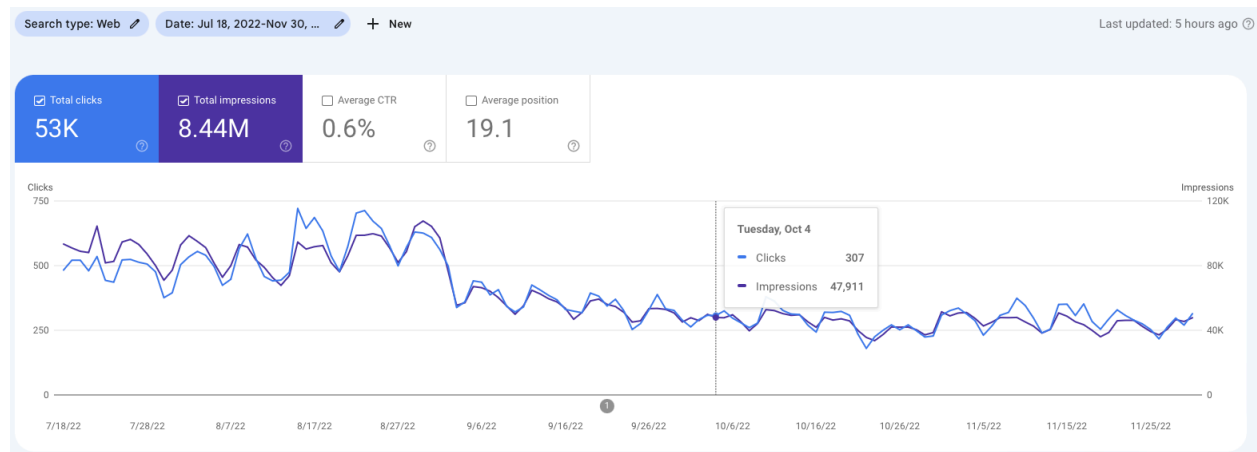




Project: Educativ GSC Improvements

Description:

In 2019, Educativ.net emerged as a strong player with an impressive Google ranking. However, as the year came to a close, the platform experienced a decline due to a lack of new content and strategic innovation.



Fast forward to 2023, we embarked on an exciting mission to revitalize and reimagine the Educativ platform.

Check out the modifications we made, resulting in a remarkable 21% surge in search traffic..



Issues & Changes:

Design Issues:

Deep within the website's architecture lies a tangle of styling issues, rendering it less mobile-friendly and incurring daily traffic losses. These very design nuances have amplified two critical adversaries: Cumulative Layout Shift (CLS) and Largest Contentful Paint (LCP) issues. Rectifying these intricacies stands as the pivotal path to reinstate mobile prowess and halt the staggering descent in performance metrics.

Screenshots:

We're validating your Mobile Usability issue fixes for site [educativ.net](https://www.educativ.net)

Mar 4, 2023 • Mobile Usability

Sent to all relevant property users

Google has started validating your fix of Mobile Usability issues on your site. Specifically, we are checking for '**Clickable elements too close together**', which currently affects 19 pages.

Validation can take a few days; we will send you a message when the process is complete. You can monitor the progress of the test by following the link below.

While fixing all issues relevant to design took us some time, everything was eventually fixed in a proper manner, which contributed to improvements in Google search, about which we will talk at the end of this document.



Core Web Vitals Issues:

The biggest issue of all bad core web vitals. As you can see in screenshots below almost 90% of the website was affected by all these issues at that time.

Screenshots:

We're validating your Core Web Vitals issue fixes for site **educativ.net**

Mar 14, 2023 • Core Web Vitals

Sent to all relevant property users

Google has started validating your fix of Core Web Vitals issues on your site. Specifically, we are checking for '**CLS issue: more than 0.25 (desktop)**', which currently affects 1753 pages.

Validation can take a few days; we will send you a message when the process is complete. You can monitor the progress of the test by following the link below.

