Your PageSpeed Insights reporting guide

PageSpeed Insights · Built with Datapipe

Start with the overview. Then open Core Web Vitals or Issues to fix to see what slows each page down.

Explore the report

01 Overview
Mobile and desktop performance, Core Web Vitals passed and every page’s Lighthouse scores and lab metrics.

02 Core Web Vitals
Real-user LCP, INP and CLS for each page and device, with the share of good visits.

03 Issues to fix
Every failed Lighthouse check with Google’s estimated savings.

Use your own data

1 Add PageSpeed Insights in Datapipe.
List up to 20 public pages to test. You don’t sign in to Google for this.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Scores, lab metrics and issues come from one Lighthouse test per page and device.

Report dates don’t change the numbers: the dashboard shows the latest test of each page.

Core Web Vitals use real Chrome visits over 28 days. A page with too few visits shows whole-site data.

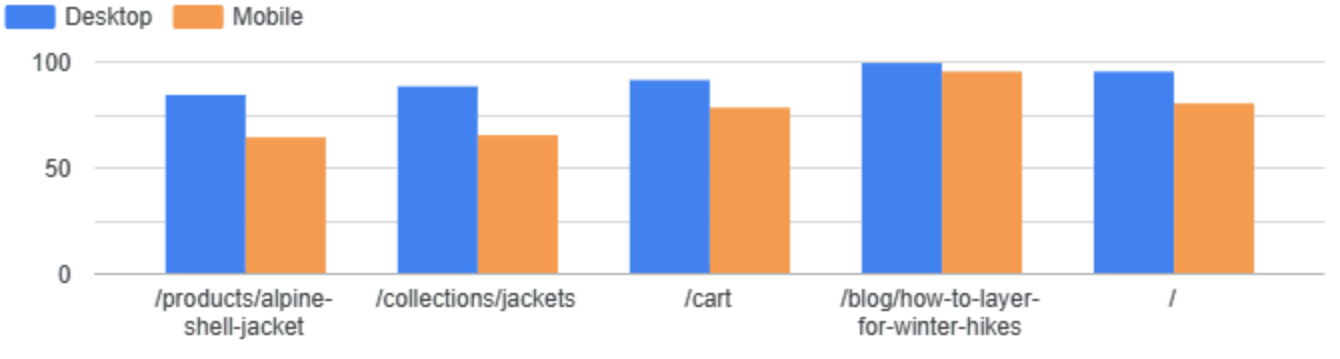
Sample data · Five pages of an online outdoor clothing store, tested on 14 November 2026.

Performance overview

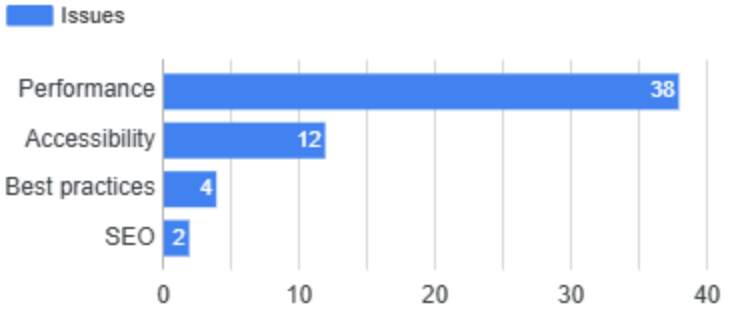
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Mobile performance	Desktop performance	Core Web Vitals passed	Issues to fix
76	91	4	56

Performance score by page



Issues by category



Lab tests by page

Page path ❶ ▲	Device ❷ ▼	Core Web Vitals	Performance	Accessibility	Best practices	SEO	Lab LCP (ms)	Lab TBT (ms)	Lab CLS
/	Mobile	Failed	80	92	100	100	3,600	310	0.04
/	Desktop	Passed	95	92	100	100	1,350	90	0.02
/blog/how-to-layer-for-winter-hikes	Mobile	Failed	95	100	100	100	2,600	120	0.01
/blog/how-to-layer-for-winter-hikes	Desktop	Passed	99	100	100	100	950	30	0
/cart	Mobile	Failed	78	93	92	91	2,900	260	0.21
/cart	Desktop	Passed	91	93	92	91	1,150	70	0.15
/collections/jackets	Mobile	Failed	65	88	100	100	4,300	450	0.12
/collections/jackets	Desktop	Failed	88	88	100	100	1,700	140	0.08
/products/alpine-shell-jacket	Mobile	Failed	64	85	92	100	5,200	520	0.03
/products/alpine-shell-jacket	Desktop	Passed	84	85	92	100	2,100	170	0.01

