



https://www.smashingmagazine.com/2019/01/front-end-performance-checklis

ANALYZE

MOBILE

DESKTOP

<https://www.smashingmagazine.com/2019/01/front-end-performance-checklist-2019-pdf-pages/>The speed score is based on the lab data analyzed by [Lighthouse](#).

Analysis time: 08/01/2019, 22:33:52

Scale: █ 90-100 (fast) █ 50-89 (average) █ 0-49 (slow)

Field Data

The Chrome User Experience Report [does not have sufficient real-world speed data for this page](#).

 [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)

2.7 s

First Input Delay (FID)

109 ms

49%

40%

12%

92%

6%

2%

⌚ Lab Data

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

First Contentful Paint	0.4 s ✓	First Meaningful Paint	0.5 s ✓
Speed Index	1.7 s ✓	First CPU Idle	2.7 s ✓
Time to Interactive	4.8 s ⓘ	Estimated Input Latency	50 ms ✓



🔄 Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings	
1 Defer offscreen images	2.12 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)
 ...34f6f27f-88a9-425a-910e-39100034def3/devtools-priority-seg....gif (res.cloudinary.com)	2,428 KB	2,428 KB
 ...96fa3207-4fff-4b7b-bfa0-c115062d826a/demo-unit-perf-tests.gif (cloud.netlifyusercontent.com)	798 KB	798 KB
 ...8422076c-6eea-4b35-a98c-b15445cb2dff/viewport-percentage-m....jpg (res.cloudinary.com)	131 KB	131 KB
 ...db62c469-bbfc-4959-839d-590abb41b64e/responsive-breakpoint....png (res.cloudinary.com)	109 KB	109 KB

URL		Size (KB)	Potential Savings (KB)
 ...c987b182-0a0e-40e5-8f8d-dd81feb991f5/replace-animated-gifs.jpg (res.cloudinary.com)	(res.cloudinary.com)	103 KB	103 KB
 ...705ed9b1-cd4d-4231-b808-ce8c2e72e070/review-required-check....png (res.cloudinary.com)	(res.cloudinary.com)	88 KB	88 KB
 ...a85a91a7-fb37-4596-8658-a40c1900a0d6/lighthouse-screenshot.png (res.cloudinary.com)	(res.cloudinary.com)	76 KB	76 KB
 ...c2102708-944d-46ed-93d9-fa28cd76f232/is-tls-fast-yet-01.png (res.cloudinary.com)	(res.cloudinary.com)	66 KB	66 KB
 ...5fda8d85-1151-4d0b-b2f6-da354ebae345/redux-rest-apollo-gra....png (res.cloudinary.com)	(res.cloudinary.com)	64 KB	64 KB
 ...53363a80-48ae-4f91-aed0-69d292e6d7a2/2018-js-processing-ti....png (res.cloudinary.com)	(res.cloudinary.com)	60 KB	60 KB
 ...949e5601-04e7-48ee-91a5-10bd7af19a0f/perf-budgets-network-....jpg (res.cloudinary.com)	(res.cloudinary.com)	51 KB	51 KB
 ...b1e12dad-ea64-430e-b3db-b67fb76029d8/block-request-url-ima....png (res.cloudinary.com)	(res.cloudinary.com)	50 KB	50 KB
 ...ab06acd3-833a-4634-abf9-fc8d91939250/fmp-and-tti-opt.jpeg (res.cloudinary.com)	(res.cloudinary.com)	47 KB	47 KB
 ...e30c7d5b-ef8b-46ba-b0fc-b1d5a31cefff/webpack-comparison.png (res.cloudinary.com)	(res.cloudinary.com)	46 KB	46 KB
 ...30dd1821-9800-4f01-91a8-1375d4812144/http-pages-chrome-opt.png (res.cloudinary.com)	(res.cloudinary.com)	45 KB	45 KB
 ...31237c37-d7db-4faa-9849-51657e122331/babel-preset-opt.png (res.cloudinary.com)	(res.cloudinary.com)	42 KB	42 KB
 ...6423db84-4717-4aeb-9174-7ae96bf4f3aa/appshell-1-o0t8qd-c-s....jpg (res.cloudinary.com)	(res.cloudinary.com)	41 KB	41 KB
 ...24d7fcbb0-40c3-4ada-abb3-22b8524f9b2d/progressive-css-loadi....png (res.cloudinary.com)	(res.cloudinary.com)	40 KB	40 KB
 ...bb4716e5-d25b-4b80-b468-f28d07bae685/app-build-components-....png (res.cloudinary.com)	(res.cloudinary.com)	39 KB	39 KB
 ...d46ddc8b-4bd7-4627-b738-baf62807b26f/inline-scripts-deferr....png (res.cloudinary.com)	(res.cloudinary.com)	39 KB	39 KB
 ...f7f56052-6abb-4d18-a5aa-8d84102d812e/jmperez-composition-p....jpg (res.cloudinary.com)	(res.cloudinary.com)	38 KB	38 KB
 ...bbb2ea83-7674-47d8-9cad-89a2de009915/how-webassembly-works.png (res.cloudinary.com)	(res.cloudinary.com)	31 KB	31 KB