We're validating your Core Web Vitals issue fixes for site **educativ.net**

Mar 14, 2023 • Core Web Vitals

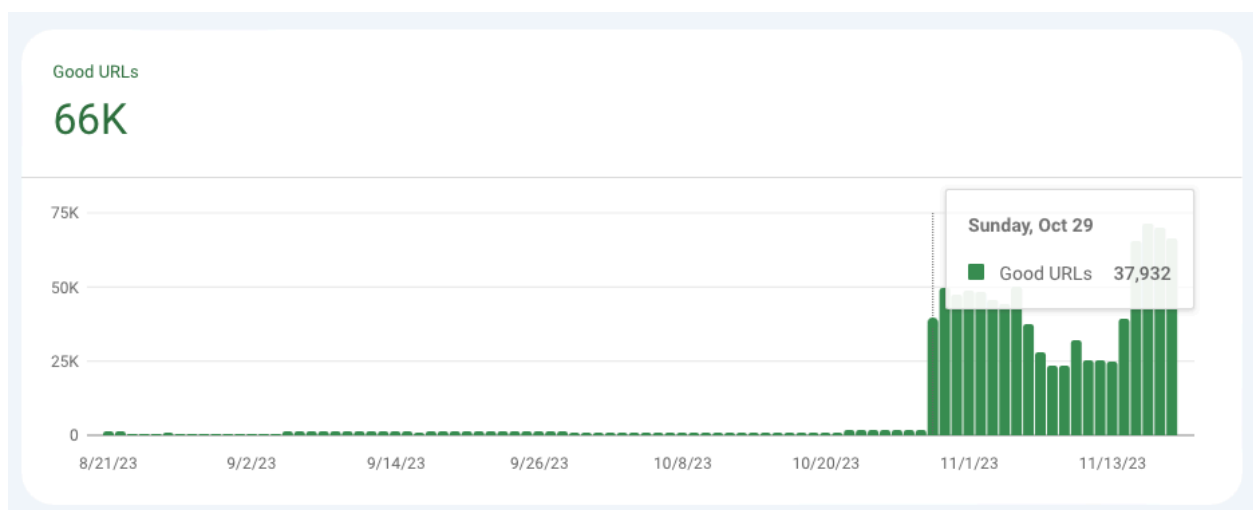
Sent to all relevant property users

Google has started validating your fix of Core Web Vitals issues on your site. Specifically, we are checking for '**LCP issue: longer than 2.5s (mobile)**', which currently affects 11269 pages.

Validation can take a few days; we will send you a message when the process is complete. You can monitor the progress of the test by following the link below.

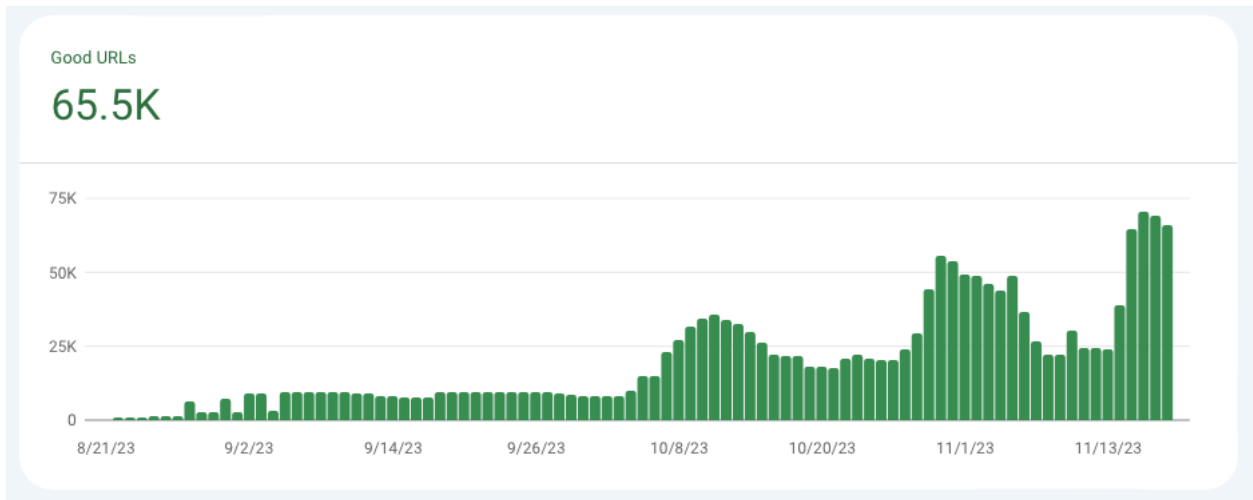
To fix the core web vitals issues as showed to us by Google, we did a lot of improvements around server, working processes and logics to achieve the following outcomes:

Screenshot (Mobile URL)



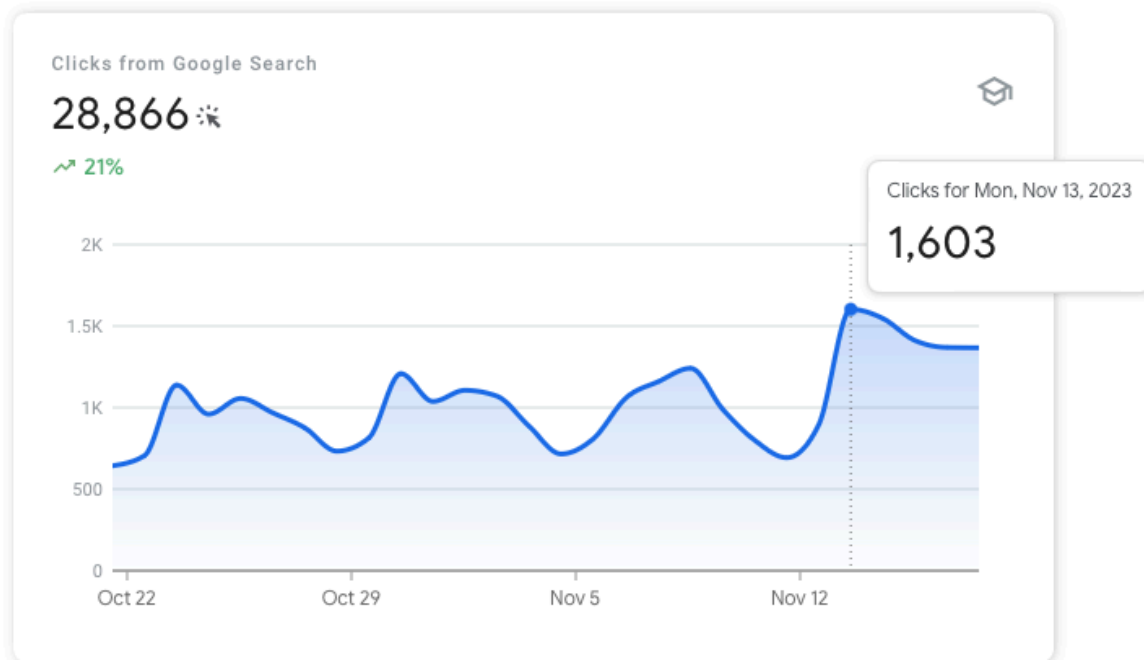


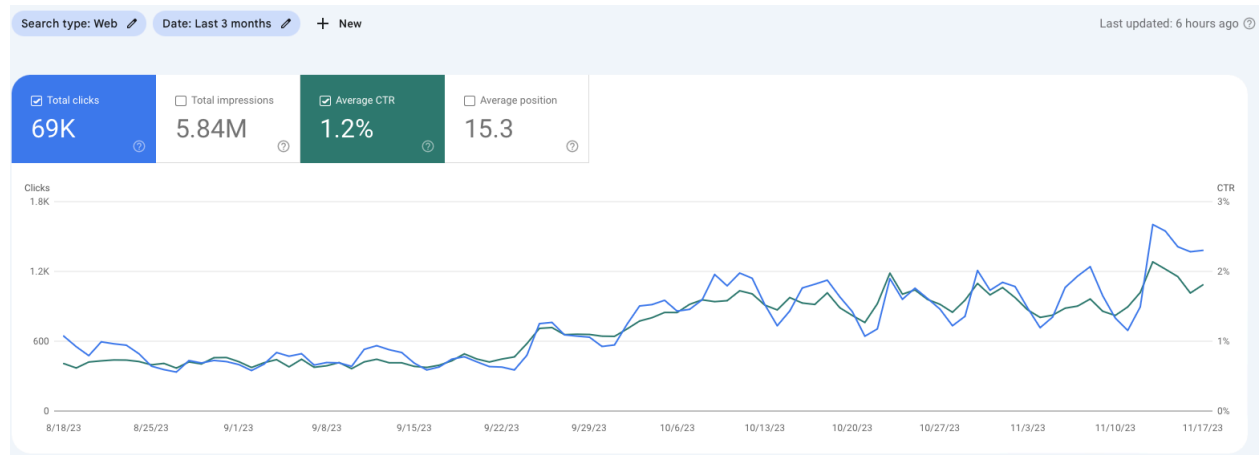
Screenshot (Desktop URL)



