

Performance Report for: <http://firstdoor.axion5.com/>

Report generated: Saturday, February 22, 2014, 3:37 AM -0800

Test Server Region: Vancouver, Canada

Using: Firefox (Desktop) 25.0.1, Page Speed 1.12.16, YSlow 3.1.7

Page Speed Grade:

(97%) ↑ Avg: 77%

A

YSlow Grade:

(92%) ↑ Avg: 78%

A

Page load time: 0.90s | Total page size: 211KB | Total number of requests: 18

Priority Issues (Top 5)

Minimize redirects	C (72)	↓ Avg Score: 93%	Content	High
Avoid a character set in the meta tag	B (85)	↓ Avg Score: 95%	Content	High
Prefer asynchronous resources	B (85)	↓ Avg Score: 94%	JS	Medium
Specify a cache validator	A (90)	↑ Avg Score: 94%	Server	High
Specify image dimensions	A (90)	↑ Avg Score: 52%	Images	High

How does this affect me?

Studies show that users leave a site if it hasn't loaded in 4 seconds; keep your users happy and engaged by providing a fast performing website.

As if you didn't need more incentive, **Google has announced that they are using page speed in their ranking algorithm.**

About GTmetrix

We can help you develop a faster, more efficient, and all-around improved website experience for your users. We use Google Page Speed and Yahoo! YSlow to grade your site's performance and provide actionable recommendations to fix these issues.

About the Developer



GTmetrix is developed by the good folks at **Gossamer Threads**, a Vancouver-based company with over 16 years experience in web technology. www.gossamer-threads.com

What do these grades mean?

This report is an analysis of your site with Google and Yahoo!'s metrics for how to best develop a site for optimized speed. The **grades you see represent** how well the scanned URL adheres to those rules.

Lower grades (C or lower) mean that the page can stand to be faster using better practices and optimizing your settings.

What's in this report?

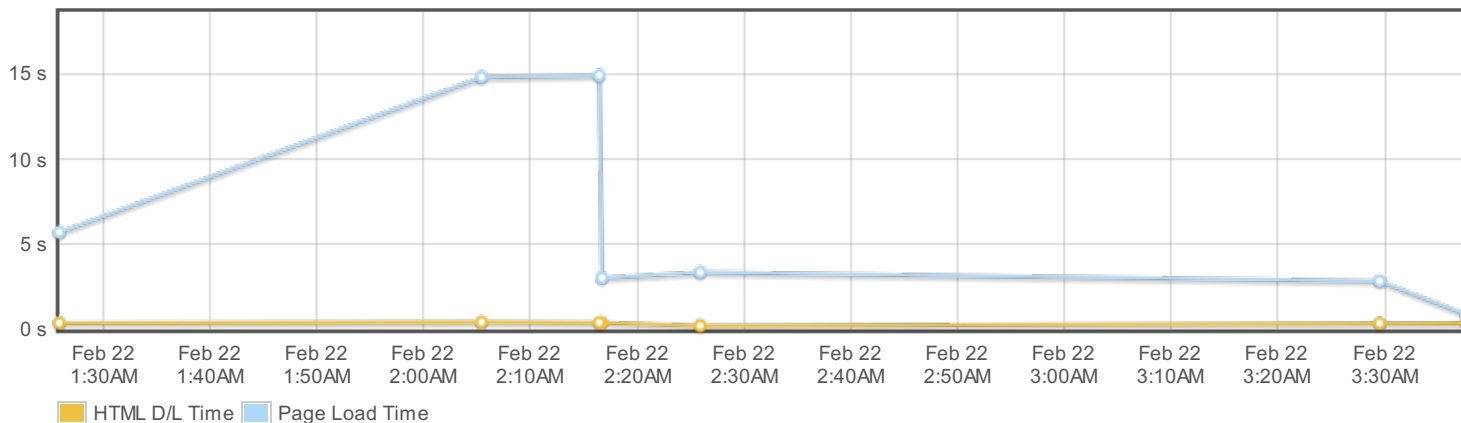
This report covers basic to technical analyses on your page. It is categorized under many headings:

- ✦ **Executive:** Overall score information and Priority Issues
- ✦ **History:** Graphed history of past performance
- ✦ **Waterfall:** Graph of your site's loading timeline
- ✦ **Technical:** In-depth Page Speed & YSlow information