1 - 10 / 10

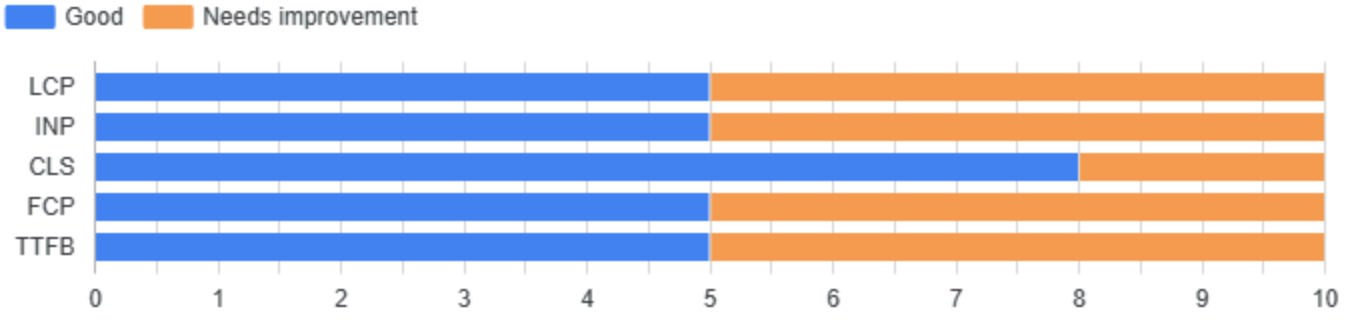
Scores and issues come from one Lighthouse test per page and device on the test date. Core Web Vitals use real Chrome visits over the 28 days before it. Report dates don’t filter PageSpeed results.

Core Web Vitals

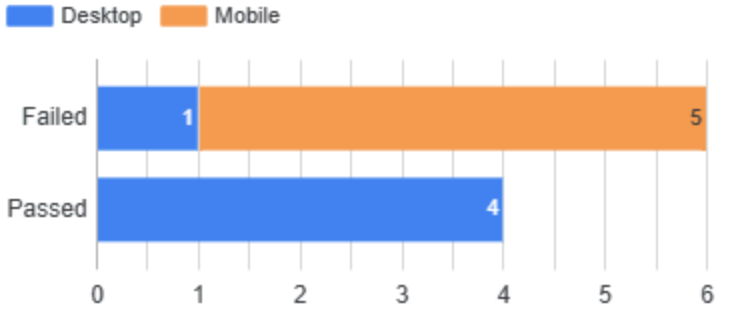
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Mobile tests passed	Desktop tests passed	Tests with field data	Tests using whole-site data
0	4	10	4

Real-user ratings by metric



Core Web Vitals status



Real-user metrics by page

Page path ❶ ▲	Device ❷ ▼	Metric	Data for	75th percentile	Rating	Good visits
/	Mobile	LCP	This page	2.7 s	Needs improvement	72.2%
/	Mobile	INP	This page	240 ms	Needs improvement	68%
/	Mobile	CLS	This page	0.04	Good	87%
/	Mobile	FCP	This page	1.9 s	Needs improvement	73.06%
/	Mobile	TTFB	This page	0.9 s	Needs improvement	70.63%
/	Desktop	LCP	This page	1.9 s	Good	79.8%
/	Desktop	INP	This page	90 ms	Good	86%
/	Desktop	CLS	This page	0.03	Good	89%
/	Desktop	FCP	This page	1.2 s	Good	81.67%
/	Desktop	TTFB	This page	0.6 s	Good	80%

