PageSpeed Insights HOME GUIDES REFERENCE

https://www.zara.com/es/ ANALYZE

MOBILE DESKTOP

97

https://www.zara.com/es/

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

Analysis time: 02/01/2019, 11:39:51

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 a **Slow** 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)	2.7 s ⚠	First Input Delay (FID)	280 ms ⚠

43%	45%	12%	86%	8%	5%

Hide Origin Summary

Origin Summary

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)	2.5 s	First Input Delay (FID)	150 ms

45%	45%	10%	91%	6%	3%

Lab Data

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

First Contentful Paint	0.8 s	First Meaningful Paint	0.8 s
Speed Index	3.2 s	First CPU Idle	2.1 s
Time to Interactive	2.4 s	Estimated Input Latency	30 ms

Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Preload key requests	1.23 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)	1,230 ms
...Neue-Helvetica/NeueHelve....woff2 (static.zara.net)	890 ms

2	Eliminate render-blocking resources	0.52 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
/js/151....js (cdn.optimizely.com)	133 KB	470 ms
...modernizr/modernizr-143....js (static.zara.net)	2 KB	230 ms

URL	Size (KB)	Potential Savings (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

3 Defer offscreen images 0.28 s

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)
	…home-51/desktop-imghomenightlightsd.lo.jpg?154… (static.zara.net)	190 KB	190 KB
	…home-50/desktop-party-img-d.lo.jpg?154… (static.zara.net)	123 KB	123 KB
	…home/desktop-mommy-time-img-d.lo.jpg?154… (static.zara.net)	119 KB	119 KB
	…home-51/desktop-imgwinterd.lo.jpg?154… (static.zara.net)	55 KB	55 KB
	…home-50/desktop-partyd.svg?154… (static.zara.net)	4 KB	4 KB
	…home/desktop-mommytimed.svg?154… (static.zara.net)	3 KB	3 KB

URL	Size (KB)	Potential Savings (KB)
…home-51/desktop-wintercollection.svg?154… (static.zara.net)	2 KB	2 KB
…home-51/desktop-trfpartyd.svg?154… (static.zara.net)	2 KB	2 KB

4 Serve images in next-gen formats 0.19 s

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.

URL	Size (KB)	Potential Savings (KB)
…home-50/desktop-party-img-d.lo.jpg?154… (static.zara.net)	123 KB	50 KB
…home-51/desktop-imghomenightlightsd.lo.jpg?154… (static.zara.net)	190 KB	49 KB
…home/desktop-mommy-time-img-d.lo.jpg?154… (static.zara.net)	119 KB	48 KB
…images/sprites-509e6bd11d.png (static.zara.net)	53 KB	37 KB
…home-52/desktop-imgwinterd.lo.jpg?154… (static.zara.net)	64 KB	29 KB
…home-51/desktop-imgwinterd.lo.jpg?154… (static.zara.net)	55 KB	28 KB
…home/desktop-aw18-srpls-home-video01d.lo.jpg?154… (static.zara.net)	13 KB	11 KB

Diagnostics

More information about the performance of your application.

1 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)
…Neue-Helv…/NeueHelve….woff2 (static.zara.net)	50 ms
…Neue-Helv…/NeueHelve….woff2 (static.zara.net)	60 ms
…ZaraSRPLS/ZaraSRPLS….woff2 (static.zara.net)	60 ms
…Neue-Helvetica/NeueHelve….woff2 (static.zara.net)	50 ms

2 Avoid an excessive DOM size — 3,869 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		3,869
Maximum DOM Depth	`<span class="cat-name">`	18

Statistic	Element	Value
Maximum Child Elements	<head>	238

3 Serve static assets with an efficient cache policy — 7 resources found

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

URL	Cache TTL	Size (KB)
…chat-v2/launcher-std-v2.js (static.zara.net)	31 s	1 KB
/js/151….js (cdn.optimizely.com)	2 m	133 KB
…css/redesign.css (static.zara.net)	9 m 51 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 Avoid enormous network payloads — Total size was 3,056 KB

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

URL	Size (KB)
…aw18-srpls-home-videod2/aw18-srpls-home-videod2_1.mp4?154… (static.zara.net)	808.5 KB

URL	Size (KB)
…aw18-srpls-home-videod2/aw18-srpls-home-videod2_6.mp4?154… (static.zara.net)	448.1 KB
…home-51/desktop-imghomenightlightsd.lo.jpg?154… (static.zara.net)	190.8 KB
…dist/mkt.js?154… (static.zara.net)	163.4 KB
/js/151….js (cdn.optimizely.com)	132.9 KB
…v1/app-std.js (static.zara.net)	125.7 KB
…home-50/desktop-party-img-d.lo.jpg?154… (static.zara.net)	123.6 KB
…home/desktop-mommy-time-img-d.lo.jpg?154… (static.zara.net)	120 KB
…chat-v2/zara-chat-std-v1.26.0.js (static.zara.net)	119.2 KB
…aw18-srpls-home-videod2/aw18-srpls-home-videod2_2.mp4?154… (static.zara.net)	116.5 KB

