



# PageSpeed Insights Analysis for Multiple URLs

(Desktop and Mobile)

Test multiple URLs at once to find out which pages of your website have slow load times and how to optimize each one. Get your Copy [Here](#).

1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
2	Desktop Analysis	Overall	Analysis				Potential Savings (Recommendations)						Run Date	Status	
3	URL	Performance Score	Time To Interactive (sec)	First Contentful Paint (sec)	First Meaningful Paint (sec)	Time to First Byte (sec)	Speed Index (sec)	Efficiently encode images (Kb)	Eliminate render blocking resources (Kb)	Minify CSS (Bytes)	Defer Offscreen images (Kb)	Remove unused CSS (Kb)	Serve images in next-gen formats (Kb)		
3	<a href="https://methodandmetric.com/">https://methodandmetric.com/</a>	72	1.7	1.5	1.5	1,300	2.5	160	1090	0	0	200	400	2020/02/10	complete
4	<a href="https://methodandmetric.com/services/">https://methodandmetric.com/services/</a>	72	1.8	1.6	1.6	980	2.2	80	1200	0	0	160	240	2020/02/10	complete
5	<a href="https://methodandmetric.com/resources/">https://methodandmetric.com/resources/</a>	77	1.5	1.4	1.4	800	2.1	80	1160	0	0	120	320	2020/02/10	complete
6	<a href="https://methodandmetric.com/expertise/aso/">https://methodandmetric.com/expertise/aso/</a>	79	1.4	1.4	1.4	870	2.0	80	1160	0	0	120	240	2020/02/10	complete
7	<a href="https://methodandmetric.com/expertise/seo/">https://methodandmetric.com/expertise/seo/</a>	78	1.4	1.4	1.4	950	2.1	80	1160	0	0	120	240	2020/02/10	complete
8	<a href="https://methodandmetric.com/expertise/">https://methodandmetric.com/expertise/</a>	78	1.5	1.4	1.4	880	2.1	40	1160	0	0	120	200	2020/02/10	complete
9	<a href="https://methodandmetric.com/about/careers/">https://methodandmetric.com/about/careers/</a>	80	1.4	1.4	1.4	710	2.0	80	1160	0	0	160	200	2020/02/10	complete
10	<a href="https://methodandmetric.com/expertise/cro/">https://methodandmetric.com/expertise/cro/</a>	72	1.9	1.6	1.6	910	2.3	80	1200	0	0	200	240	2020/02/10	complete
11	<a href="https://methodandmetric.com/services/ecommerc/">https://methodandmetric.com/services/ecommerc/</a>	77	1.4	1.4	1.4	950	2.2	80	1160	0	0	120	240	2020/02/10	complete
12	<a href="https://methodandmetric.com/services/technical-audit/">https://methodandmetric.com/services/technical-audit/</a>	73	1.8	1.6	1.6	900	2.2	80	1160	0	0	200	240	2020/02/10	complete
13	<a href="https://methodandmetric.com/terms-of-service/">https://methodandmetric.com/terms-of-service/</a>	75	1.8	1.6	1.6	700	2.0	80	1230	0	0	160	200	2020/02/10	complete

We pull data directly from Google's PageSpeed Insights.



## Features:

- Automated Google PageSpeed Insights tool for multiple URLs.
- Available for desktop and mobile analysis.
- Identifies the problems on each page and provides recommendations on how to improve load times.
- Automates analysis metrics for each URL:
  - time to interactive
  - first contentful paint
  - first meaningful paint
  - time to first byte
  - speed index
  - overall score

	B	C	D	E	F	G
	Overall	Analysis				
	Performance Score	Time To Interactive (sec)	First Contentful Paint (sec)	First Meaningful Paint (sec)	Time to First Byte (sec)	Speed Index (sec)
	72	1.7	1.5	1.5	1,300	2.5
	72	1.8	1.6	1.6	980	2.2
	77	1.5	1.4	1.4	800	2.1
	79	1.4	1.4	1.4	870	2.0

- Automates potential savings metrics for each URL:
  - Efficiently encode images
  - Eliminate render-blocking resources (Ms)
  - Minify CSS
  - Defer offscreen images
  - Remove unused CSS
  - Serve images in next-gen formats

