



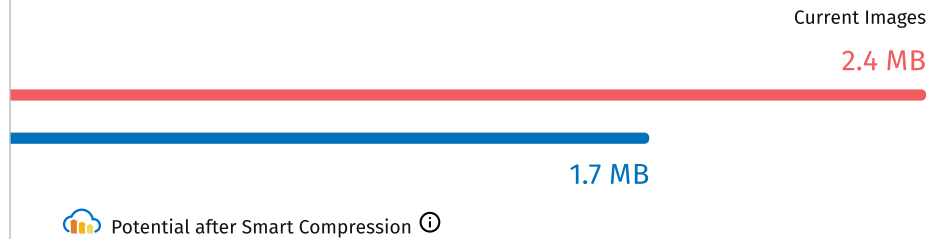
# Image Analysis Results

<https://www.smashingmagazine.com/2019/01/front-end-performance-checklist-2019-p...> [Share Results](#)

## Page Image Score



## Image Weight Comparison



## Total Images Analyzed

50

## Total Image Weight

2MB

## Potential Compressed Weight ⓘ

69.8%

## Tested on browser



## From location



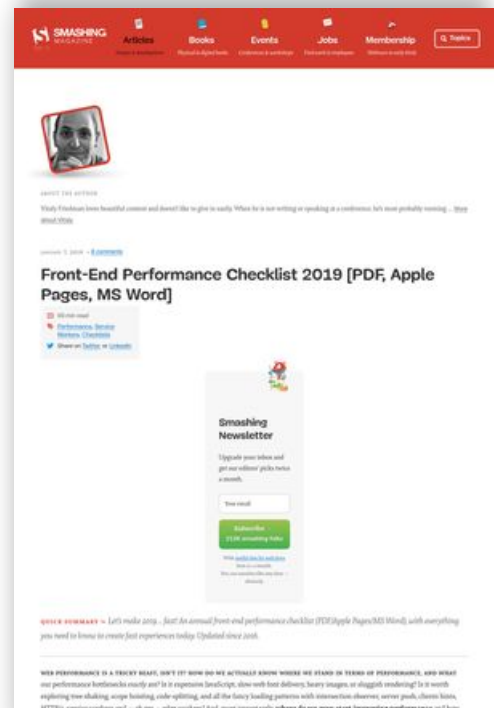
## Viewport size



## Device DPI




## Integrated with



A

demo-unit-perf-tests.gif



GIF

817.4 KB

Current

Potential Smart Compression

GIF

817.4 KB

(100.0%)

WEBP

917.2 KB

(112.2%)

PNG

3.2 MB

(394.0%)

100.0%

725x572 → 725x572

▼


See More

Viewport	Image Width in Layout	@1x Image Width	@1x Percentage Match	@2x Image Width	@2x Percentage Match	@3x Image Width	@3x Percentage Match
320px	292px	548px	187.7%	548px	93.8%	848px	95.9%
480px	372px	548px	147.3%	848px	112.9%	848px	75.3%
480px	452px	548px	121.2%	848px	92.9%	848px	61.9%
568px	531px	548px	183.2%	848px	79.1%	848px	52.7%
640px	611px	548px	89.7%	848px	68.7%	848px	45.8%
728px	690px	548px	79.4%	848px	68.9%	848px	48.6%
880px	438px	548px	125.1%	848px	95.9%	848px	63.9%
880px	516px	548px	186.2%	848px	81.4%	848px	54.3%
960px	594px	848px	141.4%	848px	70.7%	848px	47.1%
1040px	673px	848px	124.8%	848px	62.4%	848px	41.6%
1120px	651px	848px	129.0%	848px	64.5%	848px	43.0%
1200px	700px	848px	120.0%	848px	68.0%	848px	48.0%
1280px	788px	848px	120.0%	848px	68.0%	848px	48.0%

Legend: @1x <100% >150% Above @1x <75% 75%-92%

C

viewport-percentage-match.webp



WEBP

134.5 KB

Current

Potential Smart Compression

WEBP

43.0 KB

(32.0%)

JPEG

56.9 KB

(42.3%)

PNG

60.0 KB

(44.6%)


32.0%

1600x1045 → 562x367

▼

See More

ORIGINAL ASPECT RATIO



\* Try and resize the browser window to see responsive behavior


HTML5 img tag example

```
<img
  sizes="(max-width: 1400px) 100vw, 1400px"
  srcset="
    dog_c_scale,w_200.jpg 200w,
  "
```

No	Width	Height	File size	
1	200	133	5.6 KB	<a href="#">View image</a>
2	418	279	27.1 KB	<a href="#">View image</a>
3	590	393	47.2 KB	<a href="#">View image</a>
4	731	487	67.3 KB	<a href="#">View image</a>
5	840	560	84.3 KB	<a href="#">View image</a>
6	944	629	104.4 KB	<a href="#">View image</a>
7	1069	712	125.0 KB	<a href="#">View image</a>
8	1173	782	145.5 KB	<a href="#">View image</a>
9	1268	845	165.0 KB	<a href="#">View image</a>
10	1360	906	184.4 KB	<a href="#">View image</a>
11	1398	932	205.6 KB	<a href="#">View image</a>

