PageSpeed Insights

HOME   GUIDES   REFERENCE

https://www.smashingmagazine.com/articles/   **ANALYZE**

MOBILE   DESKTOP

72

https://www.smashingmagazine.com/articles/

The speed score is based on the lab data analyzed by Lighthouse.

Analysis time: 08/01/2019, 22:25:14

Scale: ● 90-100 (fast) ● 50-89 (average) ● 0-49 (slow)

📊 **Field Data**

Over the last 30 days, the field data shows that this page has an **Average** speed compared to other pages in the Chrome User Experience Report. We are showing the 90th percentile of FCP and the 95th percentile of FID.

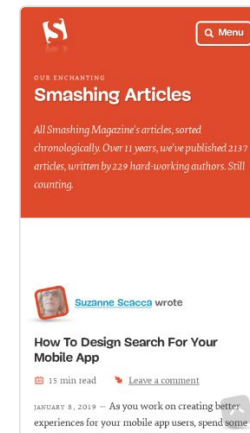| First Contentful Paint (FCP)	1.9 s ℹ️

71%	23%	6%

First Input Delay (FID)	161 ms ℹ️

91%	8%	2%

📊 **Hide Origin Summary**

📊 **Origin Summary**

OUR ENCHANTING
Smashing Articles

All Smashing Magazine's articles, sorted chronologically. Over 11 years, we've published 2137 articles, written by 229 hard-working authors. Still counting.

Suzanne Scacca wrote

How To Design Search For Your Mobile App

📖 15 min read   ✏️ Leave a comment

JANUARY 8, 2019 — As you work on creating better experiences for your mobile app users, spend some

All pages served from this origin have a **Slow** speed compared to other pages in the Chrome User Experience Report over the last 30 days.To view suggestions tailored to each page, analyze individual page URLs.

First Contentful Paint (FCP)	2.9 s ⚠
44%	42%	14%

First Input Delay (FID)	197 ms ⓘ
89%	8%	3%

⏱ Lab Data

Lighthouse analysis of the current page on an emulated mobile network. Values are estimated and may vary.

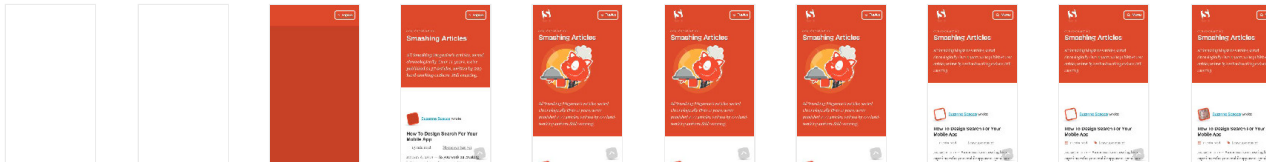| First Contentful Paint	0.9 s ✅	First Meaningful Paint	1.1 s ✅
Speed Index	3.0 s ✅	First CPU Idle	7.0 s ⚠
Time to Interactive	8.0 s ⚠	Estimated Input Latency	190 ms ⚠

📋 Diagnostics

More information about the performance of your application.

1 User Timing marks and measures   ⚠ ⌃

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences. Learn more.

2 Ensure text remains visible during webfont load   ⚠ ⌃

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. Learn more.

URL	Potential Savings (ms)
…elenawebregular/elenawebregular.woff2 (d33wubrfki0l68.cloudfront.net)	120 ms
…mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	120 ms
…mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	310 ms
…elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net)	140 ms
…elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net)	150 ms
…elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net)	150 ms
…mijabold/mija_bold-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	150 ms

3   Minimize main-thread work   7.8 s ⚠ ⌃

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this.

Category	Time Spent
Style & Layout	3,097 ms
Script Evaluation	1,460 ms
Other	1,334 ms
Rendering	1,078 ms
Parse HTML & CSS	469 ms
Script Parsing & Compilation	221 ms
Garbage Collection	133 ms

4   Reduce JavaScript execution time   2.0 s ⓘ ⌃

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. Learn more.

