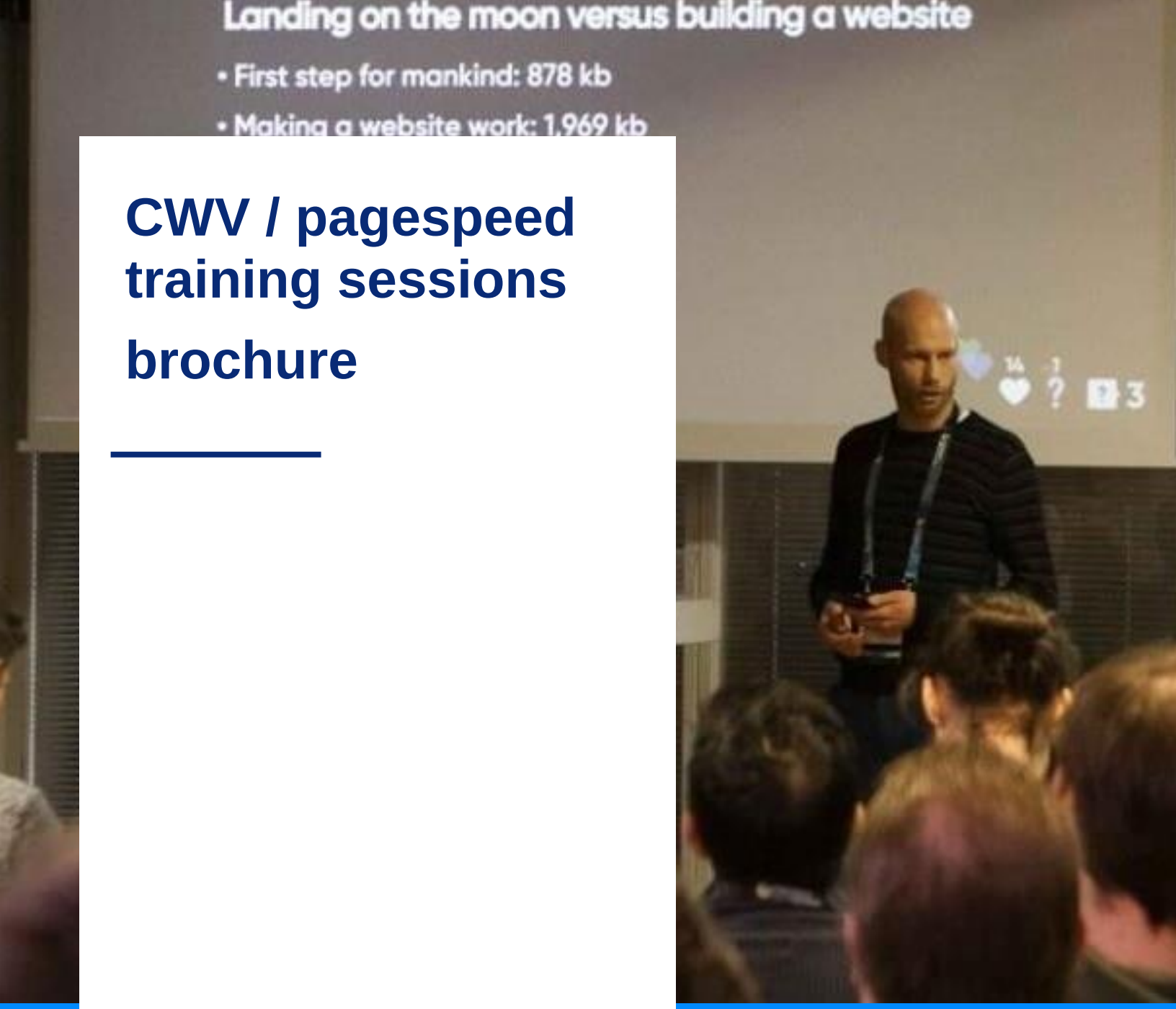


CWV / pagespeed training sessions brochure

ErwinHofman.com

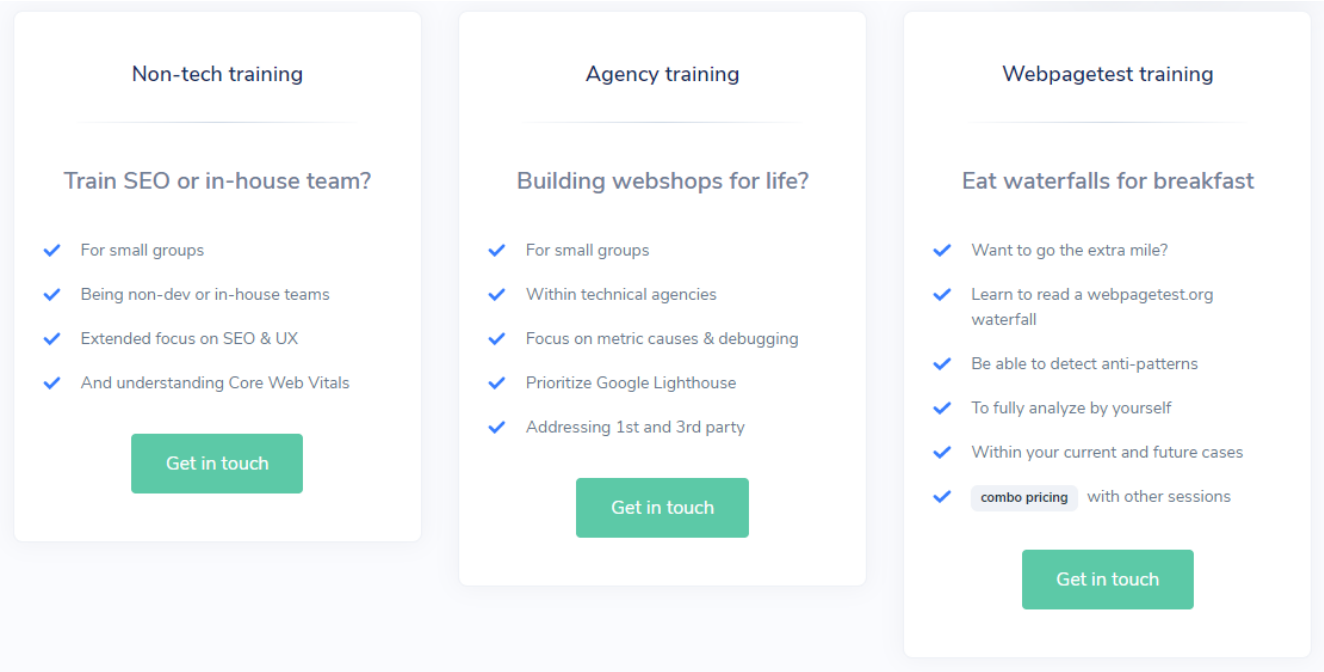
Introduction

As a Pagespeed Consultant and Google Developer Expert, my primary role is to educate and inform. I find that conducting practical and targeted training sessions is an incredibly effective way to achieve this goal.

Whether it's on-site or online, I can customize these sessions to cater to the knowledge and skill sets of your entire team, including SEO, CRO, product owners, and developers. Site speed is a mindset that spans across all these disciplines, and sharing as much information as possible is key to success.

My focus is to empower your team to become self-sufficient web performance specialists in-house. By providing them with the right tools and knowledge, they can confidently tackle challenges and optimize your webshop's framework, such as Magento, Shopware, or Shopify, addressing specific site speed issues.

I offer three standard training sessions, but I am flexible and adaptable to your unique needs and preferences. Whether you're interested in diving deep into Core Web Vitals' new Interaction to Next Paint (INP) metric or any other specific topics, I'm happy to incorporate them into the training.



To make the training more relatable and relevant, I use real-world examples from your own webshops or your clients' sites. This allows us to learn from the actual problems your team faces, often enabling immediate fixes and practical solutions.

The main purpose of these training sessions is to efficiently transfer knowledge to your team within just a few dayparts. By saving your team trial & error hours, they can simultaneously focus on improving their software or conversions.

Each training session focuses on different types of knowledge and goals, tailoring the content to suit the specific needs and objectives of the session.

Pricing (including currency converter) can be found online:
https://www.erwinhofman.com/inhouse-pagespeed-training-session/

Non-tech training

This training session actually does contain technical insights as third parties will be part of the puzzle already. The difference is that this training session is accessible for non-developers as well.

Using a quiz-mode, we'll go over the pagespeed believes within a team. For example, do third parties actually have an impact on Core Web Vitals, or are they just the easiest to blame.
The quiz-mode helps everyone getting more involved, opening up in general and absorbing knowledge.