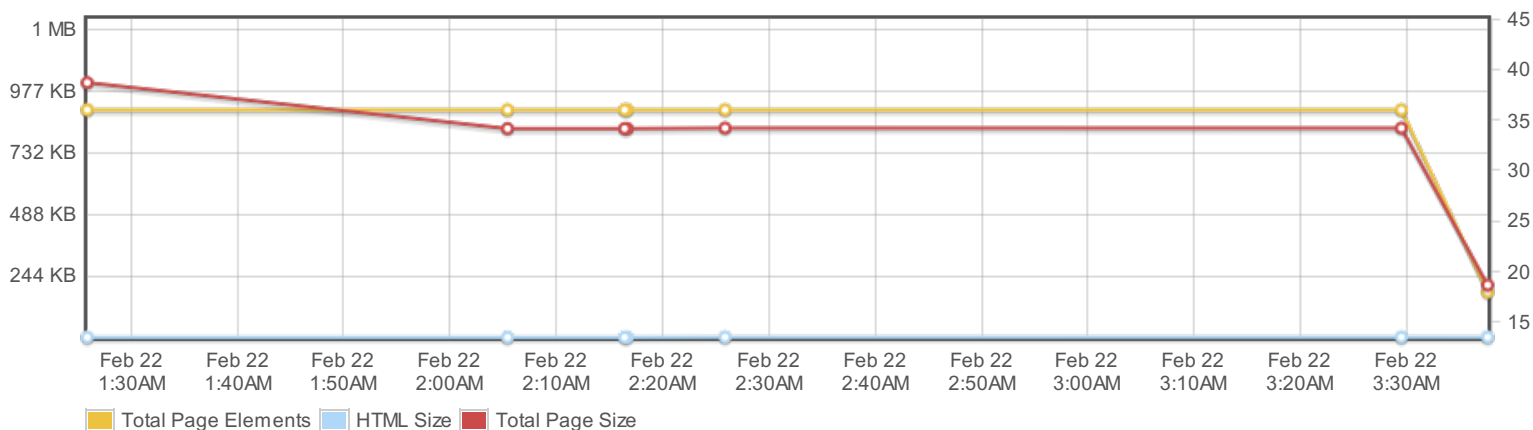
These will provide you with a snapshot of your performance.

