PageSpeed Insights HOME GUIDES REFERENCE

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

MOBILE DESKTOP

35

https://m.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, 13:42:39

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.

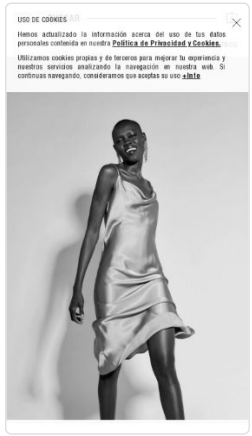
First Contentful Paint (FCP)	1.5 s

71% 25% 3%

First Input Delay (FID)	52 ms

95% 4% 2%

Hide Origin Summary



Origin Summary

All pages served from this origin have an **Average** 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)	1.6 s

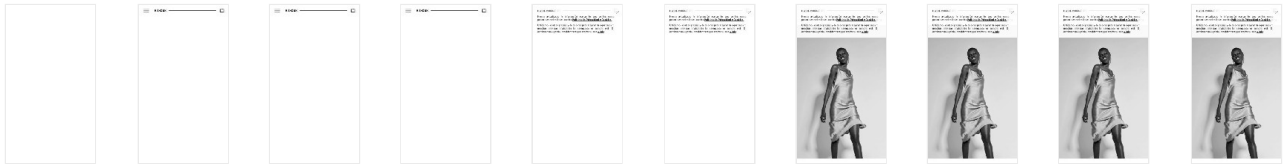
First Input Delay (FID)	166 ms

Lab Data

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

First Contentful Paint	3.8 s
Speed Index	6.9 s
Time to Interactive	10.2 s

First Meaningful Paint	3.9 s
First CPU Idle	9.4 s
Estimated Input Latency	480 ms



Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Preload key requests	5.25 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/mobile-hacks.css?154... (static.zara.net)	5,250 ms

2 Eliminate render-blocking resources 1.9 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)
/js/298….js (cdn.optimizely.com)	110 KB	1,680 ms
…catalog/products-category.css (static.zara.net)	11 KB	930 ms
…dist/mkt.css?154… (static.zara.net)	19 KB	1,080 ms
…css/corporate.css?154… (static.zara.net)	6 KB	780 ms

3 Defer offscreen images 0.86 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)
	…1024/844…_9_1_1.jpg?ts=154… (static.zara.net)	198 KB	198 KB
	…1024/844…_9_1_1.jpg?ts=154… (static.zara.net)	125 KB	125 KB
	…400/419…_2_8_1.jpg?ts=154… (static.zara.net)	39 KB	39 KB
	…400/185…_1_1_1.jpg?ts=153… (static.zara.net)	10 KB	10 KB

4 Serve images in next-gen formats 0.22 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)

URL	Size (KB)	Potential Savings (KB)
 …1024/844…_9_1_1.jpg?ts=154… (static.zara.net)	125 KB	26 KB
 …1024/404…_9_1_1.jpg?ts=154… (static.zara.net)	60 KB	19 KB
 …1024/844…_9_1_1.jpg?ts=154… (static.zara.net)	198 KB	13 KB

5 Defer unused CSS — 0.21 s

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	19 KB
…catalog/products-category.css (static.zara.net)	11 KB	9 KB
…css/corporate.css?154… (static.zara.net)	6 KB	6 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)	40 ms
…ZaraSRPLS/ZaraSRPLS….woff2 (static.zara.net)	80 ms

URL	Potential Savings (ms)
…Neue-Helv…/NeueHelve….woff2 (static.zara.net)	40 ms

2 Avoid an excessive DOM size 3,663 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		3,663
Maximum DOM Depth	`<span class="cat-name">`	18
Maximum Child Elements	`<head>`	54

3 Minimize main-thread work 6.0 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	3,641 ms
Style & Layout	700 ms
Other	574 ms
Script Parsing & Compilation	542 ms
Rendering	278 ms
Parse HTML & CSS	189 ms
Garbage Collection	57 ms

