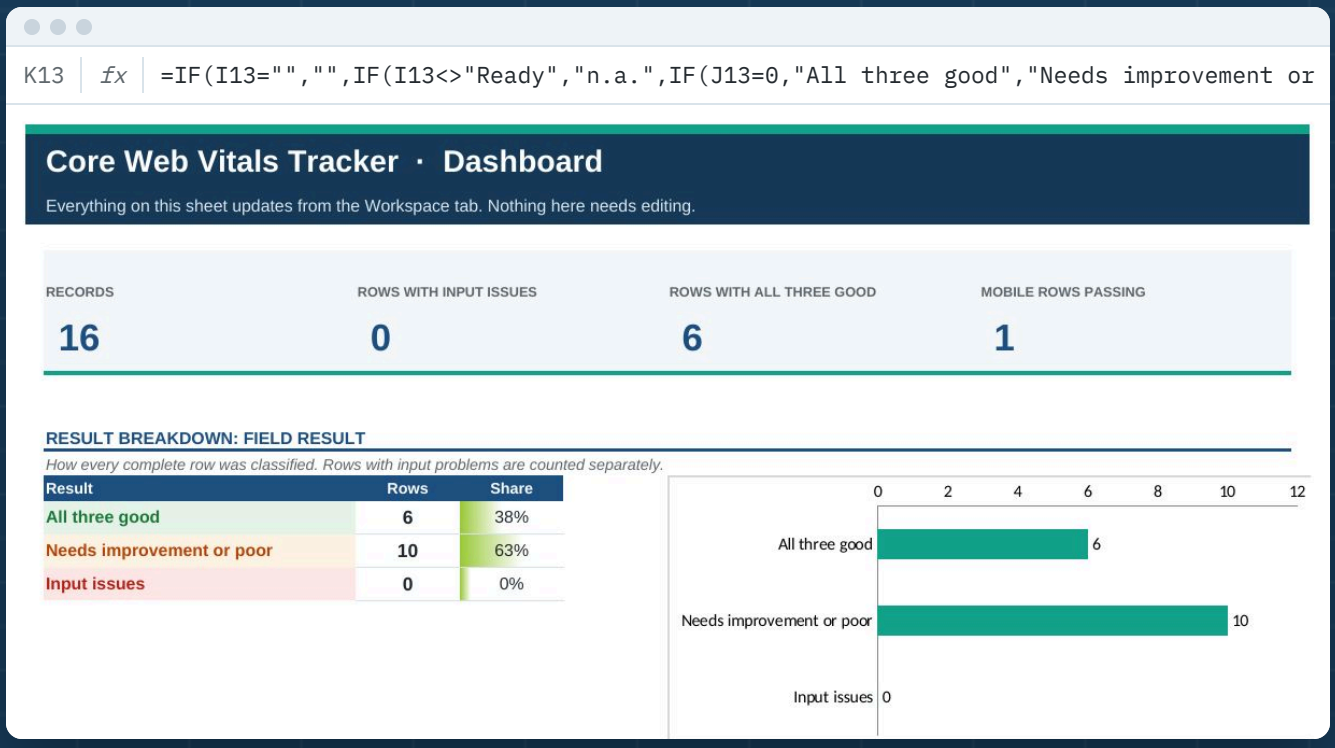
OptimizationTheory.com

Technical SEO Toolkit, resource 15

Core Web Vitals Tracker

Log p75 LCP, INP and CLS by URL and device, test against Google's good thresholds and see what fails.

Built for the DataForSEO API: On-Page API



Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

Which pages and devices pass all three Core Web Vitals at the 75th percentile, and which metrics are failing where.

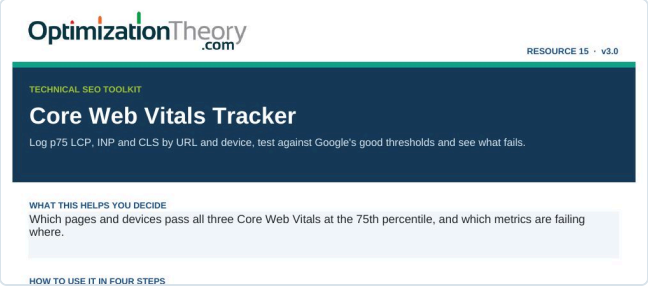
Core Web Vitals are measured on real users, at the 75th percentile, separately for mobile and desktop. That last part trips people up: a page can pass on desktop and fail on mobile, and lab tools like Lighthouse don't tell you what real users experienced.

