



Performance Report for:

https://insightsherpas.acai.temporarywebsiteaddress.com/

Report generated: Tue, Mar 19, 2024 7:36 AM -0700
 Test Server Location: London, UK
 Using: Chrome 117.0.0.0, Lighthouse 11.0.0

A	Performance	Structure	L. Contentful Paint	T. Blocking Time	C. Layout Shift
	100%	93%	567ms	0ms	0.04

Top Issues

Med	Use explicit width and height on image elements <small>CLS</small>	7 images found
Med-Low	Use a Content Delivery Network (CDN)	12 resources found
Med-Low	Avoid CSS @import <small>FCP LCP</small>	1 resource found
Low	Avoid enormous network payloads <small>LCP</small>	Total size was 1.36MB
Low	Properly size images	Potential savings of 43.4KB

Page Details



Total Page Size - 1.35MB



Total Page Requests - 24



■ HTML
 ■ JS
 ■ CSS
 ■ IMG
 ■ Video
 ■ Font
 ■ Other

How does this affect me?

Today's web user expects a fast and seamless website experience. Delivering that fast experience can result in increased visits, conversions and overall happiness.

As if you didn't need more incentive, **Google has announced that they are using page speed in their ranking algorithm.**

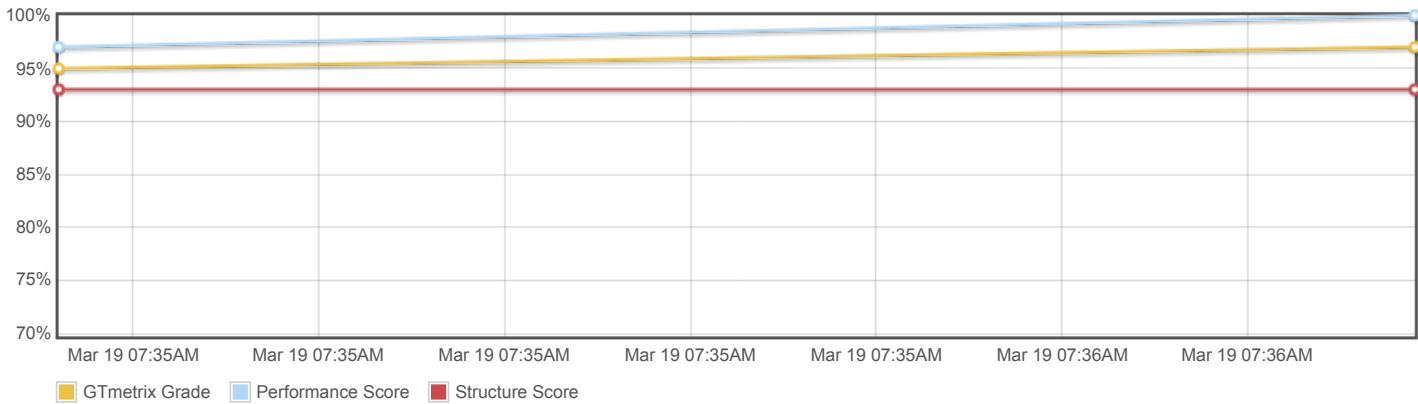
About GTmetrix



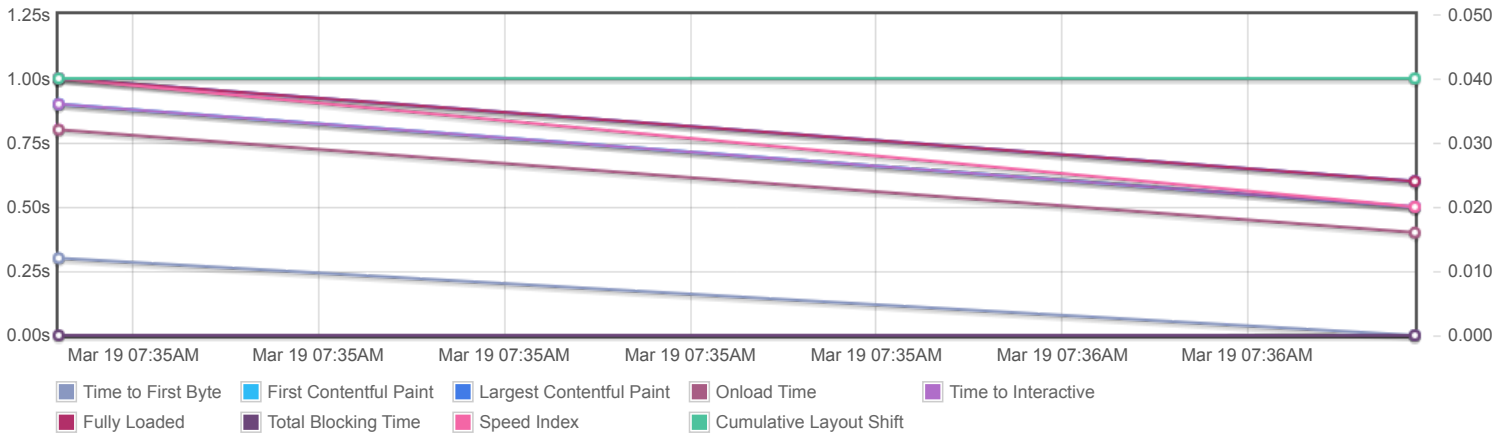
GTmetrix is developed by the good folks at **Carbon60**, a Canadian hosting company with over 28 years experience in web technology.