B

responsive-breakpoints-opt.webp



WEBP

111.4 KB

Current

Potential Smart Compression

WEBP

57.8 KB

(51.9%)

JPEG-XR

69.6 KB

(62.4%)

PNG

159.6 KB

(143.2%)

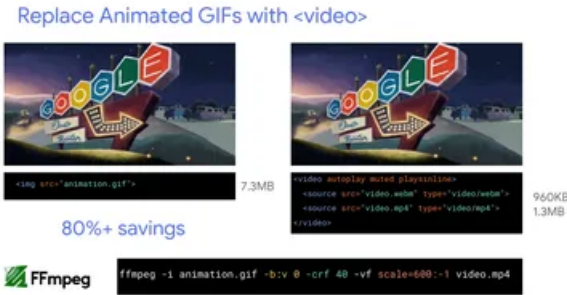
51.9%

1600x915 → 1070x612

▼

See More

replace-animated-gifs.webp



WEBP

105.4 KB

Current

Potential Smart Compression

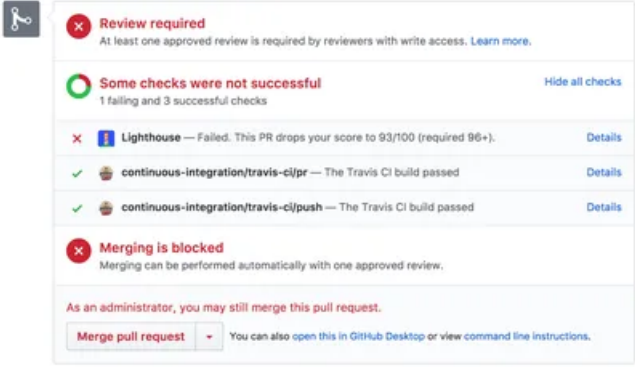
WEBP	<div></div>	25.7 KB	(24.4%)
JPEG	<div></div>	34.3 KB	(32.6%)
PNG	<div></div>	34.4 KB	(32.6%)

24.4%

1600x900 → 562x316

See More

review-required-checks-pr.webp



WEBP

89.8 KB

Current

Potential Smart Compression

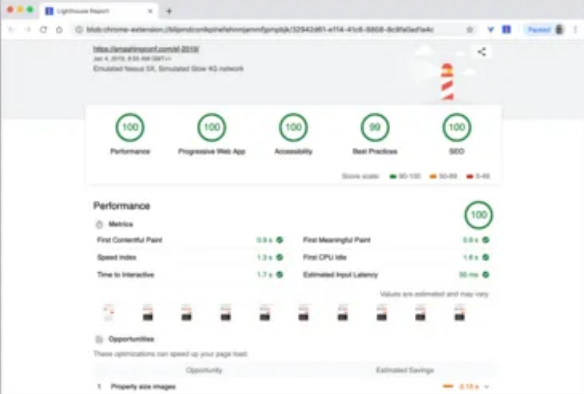
WEBP	<div></div>	67.2 KB	(74.8%)
PNG	<div></div>	71.7 KB	(79.8%)

74.8%

1600x921 → 1070x616

See More

lighthouse-screenshot.webp



WEBP

78.2 KB

Current

Potential Smart Compression

WEBP	<div></div>	45.9 KB	(58.7%)
PNG	<div></div>	53.9 KB	(68.9%)

58.7%

See More

	Session identifiers	Session tickets	OCSP stapling	Dynamic record sizing	ALPN	Forward secrecy	HTTP/2	TLS 1.3	TLS 1.3 0-RTT
Apache	yes	yes	yes	yes	yes	yes	yes	yes	no
ATS	yes	yes	yes	dynamic	yes	yes	yes	no	no
bud	no	yes	yes	static	yes	yes	no	no	no
Caddy	yes	yes	yes	yes	yes	yes	yes	no	no
FS BIG-IP	yes	yes	yes	yes	yes	yes	yes	beta	no
H2O	yes	yes	yes	dynamic	yes	yes	yes	yes	yes
HAProxy	yes	yes	yes	dynamic	yes	yes	yes	yes	yes
Hitch	yes	yes	yes	no	yes	yes	yes	no	no
IIS	yes	yes	yes	no	yes	yes	yes	no	no
NetScaler	yes	yes	yes	no	yes	yes	yes	no	no
NGINX	yes	yes	yes	static (16k)	yes	yes	yes	yes	no
node.js	yes	yes	optional	optional	yes	yes	yes	no	no

C

is-tls-fast-yet-01.webp

WEBP

67.5 KB

Current

Potential Smart Compression

WEBP

66.0 KB

(97.7%)

