@Ashhad,

*In order to improve the average page speed scores of Aspose website, we implemented following fixes and enhancements in different areas:*

* *Eliminated render-blocking by better managing website resources*
* *Minified HTML, CSS and JS resources*
* *Optimized on-page images for size*
* *Enabled GZip compression and content encoding to help boost up the client-end resource downloading process*
* *Re-organized Joomla template structure to help reduce overall page load size*

*During the testing phase, we observed that Google Tag Manager (GTM) code incorporated into the page HTML consumes a major chunk of page-load time owing to the numerous redirect chains contained within. Therefore, for the purpose of comparison, and in line with the suggestions from the server-side team, we created static HTML pages including and excluding the GTM code to further clarify its effects on page loading speed and hosted these pages on Containerize.DNS server.*

*Following screen shots were obtained after running page speed tests of these static HTML pages and the results clearly indicate the improvements in pages peed scores (mobile) as well as server response time.*

|  |  |  |
| --- | --- | --- |
| **PHP Current PSI** | **Joomla Static** | **Containerize.DNS** |
|  |  |  |
|  | *GTM Tag with dataLayer* | *No GTM Tag* |
| Above screenshots are results from Page Speed Insight Mobile Score | | |

*For convenience, we have added the metrics obtained from these test runs into an Excel file, the link of which is given below. Please be sure to review the stats for getting a better picture of the whole exercise.*

*ADD EXCEL FILE LINK HERE*

@Hammad,

Thanks for uploading the static HTML and resources to Cotainerize.DNS. We have collected the information regarding Google PageSpeed Insight and Pingdom tools from Joomla PHP template, Joomla static HTML and Containerize.DNS static resources.

It appears that TTFB (server response) issue gets resolved by hosting static HTML on Containerize.DNS server (better PSI, A grade on Pingdom test) however, problems related to GTM code are inherent as it seemingly is responsible for PSI score reduction of 30+ units.

@Igor,

<code>

|  |
| --- |
| function gtag(){dataLayer.push(arguments);} |
| gtag('js', new Date()); |
|  |
| gtag('config', 'GTM-NJMHSH'); |

</code>

I was working on fileformat.com wiki and found a different GTM script (shared above) with minimum code while at aspose.com, GTM script contains multiple layers. If we can possibly work with a similar GTM code at aspose.com too, it could help increase the mobile page speed score to 80/85+.

*Conclusion:*

*Considering we cannot completely exclude the GTM code, which poses a major hurdle in augmenting page speed scores to the desired level, we can try and optimize it to possibly reduce its (negative) impact on average page loading speed/time as explained in this tutorial (add external tutorial link).*