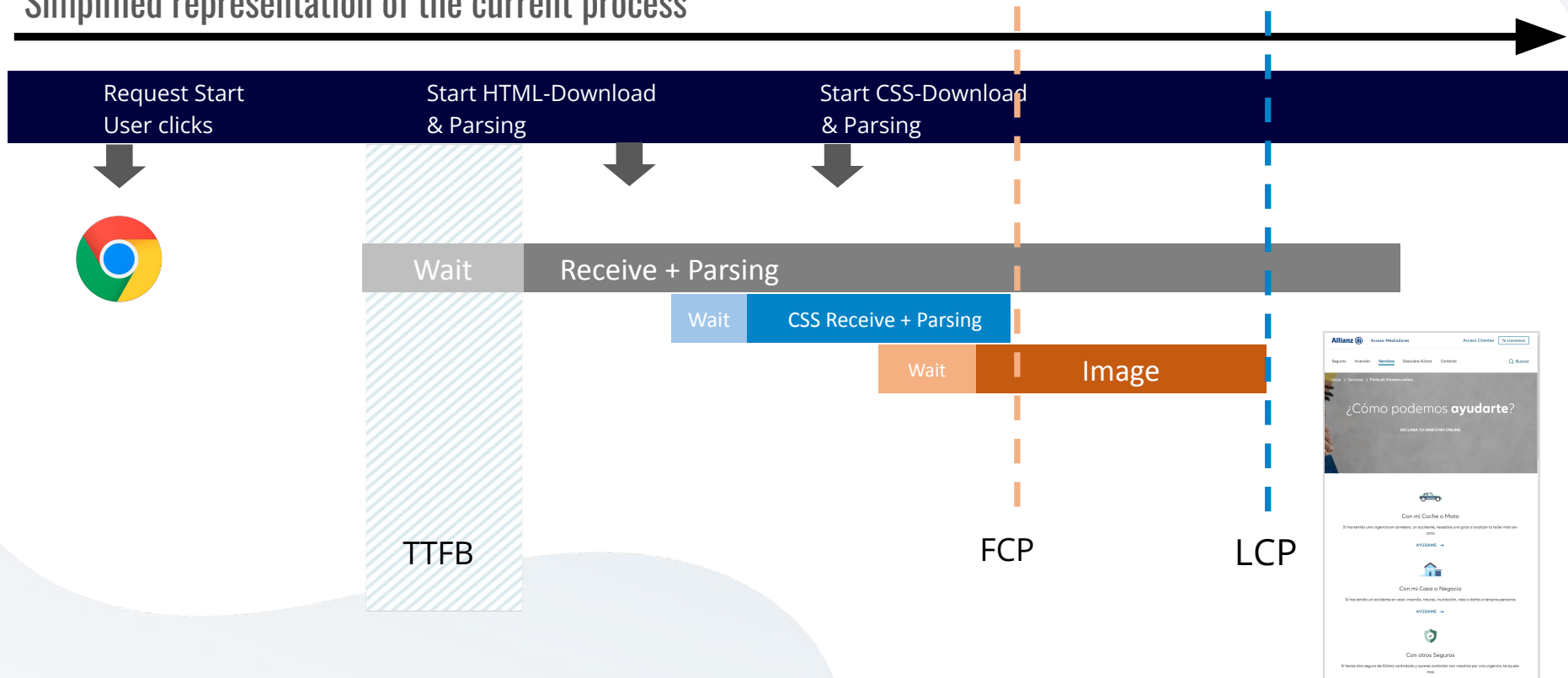
Pages with: Stage-Image

Current status in Chrome browser – LCP fires after image has loaded



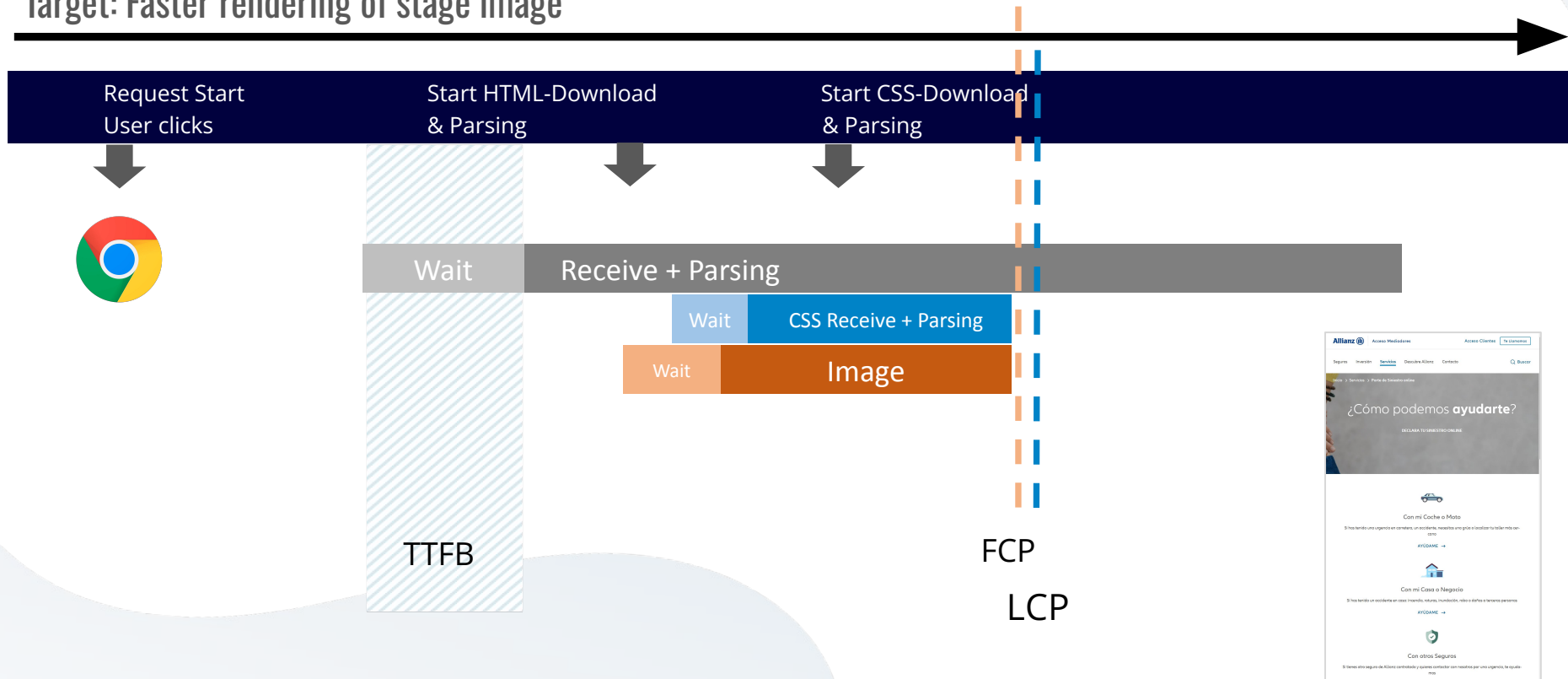
Pages with: Stage-Image

Simplified representation of the current process



Pages with: Stage-Image

Target: Faster rendering of stage image



A look at the source code of Allianz.de

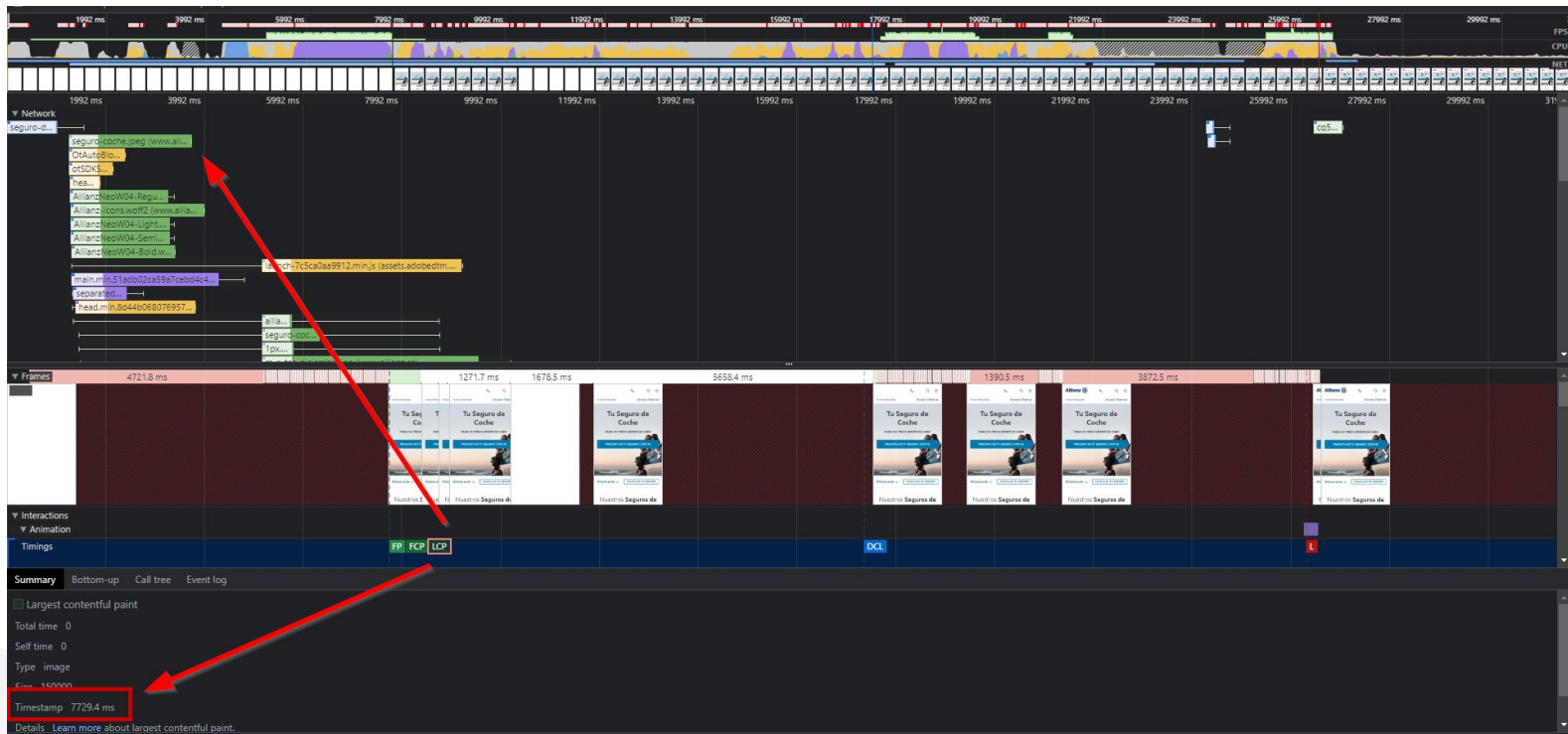
```
<link rel="preload" as="image" href="/content/onemarketing/azde/azd/de_DE/_jcr_content/root/stage/...1638795729353/paar-winter-schnee-spaziergang.jpeg"
  imagesrcset="https://www.allianz.de/_jcr_content/root/stage/stageimage/mobile.img.60.320.jpeg/1638795729353/paar-winter-schnee-spaziergang.jpeg 320w,
  (...)
  https://www.allianz.de/_jcr_content/root/stage/stageimage/mobile.img.60.3360.jpeg/1638795729353/paar-winter-schnee-spaziergang.jpeg 3360w"
  imagesizes="100vw" media="(max-width: 767px)">