URL	Total	Script Evaluation	Script Parse
/articles/ (www.smashingmagazine.com)	382 ms	153 ms	18 ms
/analytics.js (www.google-analytics.com)	371 ms	162 ms	29 ms
/js/vendors~AddToCart~Amnesia~Checkout~CheckoutC…~CheckoutC…….js (www.smashingmagazine.com)	289 ms	254 ms	35 ms
/bundles/a138d7f….js (d33wubrfki0l68.cloudfront.net)	275 ms	259 ms	15 ms
/js/PostLoad.js (www.smashingmagazine.com)	239 ms	51 ms	8 ms
…js/app.js (d33wubrfki0l68.cloudfront.net)	219 ms	171 ms	47 ms
/js/AddToCart~Amnesia~Checkout~CheckoutC…~CheckoutC…~Checkou….js (www.smashingmagazine.com)	146 ms	4 ms	10 ms

URL	Total	Script Evaluation	Script Parse
/uc.js (consent.cookiebot.com)	72 ms	58 ms	113 ms

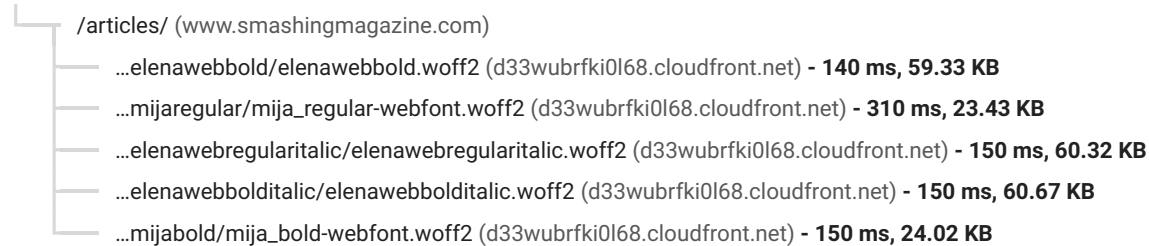**5 Minimize Critical Requests Depth**   5 chains found ⌃

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load. Learn more.

Maximum critical path latency: **1,440 ms**

Initial Navigation

/articles/ (www.smashingmagazine.com)

    …elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net) **- 140 ms, 59.33 KB**

    …mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net) **- 310 ms, 23.43 KB**

    …elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net) **- 150 ms, 60.32 KB**

    …elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net) **- 150 ms, 60.67 KB**

    …mijabold/mija_bold-webfont.woff2 (d33wubrfki0l68.cloudfront.net) **- 150 ms, 24.02 KB**

✔ **Passed audits**   17 audits ⌃

1 Eliminate render-blocking resources   ✓ ⌃

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. Learn more.

2 Properly size images   Potential savings of 8 KB ✓ ⌃

Serve images that are appropriately-sized to save cellular data and improve load time. Learn more.

URL	Size (KB)	Potential Savings (KB)
…28bde710-bee5-46a9-9a78-de32e6d7a90e/suzanne-scacca-200px.jpg (cloud.netlifyusercontent.com)	7 KB	4 KB
…6f60ba6a-465e-42fb-b501-1329d45bf084/vitaly-friedman-profi….jpg (cloud.netlifyusercontent.com)	7 KB	3 KB

3   Defer offscreen images   Potential savings of 15 KB ✅ ⌃

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive.
Learn more.

URL	Size (KB)	Potential Savings (KB)
…6f60ba6a-465e-42fb-b501-1329d45bf084/vitaly-friedman-profi….jpg (cloud.netlifyusercontent.com)	7 KB	7 KB
…smashing-cat/cat-the-cook-presenting-dish.svg (d33wubrfki0l68.cloudfront.net)	5 KB	5 KB
…nav-icons/jobs.svg (d33wubrfki0l68.cloudfront.net)	2 KB	2 KB

4   Minify CSS   ✅ ⌃

Minifying CSS files can reduce network payload sizes. Learn more.