URL		Size (KB)	Potential Savings (KB)
 ...5d80f91c-9807-4565-b616-a4735fc4949/network-requests-firs....png (res.cloudinary.com)		31 KB	31 KB
 ...eb634666-55ab-4db3-aa40-4b146a859041/font-loading-strategi....png (res.cloudinary.com)		29 KB	29 KB
 ...3bb4ab9e-978a-4db0-83c3-57a93d70516d/file-size-budget-fast....png (res.cloudinary.com)		28 KB	28 KB
 ...shop/smashing-book-6-product-image-opt.png (res.cloudinary.com)		27 KB	27 KB
 ...39c247a9-223f-4a6c-ae3d-db54a696ffcb/tti-budget-opt.png (res.cloudinary.com)		24 KB	24 KB
 ...cf570272-840e-4cf8-92de-76808a12422c/casper-case-study-opt....png (res.cloudinary.com)		22 KB	22 KB
 ...b5a4354f-4a9b-420d-8979-bd7abb87aebc/av1-logo-2018-full.png (res.cloudinary.com)		21 KB	21 KB
 ...c91c910d-e934-4610-9dc5-369ec9071b57/rail-perf-model-opt.png (res.cloudinary.com)		21 KB	21 KB
 ...SmashingConf/brad-frost-sf.png (res.cloudinary.com)		21 KB	21 KB
 ...7191d628-f0a1-490c-afca-c8abcd4823/brad-perf-budget-buil....png (res.cloudinary.com)		19 KB	19 KB
 ...dfe1a4ec-2088-4e39-8a39-9f2010380a53/tuesday-2g-opt.png (res.cloudinary.com)		8 KB	8 KB
 ...smashing-cat/cat-rollerderby.svg (www.smashingmagazine.com)		5 KB	5 KB
 /avatar/d41d8cd....jpg?s=250&d=mm&r=g (www.gravatar.com)		3 KB	3 KB
 ...logo/logo-red.png (www.smashingmagazine.com)		3 KB	3 KB
 ...drop-caps/character-15.svg (d33wubrfki0l68.cloudfront.net)		2 KB	2 KB

2 Properly size images

1.65 s ^

Serve images that are appropriately-sized to save cellular data and improve load time. [Learn more.](#)

