PageSpeed Insights HOME GUIDES REFERENCE

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

MOBILE DESKTOP

https://m.zara.com/es/

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

Analysis time: 02/01/2019, 12:28:31

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)	2.5 s	First Input Delay (FID)	943 ms

41%	50%	10%

60%	21%	19%

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

70%	26%	4%

First Input Delay (FID)	166 ms

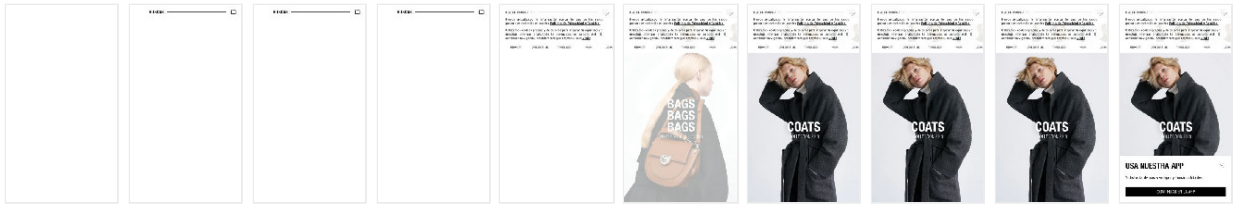
88%	8%	4%

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	11.3 s
Time to Interactive	31.0 s

First Meaningful Paint	4.0 s
First CPU Idle	10.1 s
Estimated Input Latency	600 ms



Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Properly size images	36.99 s

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

URL	Size (KB)	Potential Savings (KB)
…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	1,153 KB	787 KB
…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	1,067 KB	729 KB
…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	873 KB	596 KB
…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	817 KB	558 KB
…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	512 KB	508 KB

	URL	Size (KB)	Potential Savings (KB)
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	488 KB	484 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	487 KB	483 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	621 KB	424 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	614 KB	419 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	355 KB	352 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	501 KB	342 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	334 KB	330 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	312 KB	309 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	452 KB	309 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	227 KB	225 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	120 KB	119 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	83 KB	82 KB

2 Serve images in next-gen formats 18.6 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)
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	873 KB	333 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	1,067 KB	297 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	614 KB	286 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	1,153 KB	284 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	817 KB	275 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	452 KB	263 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	501 KB	253 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	621 KB	233 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	487 KB	193 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	488 KB	189 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	334 KB	188 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	355 KB	175 KB

	URL	Size (KB)	Potential Savings (KB)
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	512 KB	174 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	312 KB	162 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	227 KB	121 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	120 KB	76 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	83 KB	60 KB

3 Defer offscreen images 7.83 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)
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	488 KB	488 KB
	…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	452 KB	452 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	355 KB	355 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	227 KB	227 KB

4 Preload key requests 1.98 s

Consider using <link rel=preload> to prioritize fetching resources that are currently requested later in page load. Learn more.

URL	Potential Savings (ms)
…dist/de138a3….woff2 (static.zara.net)	1,980 ms
…css/mobile-hacks.css?154… (static.zara.net)	1,830 ms

5 Eliminate render-blocking resources 1.95 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
…home/home.css (static.zara.net)	10 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

6 Defer unused CSS 0.24 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	18 KB
…home/home.css (static.zara.net)	10 KB	8 KB
`.swiper-container{margin:0 auto;position:relative;overflow:hidden;list-style:none;padding:0; ... } ...`	7 KB	7 KB
…css/corporate.css?154… (static.zara.net)	6 KB	6 KB

7 Efficiently encode images 0.15 s

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

	URL	Size (KB)	Potential Savings (KB)
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	83 KB	14 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	120 KB	5 KB
	…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	487 KB	5 KB

Diagnostics

More information about the performance of your application.

1 Avoid enormous network payloads — Total size was 9,757 KB

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

URL	Size (KB)
…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	1,153.1 KB
…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	1,067.7 KB
…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	874 KB
…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	817.3 KB
…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	621.8 KB
…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	614.1 KB
…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	512.9 KB
…1920/img-V_1_1_1.jpg?ts=154… (static.zara.net)	501.1 KB
…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	488.9 KB
…1920/img-H_1_1_1.jpg?ts=154… (static.zara.net)	488 KB

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)	30 ms
…Neue-Helv…/NeueHelve….woff2 (static.zara.net)	20 ms
…ZaraSRPLS/ZaraSRPLS….woff2 (static.zara.net)	50 ms
…dist/de138a3….woff2 (static.zara.net)	180 ms
…dist/25f32f8….woff2 (static.zara.net)	330 ms
…Neue-Helv…/NeueHelve….woff2 (static.zara.net)	80 ms

3 Avoid an excessive DOM size — 3,693 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		3,693
Maximum DOM Depth	`<span class="cat-name">`	18
Maximum Child Elements	`<head>`	219

4 Minimize main-thread work — 9.2 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	4,707 ms
Rendering	1,833 ms
Other	924 ms
Style & Layout	848 ms
Script Parsing & Compilation	514 ms
Parse HTML & CSS	256 ms
Garbage Collection	92 ms

5 Reduce JavaScript execution time 5.4 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
/boomerang/UN7DK-GDTLV-TRET5-VABKB-AFMLC (c.go-mpulse.net)	2,144 ms	1,912 ms	45 ms
…js/common.js (static.zara.net)	1,542 ms	1,450 ms	82 ms
…dist/mkt.js?154… (static.zara.net)	635 ms	326 ms	121 ms
/js/298….js (cdn.optimizely.com)	564 ms	383 ms	143 ms
/resources/d1be400… (m.zara.com)	247 ms	206 ms	12 ms
/es/ (m.zara.com)	207 ms	136 ms	22 ms

URL	Total	Script Evaluation	Script Parse
…js/require.js (static.zara.net)	105 ms	98 ms	7 ms

6 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

7 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: **1,480 ms**

Initial Navigation

- /es/ (www.zara.com)
  - /es/ (m.zara.com)

- /resources/d1be400… (m.zara.com) **- 110 ms, 15.38 KB**
- …Neue-Helv…/NeueHelve….woff2 (static.zara.net) **- 20 ms, 17.55 KB**
- /js/298….js (cdn.optimizely.com) **- 90 ms, 110.02 KB**
- …Neue-Helv…/NeueHelve….woff2 (static.zara.net) **- 30 ms, 17.08 KB**
- …home/home.css (static.zara.net) **- 100 ms, 9.65 KB**
- …dist/mkt.js?154… (static.zara.net)
  - …css/mobile-hacks.css?154… (static.zara.net) **- 240 ms, 0.84 KB**
  - …dist/de138a3….woff2 (static.zara.net) **- 180 ms, 39.03 KB**
- …ZaraSRPLS/ZaraSRPLS….woff2 (static.zara.net) **- 50 ms, 1.7 KB**
- …css/corporate.css?154… (static.zara.net) **- 100 ms, 6.47 KB**
- …js/require.js (static.zara.net) **- 50 ms, 5.91 KB**
- …dist/mkt.css?154… (static.zara.net) **- 100 ms, 18.79 KB**

…dist/25f32f8….woff2 (static.zara.net) **- 330 ms, 17.08 KB**

8 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	329.97 ms	

Passed audits — 7 audits

1 Minify CSS

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

2 Minify JavaScript

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

3 Enable text compression

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

4 Preconnect to required origins

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

5 Server response times are low (TTFB) Root document took 140 ms

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

6 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/)`	0 ms
/es/ (m.zara.com)	780 ms

7 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

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.