4 Reduce JavaScript execution time 4.1 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
…js/common.js (static.zara.net)	1,615 ms	1,469 ms	80 ms
/boomerang/UN7DK-GDTLV-TRET5-VABKB-AFMLC (c.go-mpulse.net)	1,532 ms	1,400 ms	46 ms
/js/298….js (cdn.optimizely.com)	455 ms	263 ms	155 ms
/resources/d1be400… (m.zara.com)	214 ms	201 ms	13 ms
…dist/mkt.js?154… (static.zara.net)	186 ms	61 ms	125 ms
…es/mujer-nuevo-l1180.html?v1=1074660 (m.zara.com)	79 ms	58 ms	18 ms

5 Serve static assets with an efficient cache policy — 5 resources found

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

URL	Cache TTL	Size (KB)
/js/298….js (cdn.optimizely.com)	2 m	110 KB
…ua/ec.js (www.google-analytics.com)	1 h	2 KB
/analytics.js (www.google-analytics.com)	2 h	17 KB
/boomerang/UN7DK-GDTLV-TRET5-VABKB-AFMLC (c.go-mpulse.net)	7 d	55 KB
/resources/d1be400… (m.zara.com)	7 d	15 KB

6 Minimize Critical Requests Depth — 10 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: **1,020 ms**

Initial Navigation

…es/mujer-nuevo-l1180.html?v1=1074660 (www.zara.com)

- …es/mujer-nuevo-l1180.html?v1=1074660 (m.zara.com)
  - …ZaraSRPLS/ZaraSRPLS….woff2 (static.zara.net) **- 80 ms, 1.7 KB**
  - …Neue-Helv…/NeueHelve….woff2 (static.zara.net) **- 40 ms, 17.55 KB**
  - …Neue-Helv…/NeueHelve….woff2 (static.zara.net) **- 50 ms, 17.08 KB**
  - …css/corporate.css?154… (static.zara.net) **- 90 ms, 6.47 KB**
  - …dist/mkt.css?154… (static.zara.net) **- 80 ms, 18.79 KB**
  - …dist/mkt.js?154… (static.zara.net)
    - …css/mobile-hacks.css?154… (static.zara.net) **- 120 ms, 0.84 KB**
  - /js/298….js (cdn.optimizely.com) **- 80 ms, 110.02 KB**
  - …js/require.js (static.zara.net) **- 50 ms, 5.91 KB**
  - /resources/d1be400… (m.zara.com) **- 110 ms, 15.38 KB**
  - …catalog/products-category.css (static.zara.net) **- 80 ms, 11.33 KB**

7 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	308.91 ms	

Passed audits — 10 audits

1 Properly size images

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

2 Minify CSS

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

3 Minify JavaScript

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

4 Efficiently encode images

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

5 Enable text compression

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

6 Preconnect to required origins

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

7 Server response times are low (TTFB) — Root document took 160 ms

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

8 Avoid multiple page redirects — Potential savings of 780 ms

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

URL	Time Spent
(Initial: https://www.zara.com/es/es/mujer-nuevo-l1180.html?v1=1074660)	0 ms
…es/mujer-nuevo-l1180.html?v1=1074660 (m.zara.com)	780 ms

9 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

10 Avoids enormous network payloads — Total size was 1,195 KB

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

URL	Size (KB)
…1024/844…_9_1_1.jpg?ts=154… (static.zara.net)	198.9 KB
…dist/mkt.js?154… (static.zara.net)	163.4 KB
…1024/844…_9_1_1.jpg?ts=154… (static.zara.net)	125.7 KB
/js/298….js (cdn.optimizely.com)	110 KB
…js/common.js (static.zara.net)	88 KB

URL	Size (KB)
…1024/404…_9_1_1.jpg?ts=154… (static.zara.net)	60.7 KB
/boomerang/UN7DK-GDTLV-TRET5-VABKB-AFMLC (c.go-mpulse.net)	55.1 KB
…es/mujer-nuevo-l1180.html?v1=1074660 (m.zara.com)	46.3 KB
…400/419…_2_8_1.jpg?ts=154… (static.zara.net)	39.3 KB
…1074660/products (m.zara.com)	24.6 KB

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.