	H	I	J	K	L	M
	Potential Savings (Recommendations)					
	Efficiently encode images (Ms)	Eliminate render blocking resources (Ms)	Minify CSS (Bytes)	Defer Offscreen images (Ms)	Remove unused CSS (Ms)	Serve images in next-gen formats (Ms)
5	160	1090	0	0	200	400
2	80	1200	0	0	160	240
1	80	1160	0	0	120	320
0	80	1160	0	0	120	240



## Understanding The Spreadsheet

- 1) “API Key” sheet: This is where you will paste your Google API Key.
- 2) “Mobile Analysis” sheet: This is where you will run the mobile version of the PageSpeed Analysis.
- 3) “Desktop Analysis” sheet: This is where you will run the desktop version of the PageSpeed Analysis.
- 4) “Recommendations Explained” sheet: explanations from Google on how to implement the suggested recommendations.
- 5) “Instructions” sheet: How to set up and use the PageSpeed Insights tool.

## Instructions

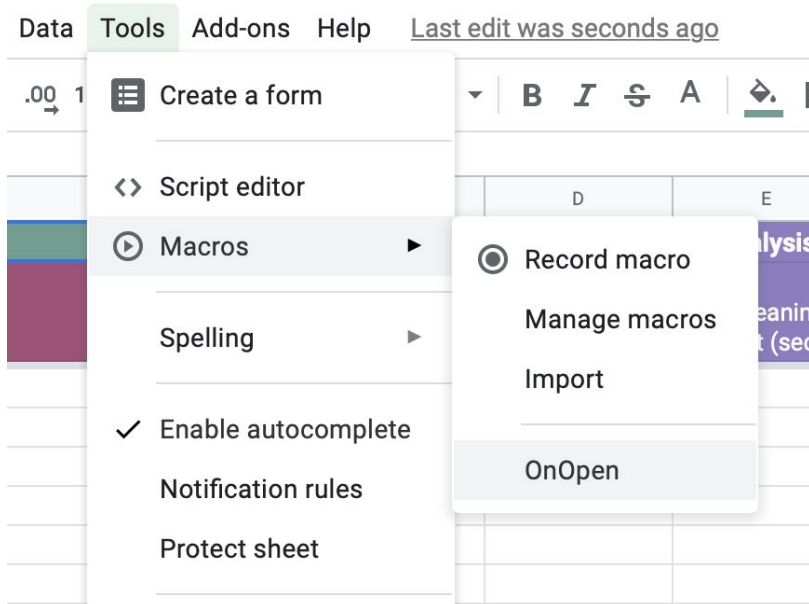
Setting up the spreadsheet is easy. However, should you have any questions, please email [info@methodandmetric.com](mailto:info@methodandmetric.com) and we’ll be happy to help.

- **Step 1: [Get Google API Key](#) (Free)**
  - You only need to do this step once.
  - Instructions [here](#).
- **Step 2: Paste Google API Key in Spreadsheet**
  - You only need to do this step once.
  - Paste the API Key in the PageSpeed Insights Analysis spreadsheet under the “API Key” sheet in cell B1.

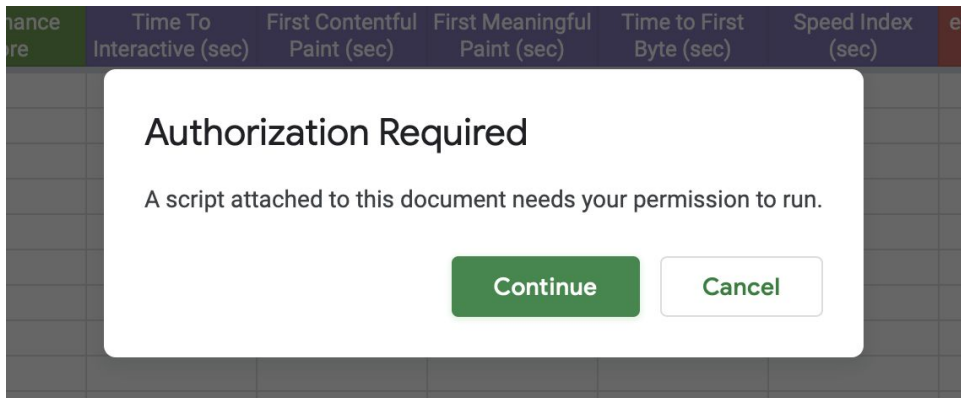
	A	B
1	API KEY: Enter API Key Here	
2		
3	How To Get Your API Key: <a href="https://developers.google.com/maps/documentation/javascript/get-api-key">https://developers.google.com/maps/documentation/javascript/get-api-key</a>	
4		
5		

- **Step 3: Enable [PageSpeed API](#)**
  - You only need to do this step once.
- **Step 4: Run “OnOpen” Macro**
  - You must do this step every time you reopen spreadsheet.