JPEG-XR

107.4 KB

(159.1%)

PNG

71.9 KB

(106.5%)

97.7%

1600x1169 → 1070x782

See More

B

redux-rest-apollo-graphql.webp

WEBP

65.5 KB

Current

Potential Smart Compression

WEBP

40.1 KB

(61.2%)

JPEG-XR

51.9 KB

(79.2%)

PNG

109.2 KB

(166.7%)

61.2%

1600x1413 → 1071x946

See More

B

2018-js-processing-times.webp

WEBP

61.0 KB

Current

Potential Smart Compression

WEBP

43.0 KB

(70.5%)

PNG

50.4 KB

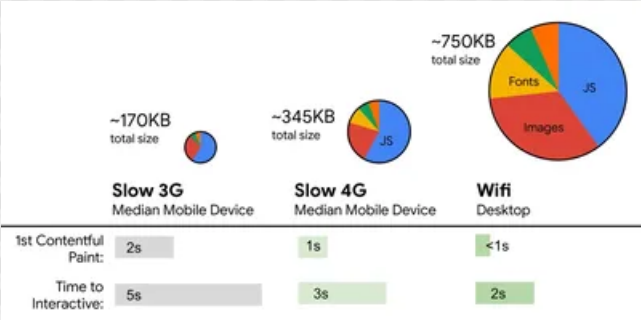
(82.6%)

70.5%

1600x874 → 1071x585

▼ See More

Bperf-budgets-network-connection.webp



WEBP52.4 KBCurrent

Potential Smart Compression

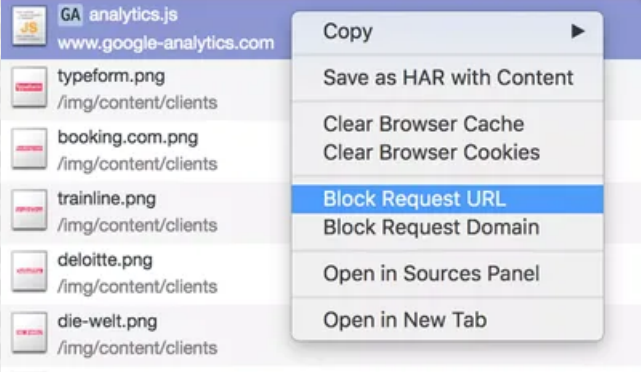
WEBP	<div></div>	32.7 KB	(62.4%)
JPEG	<div></div>	45.1 KB	(86.0%)
PNG	<div></div>	50.7 KB	(96.8%)

62.4%

1600x800 → 1070x535

▼ See More

Cblock-request-url-image-opt.webp



WEBP50.7 KBCurrent

Potential Smart Compression

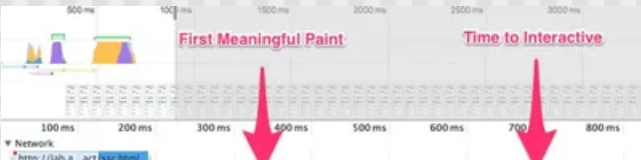
WEBP	<div></div>	28.4 KB	(55.9%)
JPEG-XR	<div></div>	37.1 KB	(73.1%)
PNG	<div></div>	57.5 KB	(113.4%)

55.9%

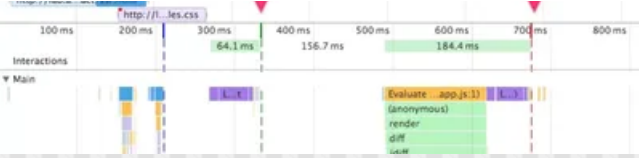
1600x954 → 607x362

▼ See More

Bfmp-and-tti-opt.webp




WEBP47.9 KBCurrent



Interaction	Time
http://i...es.css	100 ms
	200 ms
	300 ms
	64.1 ms
	156.7 ms
	500 ms
	600 ms
	184.4 ms
	700 ms
	800 ms

### Potential Smart Compression

Format	Size	Reduction
WEBP	36.7 KB	(76.6%)
JPEG-XR	44.2 KB	(92.3%)
PNG	119.8 KB	(250.2%)


76.6%

1600x763 → 1071x511

See More

B


webpack-comparison.webp



Webpack comparison	Stat size	Parsed size	Gzipped size	First paint on 3G and low-end mobile	Webpack v3.6 build time
intentionally unoptimized	1.69MB	1.76MB	399.17KB	~ 3292 ms	~ 6.2 s
webpack -p	1.65MB	640.45KB	208.79KB	~ 2276 ms	~ 7.9 s
manually optimized	1.56MB	564.29KB	166.39KB	~ 2240 ms	~ 10.9 s
CMA with modules syntax	1.51MB	558.71KB	165.48KB	~ 2200 ms	~ 11.2 s
without Moment.js locales	1.19MB	398.78KB	121.71KB	~ 1948 ms	~ 10.1 s
date-fns instead of Moment.js	1.09MB	354.23KB	107.27KB	~ 1902 ms	~ 9.8 s

