



https://www.smashingmagazine.com/

ANALYZE

MOBILE

DESKTOP



https://www.smashingmagazine.com/

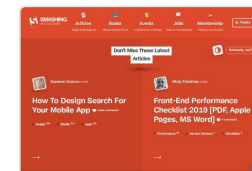
The **speed score** is based on the lab data analyzed by **Lighthouse**.

Analysis time: 08/01/2019, 22:04:34

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 s ⓘ

First Input Delay (FID)

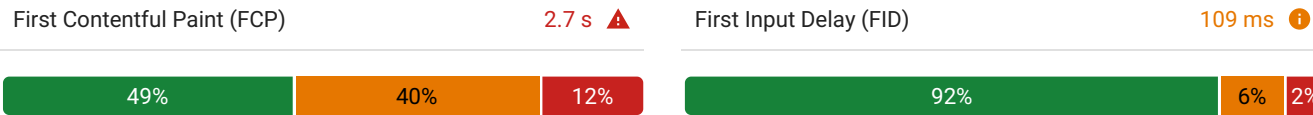
28 ms ✓



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.



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	0.4 s
Speed Index	0.9 s	First CPU Idle	0.9 s
Time to Interactive	1.0 s	Estimated Input Latency	20 ms



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)
-----	------------------------

URL	Potential Savings (ms)
...elenawebregular/elenawebregular.woff2 (d33wubrfki0l68.cloudfront.net)	110 ms
...mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	110 ms
...mijaregular/mija_regular-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	90 ms
...elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net)	580 ms
...elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net)	580 ms
...elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net)	580 ms
...mijabold/mija_bold-webfont.woff2 (d33wubrfki0l68.cloudfront.net)	580 ms

3 Avoid an excessive DOM size 885 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](#).

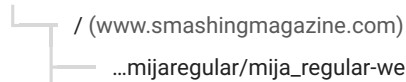
Statistic	Element	Value
Total DOM Nodes		885
Maximum DOM Depth		16
Maximum Child Elements	<head>	70

4 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: **990 ms**

Initial Navigation



- ...elenawebbold/elenawebbold.woff2 (d33wubrki0l68.cloudfront.net) - **580 ms, 59.39 KB**
- ...mijabold/mija_bold-webfont.woff2 (d33wubrki0l68.cloudfront.net) - **580 ms, 24.02 KB**
- ...elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrki0l68.cloudfront.net) - **580 ms, 60.32 KB**
- ...elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrki0l68.cloudfront.net) - **580 ms, 60.6 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 71 KB ✔ ^



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

URL	Size (KB)	Potential Savings (KB)
 ...c5be7dc1-d8b9-4695-a5fc-77a5399652b2/marco-zehe-250px-opt.png (cloud.netlifyusercontent.com)	62 KB	46 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
 /catch?uri=https://cdn4.buysellads.net/uu/1/41629/154....png (smashing-delivery.herokuapp.com)	9 KB	3 KB

3 Defer offscreen images Potential savings of 70 KB ✔ ^

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)
-----	-----------	------------------------

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 (d33wubrki0l68.cloudfront.net)	9 KB	9 KB

4 Minify CSS



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

5 Minify JavaScript



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

6 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 (d33wubrki0l68.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

Potential savings of 48 KB

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

9 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)	6 KB	4 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

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 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.](#)

12 Avoid multiple page redirects ✔ ^

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

13 Preload key requests ✔ ^

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

14 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](#)

15 Avoids enormous network payloads Total size was 734 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

URL	Size (KB)
...elenawebbolditalic/elenawebbolditalic.woff2 (d33wubrfki0l68.cloudfront.net)	60.6 KB
...elenawebregularitalic/elenawebregularitalic.woff2 (d33wubrfki0l68.cloudfront.net)	60.3 KB
...elenawebbold/elenawebbold.woff2 (d33wubrfki0l68.cloudfront.net)	59.4 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

16 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

17 JavaScript execution time

0.1 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
https://www.smashingmagazine.com	71 ms	52 ms	2 ms
/js/PostLoad.js (www.smashingmagazine.com)	61 ms	9 ms	1 ms

18 Minimizes main-thread work

1.8 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	867 ms
Rendering	349 ms
Other	258 ms
Script Evaluation	248 ms
Parse HTML & CSS	61 ms
Script Parsing & Compilation	44 ms
Garbage Collection	2 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](#).

