

<https://www.zara.com/es/es/mujer-nuevo-l1180.html?v1=1074660>

ANALYZE

MOBILE

DESKTOP

<https://www.zara.com/es/es/mujer-nuevo-l1180.html?v1=1074660>The [speed score](#) is based on the lab data analyzed by [Lighthouse](#).

Analysis time: 02/01/2019, 13:44:12

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)

2.9 s ⚠

First Input Delay (FID)

251 ms ⚠

47%

39%

13%

87%

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

0.9 s 

First Meaningful Paint

0.9 s 

Speed Index

4.8 s 

First CPU Idle

2.2 s 

Time to Interactive

2.3 s 

Estimated Input Latency

50 ms 

## Opportunities

These optimizations can speed up your page load.

Opportunity		Estimated Savings
1	Preload key requests	<div></div> 0.96 s ^
Consider using <link rel=preload> to prioritize fetching resources that are currently requested later in page load. <a href="#">Learn more</a> .		
URL		Potential Savings (ms)
...css/spa-hacks.css?154... (static.zara.net)		960 ms
...Neue-Helvetica/NeueHelve....woff2 (static.zara.net)		570 ms

## 2 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/151....js (cdn.optimizely.com)	133 KB	470 ms
...modernizr/modernizr-143....js (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.

## 1 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	<span class="cat-name">	18
Maximum Child Elements	<ul class="product-list _productList ">	284

## 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)
...Neue-Helv.../NeueHelve....woff2 (static.zara.net)	60 ms
...Neue-Helv.../NeueHelve....woff2 (static.zara.net)	130 ms
...ZaraSRPLS/ZaraSRPLS....woff2 (static.zara.net)	160 ms
...Neue-Helvetica/NeueHelve....woff2 (static.zara.net)	60 ms

### 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)
/js/151....js (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 delivering smaller JS payloads helps with this.

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



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



## 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	518.58 ms	



## Passed audits

14 audits




## 1 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
 ...1920/404..._9_2_1.jpg?ts=154... (static.zara.net)	60 KB	41 KB
 ...560/771..._2_1_1.jpg?ts=154... (static.zara.net)	25 KB	3 KB

## 2 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)
 ...560/771..._2_1_1.jpg?ts=154... (static.zara.net)	25 KB	23 KB
 ...560/143..._1_1_1.jpg?ts=154... (static.zara.net)	10 KB	9 KB

## 3 Minify CSS



Minifying CSS files can reduce network payload sizes. [Learn more.](#)

#### 4 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

#### 5 Defer unused CSS

Potential savings of 45 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


✓ ^


Optimized images load faster and consume less cellular data. [Learn more.](#)

#### 7 Serve images in next-gen formats

Potential savings of 58 KB ✓ ^

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

URL	Size (KB)	Potential Savings (KB)
 ...1920/404..._9_2_1.jpg?ts=154... (static.zara.net)	60 KB	22 KB

## 8 Enable text compression



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

## 9 Preconnect to required origins



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

## 10 Server response times are low (TTFB)

Root document took 360 ms

Time To First Byte identifies the time at which your server sends a response. [Learn more.](#)

## 11 Avoid multiple page redirects



Redirects introduce additional delays before the page can be loaded. [Learn more.](#)

## 12 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](#)

## 13 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. [Learn more.](#)

URL	Size (KB)
...dist/mkt.js?154... (static.zara.net)	163.4 KB
...es/mujer-nuevo-l1180.html?v1=1074660 (www.zara.com)	158.3 KB
/js/151....js (cdn.optimizely.com)	132.9 KB
...v1/app-std.js (static.zara.net)	125.7 KB
...chat-v2/zara-chat-std-v1.26.0.js (static.zara.net)	119.2 KB



URL	Size (KB)
...1920/404..._9_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
...560/771..._2_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/151....js (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

Read about the [July 2018 Google Speed Update](#).

### Web Performance

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](#).