### Potential Smart Compression

Format	Size	Reduction
WEBP	47.4 KB	Current
JPEG-XR	42.9 KB	(90.6%)
PNG	72.8 KB	(153.6%)


66.3%

1600x605 → 1071x405


See More

F

http-pages-chrome-opt.webp




Eventual treatment of all HTTP pages in Chrome:

Not secure example.com

### Potential Smart Compression

Format	Size	Reduction
WEBP	45.9 KB	Current
JPEG-XR	7.2 KB	(15.7%)
PNG	10.4 KB	(22.7%)

15.7%

1600x776 → 562x273

See More



Deploying ES2015+ JavaScript in 2017

babel-preset-env + <script type=module>

```
<!-- Browsers with ES module support load this file. -->
<script type="module" src="main.js"></script>

<!-- Older browsers load this file (and module-supporting -->
<!-- browsers know *not* to load this file). -->
<script nomodule src="main-legacy.js"></script>
```

Version	Size (minified)	Size (minified + gzipped)
ES2015+ (main.js)	80K	21K
ES5 (main-legacy.js)	175K	43K

BABEL

babel-preset-opt.webp

WEBP

42.8 KB

Current

Potential Smart Compression

WEBP	<div></div>	24.5 KB	(57.3%)
JPEG	<div></div>	30.7 KB	(71.6%)
PNG	<div></div>	42.1 KB	(98.4%)

57.3%

1600x895 → 607x340

See More

application shell

content

App Shell

Cached shell loads **instantly** on repeat visits.

App shell

Dynamic content then populates the view

App Shell

Cats are the best

appshell-1-o0t8qd-c-scalew-799-opt.we...

WEBP

41.8 KB

Current

Potential Smart Compression

WEBP	<div></div>	19.9 KB	(47.6%)
JPEG-XR	<div></div>	27.9 KB	(66.9%)
PNG	<div></div>	52.5 KB	(125.6%)

47.6%

1600x1181 → 607x448

See More

<head>

</head>

<body>

<!-- HTTP/2 push this resource, or inline it, whichever's faster -->

<link rel="stylesheet" href="/site-header.css">

<header>\_</header>

<link rel="stylesheet" href="/article.css">

<main>\_</main>

<link rel="stylesheet" href="/comment.css">

<section class="comments">\_</section>

<link rel="stylesheet" href="/about-me.css">

<section class="about-me">\_</section>

<link rel="stylesheet" href="/site-footer.css">

<footer>\_</footer>

</body>

progressive-css-loading-opt.webp

WEBP

40.8 KB

Current

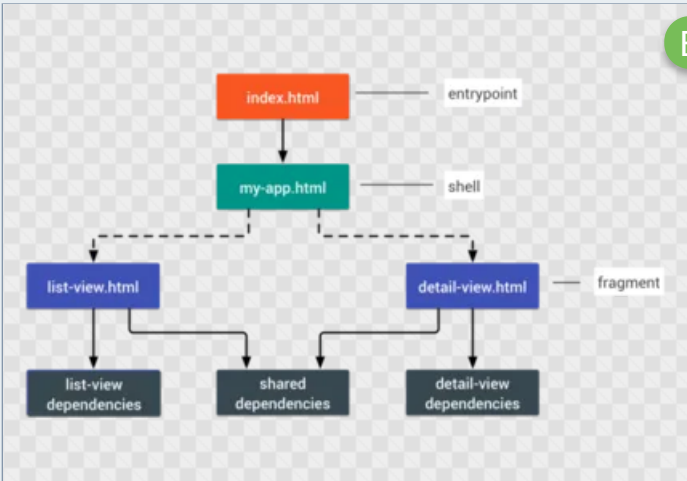
Potential Smart Compression

WEBP	<div></div>	25.8 KB	(63.4%)
JPEG	<div></div>	33.9 KB	(83.1%)
PNG	<div></div>	47.7 KB	(117.1%)

63.4%

1600x1163 → 562x408

See More



B app-build-components-dibweb-c-scale...