History

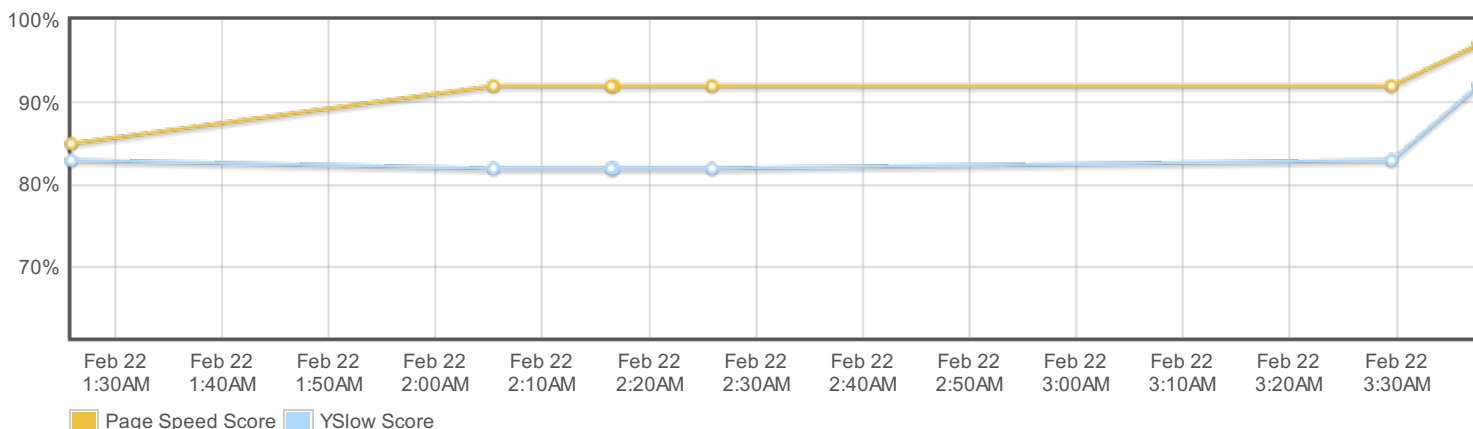
Page load times



Page sizes and request counts



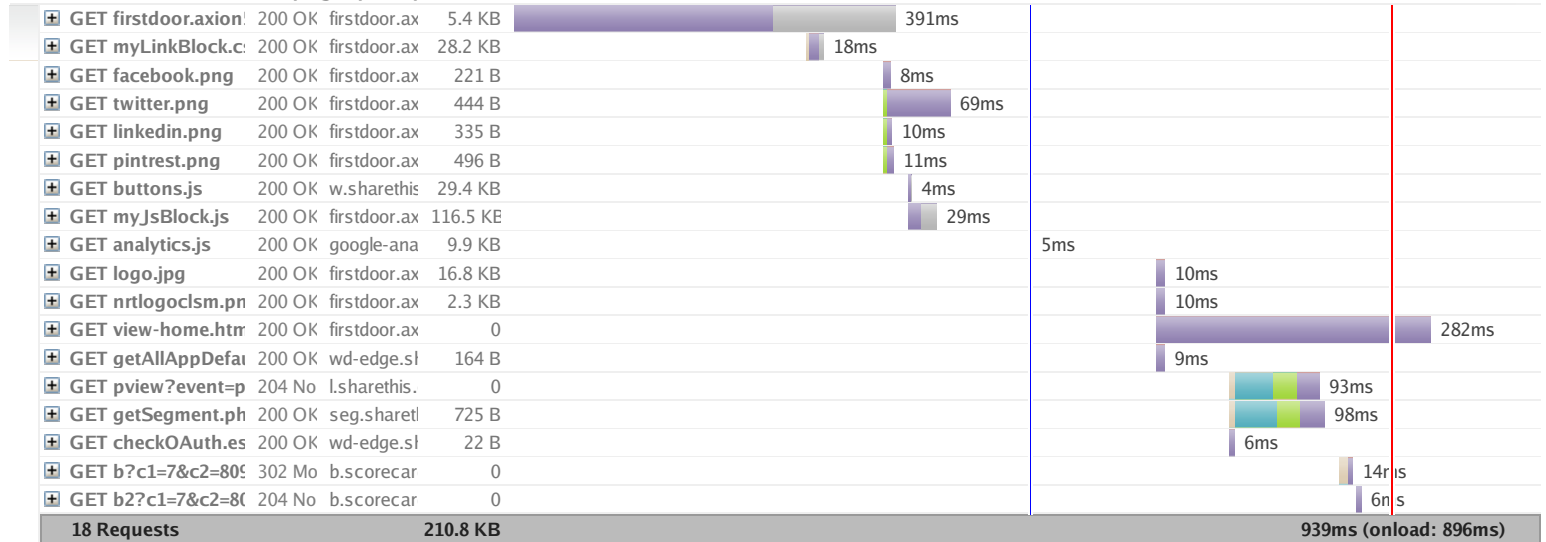
Page Speed and YSlow scores










Waterfall

The waterfall graph displays the loading behaviour of your site in Firefox. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