1 - 10 / 50

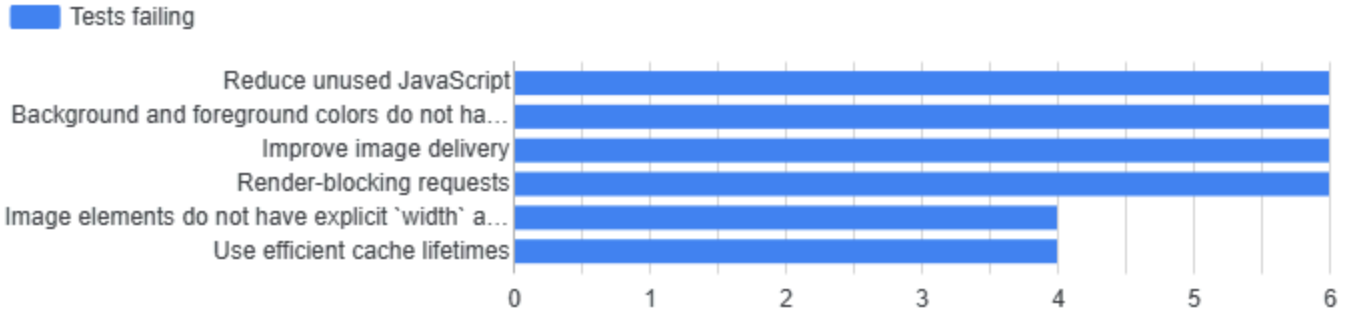
Field data is the 75th percentile of real Chrome visits over 28 days. A page with too few visits uses whole-site data. Passed needs good LCP, INP and CLS.

Issues to fix

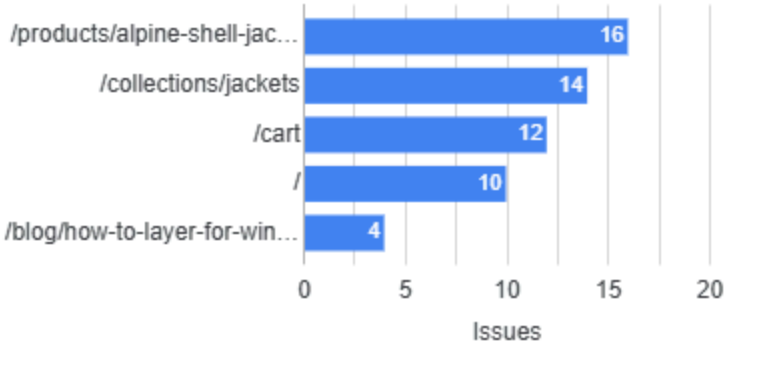
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Issues to fix	Different checks failed	Pages with issues	Largest time saving (ms)
56	16	5	1,500

Most common issues



Issues by page



Issues to fix, biggest time saving first

Page path	Device	Category	Issue	Result	Time saving (ms)	Size saving (KiB)
/products/alpine-shell-jacket	Mobile	Performance	Improve image delivery	Est savings of 820 KiB	1,500	820
/collections/jackets	Mobile	Performance	Improve image delivery	Est savings of 640 KiB	1,100	640
/collections/jackets	Mobile	Performance	Render-blocking requests	Est savings of 650 ms	650	0
/	Mobile	Performance	Render-blocking requests	Est savings of 650 ms	650	0
/products/alpine-shell-jacket	Desktop	Performance	Improve image delivery	Est savings of 820 KiB	500	820
/cart	Mobile	Performance	Render-blocking requests	Est savings of 450 ms	450	0
/products/alpine-shell-jacket	Mobile	Performance	Reduce unused JavaScript	Est savings of 610 KiB	450	610
/	Mobile	Performance	Improve image delivery	Est savings of 180 KiB	420	180
/collections/jackets	Mobile	Performance	Reduce unused JavaScript	Est savings of 510 KiB	380	510
/collections/jackets	Desktop	Performance	Improve image delivery	Est savings of 640 KiB	367	640

Each row is one Lighthouse check a page failed on one device. Savings are Google's estimates for that page and often overlap, so don't add them up.