WEBP40.3 KB Current

Potential Smart Compression

WEBP22.5 KB (55.7%)

PNG26.5 KB (65.6%)

55.7%

1600x863 → 1071x578

See More

Inline scripts are also deferred

```
<!-- This script will execute after... -->
<script type="module">
  addTextToBody("Inline module executed");
</script>

<!-- ...this script... -->
<script src="1.js"></script>

<!-- ...and this script... -->
<script defer>
  addTextToBody("Inline script executed");
</script>

<!-- ...but before this script... -->
<script defer src="2.js"></script>
```

B inline-scripts-deferred.webp

WEBP39.9 KB Current

Potential Smart Compression

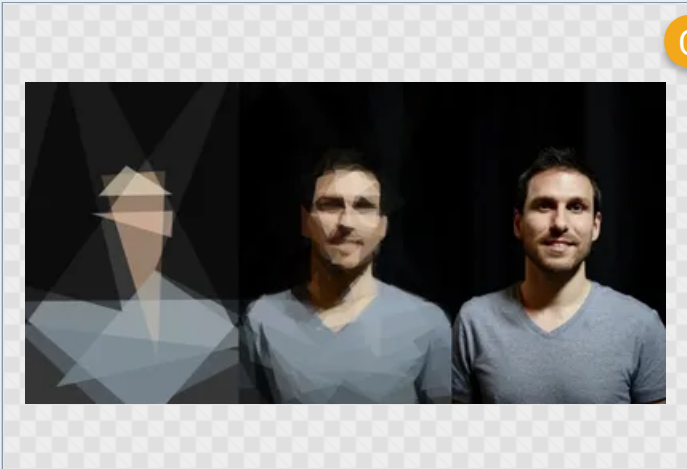
WEBP30.1 KB (75.4%)

PNG35.3 KB (88.6%)

75.4%

1600x978 → 1070x654

See More



C jmperez-composition-primitive-full.webp

WEBP38.9 KB Current

Potential Smart Compression

WEBP16.7 KB (42.8%)

JPEG-XR16.6 KB (42.5%)

PNG49.8 KB (127.8%)



42.5%

1600x803 → 607x305

▼

See More

B

how-webassembly-works.webp



WEBP

32.0 KB

Current

Potential Smart Compression

WEBP

19.1 KB

(59.8%)

PNG

23.3 KB

(72.7%)

59.8%

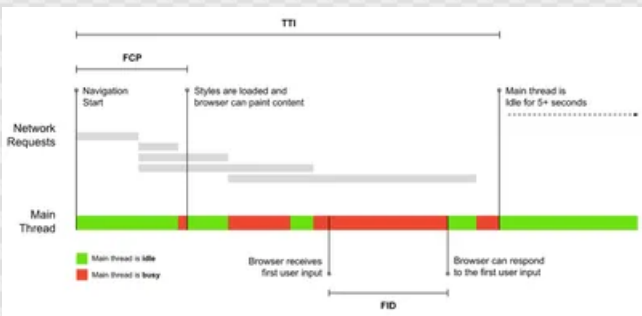
1600x792 → 1071x530

▼

See More

C

network-requests-first-input-delay.webp



WEBP

31.9 KB

Current

Potential Smart Compression

WEBP

15.9 KB

(50.0%)

PNG

19.1 KB

(60.0%)

50.0%

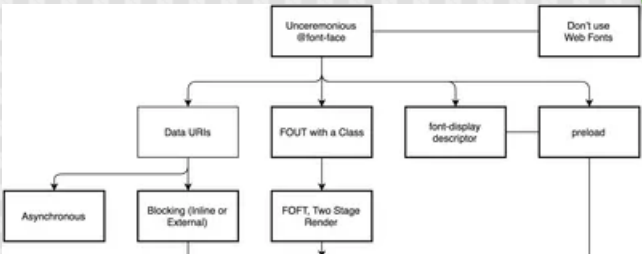
1600x770 → 1070x515

▼

See More

B

font-loading-strategies-opt.webp



WEBP

30.2 KB


Current

Potential Smart Compression

WEBP

22.0 KB

(72.8%)



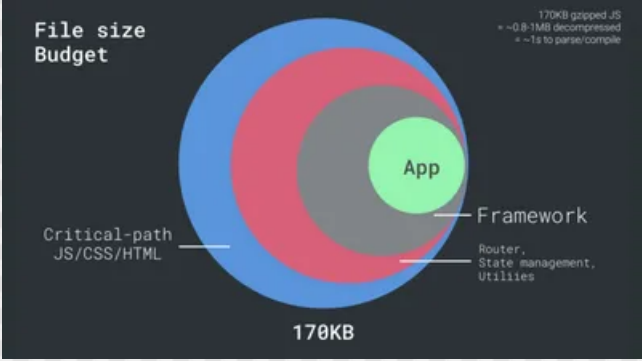
WEBP	<div></div>	23.0 KB	(76.3%)
PNG	<div></div>	27.6 KB	(91.3%)

76.3%

1600x974 → 1071x652

See More

File size Budget



170KB

B

file-size-budget-fast-default-addy-osm...

WEBP	<div></div>	29.2 KB	Current
------	-------------	---------	---------


Potential Smart Compression

WEBP	<div></div>	24.7 KB	(84.6%)
JPEG-XR	<div></div>	32.1 KB	(110.1%)
PNG	<div></div>	49.2 KB	(168.8%)

84.6%

1600x894 → 1070x598

See More



D

smashing-book-6-product-image-opt.p...