Firstdoor - Leaders in developing capability



Page Speed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Minimize redirects	 C (72)	↓ Avg Score: 93%	Content	High
<p>Remove the following redirect chain if possible:</p> <ul style="list-style-type: none"> http://b.scorecardresearch.com/b?c1=7&c2=8097938&rn=334874786&c7=http%3A%2F%2Fseg.sharethis.com%2FgetSegment.php%3Fpurl%3Dhttp%253A%252F%252Ffirstdoor.axion5.com%252F%26jsref%3D%26rnd%3D1393069050345&c3=8097938&c8=ShareThis%20Segmenter&c9=http%3A%2F%2Ffirstdoor.axion5.com%2F&cv=2.2&cs=js http://b.scorecardresearch.com/b?c1=7&c2=8097938&rn=334874786&c7=http%3A%2F%2Fseg.sharethis.com%2FgetSegment.php%3Fpurl%3Dhttp%253A%252F%252Ffirstdoor.axion5.com%252F%26jsref%3D%26rnd%3D1393069050345&c3=8097938&c8=ShareThis%20Segmenter&c9=http%3A%2F%2Ffirstdoor.axion5.com%2F&cv=2.2&cs=js 				
Avoid a character set in the meta tag	 B (85)	↓ Avg Score: 95%	Content	High
<p>The following resources have a character set specified in a meta tag. Specifying a character set in a meta tag disables the lookahead downloader in IE8. To improve resource download parallelization, move the character set to the HTTP Content-Type response header.</p> <ul style="list-style-type: none"> http://seg.sharethis.com/getSegment.php?purl=http%3A%2F%2Ffirstdoor.axion5.com%2F&jsref=&rnd=1393069050345 				
Prefer asynchronous resources	 B (85)	↓ Avg Score: 94%	JS	Medium
<p>The following resources are loaded synchronously. Load them asynchronously to reduce blocking of page rendering.</p> <ul style="list-style-type: none"> http://firstdoor.axion5.com/ loads http://w.sharethis.com/button/buttons.js synchronously. 				
Specify a cache validator	 A (90)	⬆ Avg Score: 94%	Server	High
<p>The following resources are missing a cache validator. Resources that do not specify a cache validator cannot be refreshed efficiently. Specify a Last-Modified or ETag header to enable cache validation for the following resources:</p> <ul style="list-style-type: none"> http://w.sharethis.com/button/buttons.js 				
Specify image dimensions	 A (90)	↑ Avg Score: 52%	Images	High
<p>The following image(s) are missing width and/or height attributes.</p> <ul style="list-style-type: none"> http://firstdoor.axion5.com/_2cd1aa189f/images/logo.jpg (Dimensions: 400 x 111) http://firstdoor.axion5.com/_78d42baf17/images/nrtlogoclsn.png (Dimensions: 100 x 87) 				
Specify a character set early	 A (95)	⬆ Avg Score: 98%	Content	High
<p>The following resources have no character set specified in their HTTP headers. Specifying a character set in HTTP headers can speed up browser rendering.</p> <ul style="list-style-type: none"> http://seg.sharethis.com/getSegment.php?purl=http%3A%2F%2Ffirstdoor.axion5.com%2F&jsref=&rnd=1393069050345 				
Minify HTML	 A (96)	⬆ Avg Score: 92%	Content	High

Minifying the following HTML resources could reduce their size by 478B (8% reduction).

- Minifying <http://firstdoor.axion5.com/> could save 419B (8% reduction) after compression. See [optimized version](#)
- Minifying <http://seg.sharethis.com/getSegment.php?url=http%3A%2F%2Ffirstdoor.axion5.com%2F&jsref=&rnd=1393069050345> could save 59B (9% reduction) after compression. See [optimized version](#)

Minify CSS

A (98)

↑ Avg Score: 81%

CSS

High

Minifying the following CSS resources could reduce their size by 732B (3% reduction).

- Minifying http://firstdoor.axion5.com/_edf06b3aee/css/myLinkBlock.css could save 732B (3% reduction) after compression. See [optimized version](#)

Enable gzip compression

A (99)

↑ Avg Score: 79%

Server

High

Compressing the following resources with gzip could reduce their transfer size by 27B (17% reduction).

- Compressing <http://wd-edge.sharethis.com/button/getAllAppDefault.esi?cb=stLight.allDefault&app=all&publisher=014e0e6b-5c75-4f02-aa39-abe6833f9f4d&domain=firstdoor.axion5.com> could save 27B (17% reduction).

Minify JavaScript

A (99)

↑ Avg Score: 89%

JS

High

Minifying the following JavaScript resources could reduce their size by 117B (1% reduction).

- Minifying <http://www.google-analytics.com/analytics.js> could save 55B (1% reduction) after compression. See [optimized version](#)
- Minifying <http://wd-edge.sharethis.com/button/getAllAppDefault.esi?cb=stLight.allDefault&app=all&publisher=014e0e6b-5c75-4f02-aa39-abe6833f9f4d&domain=firstdoor.axion5.com> could save 31B (19% reduction). See [optimized version](#)
- Minifying http://firstdoor.axion5.com/_aab92a2647/js/myJsBlock.js could save 28B (1% reduction) after compression. See [optimized version](#)
- Minifying <http://wd-edge.sharethis.com/button/checkOAuth.esi> could save 3B (14% reduction). See [optimized version](#)

Serve scaled images

A (99)

↑ Avg Score: 86%

Images

High

The following images are resized in HTML or CSS. Serving scaled images could save 1.7KiB (11% reduction).