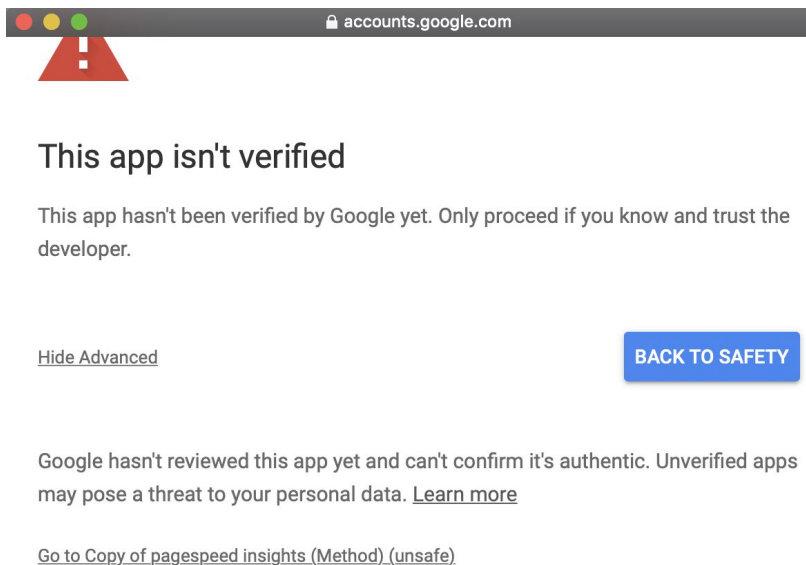
- Tools > Macros > OnOpen



- **Step 4.1: Authorize App**
  - You only need to do this step once.
  - When you run the Macro for the first time, an authorization pop-up window will appear. Click "Continue".



- At this point in time, our web app is not yet verified, so Google will prompt you with a warning. To proceed, click “advanced”, then “Go to Copy of pagespeed insights (Method) (Unsafe)”. Then click “Allow”.
- We at Method and Metric completely respect your privacy and assure you that all your data and personal information is safe and will not be used or shared by us in any capacity.





### Make sure you trust Copy of pagespeed insights (Method)

You may be sharing sensitive info with this site or app. Learn about how Copy of pagespeed insights (Method) will handle your data by reviewing its terms of service and privacy policies. You can always see or remove access in your [Google Account](#)

[Learn about the risks](#)

Cancel

Allow

- **Step 5: Paste URLs in Spreadsheet**

- Paste the URLs of the pages you wish to analyze in cell A3 of either the mobile or desktop analysis sheet (Or both, if you want insights for both versions).

- One URL per cell

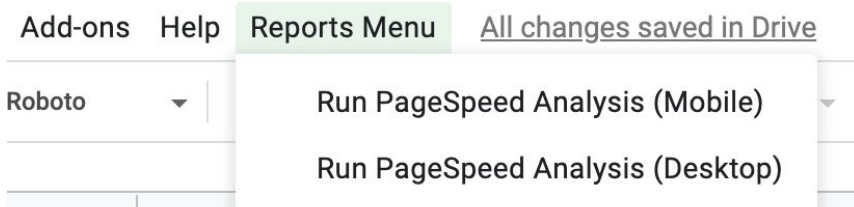
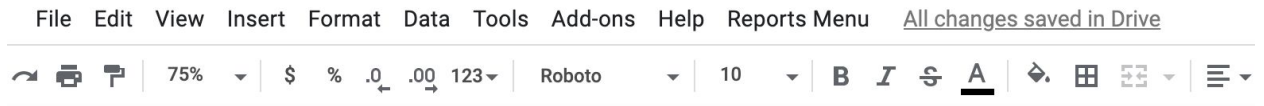
	A	B
1	Desktop Analysis	Overall
2	URL	Performance Score
3	<a href="https://methodandmetric.com/">https://methodandmetric.com/</a>	
4	<a href="https://methodandmetric.com/services/">https://methodandmetric.com/services/</a>	
5	<a href="https://methodandmetric.com/resources/">https://methodandmetric.com/resources/</a>	
6	<a href="https://methodandmetric.com/expertise/aso/">https://methodandmetric.com/expertise/aso/</a>	
7	<a href="https://methodandmetric.com/expertise/seo/">https://methodandmetric.com/expertise/seo/</a>	
8	<a href="https://methodandmetric.com/expertise/">https://methodandmetric.com/expertise/</a>	
9	<a href="https://methodandmetric.com/about/careers/">https://methodandmetric.com/about/careers/</a>	
10	<a href="https://methodandmetric.com/expertise/cro/">https://methodandmetric.com/expertise/cro/</a>	
11	<a href="https://methodandmetric.com/services/ecommerce/">https://methodandmetric.com/services/ecommerce/</a>	
12	<a href="https://methodandmetric.com/services/technical-audit/">https://methodandmetric.com/services/technical-audit/</a>	
13	<a href="https://methodandmetric.com/terms-of-service/">https://methodandmetric.com/terms-of-service/</a>	