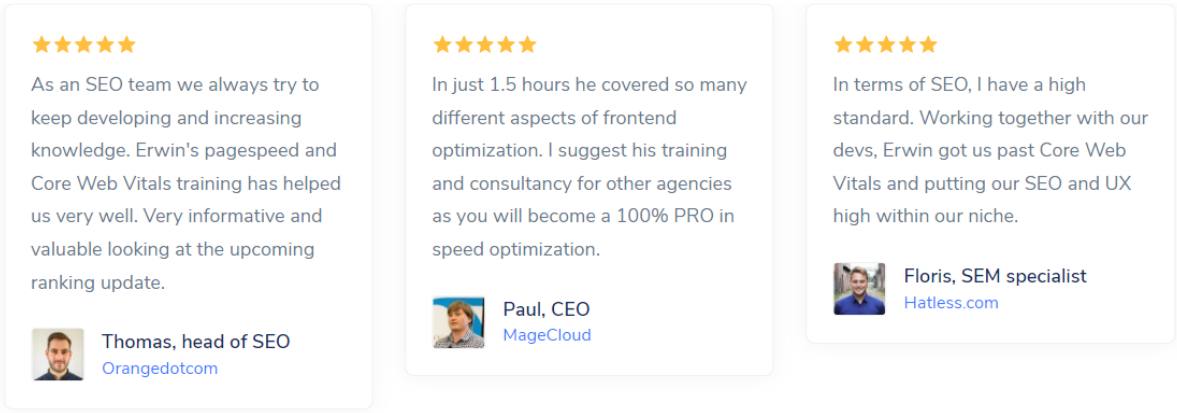
Each of the metrics, their characteristics, nuances and lab data versus field data will be discussed as well. Because we already know that lab data does not matter at all.
For example: your audience and their conditions will matter the most. And how to read and interpret outcomes then?

A/B testing, third parties and using Google Tag Manager without impact on real user experience / Core Web Vitals will be discussed as well.

Subjects:
Metrics, Pagespeed Insights, Lighthouse, Lab + field/CrUX data nuances, third parties
Duration:
2.5 hours
For whom:
Product owners, CTO's, marketers, SEO/UX specialists, developers.
Examples:

- https://www.linkedin.com/posts/erwinhofman_visualweboptimizer-ux-conversion-activity-6778345720924643328-3pc7
- https://www.linkedin.com/posts/erwinhofman_pagespeed-hosting-images-activity-6899662873329496064-eLHl/

- https://www.linkedin.com/posts/erwinhofman_googletagmanager-corewebvitals-performance-activity-6945052429461696512-rPdc/
- https://www.linkedin.com/posts/erwinhofman_pagespeed-ux-corewebvitals-activity-7085530546927202304-MZbi



Agency training

During the agency training, we'll be focusing on how browsers actually work. Knowing browser characteristics will help understand frontend optimization and reduce implementation time. For example: we get extra speed for free with HTTP/2, but now other resources actually take longer to download.

Best and bad practices are discussed. But also anti-patterns: optimizations of which we think should work, and also implemented without actually testing it.
Critical CSS often still is misused. Or implemented without real benefits. And why are most still advising you to use CDN's for your resources, while it will actually lead to worse pagespeed?

But we'll also elaborate on less obvious performance bottlenecks, such as the amount of HTML nodes. In the end it isn't just JavaS that will lead to -for example- FID issues.

Moreover, no developer likes to refactor their whole codebase in case of unused JS or CSS. I'll show the best mindset and approach to get the max out of optimizing JS or CSS without having to rewrite your entire codebase.

Subjects:
Browser characteristics (HTTP/2), servers (CDN), frontend (CSS, JS, AMP, PWA), anti-pattern, best practices, code examples, unused JS/CSS mindset
Duration:
3.5 hours

For whom:
Developers, technical SEO specialists (and anyone else that feels addressed or wants to be able to speak with developers).
Examples:

- https://www.linkedin.com/posts/erwinhofman_css-performance-pagespeed-activity-6893920706476724224-_iOH/
- https://www.linkedin.com/posts/erwinhofman_pagespeed-corewebvitals-lcp-activity-6919934323622096896-81gj/
- https://www.linkedin.com/posts/erwinhofman_pagespeed-javascript-performance-activity-6994250785312157698-L3MI/

Webpagetest training

Knowing how browsers work will make optimizing easier. The next step is learning to spot issues in time.

Lighthouse and Core Web Vitals (via PageSpeed Insights or Google Search Console) will provide you with findings. But how to really get to the roots of bottlenecks and fix them in time, before each new deploy?

That's where additional tooling comes in. Webpagetest is one of them. During training sessions, I noticed most developers out there are using it already. But most of them aren't getting the value out of it to really analyze and spot issues themselves.

During a webpagetest (or Chrome DevTools network panel) training, we'll be diving into a network request waterfall.

This training session comes with a workshop, where attendees will receive a pagespeed puzzle which I created myself. Depending on the amount of attendees, they can work in groups to collaborate and share their findings.