5   Minify JavaScript   Potential savings of 5 KB ✅ ⌃

Minifying JavaScript files can reduce payload sizes and script parse time. Learn more.

URL	Size (KB)	Potential Savings (KB)
/bundles/a138d7f….js (d33wubrfki0l68.cloudfront.net)	16 KB	5 KB

6   Defer unused CSS   Potential savings of 8 KB ✅ ⌃

Remove unused rules from stylesheets to reduce unnecessary bytes consumed by network activity. Learn more.

URL	Size (KB)	Potential Savings (KB)
`@charset "UTF-8";html{font-family:sans-serif;line-height:1.15;-ms-text-size-adjust:100%; ... } ...`	8 KB	4 KB
…css/print.css (d33wubrfki0l68.cloudfront.net)	4 KB	4 KB

7   Efficiently encode images   ✓ ∧

Optimized images load faster and consume less cellular data. Learn more.

8   Serve images in next-gen formats   ✓ ∧

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. Learn more.

9   Enable text compression   Potential savings of 1 KB   ✓ ∧

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. Learn more.

URL	Size (KB)	Potential Savings (KB)
/2019-01-design-search-mobile-app.count.json (smashingcomments.netlify.com)	3 KB	1 KB

10   Preconnect to required origins   ✓ ∧

Consider adding preconnect or dns-prefetch resource hints to establish early connections to important third-party origins. Learn more.

11   Server response times are low (TTFB)   Root document took 600 ms   ✓ ∧

Time To First Byte identifies the time at which your server sends a response. Learn more.

12   Avoid multiple page redirects   ✓ ∧

Redirects introduce additional delays before the page can be loaded. Learn more.

13   Preload key requests   ✓ ∧

Consider using <link rel=preload> to prioritize fetching resources that are currently requested later in page load. Learn more.

14   Use video formats for animated content

Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. Learn more

15   Avoids enormous network payloads   Total size was 640 KB

Large network payloads cost users real money and are highly correlated with long load times. Learn more.

URL	Size (KB)
/css/main.css (www.smashingmagazine.com)	75.5 KB
…elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net)	60.7 KB
…elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net)	60.3 KB
…elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net)	59.3 KB
…elenawebregular/elenawebregular.woff2 (d33wubrfki0l68.cloudfront.net)	58.2 KB
…js/app.js (d33wubrfki0l68.cloudfront.net)	46.3 KB
/js/vendors~AddToCart~Amnesia~Checkout~CheckoutC…~CheckoutC…….js (www.smashingmagazine.com)	26.6 KB
…mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	24.8 KB
…mijabold/mija_bold-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	24 KB
…mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	23.4 KB

16   Uses efficient cache policy on static assets   3 resources found

A long cache lifetime can speed up repeat visits to your page. Learn more.

URL	Cache TTL	Size (KB)
…477cf258-f4e3-42e2-811d-73547904d716/state.js (consentcdn.cookiebot.com)	30 m	0 KB
/analytics.js (www.google-analytics.com)	2 h	17 KB
/uc.js (consent.cookiebot.com)	1 d 1 s	8 KB

17   Avoids an excessive DOM size   624 nodes

Browser engineers recommend pages contain fewer than ~1,500 DOM nodes. The sweet spot is a tree depth < 32 elements and fewer than 60 children/parent element. A large DOM can increase memory usage, cause longer style calculations, and produce costly layout reflows. Learn more.

Statistic	Element	Value
Total DOM Nodes		624
Maximum DOM Depth	`<span class="sr-only">`	16
Maximum Child Elements	`<head>`	64

What's New

Read about the July 2018 Google Speed Update.

Web Performance

Learn more about web performance tools at Google.

Give Feedback

Have specific, answerable questions about using PageSpeed Insights? Ask your question on Stack Overflow. For general feedback and discussion, start a thread in our mailing list.

About PageSpeed Insights

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. Learn more.