This Core Web Vitals tracker records field data (from CrUX or your RUM tool) for each URL and device, counts how many metrics are above Google's good thresholds (LCP 2.5 s, INP 200 ms, CLS 0.1), and labels each row All three good or Needs improvement or poor.

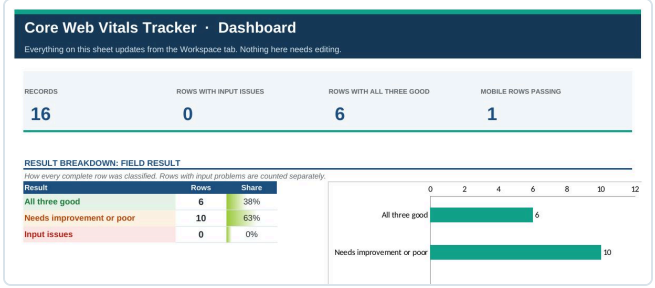
Who it's for

- Developers and SEOs tracking page experience over time
- Ecommerce teams prioritizing template performance work
- Agencies reporting performance to clients
- Teams validating a performance release

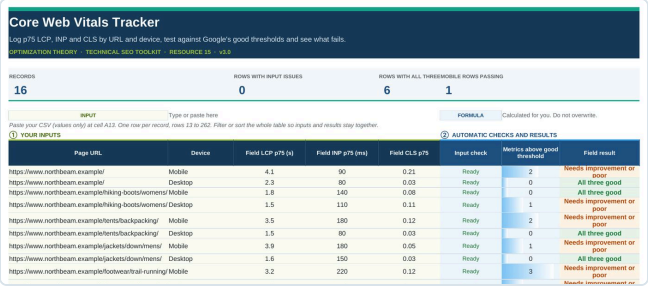
What's in the workbook



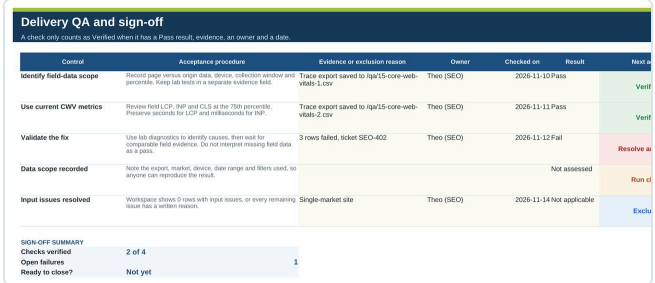
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 250 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Metrics above good threshold = 1 for LCP over 2.5 seconds + 1 for INP over 200 ms + 1 for CLS over 0.1. Zero means All three good.

The key formula, as written in the workbook

```
=IF(I13="","",IF(I13<>"Ready","n.a.",IF(J13=0,"All three good","Needs improvement or poor")))
```

Result column	Plain-English formula	What it tells you
Metrics above good threshold	IF(Field LCP p75 (s)>2.5,1,0)+IF(Field INP p75 (ms)>200,1,0)+IF(Field CLS p75>0.1,1,0)	Count above the current good thresholds.
Field result	IF(Metrics above good threshold=0,"All three good","Needs improvement or poor")	Pass requires all three field metrics at or below good thresholds.

The results you'll see

All three good Needs improvement or poor

Green means the row meets the checks, red means fix it first, amber needs a human review and blue marks an opportunity. Rows with missing or out-of-range inputs show in the Input check column and are left out of the results until fixed.

How to use it, step by step

1

Pick representative URLs

Choose top templates: home, category, product, article, landing pages.

2

Pull field data

Use the CrUX API or PageSpeed Insights field data for p75 LCP, INP and CLS, by device, with the window length.

