

oncrawl

# The 30-day SEO transformation playbook

---

## Week 4:

Master speed and user experience with the Performance Lens



## Complete your transformation with performance optimization

You've reached the final week of the **30-day transformation**. Your structural issues are being resolved, content quality is improving, and monitoring is protecting those gains.

This week focuses on the missing piece: performance optimization through Core Web Vitals.

### What's really at stake

The improvements you've made in weeks 1 through 3 can be undermined by poor page performance. Here's what's on the line:

- **Lost conversions:** Studies consistently show that each additional second of load time **increases bounce rates** significantly.
- **Crawl budget waste:** Slow pages consume more of your crawl budget, potentially limiting how many of your pages search engines can process.
- **Poor AI search visibility:** As **AI search continues to evolve**, user experience signals are becoming increasingly important in determining which sources get cited.



*Even if search engines can find your pages and your content is well-optimized, slow load times and poor user experience signals can still hold you back from ranking where you deserve or showing up in AI search results.*



## The challenge

### **Example use case: The multi-brand e-commerce platform**

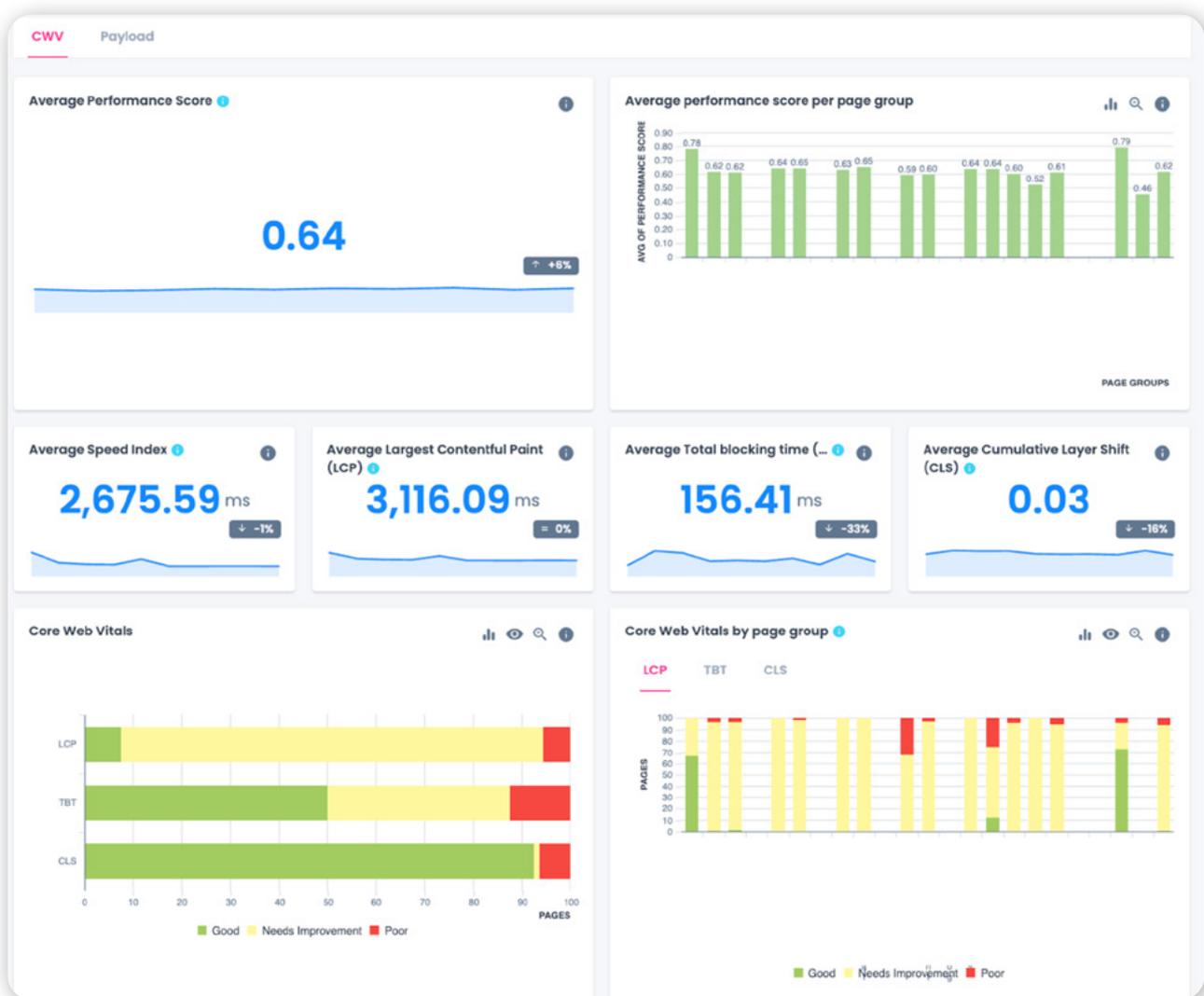
After week 3, you are seeing improvements in your overall SEO due to the fixes being implemented. But, as you review your dashboards, you notice that many of your high-value pages are loading slowly. Your **Sanity Check alerts** have been flagging pages that take more than two seconds to load and the pattern is widespread.

