PageSpeed Insights HOME GUIDES REFERENCE

https://www.smashingmagazine.com/ ANALYZE

MOBILE DESKTOP

76

https://www.smashingmagazine.com/

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

Analysis time: 08/01/2019, 22:04:35

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.

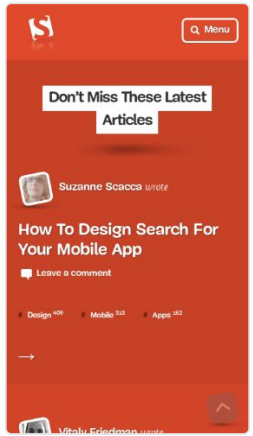
First Contentful Paint (FCP)	2.1 s

63% 29% 8%

First Input Delay (FID)	62 ms

94% 5% 1%

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)	2.9 s

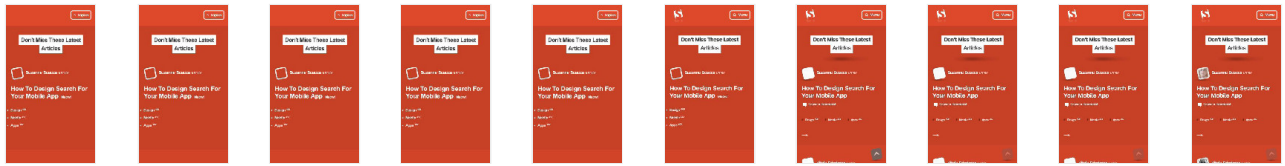
First Input Delay (FID)	197 ms

Lab Data

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

First Contentful Paint	0.9 s
Speed Index	2.3 s
Time to Interactive	7.8 s

First Meaningful Paint	1.0 s
First CPU Idle	6.1 s
Estimated Input Latency	100 ms



Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Defer offscreen images	0.3 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)
 …c5be7dc1-d8b9-4695-a5fc-77a5399652b2/marco-zehe-250px-opt.png (cloud.netlifyusercontent.com)	62 KB	62 KB
 …events/sf-large.svg (d33wubrfki0l68.cloudfront.net)	9 KB	9 KB
 …smashing-cat/cat-firechat.svg (d33wubrfki0l68.cloudfront.net)	7 KB	7 KB
 …nav-icons/jobs.svg (d33wubrfki0l68.cloudfront.net)	2 KB	2 KB

2 Serve images in next-gen formats 0.3 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)
 …c5be7dc1-d8b9-4695-a5fc-77a5399652b2/marco-zehe-250px-opt.png (cloud.netlifyusercontent.com)	62 KB	48 KB

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)	70 ms
…mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	70 ms
…mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	270 ms
…elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net)	1,020 ms
…elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net)	1,020 ms
…elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net)	1,020 ms
…mijabold/mija_bold-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	1,020 ms

3 Minimize main-thread work 6.1 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	3,431 ms
Rendering	904 ms
Script Evaluation	746 ms
Other	685 ms
Parse HTML & CSS	242 ms
Script Parsing & Compilation	118 ms
Garbage Collection	12 ms

4 Avoid an excessive DOM size 883 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		883
Maximum DOM Depth	`<span class="sr-only">`	16
Maximum Child Elements	`<head>`	70

5 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: **1,490 ms**

Initial Navigation

- / (www.smashingmagazine.com)
  - …mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net) **- 270 ms, 23.43 KB**
  - …elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net) **- 1,020 ms, 59.27 KB**
  - …elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net) **- 1,020 ms, 60.6 KB**
  - …elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net) **- 1,020 ms, 60.38 KB**
  - …mijabold/mija_bold-webfont.woff2 (d33wubrfki0l68.cloudfront.net) **- 1,020 ms, 23.96 KB**

Passed audits — 15 audits

1 Eliminate render-blocking resources

2 Properly size images — Potential savings of 8 KB

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

URL	Size (KB)	Potential Savings (KB)
…28bde710-bee5-46a9-9a78-de32e6d7a90e/suzanne-scacca-200px.jpg (cloud.netlifyusercontent.com)	7 KB	4 KB
…6f60ba6a-465e-42fb-b501-1329d45bf084/vitaly-friedman-profi….jpg (cloud.netlifyusercontent.com)	7 KB	3 KB

3 Minify CSS

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

4 Minify JavaScript

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

5 Defer unused CSS — Potential savings of 4 KB

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

URL	Size (KB)	Potential Savings (KB)
…css/print.css (d33wubrfki0l68.cloudfront.net)	4 KB	4 KB

6 Efficiently encode images

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

7 Enable text compression — Potential savings of 8 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)
/friskies (smashing-delivery.herokuapp.com)	5 KB	3 KB
/friskies (smashing-delivery.herokuapp.com)	5 KB	3 KB
/2019-01-design-search-mobile-app.count.json (smashingcomments.netlify.com)	3 KB	1 KB

8 Preconnect to required origins

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

9 Server response times are low (TTFB) — Root document took 100 ms

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

10 Avoid multiple page redirects

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

11 Preload key requests

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

12 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

13 Avoids enormous network payloads — Total size was 712 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
…c5be7dc1-d8b9-4695-a5fc-77a5399652b2/marco-zehe-250px-opt.png (cloud.netlifyusercontent.com)	62.3 KB
…elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net)	60.6 KB
…elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net)	60.4 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

14 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)

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

15 JavaScript execution time 0.9 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
/js/PostLoad.js (www.smashingmagazine.com)	332 ms	24 ms	3 ms
https://www.smashingmagazine.com	218 ms	143 ms	6 ms
…js/app.js (d33wubrfki0l68.cloudfront.net)	159 ms	127 ms	31 ms
/js/vendors~AddToCart~Amnesia~Checkout~CheckoutC…~CheckoutC…….js (www.smashingmagazine.com)	144 ms	121 ms	23 ms

URL	Total	Script Evaluation	Script Parse
/analytics.js (www.google-analytics.com)	78 ms	59 ms	16 ms

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.