5 Minimize Critical Requests Depth — 11 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: **1,520 ms**

Initial Navigation

- /es/ (www.zara.com)
  - …ZaraSRPLS/ZaraSRPLS….woff2 (static.zara.net) **- 60 ms, 1.7 KB**
  - /resources/712dc59… (www.zara.com) **- 80 ms, 15.38 KB**
  - …css/corporate.css?154… (static.zara.net) **- 80 ms, 6.47 KB**
  - …v1/app-std.js (static.zara.net)

- …Neue-Helvetica/NeueHelve….woff2 (static.zara.net) **- 50 ms, 17.13 KB**
- …dist/mkt.css?154… (static.zara.net) **- 80 ms, 18.79 KB**
- /js/151….js (cdn.optimizely.com) **- 70 ms, 132.89 KB**
- …Neue-Helv…/NeueHelve….woff2 (static.zara.net) **- 60 ms, 17.08 KB**
- …dist/mkt.js?154… (static.zara.net)
  - …css/spa-hacks.css?154… (static.zara.net) **- 180 ms, 0.73 KB**
- …css/redesign.css (static.zara.net) **- 80 ms, 2.79 KB**
- …modernizr/modernizr-143….js (static.zara.net)
  - …Neue-Helv…/NeueHelve….woff2 (static.zara.net) **- 50 ms, 17.55 KB**
- …css/application.css (static.zara.net) **- 40 ms, 17.02 KB**

6 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	Type	Start Time	Duration
optimizely:blockBegin	Mark	212.84 ms	

Passed audits — 12 audits

1 Properly size images — Potential savings of 53 KB

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

URL	Size (KB)	Potential Savings (KB)

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

2 Minify CSS

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

3 Minify JavaScript — Potential savings of 16 KB

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

URL	Size (KB)	Potential Savings (KB)
/js/151….js (cdn.optimizely.com)	133 KB	16 KB

4 Defer unused CSS — Potential savings of 73 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

URL	Size (KB)	Potential Savings (KB)
`.soon,.soon-wrapper{display:block;margin:0;padding:0;line-height:1.5;font-size:40px; ... } ...`	13 KB	13 KB
`.carousel-compositer .socialLinks .fonticon{display:inline-block!important} ...`	8 KB	7 KB
`.animated{animation-duration:1s;animation-fill-mode:both} ...`	7 KB	7 KB
…css/corporate.css?154… (static.zara.net)	6 KB	6 KB
`@keyframes hmarquee{0%{transform:translateX(0)} ...`	5 KB	5 KB
…css/redesign.css (static.zara.net)	3 KB	3 KB

5 Efficiently encode images — Potential savings of 8 KB

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

URL	Size (KB)	Potential Savings (KB)
…home/desktop-aw18-srpls-home-video01d.lo.jpg?154… (static.zara.net)	13 KB	8 KB

6 Enable text compression

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

7 Preconnect to required origins

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

8 Server response times are low (TTFB) Root document took 90 ms

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

9 Avoid multiple page redirects

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

10 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

11 JavaScript execution time 0.9 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)	371 ms	340 ms	26 ms
/js/151….js (cdn.optimizely.com)	138 ms	103 ms	30 ms
/boomerang/KAZLT-VPAY6-9BKL5-JEPJR-ULDBV (c.go-mpulse.net)	130 ms	113 ms	10 ms
…chat-v2/zara-chat-std-v1.26.0.js (static.zara.net)	108 ms	86 ms	22 ms
…dist/mkt.js?154… (static.zara.net)	63 ms	34 ms	28 ms
…chunks/mkt.634f600….js (static.zara.net)	55 ms	36 ms	3 ms

URL	Total	Script Evaluation	Script Parse
/resources/712dc59… (www.zara.com)	51 ms	47 ms	4 ms

12 Minimizes main-thread work 1.4 s

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

Category	Time Spent
Script Evaluation	915 ms
Other	154 ms
Script Parsing & Compilation	139 ms
Style & Layout	126 ms
Parse HTML & CSS	37 ms
Rendering	15 ms
Garbage Collection	14 ms

What's New

Web Performance

Read about the July 2018 Google Speed Update.

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.

Learn more about web performance tools at Google.

About PageSpeed Insights

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