This week, you need to understand the **full scope of your performance issues** and **prioritize fixes** that will have the greatest impact.

- Which pages are failing Core Web Vitals thresholds?
- Are performance issues concentrated in specific page types or spread across the site?
- What's causing the slowdowns and which fixes should be prioritized?
- How do performance issues correlate with business-critical pages?

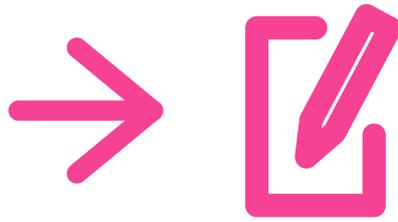
## The solution: The Performance Lens

The **Performance Lens** measures load times and user experience signals (Core Web Vitals) that influence whether your pages are considered reliable sources. The dashboard provides clear, prioritized insights into performance issues affecting UX.



## The 5-day playbook

Day	Focus	Actions	Pro Tips
1	<b>Setup &amp; baseline measurement</b>	<ul style="list-style-type: none"><li>• Create your predefined list of URLs to explore</li><li>• Set your crawl to run daily</li></ul>	Focus your performance analysis on your most important pages.
2 -3	<b>Analyze and identify patterns</b>	<ul style="list-style-type: none"><li>• Review the <b>Performance Lens</b> dashboard</li><li>• Identify patterns by segment</li><li>• Cross-reference with business data</li></ul>	Connect performance to business outcomes.
4	<b>Choose priorities and plan</b>	<ul style="list-style-type: none"><li>• Use the same prioritization framework and set up action plan</li><li>• Integrate with ongoing monitoring</li></ul>	Implement template-level fixes first.
5	<b>Wrap up &amp; identify next steps</b>	<ul style="list-style-type: none"><li>• Document your 30-day transformation</li></ul>	Use the monitoring feedback loop. Watch the next few crawls to confirm improvements.



### Sample action plan for the e-commerce case:

Priority	Issue	Rationale	Action	Owner
P0	Category page TBT and load time	Lowest performance score (0.52), 65% poor TBT, affects all 850 category pages	Audit and defer non-critical JS; implement code splitting; optimize third-party scripts	Dev team
P1	Product page LCP optimization	87% need improvement on LCP, likely image-related, fixable at template level	Implement lazy loading; convert images to WebP format; set explicit dimensions	Dev team
P1	Blog content LCP and load time	25% load slowly, high-traffic entry points from organic search	Reduce page weight; compress images; defer non-critical resources	Dev team + Content
P2	Brand page CLS issues	Only 15% affected, may require ad partner coordination	Reserve space for ad slots; coordinate with ad partners on dimensions	SEO + Ads team

## ✓ The outcome

By the end of week 4, you should have:

- A complete **Core Web Vitals analysis** for your priority pages
- Identified **performance issues** and categorized them by segment
- A prioritized **optimization roadmap** with owners and timelines
- A complete **30-day transformation summary** for stakeholders

## 💡 Pro tips

1. **Use the monitoring feedback loop** → After implementing an optimization, watch the next few crawls to confirm improvements.
2. **Translate performance into business outcomes** → When presenting performance findings, translate technical metrics into business impact.
3. **Optimize performance at the template level first** → Template-level performance fixes deliver the highest return across large page sets.

## ✗ Common mistakes to avoid

- Trying to fix everything at once
- Ignoring mobile performance



## The work doesn't stop here

You have completed the 30-day transformation, but SEO is never truly "done." The systems you've built are designed for ongoing maintenance and continuous improvement.

Continue to use the Oncrawl Lenses individually as needed or run comprehensive audits using all four when preparing for major changes.

[Still have questions?](#)



**oncrawl**