

## Ryte industry study reveals the ecommerce sector is not ready for the impact of Google's Core Web Vitals on search ranking

**Results of new Ryte study across the top 50 ecommerce domains in DACH reveal that new ranking signals will catch major players in the ecommerce space unprepared.**

MUNICH / Mar. 2, 2021 – Ryte, the award-winning website quality management company, today published results from a new industry study titled “Next-level User Experience: How prepared is ecommerce for Google's Core Web Vitals?” The study crawled over 200,000 URLs across the top 50 ecommerce domains in the DACH region to examine the impact of a new set of website parameters called Core Web Vitals that will factor as ranking signals starting in May 2021.

With the introduction of Core Web Vitals, the world of search ranking is headed for a major disruption in 2021. Google is siding with web users by placing a stronger emphasis on user experience and will prioritize sites that deliver accordingly.

As a result, Ryte's used its website crawling software and in-house data analysis expertise to create a study with the purpose of understanding the impact that the introduction of Core Web Vitals will have on the ecommerce sector.

The verdict? The rise of Core Web Vitals as ranking signals will catch major players in the ecommerce space unprepared. This is the clear conclusion of Ryte's industry study of web domains operated by the largest online retailers across Germany, Austria, and Switzerland.

Ryte's study measured website performance against the key metrics in Google's Core

Web Vitals: Largest Contentful Paint (LCP), First Input Delay (FID), and Cumulative Layout Shift (CLS), specifically for mobile sites. It selected domains from the Top 50 ecommerce domains across four analyzed Industries (Electronics & Media, Fashion, Food & Personal Care, Toys, Hobbies, DIY), with about 29 domains analyzed per industry. In total, 207,669 URLs with an equal share of desktop and mobile pages were considered for the study.

### The study found the following:

- Only 0.9% of mobile sites achieved a “good” Website Performance score
- 87% of analyzed domains received ‘poor’ scores for mobile Largest Contentful Paint
- Only 9% of desktop sites need to improve Largest Contentful Paint scores
- 91% of mobile sites achieved poor scores for interactivity (First Input Delay)
- 36% of analyzed websites scored poorly in terms of stability on mobile (Cumulative Layout Shift)

Performance on mobile emerged as the biggest pain point in the study with only 0.9% of mobile sites achieving a “good” Website Performance score, a score that is an agglomeration of all Core Web Vital scores.

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“In an industry we usually consider at the forefront of website and SEO developments, we were surprised to see our data point at such wide-reaching Core Web Vitals related issues. The good news is that a lot of these issues can be identified and fixed relatively quickly,” said Ryte Co-Founder and Chief Evangelist Marcus Tandler.

The data showed that large images are the main culprit for the low scores on mobile.

The Ryte study concluded that brands may be neglecting mobile when auditing or choosing only to analyze desktop versions of their website.

To get a complete picture of the data and results, download the full “Next-level User Experience: How prepared is ecommerce for Google’s Core Web Vitals?” industry study [here](#).

## About Ryte

Ryte, an award-winning SaaS company with headquarters in Munich, Germany, is one of the fastest-growing technology companies in Europe. Ryte supports companies and agencies in sustainably optimizing their website quality and success in search engines with state-of-the-art software. More than 1 million users worldwide trust in the Ryte Suite. The Ryte Suite is made up of three tools to help users increase traffic and conversion rates of their websites: Website Success, Content Success and Search Success. The product portfolio also includes BotLogs, an innovative alternative to log file analysis, which enables SEOs to easily analyze bot traffic on their website in real-time.

Ryte currently has offices in Munich and Ho Chi Minh City with 78 employees. Globally active companies such as Allianz, Boehringer Ingelheim, Daimler, and Sixt rely on Ryte’s technology and innovation to reach their website’s full potential.

Further information is available here: [ryte.com](http://ryte.com).

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