URL		Size (KB)	Potential Savings (KB)
 ...34f6f27f-88a9-425a-910e-39100034def3/devtools-priority-seg....gif (res.cloudinary.com)	(res.cloudinary.com)	2,428 KB	905 KB
 ...96fa3207-4fff-4b7b-bfa0-c115062d826a/demo-unit-perf-tests.gif (cloud.netlifyusercontent.com)	(cloud.netlifyusercontent.com)	798 KB	239 KB
 ...8422076c-6eea-4b35-a98c-b15445cb2dff/viewport-percentage-m....jpg (res.cloudinary.com)	(res.cloudinary.com)	131 KB	109 KB
 ...c987b182-0a0e-40e5-8f8d-dd81feb991f5/replace-animated-gifs.jpg (res.cloudinary.com)	(res.cloudinary.com)	103 KB	85 KB
 ...db62c469-bbfc-4959-839d-590abb41b64e/responsive-breakpoint....png (res.cloudinary.com)	(res.cloudinary.com)	109 KB	41 KB
 ...b1e12dad-ea64-430e-b3db-b67fb76029d8/block-request-url-ima....png (res.cloudinary.com)	(res.cloudinary.com)	50 KB	40 KB
 ...30dd1821-9800-4f01-91a8-1375d4812144/http-pages-chrome-opt.png (res.cloudinary.com)	(res.cloudinary.com)	45 KB	37 KB
 ...31237c37-d7db-4faa-9849-51657e122331/babel-preset-opt.png (res.cloudinary.com)	(res.cloudinary.com)	42 KB	33 KB
 ...24d7fc0-40c3-4ada-abb3-22b8524f9b2d/progressive-css-loadi....png (res.cloudinary.com)	(res.cloudinary.com)	40 KB	33 KB
 ...705ed9b1-cd4d-4231-b808-ce8c2e72e070/review-required-check....png (res.cloudinary.com)	(res.cloudinary.com)	88 KB	33 KB
 ...6423db84-4717-4aeb-9174-7ae96bf4f3aa/appshell-1-o0t8qd-c-s....jpg (res.cloudinary.com)	(res.cloudinary.com)	41 KB	33 KB
 ...f7f56052-6abb-4d18-a5aa-8d84102d812e/jmperez-composition-p....jpg (res.cloudinary.com)	(res.cloudinary.com)	38 KB	30 KB
 ...a85a91a7-fb37-4596-8658-a40c1900a0d6/lighthouse-screenshot.png (res.cloudinary.com)	(res.cloudinary.com)	76 KB	28 KB
 ...c2102708-944d-46ed-93d9-fa28cd76f232/is-tls-fast-yet-01.png (res.cloudinary.com)	(res.cloudinary.com)	66 KB	25 KB
 ...5fda8d85-1151-4d0b-b2f6-da354ebae345/redux-rest-apollo-gra....png (res.cloudinary.com)	(res.cloudinary.com)	64 KB	24 KB
 ...53363a80-48ae-4f91-aed0-69d292e6d7a2/2018-js-processing-ti....png (res.cloudinary.com)	(res.cloudinary.com)	60 KB	22 KB
 ...shop/smashing-book-6-product-image-opt.png (res.cloudinary.com)	(res.cloudinary.com)	27 KB	19 KB
 ...39c247a9-223f-4a6c-ae3d-db54a696ffcb/tti-budget-opt.png (res.cloudinary.com)	(res.cloudinary.com)	24 KB	19 KB

URL		Size (KB)	Potential Savings (KB)
...949e5601-04e7-48ee-91a5-10bd7af19a0f/perf-budgets-network-....jpg (res.cloudinary.com)		51 KB	19 KB
...cf570272-840e-4cf8-92de-76808a12422c/casper-case-study-opt....png (res.cloudinary.com)		22 KB	18 KB
...b5a4354f-4a9b-420d-8979-bd7abb87aebc/av1-logo-2018-full.png (res.cloudinary.com)		21 KB	18 KB
...c91c910d-e934-4610-9dc5-369ec9071b57/rail-perf-model-opt.png (res.cloudinary.com)		21 KB	17 KB
...ab06acd3-833a-4634-abf9-fc8d91939250/fmp-and-tti-opt.jpeg (res.cloudinary.com)		47 KB	17 KB
...e30c7d5b-ef8b-46ba-b0fc-b1d5a31cefff/webpack-comparison.png (res.cloudinary.com)		46 KB	17 KB
...bb4716e5-d25b-4b80-b468-f28d07bae685/app-build-components-....png (res.cloudinary.com)		39 KB	15 KB
...d46ddc8b-4bd7-4627-b738-baf62807b26f/inline-scripts-deferr....png (res.cloudinary.com)		39 KB	15 KB
...bbb2ea83-7674-47d8-9cad-89a2de009915/how-webassembly-works.png (res.cloudinary.com)		31 KB	12 KB
...5d80f91c-9807-4565-b616-a4735fc4949/network-requests-firs....png (res.cloudinary.com)		31 KB	12 KB
...eb634666-55ab-4db3-aa40-4b146a859041/font-loading-strategi....png (res.cloudinary.com)		29 KB	11 KB
...3bb4ab9e-978a-4db0-83c3-57a93d70516d/file-size-budget-fast....png (res.cloudinary.com)		28 KB	11 KB
...7191d628-f0a1-490c-afca-c8abcd4823/brad-perf-budget-buil...png (res.cloudinary.com)		19 KB	7 KB
/avatar/d41d8cd....jpg?s=250&d=mm&r=g (www.gravatar.com)		3 KB	3 KB