<link rel="preload" as="image" href="https://www.allianz.de/_jcr_content/root/stage/...1638795655874/paar-winter-schnee-spaziergang.jpeg"
  imagesrcset="https://www.allianz.de/_jcr_content/root/stage/stageimage.img.60.320.jpeg/1638795655874/paar-winter-schnee-spaziergang.jpeg 320w,
  (...)
  https://www.allianz.de/_jcr_content/root/stage/stageimage.img.60.3360.jpeg/1638795655874/paar-winter-schnee-spaziergang.jpeg 3360w"
  imagesizes="100vw" media="(min-width: 768px)">
```

- There is the option to enrich a rel=preload with „imagesrcset“ and „imagesizes“ to preload responsive images: <https://web.dev/preload-responsive-images/>
- Using two of them in combination with „media“ you can handle the current picture-tag and srcset-scenario

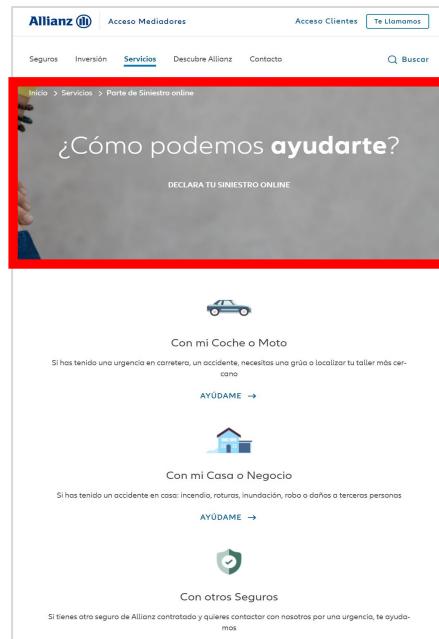
Pages with: Stage-Image

Implementation via local overrides - LCP improved by 2 seconds by introducing preload



