

THE SPEED REPORT KIT

A one-page website speed report for a local business: the five checks, Google's three numbers, the plain-English prompt, the sort sheet and the 28-day re-test log

Google has a speed test called PageSpeed Insights. This kit turns its result into one page a business owner can read. Every number and quote below comes from Google's own pages (checked October 10, 2026). Educational only. Not affiliated with Google. No income, calls, leads or rankings are promised: a report is not a fix.

THE 5 CHECKS

- Check 1. Run the home page through PageSpeed Insights (pagespeed.web.dev). Google: "PageSpeed Insights (PSI) reports on the user experience of a page on both mobile and desktop devices, and provides suggestions on how that page may be improved." Start with the phone result. Test your own site, or a site you have permission to report on.
- Check 2. Read three numbers: loading (LCP) within 2.5 seconds, interaction (INP) 200 milliseconds or less, layout shift (CLS) 0.1 or less. Those are Google's "good" limits (table below).
- Check 3. Paste each failing item into Claude with the plain-English prompt on page 2 and ask for one plain-English line each.
- Check 4. Sort every fix into "owner can do today" or "needs a developer" (the sort sheet on page 3).
- Check 5. Hand over one page (the template on page 2). Run the test again after 28 days and log it (page 3).

THE THREE NUMBERS, IN GOOGLE'S OWN WORDS

Metric	Good	Needs Improvement	Poor
LCP, Largest Contentful Paint (loading)	[0, 2500ms]	(2500ms, 4000ms]	over 4000ms
INP, Interaction to Next Paint (interactivity)	[0, 200ms]	(200ms, 500ms]	over 500ms
CLS, Cumulative Layout Shift (visual stability)	[0, 0.1]	(0.1, 0.25]	over 0.25

Table: PageSpeed Insights About page, "PSI sets the following thresholds in alignment with the Web Vitals initiative:"

web.dev, Web Vitals

"To ensure you're hitting the recommended target for these metrics for most of your users, a good threshold to measure is the 75th percentile of page loads, segmented across mobile and desktop devices."

THE ONE-PAGE REPORT TEMPLATE (TEMPLATE: NOT A REAL SITE)

Copy onto one page. Fill the brackets from the PageSpeed Insights result: copy the number PSI shows for each metric. Google: "PSI reports the 75th percentile for all metrics."

WEBSITE SPEED REPORT

Business: [BUSINESS NAME]

Page tested: [HOME PAGE ADDRESS]

Tested: [DATE] on PageSpeed Insights, [MOBILE / DESKTOP]

Number	Google's good limit	Your result	Verdict	What it means for a visitor
LCP (loading)	2.5 seconds or less	[]	[Good / Needs improvement / Poor]	[one plain line]
INP (interaction)	200 milliseconds or less	[]	[Good / Needs improvement / Poor]	[one plain line]
CLS (layout shift)	0.1 or less	[]	[Good / Needs improvement / Poor]	[one plain line]

EXAMPLE ONLY, made-up numbers, not a real site: "LCP 3.4 seconds, Needs improvement: the biggest picture or headline takes about three and a half seconds to show on a phone. Google's good limit is 2.5 seconds."

THE FIXES (3 MAX)

1. [item]: [one plain line]. Who: [OWNER TODAY / NEEDS A DEVELOPER]
2. [item]: [one plain line]. Who: [OWNER TODAY / NEEDS A DEVELOPER]
3. [item]: [one plain line]. Who: [OWNER TODAY / NEEDS A DEVELOPER]

NEXT STEP

Re-test on [DATE + 28 DAYS]: Google's real-user numbers cover the previous 28 days. This report promises no rankings, calls or sales.

THE PLAIN-ENGLISH PROMPT (COPY, PASTE, FILL THE BRACKET)

Paste into Claude (or ChatGPT)

I ran a web page through Google PageSpeed Insights. Below are the items it flagged. For EACH item, write one plain-English line a small-business owner can understand: what it means for a visitor on a phone, and who fixes it (the owner today, or a developer). Do not promise rankings, traffic or sales. If you are not sure what an item means, say so. Items: [PASTE THE FAILING ITEMS HERE]

- Claude writes the first draft. You check every line against Google's wording.

THE OWNER-VS-DEVELOPER SORT SHEET

My rule of thumb, not Google's: if the fix happens inside the site's own editor (a photo, a text, a plugin setting), the owner can do it today. If it needs code, hosting or server changes, it goes to a developer. When you are not sure, write "ask a developer".

Flagged item	Plain-English line (from Claude)	Owner today	Developer	Done
		☐	☐	☐
		☐	☐	☐
		☐	☐	☐
		☐	☐	☐
		☐	☐	☐

THE 28-DAY RE-TEST LOG

Date	Device	LCP	INP	CLS	Real-user data shown?	Notes

Why 28 days (PageSpeed Insights About page)

"PSI reports real users' First Contentful Paint (FCP), Interaction to Next Paint (INP), Largest Contentful Paint (LCP), and Cumulative Layout Shift (CLS) experiences over the previous 28-day collection period."

Small sites may have no real-user data

"A page might not have sufficient data if it has been recently published or has too few samples from real users. When this happens, PSI will fall back to origin-level granularity, which encompasses all user experiences on all pages of the website. Sometimes the origin may also have insufficient data, in which case PSI will be unable to show any real-user experience data."

THE CATCH, IN GOOGLE'S OWN WORDS

Google Search Central, page experience FAQ

"Core Web Vitals are used by our ranking systems." ... "Keep in mind that getting good results in reports like Search Console's Core Web Vitals report or third-party tools doesn't guarantee that your pages will rank at the top of Google Search results; there's more to great page experience than Core Web Vitals scores alone."

Same page

"Google Search always seeks to show the most relevant content, even if the page experience is sub-par. But for many queries, there is lots of helpful content available. Having a great page experience can contribute to success in Search, in such cases."

Page experience FAQ, is there one signal?

"There is no single signal. Our core ranking systems look at a variety of signals that align with overall page experience."

WHAT YOU CAN HONESTLY OFFER

- A clear one-page report of three Google numbers, in plain English.
- A list of fixes sorted by who does them (owner today, or developer).
- A re-test after 28 days, logged on the same sheet.
- Never promise rankings, calls, leads or sales. A report is not a fix, and Google says it looks at a variety of signals.

WHERE THIS COMES FROM (ALL CHECKED OCTOBER 10, 2026)

- Google web.dev: Web Vitals
- Google PageSpeed Insights docs: About PageSpeed Insights
- Google Search Central: Understanding page experience in Google Search results
- Google PageSpeed Insights (the tool)

Checked October 10, 2026. Google's pages and thresholds change; read the live page before you rely on a number. Educational only. Not affiliated with Google. No income, calls, leads or rankings are promised.

Want businesses to send your report to?

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- Free community, more plays like this: skool.com/unlimitedleads
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)