3 Use video formats for animated content 0.28 s ^

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](#)

URL		Size (KB)	Potential Savings (KB)
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URL	Size (KB)	Potential Savings (KB)
...96fa3207-4fff-4b7b-bfa0-c115062d826a/demo-unit-perf-tests.gif (cloud.netlifyusercontent.com)	798 KB	567 KB
4 Defer unused CSS — 0.18 s ^		
Remove unused rules from stylesheets to reduce unnecessary bytes consumed by network activity. Learn more.		
URL	Size (KB)	Potential Savings (KB)
/css/main.css (www.smashingmagazine.com)	75 KB	67 KB
...cssbin/www-player-webp-vfls_VBFs.css (www.youtube.com)	51 KB	49 KB
...css/player.css (f.vimeocdn.com)	15 KB	13 KB
@charset "UTF-8";/*! normalize.css v4.2.0 MIT License github.com/necolas/normalize.css */@media ...	20 KB	9 KB
...css/print.css (d33wubrfki0l68.cloudfront.net)	4 KB	4 KB
/embed/Cjo9iq8k-bc (www.youtube.com)	3 KB	3 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)
...elenawebregular/elenawebregular.woff2 (d33wubrfki0l68.cloudfront.net)	80 ms
...mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	80 ms

URL	Potential Savings (ms)
...mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	110 ms
...mijabold/mija_bold-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	370 ms
...elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net)	1,010 ms
...elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net)	1,010 ms
...elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net)	1,010 ms
...v18/KFOICnqEu....woff2 (fonts.gstatic.com)	30 ms
...v18/KFOmCnqEu....woff2 (fonts.gstatic.com)	30 ms

2 Avoid an excessive DOM size

2,977 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		2,977
Maximum DOM Depth		17
Maximum Child Elements	<div class="c-garfield-the-cat">	91

3 Avoid enormous network payloads

Total size was 6,270 KB ▲ ^

Large network payloads cost users real money and are highly correlated with long load times. [Learn more](#).

URL	Size (KB)
...34f6f27f-88a9-425a-910e-39100034def3/devtools-priority-seg....gif (res.cloudinary.com)	2,428.9 KB

URL	Size (KB)
...96fa3207-4fff-4b7b-bfa0-c115062d826a/demo-unit-perf-tests.gif (cloud.netlifyusercontent.com)	798.7 KB
...en_US/base.js (www.youtube.com)	448.2 KB
...8422076c-6eea-4b35-a98c-b15445cb2dff/viewport-percentage-m....jpg (res.cloudinary.com)	132 KB
...js/player.js (f.vimeocdn.com)	131.7 KB
...db62c469-bbfc-4959-839d-590abb41b64e/responsive-breakpoint....png (res.cloudinary.com)	109.6 KB
...c987b182-0a0e-40e5-8f8d-dd81feb991f5/replace-animated-gifs.jpg (res.cloudinary.com)	103.7 KB
...01/front-end-performance-checklist-2019-pdf-pages (www.smashingmagazine.com)	93.9 KB
...705ed9b1-cd4d-4231-b808-ce8c2e72e070/review-required-check....png (res.cloudinary.com)	88.5 KB
...a85a91a7-fb37-4596-8658-a40c1900a0d6/lighthouse-screenshot.png (res.cloudinary.com)	77.1 KB

4 Serve static assets with an efficient cache policy

46 resources found ▲ ^

A long cache lifetime can speed up repeat visits to your page. [Learn more.](#)