3

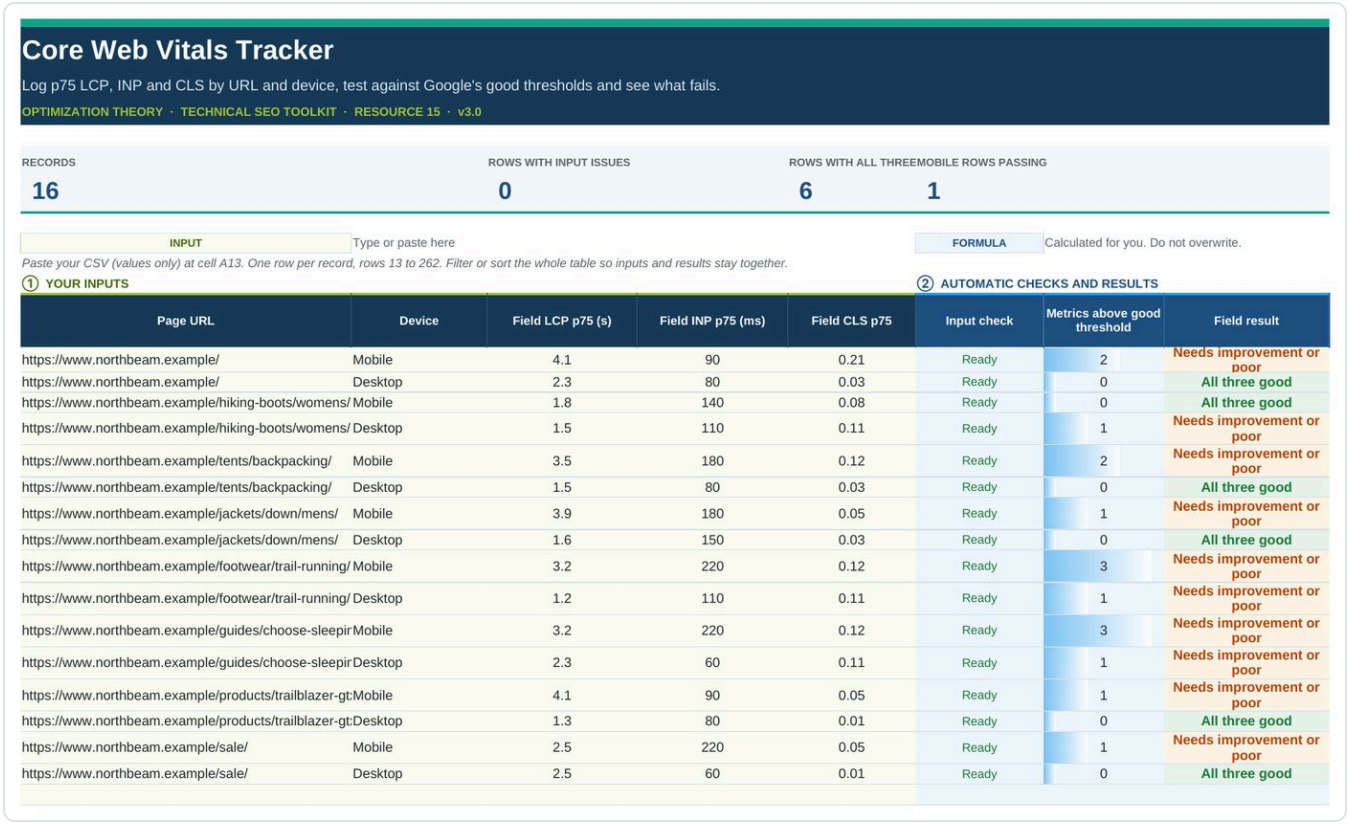
Record evidence

Note the source and date so later rows are comparable.

4

Fix mobile first

Most failures are mobile. Group fails by template and send them to the fix prioritizer.



Core Web Vitals Tracker

Log p75 LCP, INP and CLS by URL and device, test against Google's good thresholds and see what fails.

OPTIMIZATION THEORY · TECHNICAL SEO TOOLKIT · RESOURCE 15 · v3.0

RECORDS	ROWS WITH INPUT ISSUES	ROWS WITH ALL THREE	MOBILE ROWS PASSING
16	0	6	1

INPUT — Type or paste here

FORMULA — Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 262. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS

② AUTOMATIC CHECKS AND RESULTS

Page URL	Device	Field LCP p75 (s)	Field INP p75 (ms)	Field CLS p75	Input check	Metrics above good threshold	Field result
https://www.northbeam.example/	Mobile	4.1	90	0.21	Ready	2	Needs improvement or poor
https://www.northbeam.example/	Desktop	2.3	80	0.03	Ready	0	All three good
https://www.northbeam.example/hiking-boots/womens/	Mobile	1.8	140	0.08	Ready	0	All three good
https://www.northbeam.example/hiking-boots/womens/	Desktop	1.5	110	0.11	Ready	1	Needs improvement or poor
https://www.northbeam.example/tents/backpacking/	Mobile	3.5	180	0.12	Ready	2	Needs improvement or poor
https://www.northbeam.example/tents/backpacking/	Desktop	1.5	80	0.03	Ready	0	All three good
https://www.northbeam.example/jackets/down/mens/	Mobile	3.9	180	0.05	Ready	1	Needs improvement or poor
https://www.northbeam.example/jackets/down/mens/	Desktop	1.6	150	0.03	Ready	0	All three good
https://www.northbeam.example/footwear/trail-running/	Mobile	3.2	220	0.12	Ready	3	Needs improvement or poor
https://www.northbeam.example/footwear/trail-running/	Desktop	1.2	110	0.11	Ready	1	Needs improvement or poor
https://www.northbeam.example/guides/choose-sleepir	Mobile	3.2	220	0.12	Ready	3	Needs improvement or poor
https://www.northbeam.example/guides/choose-sleepir	Desktop	2.3	60	0.11	Ready	1	Needs improvement or poor
https://www.northbeam.example/products/trailblazer-gt	Mobile	4.1	90	0.05	Ready	1	Needs improvement or poor
https://www.northbeam.example/products/trailblazer-gt	Desktop	1.3	80	0.01	Ready	0	All three good
https://www.northbeam.example/sale/	Mobile	2.5	220	0.05	Ready	1	Needs improvement or poor
https://www.northbeam.example/sale/	Desktop	2.5	60	0.01	Ready	0	All three good

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO On-Page API**: a crawl of your site: URLs, status codes, canonicals, inlinks and sitemap membership.

DataForSEO supplies the URL or query list and the audit trail; you add the measurements listed below.

1. Request the data

```
POST https://api.dataforseo.com/v3/on_page/task_post
[
  {
    "target": "yourdomain.com",
    "max_crawl_pages": 1000
  }
]
```

Post the crawl task, wait for it to finish, then request on_page/pages with {"id": "<task id>", "limit": 1000} and save that response.

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 15 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Page URL	Device, Field LCP p75 (s), Field INP p75 (ms), Field CLS p75, Field window days, Evidence

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`url`	Page URL	Exact absolute URL. Keep case and query parameters unless a documented normalization rule applies.	DataForSEO: url
`device`	Device	mobile or desktop.	Your records or manual review
`lcp_seconds`	Field LCP p75 (s)	CrUX or RUM 75th percentile LCP in seconds. Never paste lab LCP here.	Your records or manual review
`inp_ms`	Field INP p75 (ms)	CrUX or RUM 75th percentile INP in milliseconds.	Your records or manual review
`cls`	Field CLS p75	CrUX or RUM 75th percentile CLS, unitless.	Your records or manual review
`window_days`	Field window days	Complete field aggregation period, usually 28 days.	Your records or manual review
`evidence`	Evidence	Link to a dated crawl, screenshot, ticket or source that another reviewer can inspect.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

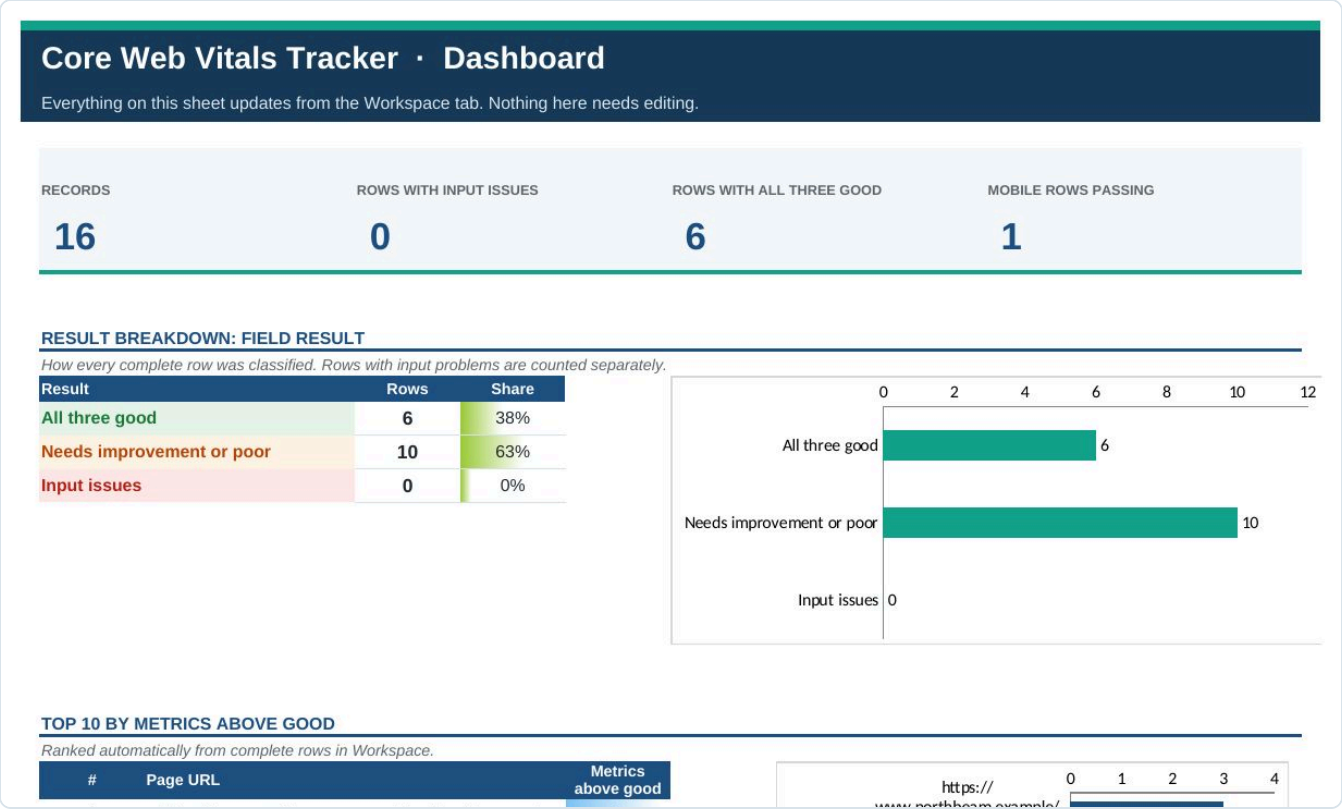
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 16 example rows.