PNG	<div></div>	27.3 KB	Current
-----	-------------	---------	---------

Potential Smart Compression

PNG	<div></div>	17.0 KB	(62.5%)
WEBP	<div></div>	19.9 KB	(73.0%)

62.5%

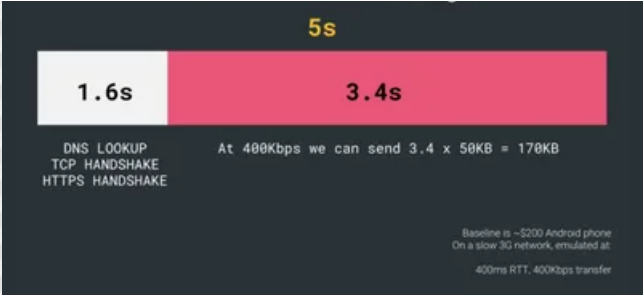
481x698 → 250x363

See More

C

tti-budget-opt.webp

Time to Interactive Budget



WEBP24.8 KBCurrent

Potential Smart Compression

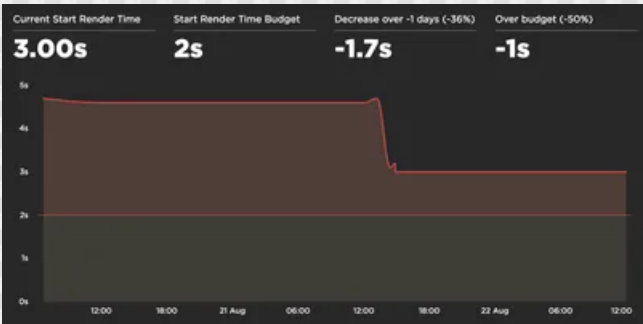
WEBP		<div></div>	11.2 KB	(45.4%)
JPEG-XR		<div></div>	15.3 KB	(61.6%)
PNG		<div></div>	14.1 KB	(56.7%)

45.4%

1600x900 → 607x341

See More

Ccasper-case-study-optimizely.webp



WEBP22.9 KBCurrent

Potential Smart Compression


WEBP		<div></div>	7.0 KB	(30.5%)
PNG		<div></div>	8.0 KB	(35.0%)

30.5%

1600x801 → 561x281

See More

Cav1-logo-2018-full.webp



WEBP22.0 KBCurrent

Potential Smart Compression

WEBP		<div></div>	5.9 KB	(26.9%)
PNG		<div></div>	7.3 KB	(33.1%)

26.9%

1600x925 → 562x325

See More

C

rail-perf-model-opt.webp

Response

Animation

Idle

Load

WEBP

21.6 KB

Current

Potential Smart Compression

WEBP

6.1 KB

(28.3%)

PNG

7.2 KB

(33.4%)

28.3%

1600x580 → 562x204

▼

See More

A

brad-frost-sf.png

Brad Frost

PNG

21.2 KB

Current

Potential Smart Compression

PNG

20.5 KB

(96.6%)

WEBP

18.1 KB

(85.4%)

85.4%

218x323 → 218x323

▼

See More

A

newsletter-fish-cat.svg

SVG

21.0 KB

Current

Potential Smart Compression

SVG

21.0 KB

(100.0%)

WEBP

4.2 KB

(19.9%)

PNG

4.6 KB

(21.7%)

19.9%

▼

See More

B

brad-perf-budget-builder.webp

WEBP

19.3 KB

Current

Potential Smart Compression

WEBP

15.2 KB

(78.5%)

PNG

18.1 KB

(93.5%)

Article page @ Small

HTML

50

CSS

40

JS

40

Images

120

Fonts

30

Ads

80

Actual: 500KB

Budget: 450KB

19

Article page @ Large

HTML

50

CSS

60

JS

100

Images

200

Fonts

55

Ads

160

Actual: 620KB

Budget: 550KB

28

78.5%

1600x443 → 1069x296

▼

See More

A

cat-rollerderby.svg

SVG

12.7 KB

Current

Potential Smart Compression

SVG

12.7 KB

(100.0%)

WEBP

2.3 KB

(17.8%)

PNG

2.7 KB

(21.6%)

17.8%

457x637 → 457x637

▼

See More

B

tuesday-2g-opt.webp

WEBP

7.9 KB

Current

Potential Smart Compression

WEBP

4.6 KB

(57.9%)

PNG

5.6 KB

(71.5%)

57.9%

800x800 → 437x437

▼ See More



B

vitaly-friedman-profile-pic.jpg

JPEG

7.3 KB

Current

Potential Smart Compression

JPEG	<div></div>	5.5 KB	(75.0%)
WEBP	<div><div></div></div>	2.9 KB	(40.3%)
JPEG-XR	<div></div>	3.3 KB	(44.7%)
PNG	<div></div>	14.9 KB	(204.0%)