URL	Cache TTL	Size (KB)
/avatar/d41d8cd....jpg?s=250&d=mm&r=g (www.gravatar.com)	5 m	4 KB
/instream/ad_status.js (static.doubleclick.net)	15 m	0 KB
...477cf258-f4e3-42e2-811d-73547904d716/state.js (consentcdn.cookiebot.com)	30 m	0 KB
/analytics.js (www.google-analytics.com)	2 h	17 KB
...s68-c-k-no-mo-rj-c0xffffffff/photo.jpg (yt3.ggpht.com)	1 d	4 KB
/uc.js (consent.cookiebot.com)	1 d 1 s	8 KB
...34f6f27f-88a9-425a-910e-39100034def3/devtools-priority-seg....gif (res.cloudinary.com)	7 d	2,429 KB
...8422076c-6eea-4b35-a98c-b15445cb2dff/viewport-percentage-m....jpg (res.cloudinary.com)	7 d	132 KB
...db62c469-bbfc-4959-839d-590abb41b64e/responsive-breakpoint....png (res.cloudinary.com)	7 d	110 KB

URL	Cache TTL	Size (KB)
...c987b182-0a0e-40e5-8f8d-dd81feb991f5/replace-animated-gifs.jpg (res.cloudinary.com)	7 d	104 KB
...705ed9b1-cd4d-4231-b808-ce8c2e72e070/review-required-check....png (res.cloudinary.com)	7 d	88 KB
...a85a91a7-fb37-4596-8658-a40c1900a0d6/lighthouse-screenshot.png (res.cloudinary.com)	7 d	77 KB
...c2102708-944d-46ed-93d9-fa28cd76f232/is-tls-fast-yet-01.png (res.cloudinary.com)	7 d	67 KB
...5fda8d85-1151-4d0b-b2f6-da354ebae345/redux-rest-apollo-gra....png (res.cloudinary.com)	7 d	65 KB
...53363a80-48ae-4f91-aed0-69d292e6d7a2/2018-js-processing-ti....png (res.cloudinary.com)	7 d	60 KB
...949e5601-04e7-48ee-91a5-10bd7af19a0f/perf-budgets-network-....jpg (res.cloudinary.com)	7 d	52 KB
...b1e12dad-ea64-430e-b3db-b67fb76029d8/block-request-url-ima....png (res.cloudinary.com)	7 d	50 KB
...ab06acd3-833a-4634-abf9-fc8d91939250/fmp-and-tti-opt.jpeg (res.cloudinary.com)	7 d	47 KB
...e30c7d5b-ef8b-46ba-b0fc-b1d5a31cefff/webpack-comparison.png (res.cloudinary.com)	7 d	47 KB
...30dd1821-9800-4f01-91a8-1375d4812144/http-pages-chrome-opt.png (res.cloudinary.com)	7 d	46 KB
...31237c37-d7db-4faa-9849-51657e122331/babel-preset-opt.png (res.cloudinary.com)	7 d	43 KB
...6423db84-4717-4aeb-9174-7ae96bf4f3aa/appshell-1-o0t8qd-c-s....jpg (res.cloudinary.com)	7 d	42 KB
...24d7fc0-40c3-4ada-abb3-22b8524f9b2d/progressive-css-loadi....png (res.cloudinary.com)	7 d	41 KB
...bb4716e5-d25b-4b80-b468-f28d07bae685/app-build-components-....png (res.cloudinary.com)	7 d	40 KB
...d46ddc8b-4bd7-4627-b738-baf62807b26f/inline-scripts-deferr....png (res.cloudinary.com)	7 d	40 KB
...f7f56052-6abb-4d18-a5aa-8d84102d812e/jmperez-composition-p....jpg (res.cloudinary.com)	7 d	39 KB
...bbb2ea83-7674-47d8-9cad-89a2de009915/how-webassembly-works.png (res.cloudinary.com)	7 d	32 KB
...5d80f91c-9807-4565-b616-a4735fc4949/network-requests-firs....png (res.cloudinary.com)	7 d	32 KB
...eb634666-55ab-4db3-aa40-4b146a859041/font-loading-strategi....png (res.cloudinary.com)	7 d	30 KB
...3bb4ab9e-978a-4db0-83c3-57a93d70516d/file-size-budget-fast....png (res.cloudinary.com)	7 d	29 KB
...39c247a9-223f-4a6c-ae3d-db54a696ffcb/tti-budget-opt.png (res.cloudinary.com)	7 d	25 KB

URL	Cache TTL	Size (KB)
...cf570272-840e-4cf8-92de-76808a12422c/casper-case-study-opt....png (res.cloudinary.com)	7 d	23 KB
...b5a4354f-4a9b-420d-8979-bd7abb87aebc/av1-logo-2018-full.png (res.cloudinary.com)	7 d	22 KB
...c91c910d-e934-4610-9dc5-369ec9071b57/rail-perf-model-opt.png (res.cloudinary.com)	7 d	22 KB
...7191d628-f0a1-490c-afca-c8abcd4823/brad-perf-budget-buil....png (res.cloudinary.com)	7 d	20 KB
...dfe1a4ec-2088-4e39-8a39-9f2010380a53/tuesday-2g-opt.png (res.cloudinary.com)	7 d	8 KB
...en_US/base.js (www.youtube.com)	8 d	448 KB
...www-embed-player-vflMEG-ug/www-embed-player.js (www.youtube.com)	8 d	36 KB
...js/player.js (f.vimeocdn.com)	14 d	132 KB
...css/player.css (f.vimeocdn.com)	14 d	15 KB
/video/675....webp?mw=800&mh=448 (i.vimeocdn.com)	30 d	34 KB
...shop/smashing-book-6-product-image-opt.png (res.cloudinary.com)	30 d	27 KB
...SmashingConf/brad-frost-sf.png (res.cloudinary.com)	30 d	21 KB
/portrait/20468470_60x60.jpg (i.vimeocdn.com)	30 d	2 KB
/video/675....jpg?mw=80&q=85 (i.vimeocdn.com)	30 d	2 KB
...v153.../bird_j6gn7w.svg (res.cloudinary.com)	30 d	1 KB

5 Minimize main-thread work

3.5 s  ^

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this.

Category	Time Spent
Style & Layout	1,715 ms
Script Evaluation	638 ms
Rendering	443 ms

Category	Time Spent
Other	360 ms
Script Parsing & Compilation	178 ms
Parse HTML & CSS	102 ms
Garbage Collection	45 ms

6 Minimize Critical Requests Depth

5 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: **1,820 ms**

Initial Navigation

...01/front-end-performance-checklist-2019-pdf-pages (www.smashingmagazine.com)
...mijabold/mija_bold-webfont.woff2 (d33wubrfki0l68.cloudfront.net) - 370 ms, 23.96 KB
...elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net) - 1,010 ms, 59.39 KB
...elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net) - 1,010 ms, 60.72 KB
...elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net) - 1,010 ms, 60.38 KB
...mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net) - 110 ms, 23.37 KB

7 User Timing marks and measures

3 user timings



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
mark_fs	Mark	3,873.4 ms	
mark_qoes	Mark	3,884.99 ms	
mark_ol	Mark	4,001.05 ms	

Passed audits

11 audits



1 Eliminate render-blocking resources



^

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn more.](#)

2 Minify CSS



^

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

3 Minify JavaScript

Potential savings of 5 KB



^

Minifying JavaScript files can reduce payload sizes and script parse time. [Learn more.](#)

URL	Size (KB)	Potential Savings (KB)
/bundles/a138d7f....js (d33wubrfki0l68.cloudfront.net)	16 KB	5 KB

4 Efficiently encode images



^

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

5 Serve images in next-gen formats



^

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.](#)

6 Enable text compression



^

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

7 Preconnect to required origins



^

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

8 Server response times are low (TTFB)

Root document took 210 ms



^

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

9 Avoid multiple page redirects



^

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

10 Preload key requests

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

11 JavaScript execution time

0.5 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
...www-embed-player-vfIMEG-ug/www-embed-player.js (www.youtube.com)	307 ms	262 ms	8 ms
...en_US/base.js (www.youtube.com)	129 ms	37 ms	92 ms
...js/player.js (f.vimeocdn.com)	90 ms	53 ms	34 ms

What's New

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

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](#).

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About PageSpeed Insights

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more.](#)