Subjects:
DIY / analyzing waterfalls, workshop
Duration:
4 hours (1 hour when combined with the agency training due to overlap)
For whom:
Developers, technical SEO specialists
Example:

- https://www.linkedin.com/posts/erwinhofman_hreflang-pagespeed-corewebvitals-activity-6872158036383817729-trT9/
- https://www.linkedin.com/posts/erwinhofman_pagespeed-newsletter-performance-activity-6959426478400749568-Tj7y/
- https://www.linkedin.com/posts/erwinhofman_newrelic-pagespeed-javascript-activity-7075400685629906944-izH7/



Invited by Dutch WordPress agency Linku to share my knowledge:
https://linku.nl/core-web-vitals-cursusdag/ (Dutch)



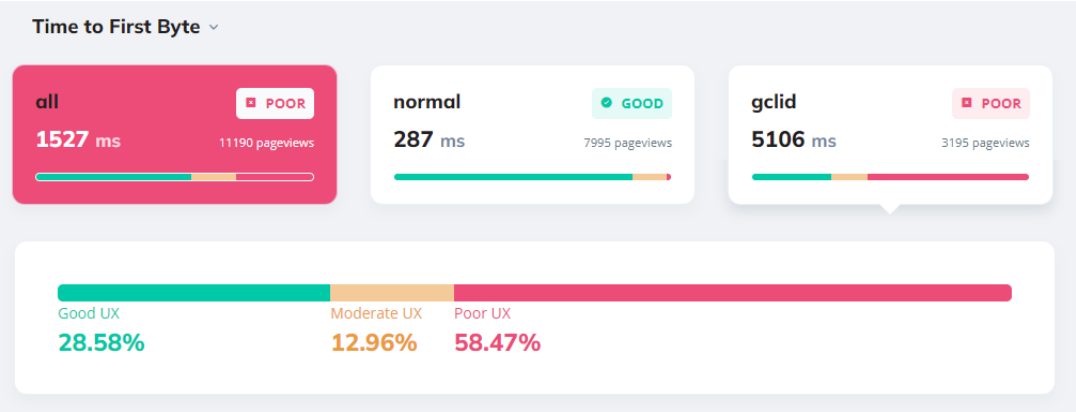
Invited by Belgian Magento agency PHPro to share my knowledge:
https://www.linkedin.com/posts/phpro_phpro-adobe-magento-activity-6932588774350594048-rhCe

Going beyond the training

Training sessions are often the kick-of for more advanced pagespeed optimization trajectory's. The team finds that, armed with the knowledge found in the sessions, they want to optimize further with my help on the sidelines.
I offer options in this, for instance:

- **Quick win audit** – I audit your webshop and share within a videocall with your developer team my findings and show you where they were spotted. I'll zoom in on issues that are easy / not very time-consuming to fix for your team. These issues get written down as to do's, and I'm available to give feedback while implementing and after once it went live. Pricing starts at 2380 euro.
- **CWV & UX optimizing trajectory** – Passing Core Web Vitals can be a challenge. Sometimes a quick win audit might suffice, but sometimes a more extensive trajectory is needed. I'll be your captain on the ship to really deepdive into optimizing the CWV per metric, and help your team with where to optimize, code examples and feedback. It will be done in sprints, and we can determine the best strategy depending on how many CWV issues are happening. Pricing starts at 1200 euro per month.
- **Real User Monitoring:** Google's Core Web Vitals actually is real user monitoring (RUM) already, as it's based on real users. We get insights for free, but just with a massive (28 day) delay. And sometimes no data at all for some pages due to an insufficient amount of pageviews. During audits or in advance of trainingsession, we often already start collecting RUM to get more out of an audit than just the findings that I'm able to spot when combining my knowledge and Webpagetest results.

For example, we won't be able to see bottlenecks like the one below when only looking at Lighthouse, Core Web Vitals or Webpagest outcomes:



But here, we can easily see how users from Google ads are having a worse experience. Five seconds TTFB never is a good experience. Overall, it's just 28.58% that is likely to have an optimal UX when coming from Google Ads. Which indicates that someone messed up the caching strategy.

Our SaaS, RUMvision, was launched in 2022 to assist merchants and agencies to become fast, stay fast and be able to act right away while knowing where bottlenecks are happening:

- https://www.rumvision.com/
- https://www.linkedin.com/company/rumvision/

Let's talk about what you need!

As previously stated, I strive to ensure that you receive the most value and insights from my training or workshops. Let's discuss your needs, and I'll gladly provide you with a quote based on them.

Just contact me (or one of my colleagues Karlijn or Roderik) via e-mail (info@erwinhofman.com) or LinkedIN https://www.linkedin.com/in/erwinhofman/ . Let's start speeding up together!