40.3%

180x180 → 180x180

▼ See More

Search by  algolia

A

search-by-algolia-white.svg

SVG

7.1 KB

Current

Potential Smart Compression

SVG	<div></div>	7.1 KB	(100.0%)
WEBP	<div><div></div></div>	940.0 B	(13.3%)
PNG	<div></div>	1.2 KB	(16.7%)

13.3%

130x18 → 400x400

▼ See More

 SMASHING  
MAGAZINE

A

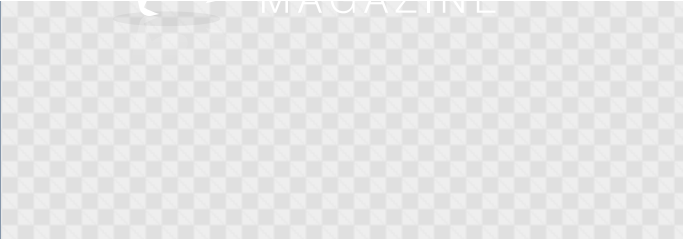
logo--full.svg

SVG

6.6 KB

Current





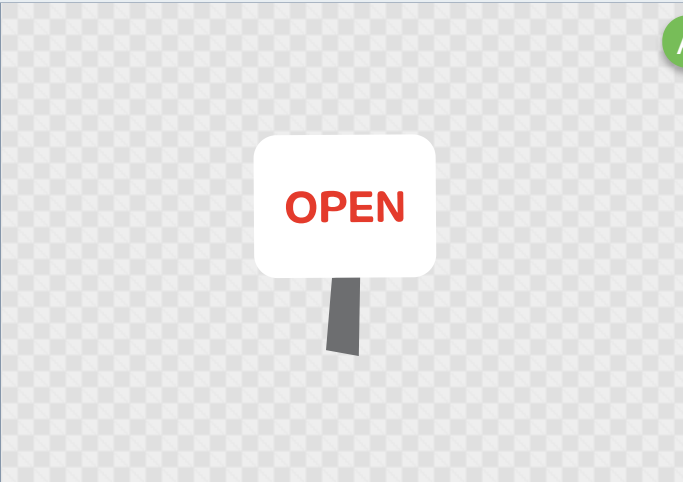
### Potential Smart Compression

SVG	<div></div>	6.6 KB	(100.0%)
WEBP	<div></div>	2.2 KB	(33.5%)
PNG	<div></div>	2.6 KB	(40.0%)

 33.5%

220x80 → 400x400

▼ See More



OPEN

### A jobs.svg

SVG	<div></div>	4.1 KB	Current
-----	-------------	--------	---------


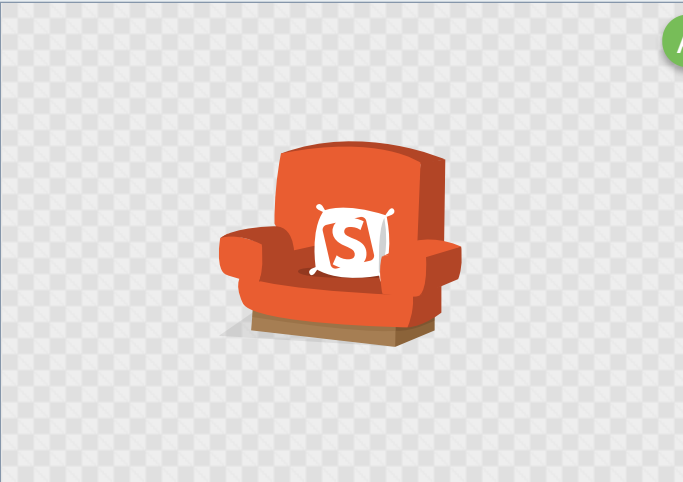
### Potential Smart Compression

SVG	<div></div>	4.1 KB	(100.0%)
WEBP	<div></div>	186.0 B	(4.5%)
PNG	<div></div>	347.0 B	(8.4%)

 4.5%

230x275 → 400x400

▼ See More



### A character-15.svg

SVG	<div></div>	3.7 KB	Current
-----	-------------	--------	---------

### Potential Smart Compression

SVG	<div></div>	3.7 KB	(100.0%)
WEBP	<div></div>	1.0 KB	(27.8%)
PNG	<div></div>	1.2 KB	(32.9%)


 27.8%

270x240 → 400x400

▼ See More



### C



d41d8cd98f00b204e9800998ecf8427e.jpg

JPEG	<div></div>	3.5 KB	Current
------	-------------	--------	---------


Potential Smart Compression

JPEG	<div></div>	502.0 B	(14.4%)
WEBP	<div></div>	226.0 B	(6.5%)
PNG	<div></div>	673.0 B	(19.3%)

6.5%

250x250 → 72x72

See More



logo---red.png

PNG	<div></div>	2.9 KB	Current
-----	-------------	--------	---------


Potential Smart Compression

PNG	<div></div>	794.0 B	(27.1%)
WEBP	<div></div>	662.0 B	(22.6%)

