

SAMPLE — invented local bakery. Not a customer. Figures are illustrative.

GPT Shop Ltd · Core Web Vitals Audit · prepared 15 Oct 2026 · SAMPLE

Core Web Vitals audit for Bramblewood Bakery

Site audited (SAMPLE): <https://example.com/bramblewood-bakery> · Mobile and desktop
PageSpeed lab runs · field data not available for this invented domain.

1. Headline scores (lab)

Metric	Mobile	Desktop	Target
Performance score	42	78	90+
LCP	4.8 s	1.9 s	≤2.5 s
INP (lab proxy TBT)	480 ms TBT	90 ms TBT	INP ≤200 ms
CLS	0.28	0.04	≤0.1

SAMPLE numbers for an invented site. A live audit uses your URL and Google PageSpeed Insights / Lighthouse on the day of the run.

2. What is costing you the most

- Fix 1 — Hero image (LCP).** The home hero is a 2.4 MB JPEG served at 2400px on a phone viewport. Compress to WebP/AVIF under 200 KB and set explicit width/height. Expected LCP gain: about 1.5–2.5 s on mobile.
- Fix 2 — Render-blocking fonts and CSS.** Three Google Fonts weights load before first paint. Subset to two weights, use font-display: swap, and self-host. Expected FCP/LCP gain: 0.4–0.8 s.
- Fix 3 — CLS from late-loading review widget.** The review carousel injects without reserved height. Reserve a min-height matching the final card and set sizes on images. Expected CLS under 0.1.
- Fix 4 — Third-party chat script.** Chat loads on every page in <head>. Defer to interaction or after idle. Expected TBT cut of ~200 ms on mobile.
- Fix 5 — Uncompressed product gallery.** Category page loads 24 full-size images. Use srcset and lazy-load below the fold.

3. 14-day fix list

Day	Action	Effort
1–2	Compress and resize hero; ship WebP	1–2 hours
3–4	Font subset + self-host	1 hour
5–6	Reserve space for review widget	30–60 min
7–8	Defer chat and marketing pixels	1 hour
9–11	Gallery srcset + lazy-load	2–3 hours
12–14	Re-run PageSpeed; confirm LCP and CLS	30 min

4. Out of scope

This SAMPLE does not include hosting changes, CDN setup, or a redesign. The paid report lists what you can change yourself and what needs a developer.

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