Note: You can use free tools such as [Screaming Frog](#) to easily scrape a list of URLs for a given domain.



- **Step 6: Run Tool**

- Under “Reports Menu”, choose which test (desktop or mobile) you wish to run.
- You must perform step 4 for the menu to be present.



- **Step 6.1: Dealing with Errors**

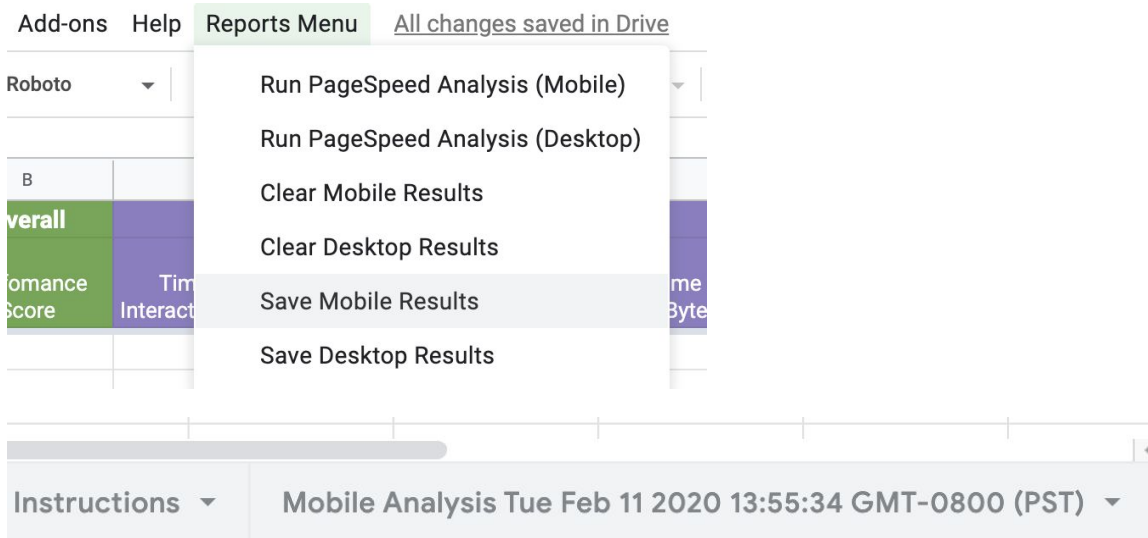
There may be errors when running the tool. Just remove the rows with errors by clicking on the cell(s) in column B with “#ERROR!” and press backspace to clear. Then run the function again. On rare occasions, you may have to do this a few times.

Mobile Analysis	Overall	Analysis			
URL	Performance Score	Time To Interactive (sec)	First Contentful Paint (sec)	First Meaningful Paint (sec)	Time to Byte (s)
<a href="https://www.cnn.com/">https://www.cnn.com/</a>	#ERROR!				
<a href="https://www.cnn.com/style/videos">https://www.cnn.com/style/videos</a>	9	26.9	4.7	5.6	
<a href="https://www.cnn.com/about">https://www.cnn.com/about</a>	8	31.4	7.2	7.4	
<a href="https://www.cnn.com/specials/us/extreme-weather">https://www.cnn.com/specials/us/extreme-weather</a>	3	38.1	6.7	9.4	
<a href="https://www.cnn.com/australia">https://www.cnn.com/australia</a>	5	33.9	6.8	9.1	
<a href="https://www.cnn.com/specials/tech/work-transformer">https://www.cnn.com/specials/tech/work-transformer</a>	5	29.8	6.7	9.6	
<a href="https://www.cnn.com/videos">https://www.cnn.com/videos</a>	#ERROR!				
<a href="https://www.cnn.com/specials/health/parenting">https://www.cnn.com/specials/health/parenting</a>	3	34.2	7.1	11.4	
<a href="https://www.cnn.com/specials/photos">https://www.cnn.com/specials/photos</a>	7	34.5	7.0	7.7	