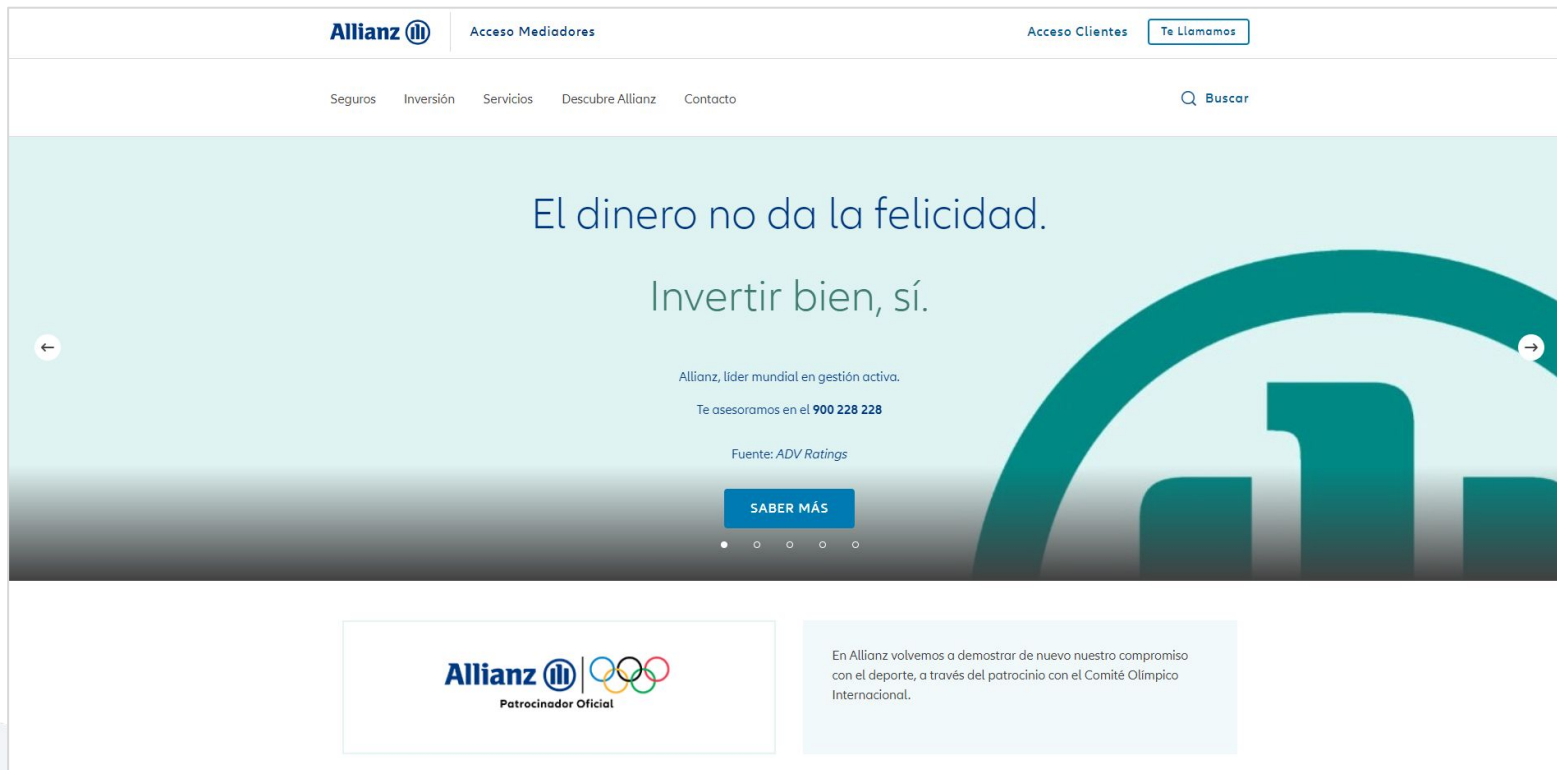
Outcome No. 3 – Loading Order & Preload

- The loading order is currently not perfect. The stage-image is triggered by the img-tag in the html. But until the parser arrives there, it has to download and execute i.e. synchronous scripts above. The download of the image can be done before.
- Affects: Stage-Image-Pages
- Triggers: LCP
- Impact: Very High




All necessary steps are already done. AZD created already an investigation to figure out the perfect interaction between the picture-tag and srcset-attributes. Contribution is already created.

Pages with: Carousel



The screenshot displays the Allianz website's header and a main carousel advertisement. The header includes the Allianz logo, navigation links for 'Seguros', 'Inversión', 'Servicios', 'Descubre Allianz', and 'Contacto', and a search bar labeled 'Buscar'. The main carousel features a light blue background with a large teal arch and bar chart graphic on the right. The text in the carousel reads: 'El dinero no da la felicidad. Invertir bien, sí.' Below this, it states 'Allianz, líder mundial en gestión activa.' and 'Te asesoramos en el 900 228 228'. A source attribution 'Fuente: ADV Ratings' is present, along with a 'SABER MÁS' button and a progress indicator with five dots. The bottom section of the page contains the Allianz logo with the Olympic rings and the text 'Patrocinador Oficial', followed by a text block: 'En Allianz volvemos a demostrar de nuevo nuestro compromiso con el deporte, a través del patrocinio con el Comité Olímpico Internacional.'

Allianz  Acceso Mediadores Acceso Clientes Te Llamamos


Seguros Inversión Servicios Descubre Allianz Contacto Q Buscar

El dinero no da la felicidad.
Invertir bien, sí.

Allianz, líder mundial en gestión activa.
Te asesoramos en el **900 228 228**

Fuente: ADV Ratings


[SABER MÁS](#)

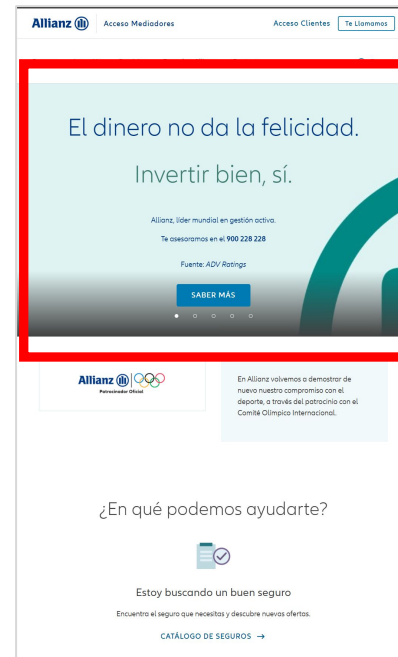
Patrocinador Oficial 

En Allianz volvemos a demostrar de nuevo nuestro compromiso con el deporte, a través del patrocinio con el Comité Olímpico Internacional.

Pages with: Carousel

```
/163230858248//allianz-protocolo-emergencia-lapalma.jpg  
onent-id="root/parsys/stage_carousel_copy/stage-carousel-  
class="c-image_img c-image--lazy c-image--loaded">
```

Name	P...	Status	Protocol	Domain	Initiator
 allianz-soluciones-inversion2.jpeg /_jcr_content/root/parsys/stage_carousel_copy/stage-carousel-...	/...	200	h2	www.allia...	main.min.554071c...js:93821 Script




Allianz ® Acceso Medidores Acceso Clientes Te Llamamos

El dinero no da la felicidad.
Invertir bien, sí.


Allianz, líder mundial en gestión activa.
Te asesoramos en el 900 228 228.
Fuente: ADI/Ratings

SABER MAS

Allianz ®  Reservados todos los derechos.

En Allianz volvemos a demostrar de nuevo nuestro compromiso con el deporte, a través del patrocinio con el Comité Olímpico Internacional.

¿En qué podemos ayudarte?



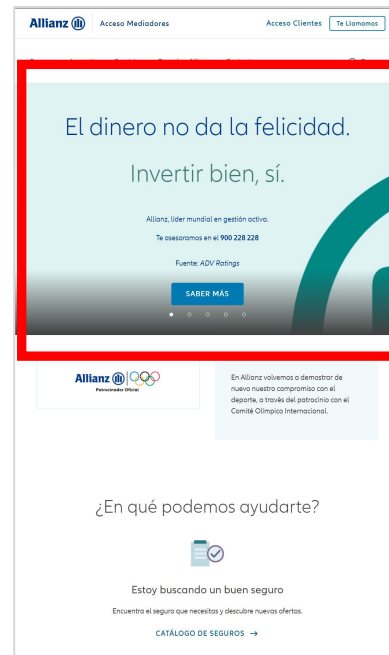
Estoy buscando un buen seguro
Encuentra el seguro que necesitas y descubre nuevas ofertas.

CATALOGO DE SEGUROS →

- Carousel-Images are currently loaded lazy. Images **above the fold** shouldn't be loaded via LazyLoading in general. Above the fold, LazyLoading leads to a latency because JS has to be executed before.
- Switching off LazyLoading should improve loading but for further improvement, a combination with preload of the first image would be better.

Outcome No. 4 – LL & Preload of Carousels

- Carousel-Images are currently loaded lazy. Images **above the fold** shouldn't be loaded via LazyLoading in general. Above the fold, LazyLoading leads to a latency because JS has to be executed before.
- Affects: Pages with carousels on top
- Triggers: LCP
- Impact: Low (we could find the carousel just on one page – but the homepage)



It must be clarified how many of the other OEs are using the carousel. Afterwards we can discuss with AZTech if LazyLoading can be switched off here and if this leads to loading by img-tag. Furthermore, we must discuss the preloading of the first image.

Pages: without a stage-image & Applications

During the analysis, we found another special circumstance, which affects most of the pages without stage-images.

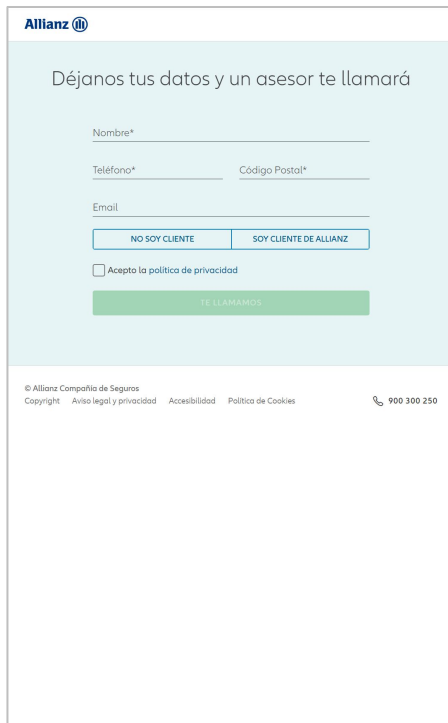
LCP is triggered by the **largest** element. But in case of not having big stage-images, the cookie-banner is that element.

The cookie banner appears very late (after DOM ready) and this leads to a very delayed LCP-signal.

This phenomenon can usually only be found on mobile devices, since the cookie banner takes up more space in relative terms.



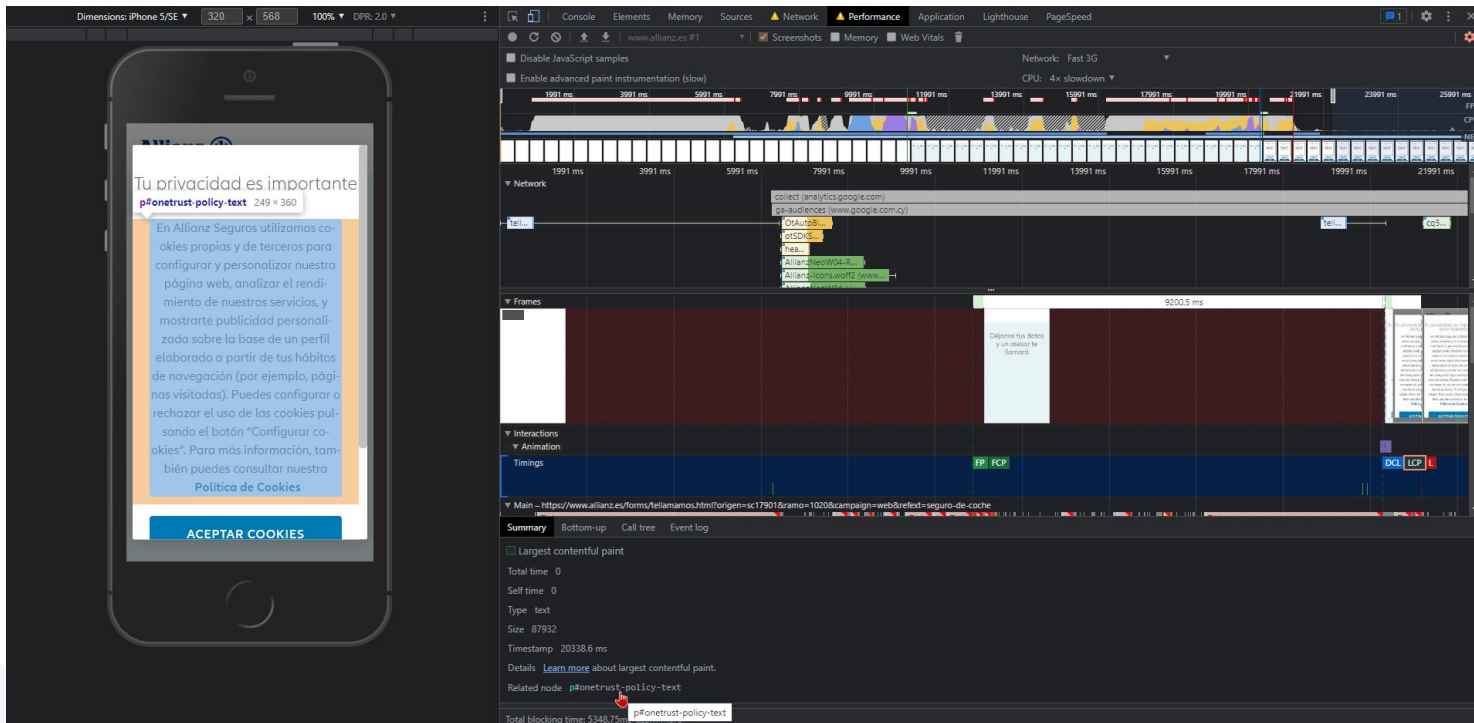
The screenshot shows the Allianz website's contact page. At the top, there is a navigation bar with the Allianz logo, 'Acceso Mediadores', 'Acceso Clientes', and a 'Te Llamamos' button. Below this is a secondary navigation bar with links for 'Seguros', 'Inversión', 'Servicios', 'Descubre Allianz', and 'Contacto'. A search bar is also present. The main heading is 'Contacta con nosotros' with the subtext 'TELÉFONOS Y CONTACTOS PARA CUALQUIER GESTIÓN DE TU SEGURO'. A horizontal menu below the heading includes 'Teléfonos y contacto', 'Urgencias', 'Salud y Decesos', 'Atención Cliente', and 'Más'. The content area features three service cards: 'Teléfonos de Urgencias 24h' with a car icon, 'Asistencia Coche, Moto, Furgonetas' with a car icon and the phone number 914 522 912, and 'Asistencia Veh. pesados' with a truck icon and the phone number 914 522 913. A third card for 'Rotura de lunas del automóvil' is partially visible at the bottom.



The screenshot shows the Allianz website's contact form. At the top, there is the Allianz logo and the heading 'Déjanos tus datos y un asesor te llamará'. The form includes input fields for 'Nombre*', 'Teléfono*', and 'Código Postal*'. Below these is an 'Email' field. There are two buttons: 'NO SOY CLIENTE' and 'SOY CLIENTE DE ALLIANZ'. A checkbox for 'Acepto la política de privacidad' is also present. A green 'TE LLAMAMOS' button is at the bottom. The footer contains copyright information, links for 'Aviso legal y privacidad', 'Accesibilidad', and 'Política de Cookies', and the phone number 900 300 250.

Pages: without a stage-image & Applications

Chrome shows the delayed firing of LCP due to Onetrust cookie banner.



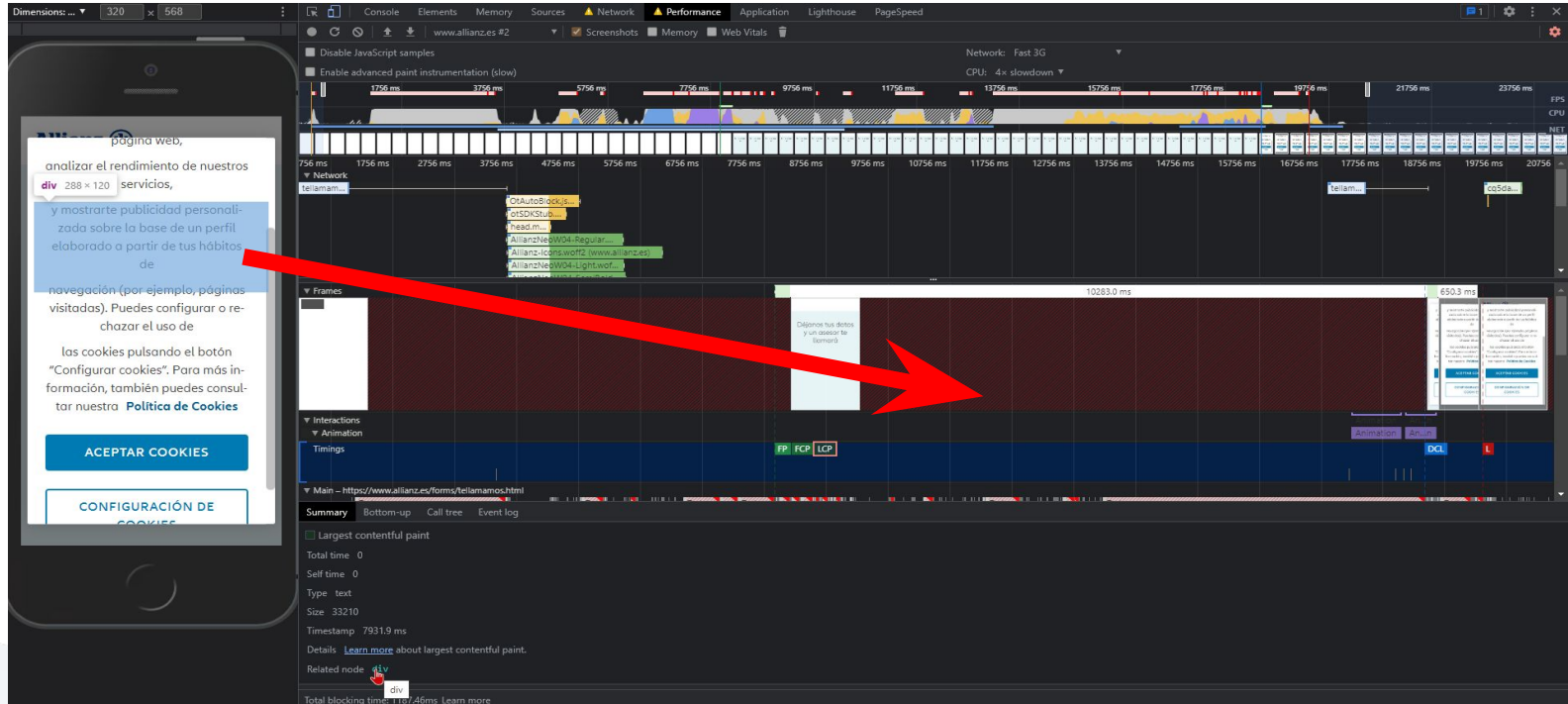
The screenshot displays the Chrome DevTools Performance tab for a mobile device (iPhone 5/SE). The main content area shows a mobile browser interface with a cookie consent banner. The banner text reads: "Tu privacidad es importante" and "En Allianz Seguros utilizamos cookies propias y de terceros para configurar y personalizar nuestra página web, analizar el rendimiento de nuestros servicios, y mostrarte publicidad personalizada sobre la base de un perfil elaborado a partir de tus hábitos de navegación (por ejemplo, páginas visitadas). Puedes configurar o rechazar el uso de las cookies pulsando el botón 'Configurar cookies'. Para más información, también puedes consultar nuestra Política de Cookies". A blue button at the bottom of the banner says "ACEPTAR COOKIES".

The Performance tab shows the following details:

- Network:** Fast 3G, CPU: 4x slowdown. The network waterfall shows a delay in the first paint (FP) and first contentful paint (FCP) due to the cookie banner.
- Frames:** The largest contentful paint (LCP) is delayed, with a total time of 9200.5 ms. The LCP element is identified as "p#onetrust-policy-text".
- Interactions:** The "Animation" section shows a delay in the LCP.
- Summary:** The largest contentful paint is delayed, with a total time of 9200.5 ms. The LCP element is identified as "p#onetrust-policy-text".
- Details:** The LCP element is "p#onetrust-policy-text" with a total time of 9200.5 ms. The total blocking time is 5348.75 ms.

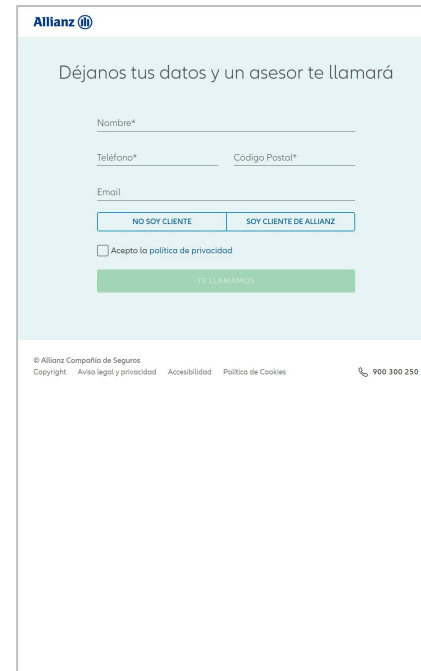
Pages: without a stage-image & Applications

Implementation of „divided“ p-tags: Cookie banner does not trigger LCP anymore.



Outcome No. 5 – p-tags at Onetrust banner

- Currently, on pages without big stage images, the Onetrust banner triggers the LCP-event.
- This can be prevented either by adding big headlines or images above the fold. But this means a lot of editorial work.
- Another way is to adjusting the cookie banner.
- In the analysis we did a local test and implemented a cookie-banner with 4 p-tags instead of one. We also tried to style the new banner in a way that there is almost no difference to the current. Both worked great.
- Affects: Probably most of the pages without stage-image
- Triggers: LCP
- Impact: High

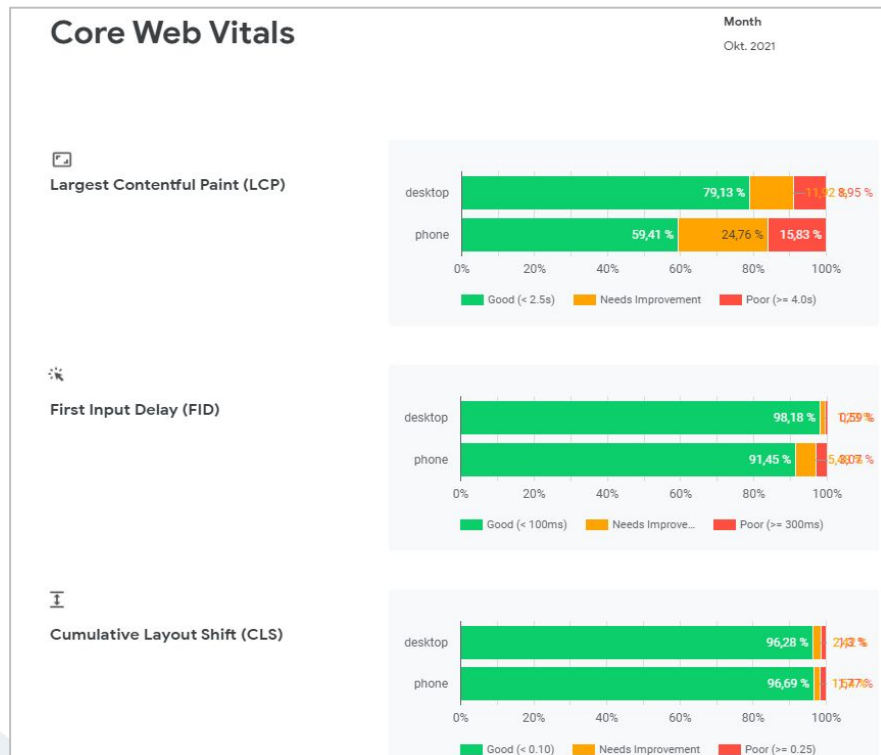


Split the current p-tag in onetrust cookie-banner in 4 p-tags. Style it in a way, that there is as less difference as possible to the current cookie-banner.

All done?

We strongly believe that you will pass the Core WebVitals with these implementations.

But hold on... What about that CLS?



What is this?

CLS

Cumulative Layout Shift



Cumulative Layout Shift (CLS)

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Cumulative Layout Shift (CLS)



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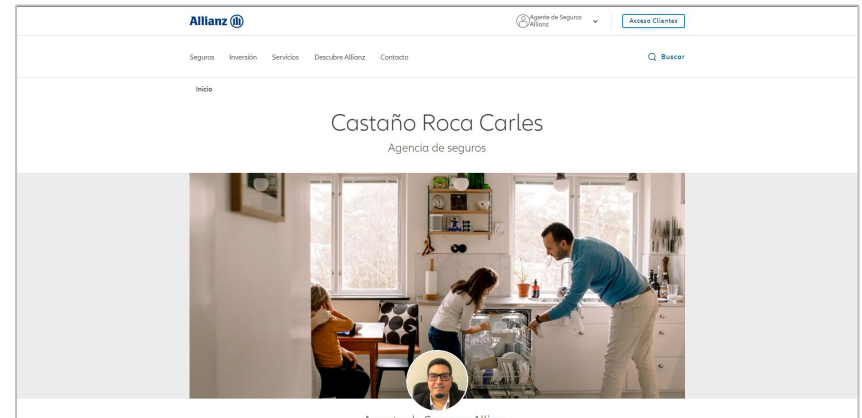
<https://tutorial.seo-atelier.com/beispiele/cls/>

“Cumulative Layout Shift (CLS) is an important, user-centric metric for measuring visual stability because it helps quantify how often users experience unexpected layout shifts—a low CLS helps ensure that the page is delightful.”

<https://web.dev/cls/>

CLS problem we found

Even if **currently** not represented in the data...

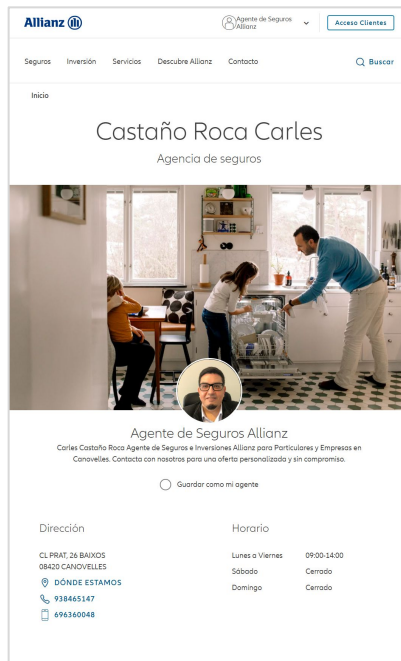


<https://www.allianz.es/agencia/joseaverza.html>

- CLS is triggered by the stage-image of agencies
- All agency-pages are affected

Outcome No. 6 – Agency CLS-Fix

- Currently, the agency-pages causing a shift. The stage-image size is not styles via css. So, the image itself is responsible for the sizing on the screen. But images are loaded much later than CSS.. The render process starts after CSS (and JS) but before images. This leads to this shift.
- Affects: Agency-pages
- Triggers: CLS
- Impact: High

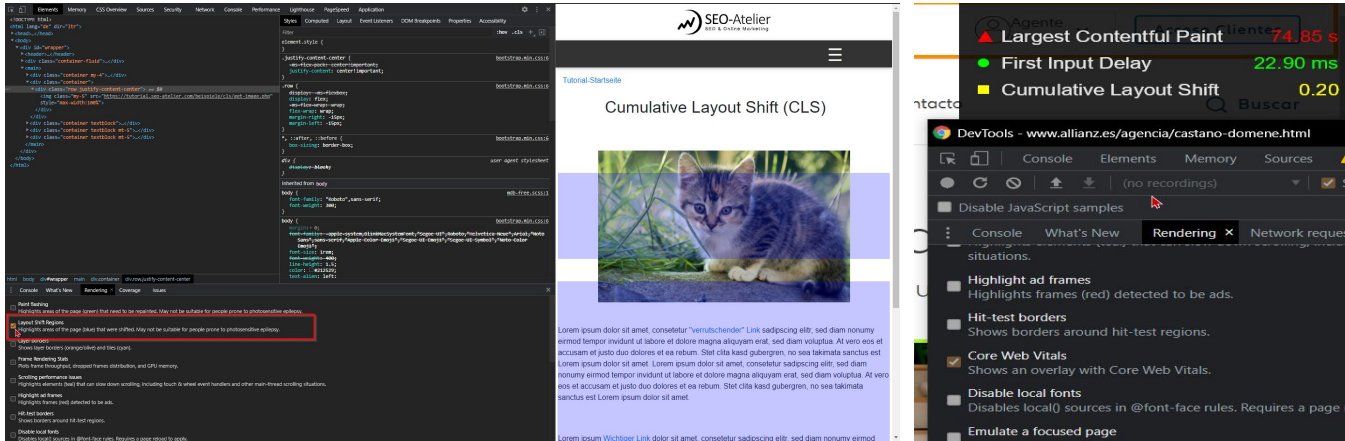


Stage images from agency-pages must be sized via CSS. Add style-rules to fix that problem. Consider using the CSS aspect-ratio-property.

How to find CLS by yourself

There are some Chrome built in functions to find these shifts. But there is also a very nice extension, we recommend to use:

<https://chrome.google.com/webstore/detail/adeniimnihmbpgpblijmnohjpoolmgabi>

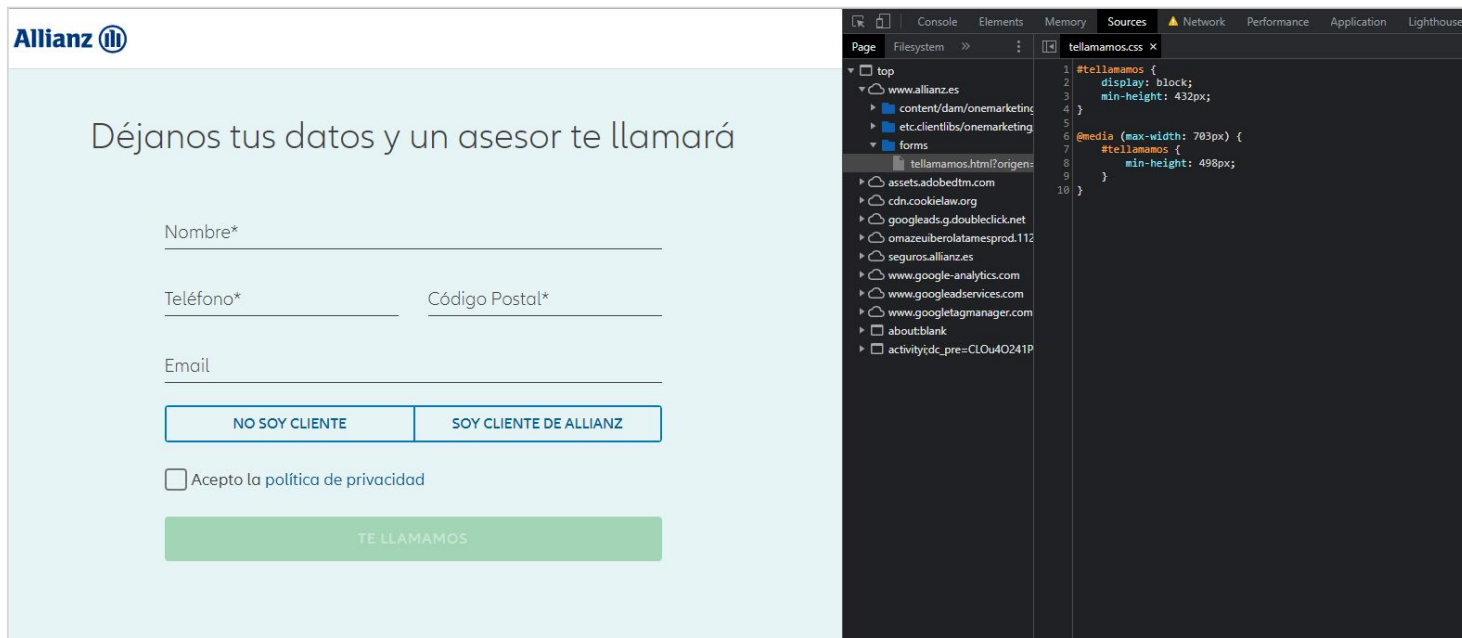


The image shows a composite of three screenshots illustrating CLS measurement. On the left, the Chrome DevTools Performance tab is open, showing the 'Paint' event list. A red box highlights the 'Largest Contentful Paint' (LCP) event, which is the primary metric for CLS. The middle screenshot shows a web page titled 'Cumulative Layout Shift (CLS)' with a kitten image. A blue vertical bar indicates a layout shift occurring during the page load. On the right, a Chrome extension interface displays CLS metrics: 'Largest Contentful Paint' at 74.85 s, 'First Input Delay' at 22.90 ms, and 'Cumulative Layout Shift' at 0.20. Below this, a 'Rendering' tab shows a visual representation of the page layout with a red box highlighting the LCP element. A summary box at the bottom right of the extension interface shows: 'CLS: 0.1961 LCP: 74.85 s FID: 22.9000 Ms'.



Pay attention: Layout shift can not only appear during the loading process – also while using the page! AZD inpage navigation is a good example for this.

By the way – you did a great job!



The image shows a browser window displaying an Allianz form titled "Déjanos tus datos y un asesor te llamará". The form includes input fields for "Nombre*", "Teléfono*", and "Código Postal*", an "Email" field, and two buttons: "NO SOY CLIENTE" and "SOY CLIENTE DE ALLIANZ". Below the buttons is a checkbox for "Acepto la política de privacidad" and a green "TE LLAMAMOS" button.

Overlaid on the right side of the browser window is the Chrome DevTools "Sources" panel, showing the CSS file "tellamos.css". The CSS code defines the "#tellamos" selector with the following properties:

```
1 #tellamos {  
2   display: block;  
3   min-height: 432px;  
4 }  
5  
6 @media (max-width: 783px) {  
7   #tellamos {  
8     min-height: 498px;  
9   }  
10 }
```

Typically, SPAs and Iframes are prone for shifts:

- For this reason, external CSS styles can be integrated at the SPAs component.
- For iframes there is a solution in "Sizes" tab. Here you can add media-queries



SEO FINDINGS

Further SEO findings during the Analysis

Nofollow

- It is not recommended to use „nofollow“ for internal links at all.
- Also if you want to prevent a page from indexing via noindex, you should not use „nofollow. „noindex, follow“ is totally fine.
- Here you find a list of all pages with „nofollow“:

Address

<https://www.allianz.es/informacion-legal/documentos-legales.html>

<https://www.allianz.es/centro-respuesta-rapida/otros-servicios/allianzuniverse2.html>

<https://www.allianz.es/centro-respuesta-rapida/ventajas.html>

<https://www.allianz.es/dejanos-apoyarte.html>

<https://www.allianz.es/centro-respuesta-rapida/utilidades/talleres/talleres-ford.html>

<https://www.allianz.es/descubre-allianz/patrocinios-allianz/junior-camps/allianz-junior-motor-camp---allianz--seguros.html>

<https://www.allianz.es/descubre-allianz/mediadores/diccionario-de-seguros/s/que-es-un-siniestro.html>

<https://www.allianz.es/contacto/contacto.html>

<https://www.allianz.es/descubre-allianz/mediadores/diccionario-de-seguros/b/que-es-el-banco-central.html>

<https://www.allianz.es/seguros/futuro/seguros-jubilacion.html>

Meta Robots

noindex, nofollow

noindex, nofollow

noindex, nofollow

noindex, nofollow

index, nofollow

noindex, nofollow

noindex, nofollow

noindex, nofollow

noindex, nofollow

noindex, nofollow



Remove the “nofollow” directive from the pages above.

Canonical

- If a page is on noindex, you should not use canonicals, which points to another URL. In some cases negative signals can be transferred to the target of the canonical.
- Either a page is on noindex or canonized.
- Here, you can find a example:

<https://www.allianz.es/forms/tellamamos.html?origen=sc17901&ramo=1020&campaign=web&refext=seguro-de-coche>



Remove the canonical from the page above. In general, you should use a canonical or a noindex-directive.

robots.txt

- You should adjust your robots.txt-file.
- Currently 258 Pages are blocked by robots.txt but there is no reason for that.
- With robots.txt you prevent the page from crawling. But crawling is not indexing. This leads to the point, that search engine cannot read the noindex on the page – because they are not allowed to crawl the page.
- The result is an indexation not despite but because a blocking by robots.txt
- Furthermore, there is an old solution for prevent indexation of XFs. This can be removed also, because the files are sending a “noindex” meanwhile.



Adjust you **robots.txt** as you can see above.

```
User-agent: *
Allow: /

### Blog automatic results pages
Disallow: /blog/consejos.result.html
Disallow: /blog/faqs.result.html
Disallow: /blog/coberturas.result.html
Disallow: /blog/motor.result.html
Disallow: /blog/ahorro.result.html
Disallow: /blog/ocio.result.html
Disallow: /blog/empresas.result.html
Disallow: /blog/blog-seguros-hogar.result.html

### Landings&Forms
Disallow: /seguros/landing/
Disallow: /forms/

### XF
Disallow: /content/experience-fragments/
Allow: /content/experience-fragments/*.jpg
Allow: /content/experience-fragments/*.jpeg
Allow: /content/experience-fragments/*.png
Allow: /content/experience-fragments/*.gif

Disallow: /*.pdf

Sitemap: https://www.allianz.es/sitemap.xml
```

Sitemap.xml

- You sitemap should only point urls which are
 - responding statuscode 200
 - on index
 - not having a canonical to another page
- There are a lot of URLs in your sitemap wich are redirected.
- If you just redirect a page – without unpublishing – you will have a lot of redirects in your sitemap.

These URLs are causing Redirects:

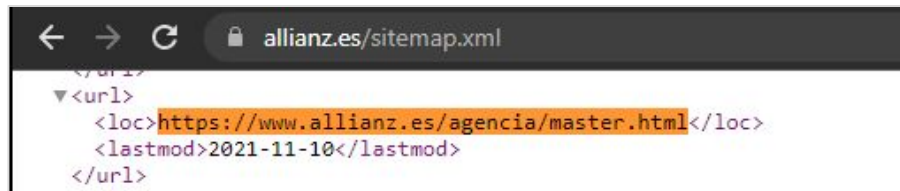
- <https://www.allianz.es/blog/consejos/hogar-sostenible.html>
- <https://www.allianz.es/blog/coberturas/para-que-seguro-vida.html>
- <https://www.allianz.es/centro-respuesta-rapida/otros-servicios/tusallia2.html>
- <https://www.allianz.es/covid-19/faqs-coronavirus/prueba-coronavirus-poliza.html>
- <https://www.allianz.es/blog/ahorro/perfil-inversor.html>
- <https://www.allianz.es/blog/consejos/vuelta-al-trabajo-con-seguridad.html>
- <https://www.allianz.es/blog/motor/triangulos-o-luces-de-emergencia.html>
- <https://www.allianz.es/blog/faqs/faqs-seguro-vida.html>
- <https://www.allianz.es/covid-19/faqs-coronavirus/afectacion-cierre-itv.html>
- <https://www.allianz.es/blog/coberturas/mejor-seguro-vida.html>
- <https://www.allianz.es/blog/faqs/edad-seguro-vida.html>
- <https://www.allianz.es/blog/motor/como-limpiar-filtro-moto.html>
- <https://www.allianz.es/descubre-allianz/sala-pensa.html>
- <https://www.allianz.es/descubre-allianz/mediadores/diccionario-de-seguros/v/vao-carril.html>



You should **unpublish the URLs** you can find above.

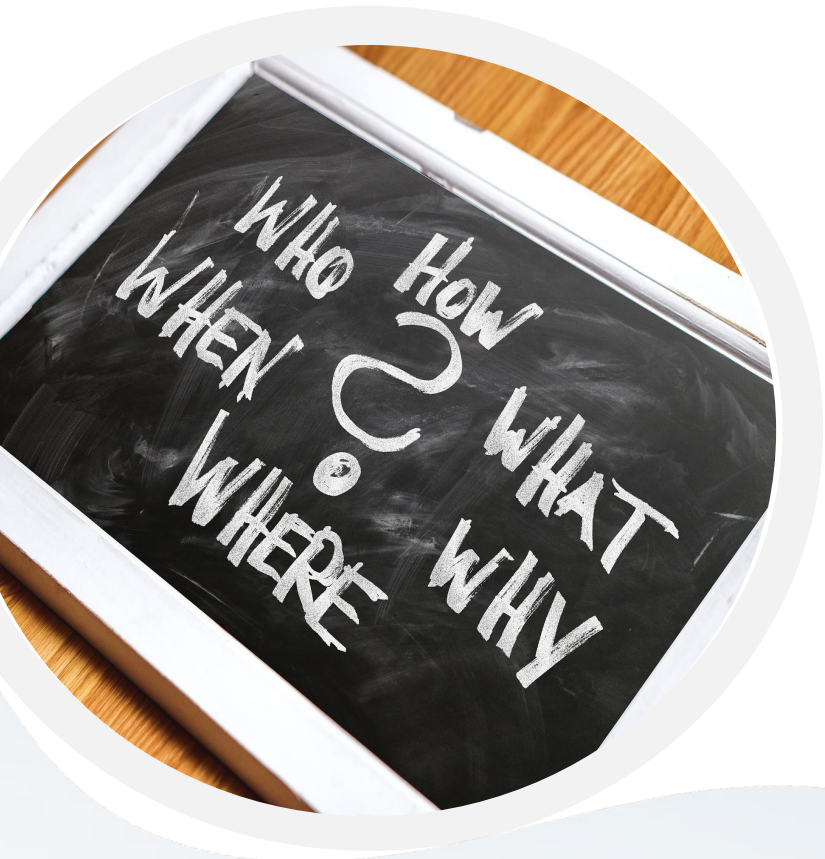
Further Points

- On the pages with forms, the logo link does not work. It points to #. We understand the reason why there is no navigation on these pages. But the link to the logo should still work.
- There is a link in the sitemap, which is resulting in a server-error 500. This link must be excluded. Nevertheless there shouldn't be a possibility to enforce a server error 500. So that behavior should be fixed.



```
allianz.es/sitemap.xml
</url>
  <url>
    <loc>https://www.allianz.es/agencia/master.html</loc>
    <lastmod>2021-11-10</lastmod>
  </url>
```

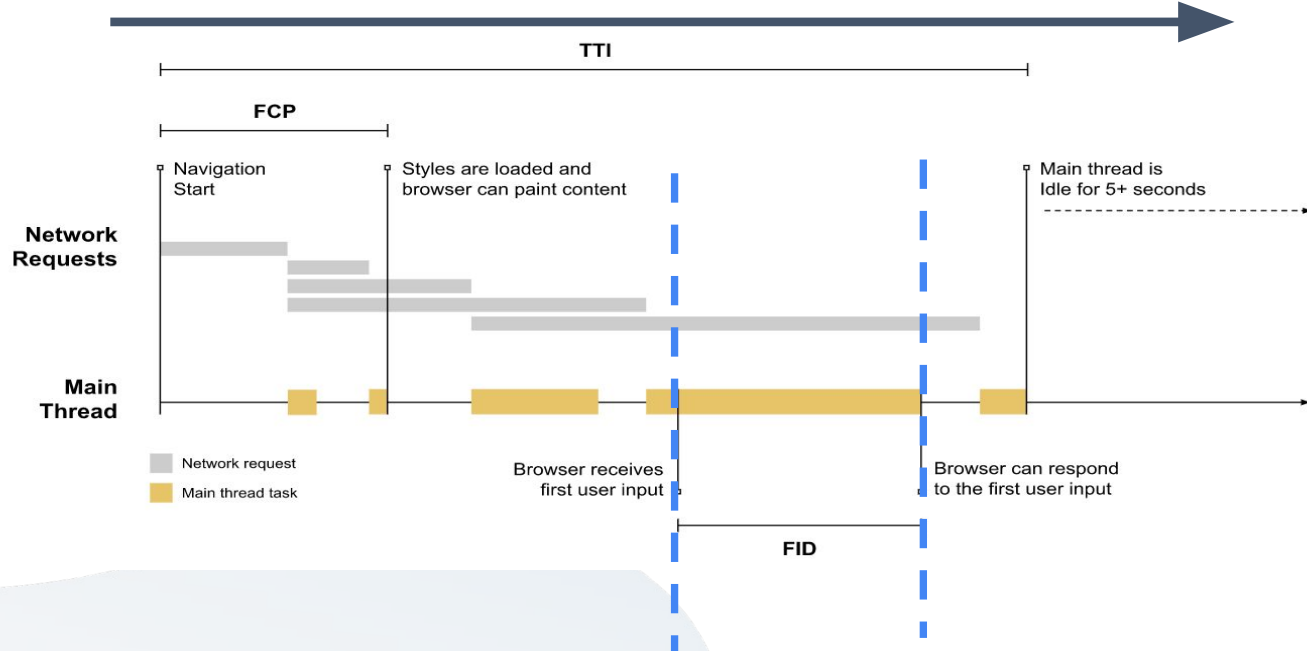
- We would suggest to deactivate the HTML-Sitemap. Many people suggest this, but it actually makes the prioritization of internal linking more difficult and it is also not state of the art. Also orphan pages are more difficult to find by crawl.
 - <https://www.allianz.es/mapa-web.html>



Q&A

FID

First Input Delay



FID

First Input Delay