Final Outcome (GSC):

As of November 19, 2023, our meticulous efforts have yielded a commendable 21% enhancement in website search results over the past 28 days, as validated by Google analytics.





Moreover, referring to the enclosed screenshot portraying the website's growth trajectory in the last three months subsequent to the implementation of our strategic interventions, it's evident that our initiatives have driven a substantial uptick in overall website performance, showcasing promising strides in the business landscape.



Other Reports:

Speed Vitals web page performance report:

URL: <https://educativ.net/jobs/job/723106-sales-supervisor-0602-roseville-mn>

Test frequency: 3 Times.

Location: Mumbai, India

Device: iPhone 13 Pro Max

Date: 19th November 2023

Without third party scripts:

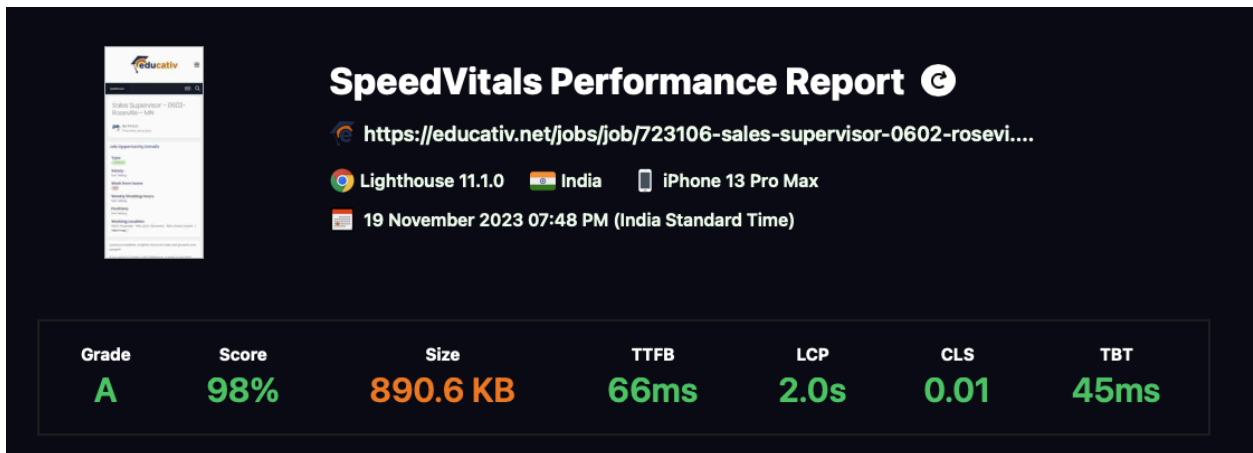


Image: Pagespeed and score metrics without third party scripts allowed.