16	0	6	1
Records	Rows with input issues	Rows with all three good	Mobile rows passing

Only one mobile row in the example passes all three metrics. Desktop mostly passes, which is the usual pattern and why mobile field data should drive the work.

Top 10 by metrics above good

#	Page URL	Metrics above good
1	https://www.northbeam.example/guides/choose-sleeping-bag/	3
2	https://www.northbeam.example/footwear/trail-running/	3
3	https://www.northbeam.example/tents/backpacking/	2
4	https://www.northbeam.example/	2
5	https://www.northbeam.example/sale/	1



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

On-Page lab measurements can help debug a page, but cannot fill the field INP or field p75 columns.

Limits. Origin-level field data must be labeled as origin data in evidence. Missing CrUX coverage is not a pass.

Mistakes to avoid

Using Lighthouse scores as Core Web Vitals. Lighthouse is lab data. Core Web Vitals are field data from real users.

Still tracking FID. INP replaced FID as a Core Web Vital in March 2024.

Averaging metrics. Thresholds apply at the 75th percentile. Averages hide the slow experiences that matter.

Tips from the field

Low-traffic URLs may have no URL-level CrUX data; use origin-level data and note it.

Track the same URLs monthly to see trends after releases.

Send failing templates to the technical SEO prioritizer with their traffic.

Questions people ask

What are good Core Web Vitals scores?

At the 75th percentile: LCP of 2.5 seconds or less, INP of 200 milliseconds or less, and CLS of 0.1 or less.

What replaced FID?

Interaction to Next Paint (INP) replaced First Input Delay in March 2024.

Where do I get Core Web Vitals field data?

From the Chrome UX Report (CrUX) via PageSpeed Insights, the CrUX API, BigQuery, or your own real-user monitoring.

Are Core Web Vitals a ranking factor?

They're part of Google's page experience signals. They matter, but they rarely outweigh relevance and content quality.

Templates that work well with this one

Technical SEO Prioritization Template

Turn a technical SEO audit into a ranked fix queue by recovered clicks, profit and profit per hour of dev time.

Crawl Budget Analysis Template

Group verified Googlebot requests by URL pattern, measure crawl waste and pick the right fix for each pattern.

Ecommerce SEO Prioritization Template

Rank product pages by potential orders, unit contribution and profit per hour, and catch out-of-stock or noindex SKUs.

Indexability Audit Template

Check status, robots, noindex and canonical on every page you want indexed, then see exactly what to fix first.

Internal Linking Opportunity Template

Score each source-to-target internal link by expected visits and contribution per hour, then verify it went live.

Schema Markup Audit Template

Check presence, syntax, required fields, visible-content match and policy for every structured data type you ship.

Read the full tutorial online: **optimizationtheory.com/download-view/core-web-vitals-tracker/**
Get all six templates in the **Technical SEO Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.