Question 3

One factor is the number of images. This leads to a large number of requests, which slows down the page load. One way to optimize this would be to use CSS sprites for similar images such as the blush swatches. While the resulting file itself would be bigger, it would cut down the amount of requests being made. Another would be to compress resources to reduce the size of request.

Some of the images are very large as well, there's a big gif (700kb) that's hidden behind a carousel that takes a while to load. One optimization would be to lazy load content so that all the images aren't being loaded at once, and the user gets to see the 'above the fold' content more quickly. Another would be to progressively render images, so the page doesn't jump around as files finish loading. A third would be to further optimize images, although the tradeoff would be blurrier photos, which may not be a tradeoff worth making for Benefit's brand. Cutting back on the larger images from the mobile layout may help as well, depending on how much user traffic it's generating. But images such as that GIF that's buried in the carousel probably aren't getting that much traffic. The background gradient that's behind the first image could probably have been done with a css gradient, which would improve download times.

A third factor are scripts that are blocking the rendering process. They could be delayed until after the content 'above the fold' loads to improve the perceived performance.