PageSpeed Insights HOME GUIDES REFERENCE

https://www.smashingmagazine.com/articles/ ANALYZE

MOBILE DESKTOP

100

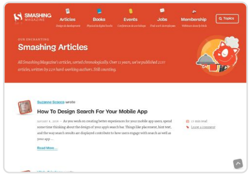
https://www.smashingmagazine.com/articles/

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

Analysis time: 08/01/2019, 22:25:14

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 an **Average** 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) 1.2 s ⓘ

86% 12% 2%

First Input Delay (FID) 12 ms ✓

98% 2% 0%

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 ⚠

49% 40% 12%

First Input Delay (FID) 109 ms ⓘ

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	0.3 s ✓	First Meaningful Paint	0.4 s ✓
Speed Index	1.4 s ✓	First CPU Idle	1.0 s ✓
Time to Interactive	1.1 s ✓	Estimated Input Latency	10 ms ✓

Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Reduce server response times (TTFB)	0.07 s

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

Diagnostics

More information about the performance of your application.

⚠

1 User Timing marks and measures

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences. Learn more.

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)
…elenawebregular/elenawebregular.woff2 (d33wubrfki0l68.cloudfront.net)	100 ms
…mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	100 ms
…mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	110 ms
…elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net)	140 ms
…elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net)	140 ms
…elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net)	140 ms
…mijabold/mija_bold-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	140 ms

3 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: **1,050 ms**

Initial Navigation

- /articles/ (www.smashingmagazine.com)
  - …mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net) **- 110 ms, 23.43 KB**
  - …elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net) **- 140 ms, 60.32 KB**
  - …elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net) **- 140 ms, 60.66 KB**
  - …mijabold/mija_bold-webfont.woff2 (d33wubrfki0l68.cloudfront.net) **- 140 ms, 24.02 KB**
  - …elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net) **- 140 ms, 59.33 KB**

✓ Passed audits

18 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 Properly size images Potential savings of 22 KB ✓

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

	URL	Size (KB)	Potential Savings (KB)
	...8d42e009-2612-433e-928a-4ccdac2351ac/marina-ferreira-profi....jpg (cloud.netlifyusercontent.com)	10 KB	9 KB
	...28bde710-bee5-46a9-9a78-de32e6d7a90e/suzanne-scacca-200px.jpg (cloud.netlifyusercontent.com)	7 KB	6 KB
	...6f60ba6a-465e-42fb-b501-1329d45bf084/vitaly-friedman-profi....jpg (cloud.netlifyusercontent.com)	7 KB	6 KB

3 Defer offscreen images ✓

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. Learn more.

4 Minify CSS ✓

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

5 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

6 Defer unused CSS Potential savings of 8 KB ✓

Remove unused rules from stylesheets to reduce unnecessary bytes consumed by network activity. Learn more.

URL	Size (KB)	Potential Savings (KB)
`@charset "UTF-8";html{font-family:sans-serif;line-height:1.15;-ms-text-size-adjust:100%; ... } ...`	8 KB	4 KB
…css/print.css (d33wubrfki0l68.cloudfront.net)	4 KB	4 KB

7 Efficiently encode images ✓

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

8 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.

9 Enable text compression Potential savings of 1 KB ✓

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

URL	Size (KB)	Potential Savings (KB)
/2019-01-design-search-mobile-app.count.json (smashingcomments.netlify.com)	3 KB	1 KB

10 Preconnect to required origins ✓

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

11 Avoid multiple page redirects ✓

Redirects introduce additional delays before the page can be loaded. Learn more.

12 Preload key requests ✓

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

13 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

14 Avoids enormous network payloads — Total size was 655 KB ✓

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

URL	Size (KB)
/css/main.css (www.smashingmagazine.com)	75.5 KB
…elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net)	60.7 KB
…elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net)	60.3 KB
…elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net)	59.3 KB
…elenawebregular/elenawebregular.woff2 (d33wubrfki0l68.cloudfront.net)	58.2 KB
…js/app.js (d33wubrfki0l68.cloudfront.net)	46.3 KB
/js/vendors~AddToCart~Amnesia~Checkout~CheckoutC…~CheckoutC…….js (www.smashingmagazine.com)	26.6 KB
…mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	24.8 KB
…mijabold/mija_bold-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	24 KB
…mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	23.4 KB

15 Uses efficient cache policy on static assets — 3 resources found ✓

A long cache lifetime can speed up repeat visits to your page. Learn more.

URL	Cache TTL	Size (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
/uc.js (consent.cookiebot.com)	1 d 1 s	8 KB

16 Avoids an excessive DOM size — 624 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		624
Maximum DOM Depth	`<span class="sr-only">`	16
Maximum Child Elements	`<head>`	64

17 JavaScript execution time ✓

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

18 Minimizes main-thread work 1.2 s ✓

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Category	Time Spent
Style & Layout	486 ms
Rendering	263 ms
Script Evaluation	198 ms
Other	159 ms
Parse HTML & CSS	56 ms
Script Parsing & Compilation	36 ms
Garbage Collection	9 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.

Web Performance

Learn more about web performance tools at Google.

About PageSpeed Insights

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