



NO DEV, NO PROBLEM

Most hotels can go from Poor to Good on Core Web Vitals without a developer. The fixes are ranked by leverage, and images win by a mile.

70%+

Images are 70%+ of page weight on the average hotel site, and that giant hero photo is your LCP score by definition.

NON-DEV FIXES, RANKED BY LEVERAGE

Right-size + compress images



Step 1

Delete dead 3rd-party scripts



Step 2

Scope the booking widget



Step 3

Fonts + reserve embed space



Step 4

Re-measure field data



Step 5

One fix routinely drops LCP from 5 seconds to under 2.5.

Resizing a 4MB hero to 300KB is invisible to the eye and free. Google's Good thresholds: LCP under 2.5s, INP under 200ms, CLS under 0.1.