- http://firstdoor.axion5.com/_2cd1aa189f/images/logo.jpg is resized in HTML or CSS from 400x111 to 380x105. Serving a scaled image could save 1.7KiB (11% reduction).

Avoid bad requests

A (100)

⬆ Avg Score: 97%

Content

High

You scored 100% on this suggestion - nothing to do here!

Avoid landing page redirects

A (100)

⬆ Avg Score: 97%

Server

High

You scored 100% on this suggestion - nothing to do here!

Defer parsing of JavaScript

A (100)

↑ Avg Score: 66%

JS

High

2.0KiB of JavaScript is parsed during initial page load. Defer parsing JavaScript to reduce blocking of page rendering.

- <http://firstdoor.axion5.com/> (1.4KiB of inline JavaScript)
- <http://seg.sharethis.com/getSegment.php?url=http%3A%2F%2Ffirstdoor.axion5.com%2F&jsref=&rnd=1393069050345> (580B of inline JavaScript)

Enable Keep-Alive

A (100)

⬆ Avg Score: 96%

Server

High

You scored 100% on this suggestion - nothing to do here!

Inline small CSS

A (100)

↑ Avg Score: 93%

CSS

High

You scored 100% on this suggestion - nothing to do here!

Inline small JavaScript

A (100)

⬆ Avg Score: 96%

JS

High

You scored 100% on this suggestion - nothing to do here!

Leverage browser caching

A (100)

↑ Avg Score: **55%**

Server

High

You scored 100% on this suggestion - nothing to do here!

Minimize request size

A (100)

⬆ Avg Score: **99%**

Content

High

You scored 100% on this suggestion - nothing to do here!

Optimize images

A (100)

↑ Avg Score: **73%**

Images

High

You scored 100% on this suggestion - nothing to do here!

Optimize the order of styles and scripts

A (100)

↑ Avg Score: **94%**

CSS/JS

High

You scored 100% on this suggestion - nothing to do here!

Put CSS in the document head

A (100)

⬆ Avg Score: **100%**

CSS

High

You scored 100% on this suggestion - nothing to do here!

Remove query strings from static resources

A (100)

↑ Avg Score: **90%**

Content

High

You scored 100% on this suggestion - nothing to do here!

Serve resources from a consistent URL

A (100)

↑ Avg Score: **94%**

Content

High

You scored 100% on this suggestion - nothing to do here!

Specify a Vary: Accept-Encoding header

A (100)

↑ Avg Score: **90%**

Server

High

You scored 100% on this suggestion - nothing to do here!

Avoid CSS @import

A (100)

⬆ Avg Score: **96%**

CSS

Medium

You scored 100% on this suggestion - nothing to do here!

Combine images using CSS sprites

A (100)







↑ Avg Score: **70%**

Images

Medium

You scored 100% on this suggestion - nothing to do here!

YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Add Expires headers	 E (56)	↑ Avg Score: 23%	Server	High
There are 4 static components without a far-future expiration date.				
<ul style="list-style-type: none"> http://w.sharethis.com/button/buttons.js http://www.google-analytics.com/analytics.js http://wd-edge.sharethis.com/button/getAllAppDefault.esi?cb=stLight.allDefault&app=all&publisher=014e0e6b-5c75-4f02-aa39-abe6833f9f4d&domain=firstdoor.axion5.com http://wd-edge.sharethis.com/button/checkOAuth.esi 				
Use a Content Delivery Network (CDN)	 C (70)	↑ Avg Score: 10%	Server	Medium
Using a CDN YSlow doesn't recognize? Specify your CDNs in your User Settings .				
There are 3 static components that are not on CDN.				
<ul style="list-style-type: none"> http://w.sharethis.com/button/buttons.js http://wd-edge.sharethis.com/button/getAllAppDefault.esi?cb=stLight.allDefault&app=all&publisher=014e0e6b-5c75-4f02-aa39-abe6833f9f4d&domain=firstdoor.axion5.com http://wd-edge.sharethis.com/button/checkOAuth.esi 				
Use cookie-free domains	 D (60)	↑ Avg Score: 44%	Cookie	Low
There are 8 components that are not cookie-free				
<ul style="list-style-type: none"> http://firstdoor.axion5.com/_edf06b3aee/css/myLinkBlock.css http://firstdoor.axion5.com/_edf06b3aee/images/icons/social/facebook.png http://firstdoor.axion5.com/_edf06b3aee/images/icons/social/twitter.png http://firstdoor.axion5.com/_edf06b3aee/images/icons/social/linkedin.png http://firstdoor.axion5.com/_edf06b3aee/images/icons/social/pinterest.png http://firstdoor.axion5.com/_aab92a2647/js/myJsBlock.js http://firstdoor.axion5.com/_2cd1aa189f/images/logo.jpg http://firstdoor.axion5.com/_78d42baf17/images/nrtlogoclsn.png 				
Make fewer HTTP requests	 A (92)	↑ Avg Score: 43%	Content	High
This page has 5 external Javascript scripts. Try combining them into one.				
Avoid URL redirects	 A (90)	↔ Avg Score: 88%	Content	Medium
There is 1 redirect				
<ul style="list-style-type: none"> http://b.scorecardresearch.com/b?... redirects to http://b.scorecardresearch.com/b2?... 				
Reduce DNS lookups	 A (90)	↑ Avg Score: 75%	Content	Low
The components are split over more than 4 domains				
<ul style="list-style-type: none"> firstdoor.axion5.com: 10 components, 575.4K (153.7K GZip) w.sharethis.com: 1 component, 134.3K (30.0K GZip) www.google-analytics.com: 1 component, 22.7K (10.1K GZip) wd-edge.sharethis.com: 2 components, 0.1K seg.sharethis.com: 1 component, 1.3K (0.7K GZip) b.scorecardresearch.com: 1 component, 0.0K 				

Avoid empty src or href	A (100)	⬆ Avg Score: 100%	Content	High
You scored 100% on this suggestion - nothing to do here!				
Compress components with gzip	A (100)	⬆ Avg Score: 66%	Server	High
You scored 100% on this suggestion - nothing to do here!				
Minify JavaScript and CSS	A (100)	⬆ Avg Score: 75%	CSS/JS	Medium
You scored 100% on this suggestion - nothing to do here!				
Make AJAX cacheable	A (100)	⬆ Avg Score: 100%	JS	Medium
You scored 100% on this suggestion - nothing to do here!				
Put CSS at the top	A (100)	⬆ Avg Score: 100%	CSS	Medium
You scored 100% on this suggestion - nothing to do here!				
Remove duplicate JavaScript and CSS	A (100)	⬆ Avg Score: 100%	CSS/JS	Medium
You scored 100% on this suggestion - nothing to do here!				
Put JavaScript at bottom	A (100)	⬆ Avg Score: 100%	JS	Medium
You scored 100% on this suggestion - nothing to do here!				
Avoid AlphasLoader filter	A (100)	⬆ Avg Score: 95%	CSS	Medium
You scored 100% on this suggestion - nothing to do here!				
Avoid HTTP 404 (Not Found) error	A (100)	⬆ Avg Score: 100%	Content	Medium
You scored 100% on this suggestion - nothing to do here!				
Reduce the number of DOM elements	A (100)	⬆ Avg Score: 94%	Content	Low
You scored 100% on this suggestion - nothing to do here!				
Do not scale images in HTML	A (100)	⬆ Avg Score: 100%	Images	Low
You scored 100% on this suggestion - nothing to do here!				
Use GET for AJAX requests	A (100)	⬆ Avg Score: 100%	JS	Low
You scored 100% on this suggestion - nothing to do here!				
Avoid CSS expressions	A (100)	⬆ Avg Score: 97%	CSS	Low
You scored 100% on this suggestion - nothing to do here!				
Reduce cookie size	A (100)	⬆ Avg Score: 100%	Cookie	Low
You scored 100% on this suggestion - nothing to do here!				
Make favicon small and cacheable	A (100)	⬆ Avg Score: 100%	Images	Low
You scored 100% on this suggestion - nothing to do here!				
Configure entity tags (ETags)	A (100)	⬆ Avg Score: 53%	Server	Low
You scored 100% on this suggestion - nothing to do here!				
Make JavaScript and CSS external	(n/a)		CSS/JS	Medium

Only consider this if your property is a common user home page.

- There is a total of 6 inline scripts