With third party scripts

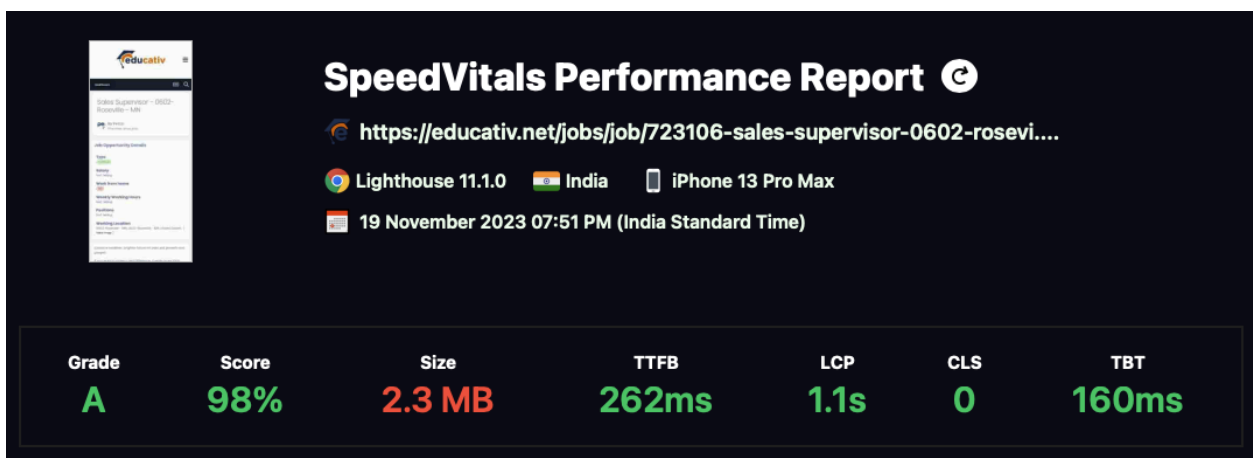


Image: Pagespeed and score metrics with third party scripts.



Technical Improvements:

On the technical aspect we have improved:

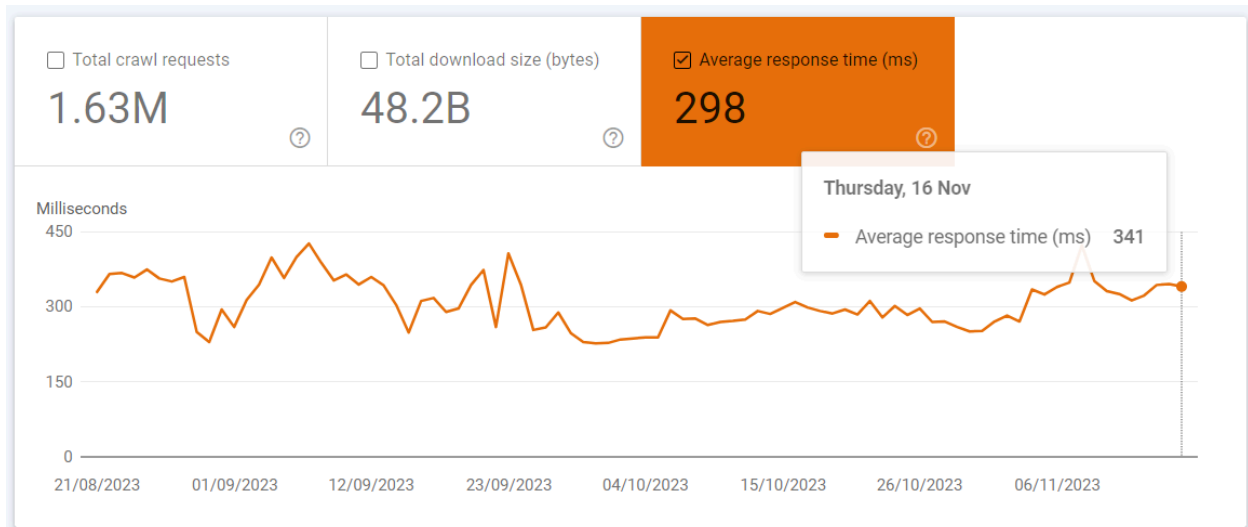


Image: TTFB Improvement (Google Search Console image)

Time for first byte (TTFB):

With enhanced server improvements w.r.t slow queries, improving MySQL performance to CDN setup we were able to achieve a TTFB of less than 100ms at certain locations worldwide.

Report URL:

<https://www.bytecheck.com/results?resource=https%3A%2F%2Feducativ.net%2Fjobs%2Fjob%2F723106-sales-supervisor-0602-roseville-mn>

Screenshot:

