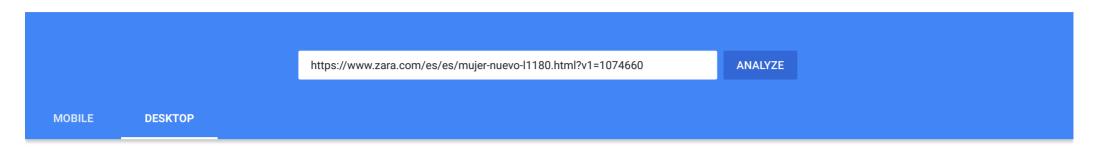
02/01/2019 PageSpeed Insights

PageSpeed Insights

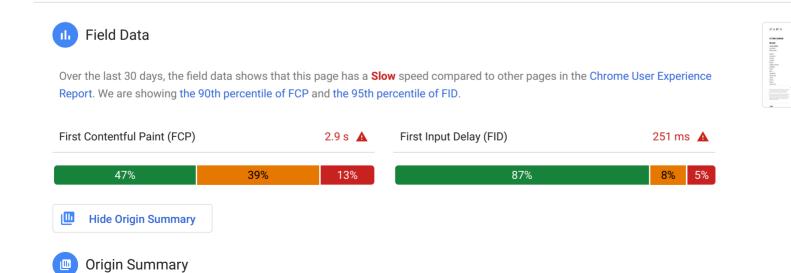
HOME

GUIDES

REFERENCE







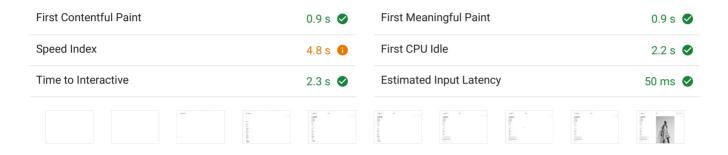
02/01/2019 PageSpeed Insights

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.





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



Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Preload key requests	0.96 s ^
Consider using <link rel="preload"/> to prioritize fetching resources that	are currently requested later in page load. Learn more.
URL	Potential Savings (ms)
css/spa-hacks.css?154 (static.zara.net)	960 ms
Neue-Helvetica/NeueHelvewoff2 (static.zara.net)	570 ms

Eliminate render-blocking resources

0.53 s ^

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

URL	Size (KB)	Potential Savings (ms)
css/application.css (static.zara.net)	17 KB	310 ms
catalog/products-category.css (static.zara.net)	3 KB	230 ms
/js/151js (cdn.optimizely.com)	133 KB	470 ms
modernizr/modernizr-143js (static.zara.net)	2 KB	230 ms
dist/mkt.css?154 (static.zara.net)	19 KB	310 ms
css/corporate.css?154 (static.zara.net)	6 KB	230 ms
css/redesign.css (static.zara.net)	3 KB	230 ms

Diagnostics

More information about the performance of your application.

Avoid an excessive DOM size

7,063 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		7,063
Maximum DOM Depth	<pre></pre>	18
Maximum Child Elements	<ul class="product-list _productList">	284

2 Ensure text remains visible during webfont load



02/01/2019 PageSpeed Insights

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

URL		Potential Savings (ms)
Neue-Helv/NeueHelvewoff2 (static.zara.net)		60 ms
Neue-Helv/NeueHelvewoff2 (static.zara.net)		130 ms
ZaraSRPLS/ZaraSRPLSwoff2 (static.zara.net)		160 ms
Neue-Helvetica/NeueHelvewoff2 (static.zara.net)		60 ms
3 Serve static assets with an efficient cache policy	7 resources f	found A ^
A long cache lifetime can speed up repeat visits to your page. Learn more.		
URL	Cache TTL	Size (KB)
/js/151js (cdn.optimizely.com)	2 m	133 KB
chat-v2/launcher-std-v2.js (static.zara.net)	2 m 1 s	1 KB
css/redesign.css (static.zara.net)	4 m 9 s	3 KB
ua/ec.js (www.google-analytics.com)	1 h	2 KB
/analytics.js (www.google-analytics.com)	2 h	17 KB
/boomerang/KAZLT-VPAY6-9BKL5-JEPJR-ULDBV (c.go-mpulse.net)	7 d	55 KB
/resources/712dc59 (www.zara.com)	7 d	15 KB
4 Minimize main-thread work		2.6 s • ^
Consider reducing the time spent parsing, compiling and executing JS. You may find deliveri this.	ng smaller JS payloads	helps with
Category		Time Spent
Script Evaluation		993 ms

Category	Time Spent
Style & Layout	949 ms
Other	228 ms
Script Parsing & Compilation	189 ms
Rendering	129 ms
Parse HTML & CSS	81 ms
Garbage Collection	15 ms
5 Minimize Critical Requests Depth	12 chains found

Minimize Critical Requests Depth

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: 2,670 ms

Initial Navigation

```
...es/mujer-nuevo-l1180.html?v1=1074660 (www.zara.com)
...Neue-Helv.../NeueHelve....woff2 (static.zara.net) - 130 ms, 17.08 KB
...css/corporate.css?154... (static.zara.net) - 90 ms, 6.47 KB
   ...dist/mkt.js?154... (static.zara.net)
        ...css/spa-hacks.css?154... (static.zara.net) - 260 ms, 0.73 KB
   /js/151....js (cdn.optimizely.com) - 80 ms, 132.9 KB
   ...ZaraSRPLS/ZaraSRPLS....woff2 (static.zara.net) - 160 ms, 1.7 KB
   /resources/712dc59... (www.zara.com) - 80 ms, 15.38 KB
    ...v1/app-std.js (static.zara.net)
        ...Neue-Helvetica/NeueHelve....woff2 (static.zara.net) - 60 ms, 17.13 KB
    ...css/application.css (static.zara.net) - 60 ms, 17.02 KB
   ...css/redesign.css (static.zara.net) - 90 ms, 2.79 KB
  ...dist/mkt.css?154... (static.zara.net) - 90 ms, 18.79 KB
    ...modernizr/modernizr-143....js (static.zara.net)
       ...Neue-Helv.../NeueHelve....woff2 (static.zara.net) - 60 ms, 17.55 KB
    ...catalog/products-category.css (static.zara.net) - 60 ms, 3.46 KB
```

User Timing marks and measures

1 user timing

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

Name	Туре	Start Time	Duration
optimizely:blockBegin	Mark	518.58 ms	



Passed audits

14 audits ^

Properly size images

Potential savings of 98 KB <



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

	URL	Size (KB)	Potential Savings (KB)
	images/sprites-509e6bd11d.png (static.zara.net)	53 KB	53 KB
A	1920/4049_2_1.jpg?ts=154 (static.zara.net)	60 KB	41 KB
	560/7712_1_1.jpg?ts=154 (static.zara.net)	25 KB	3 KB

Defer offscreen images

Potential savings of 32 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)
1	560/7712_1_1.jpg?ts=154 (static.zara.net)	25 KB	23 KB
•	560/1431_1_1.jpg?ts=154 (static.zara.net)	10 KB	9 KB
3 N	Minify CSS		Ø ^

02/01/2019 PageSpeed Insights

Minifying CSS files	can reduce	network payload	sizes. Learn more.
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4	Minify JavaScript	Potential savings of 16 KB	Ø	^	
	Minifying JavaScript files can reduce payload sizes and script parse time. Learn more.				

5 Defer unused CSS Potential savings	of 45 KB
/js/151js (cdn.optimizely.com)	16 KB
URL Size (KB)	Potential Savings (KB)

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

URL	Size (KB)	Potential Savings (KB)
dist/mkt.css?154 (static.zara.net)	19 KB	18 KB
css/application.css (static.zara.net)	17 KB	15 KB
css/corporate.css?154 (static.zara.net)	6 KB	6 KB
catalog/products-category.css (static.zara.net)	3 KB	3 KB
css/redesign.css (static.zara.net)	3 KB	3 KB
6 Efficiently encode images		② ^
Optimized images load faster and consume less cellular data. Learn more.		
7 Serve images in next-gen formats	Potential savings of	f 58 KB 🕏 🔨
Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PN	NG or JPEG, which m	eans faster

downloads and less data consumption. Learn more.

URL	Size (KB)	Potential Savings (KB)
images/sprites-509e6bd11d.png (static.zara.net)	53 KB	37 KB

Pagespeed maights			
	URL	Size (KB)	Potenti Savings (KE
Ŕ	1920/4049_2_1.jpg?ts=154 (static.zara.net)	60 KB	22 K
	Enable text compression		② .
	Text-based resources should be served with compression (gzip, deflate or brotli) to minimize tot	tal network bytes.	Learn more.
)	Preconnect to required origins		② .
	Consider adding preconnect or dns-prefetch resource hints to establish early connections to improve.	portant third-party	origins. Learr
0	Server response times are low (TTFB)	ot document took 3	360 ms 🔮 .
	Time To First Byte identifies the time at which your server sends a response. Learn more.		
1	Avoid multiple page redirects		② .
	Redirects introduce additional delays before the page can be loaded. Learn more.		
2	Use video formats for animated content		② .
	Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for static images instead of GIF to save network bytes. Learn more	for animations an	d PNG/WebP
3	Avoids enormous network payloads	Total size was 1,	130 KB 🕏 -
	Large network payloads cost users real money and are highly correlated with long load times. Le	earn more.	
RL	-		Size (K
di	st/mkt.js?154 (static.zara.net)		163.4 K
	s/mujer-nuevo-l1180.html?v1=1074660 (www.zara.com)		158.3 K
es			
	151js (cdn.optimizely.com)		132.9 K
s/	/app-std.js (static.zara.net)		132.9 K

URL	
1920/4049_2_1.jpg?ts=154 (static.zara.net)	61 KB
/boomerang/KAZLT-VPAY6-9BKL5-JEPJR-ULDBV (c.go-mpulse.net)	55.1 KB
images/sprites-509e6bd11d.png (static.zara.net)	53.9 KB
i18n/messages-es_ES@ES.json?ajax=true (static.zara.net)	26.2 KB
560/7712_1_1.jpg?ts=154 (static.zara.net)	25.4 KB
14 JavaScript execution time	1.1 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
v1/app-std.js (static.zara.net)	529 ms	438 ms	27 ms
bundles/catalog-products-category-controller.js (static.zara.net)	168 ms	85 ms	3 ms
/boomerang/KAZLT-VPAY6-9BKL5-JEPJR-ULDBV (c.go-mpulse.net)	134 ms	116 ms	11 ms
/js/151js (cdn.optimizely.com)	133 ms	95 ms	35 ms
es/mujer-nuevo-l1180.html?v1=1074660 (www.zara.com)	89 ms	32 ms	55 ms
chat-v2/zara-chat-std-v1.26.0.js (static.zara.net)	84 ms	63 ms	21 ms

What's New

Web Performance

Read about the July 2018 Google Speed Update.

Learn more about web performance tools at Google.

Give Feedback

About PageSpeed Insights

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.

PageSpeed Insights

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