Mobile Analysis	Overall	Analysis			
URL	Performance Score	Time To Interactive (sec)	First Contentful Paint (sec)	First Meaningful Paint (sec)	
<a href="https://www.cnn.com/">https://www.cnn.com/</a>					
<a href="https://www.cnn.com/style/videos">https://www.cnn.com/style/videos</a>	9	26.9	4.7		
<a href="https://www.cnn.com/about">https://www.cnn.com/about</a>	8	31.4	7.2		
<a href="https://www.cnn.com/specials/us/extreme-weather">https://www.cnn.com/specials/us/extreme-weather</a>	3	38.1	6.7		
<a href="https://www.cnn.com/australia">https://www.cnn.com/australia</a>	5	33.9	6.8		
<a href="https://www.cnn.com/specials/tech/work-transformer">https://www.cnn.com/specials/tech/work-transformer</a>	5	29.8	6.7		
<a href="https://www.cnn.com/videos">https://www.cnn.com/videos</a>					
<a href="https://www.cnn.com/specials/health/parenting">https://www.cnn.com/specials/health/parenting</a>	3	34.2	7.1		1
<a href="https://www.cnn.com/specials/photos">https://www.cnn.com/specials/photos</a>	7	34.5	7.0		

- **Step 7: Saving Results (Optional)**

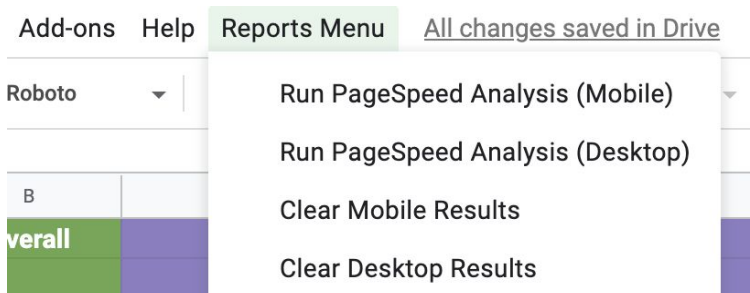
- Under “Reports Menu”, choose which test (desktop or mobile) you wish to save.
- A duplicate sheet will be created and added to the spreadsheet
- You must perform step 4 for the menu to be present.



- **Step 8: How To Run Tool Again**

- If you wish to run the tool more than once, you must either **clear the results from the previous test (Option 1)** OR **paste additional URLs below the existing ones (Option 2)**

**Option 1:** Under “Reports Menu”, choose which results (desktop or mobile) you wish to clear. Once the results are removed, you can run the PageSpeed Analysis again.







**Option 2:** Paste the same URLs in the same column under the existing URLs and run the Pagespeed Analysis again

	A	B	C	
1	Mobile Analysis	Overall		
2	URL	Perfomance Score	Time To Interactive (sec)	First Pa
3	<a href="https://methodandmetric.com/">https://methodandmetric.com/</a>	38	6.8	
4	<a href="https://methodandmetric.com/services/">https://methodandmetric.com/services/</a>	43	6.6	
5	<a href="https://methodandmetric.com/resources/">https://methodandmetric.com/resources/</a>	44	6.8	
6	<a href="https://methodandmetric.com/expertise/aso/">https://methodandmetric.com/expertise/aso/</a>	45	6.7	
7	<a href="https://methodandmetric.com/expertise/seo/">https://methodandmetric.com/expertise/seo/</a>	41	6.9	
8	<a href="https://methodandmetric.com/">https://methodandmetric.com/</a>			
9	<a href="https://methodandmetric.com/services/">https://methodandmetric.com/services/</a>			
10	<a href="https://methodandmetric.com/resources/">https://methodandmetric.com/resources/</a>			
11	<a href="https://methodandmetric.com/expertise/aso/">https://methodandmetric.com/expertise/aso/</a>			
12	<a href="https://methodandmetric.com/expertise/seo/">https://methodandmetric.com/expertise/seo/</a>			
13				

**Note:** A special thank you to James McNulty at Moz for creating the [version](#) that was used to build on.