22.6%

60x80 → 38x51

See More



membership.svg

SVG	<div></div>	2.8 KB	Current
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Potential Smart Compression

SVG	<div></div>	2.8 KB	(100.0%)
WEBP	<div></div>	242.0 B	(8.5%)
PNG	<div></div>	406.0 B	(14.3%)

8.5%

230x275 → 400x400

▼ See More




A

w.svg

SVG	<div></div>	2.7 KB	Current
-----	-------------	--------	---------


Potential Smart Compression

SVG	<div></div>	2.7 KB	(100.0%)
WEBP	<div></div>	1.6 KB	(58.6%)
PNG	<div></div>	2.0 KB	(72.5%)

58.6%

450x480 → 400x400

▼ See More




A

articles.svg

SVG	<div></div>	1.3 KB	Current
-----	-------------	--------	---------


Potential Smart Compression

SVG	<div></div>	1.3 KB	(100.0%)
WEBP	<div></div>	110.0 B	(8.6%)
PNG	<div></div>	198.0 B	(15.4%)

8.6%

230x275 → 400x400

▼ See More




A

published.svg

SVG	<div></div>	1.2 KB	Current
-----	-------------	--------	---------

Potential Smart Compression

SVG	<div></div>	1.2 KB	(100.0%)
WEBP	<div></div>	274.0 B	(23.6%)
PNG	<div></div>	408.0 B	(35.2%)

23.6%

29x27 → 400x400

▼

See More

A

books.svg



SVG	<div><div></div></div>	1.0 KB	Current
Potential Smart Compression			
SVG	<div><div></div></div>	1.0 KB	(100.0%)
WEBP	<div><div><div></div></div></div>	120.0 B	(11.8%)
PNG	<div><div></div></div>	241.0 B	(23.8%)

11.8%

230x275 → 400x400

▼

See More

A

events.svg



SVG	<div><div></div></div>	954.0 B	Current
Potential Smart Compression			
SVG	<div><div></div></div>	954.0 B	(100.0%)
WEBP	<div><div><div></div></div></div>	138.0 B	(14.5%)
PNG	<div><div></div></div>	269.0 B	(28.2%)

14.5%

230x275 → 400x400

▼


See More


A

bird\_j6gn7w.svg



SVG	<div><div></div></div>	692.0 B	Current
Potential Smart Compression			
SVG	<div><div></div></div>	692.0 B	(100.0%)

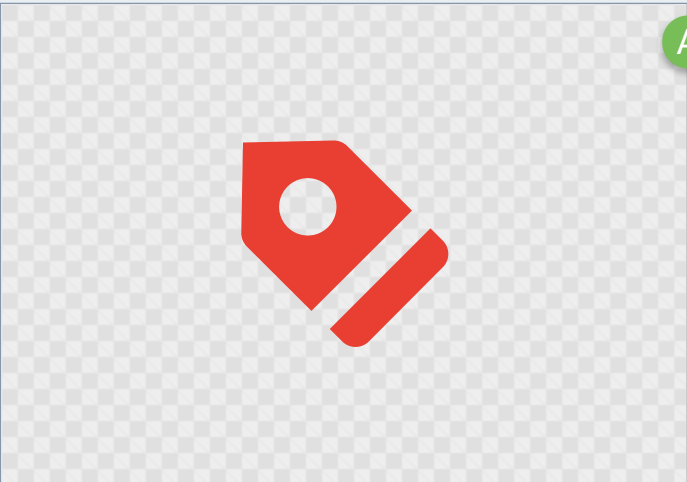


SVG		692.0 B	(100.0%)
WEBP		232.0 B	(33.5%)
PNG		382.0 B	(55.2%)


 33.5%

400x400 → 400x400



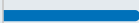
▼ See More



A tags.svg

SVG		486.0 B	Current
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Potential Smart Compression

SVG		486.0 B	(100.0%)
WEBP		228.0 B	(46.9%)
PNG		386.0 B	(79.4%)

 46.9%

29x27 → 400x400

▼ See More

# Optimize Every Image with Cloudinary

Cloudinary is the end-to-end solution for all your image-related needs. Check out how simple it is to deliver an optimized image to your users, with on-the-fly transformations included as a component of the URL:

`https://res.cloudinary.com/demo/image/upload/h_210/f_auto,q_auto/paint.jpg`


Original

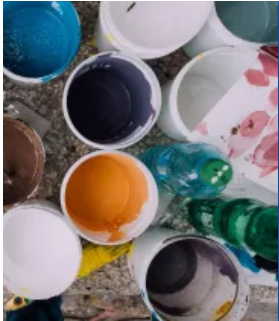
JPG

Dynamic Format

WEBP

374x210  
38 KB





374x210  
16 KB (42%)

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Learn more about  
Image Optimization

First Name

Last Name

Email Address

Select Country... ▾

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