<https://carbon60.com/>

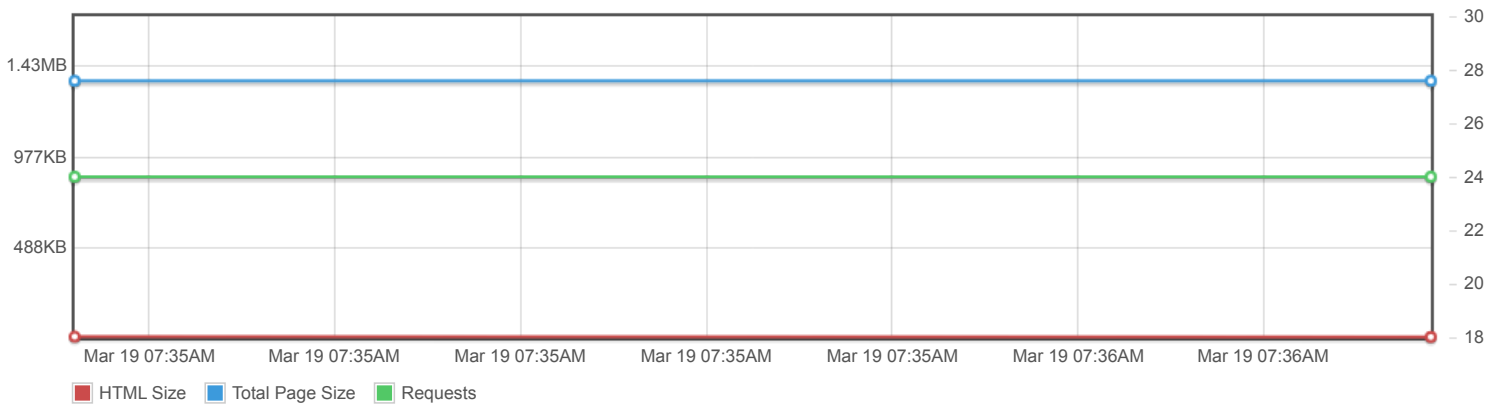
Page scores



Page metrics

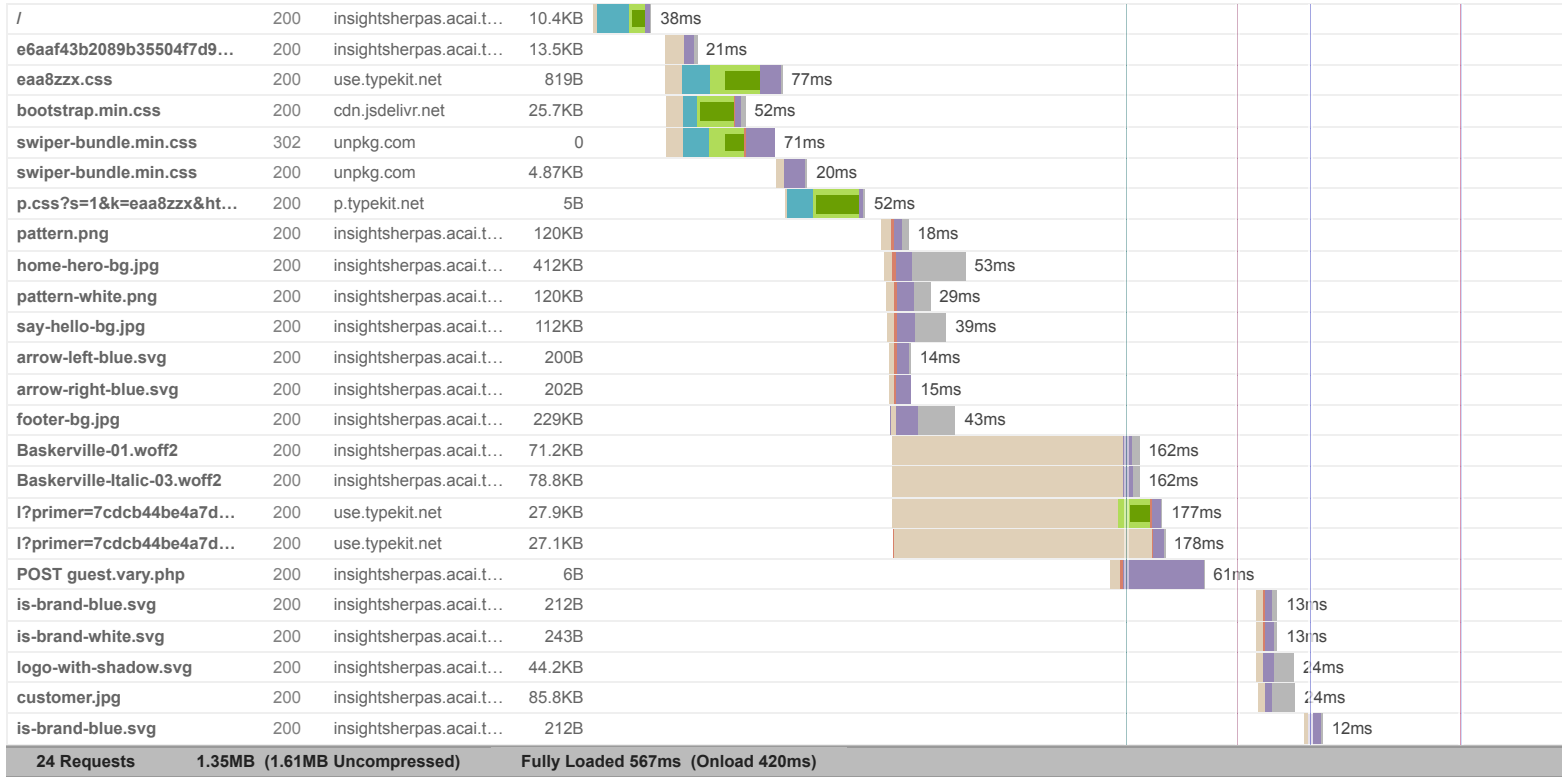


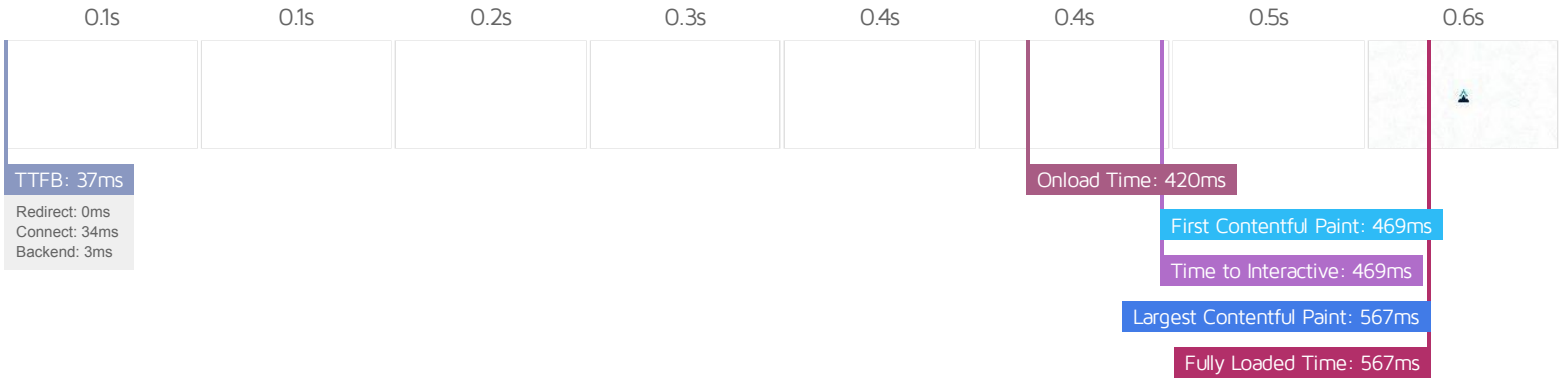
Page sizes and request counts



The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

Home - Insight Sherpas





Performance Metrics

<p>First Contentful Paint</p> <p>How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.</p>	<p>Good - Nothing to do here</p> <p>468ms</p>	<p>Time to Interactive</p> <p>How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.</p>	<p>Good - Nothing to do here</p> <p>468ms</p>
<p>Speed Index</p> <p>How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.</p>	<p>Good - Nothing to do here</p> <p>540ms</p>	<p>Total Blocking Time</p> <p>How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.</p>	<p>Good - Nothing to do here</p> <p>0ms</p>
<p>Largest Contentful Paint</p> <p>How long it takes for the largest element of content (e.g. a hero image) to be painted on your page. A good user experience is 1.2s or less.</p>	<p>Good - Nothing to do here</p> <p>567ms</p>	<p>Cumulative Layout Shift</p> <p>How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.</p>	<p>Good - Nothing to do here</p> <p>0.04</p>

Browser Timings

Redirect	0ms	Connect	34ms	Backend	3ms
TTFB	37ms	DOM Int.	347ms	DOM Loaded	348ms
Onload	420ms	First Paint	469ms	Fully Loaded	567ms

IMPACT AUDIT

Low

Serve static assets with an efficient cache policy

Potential savings of 17B

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

URL	CACHE TTL	TRANSFER SIZE
<ul style="list-style-type: none"> https://p.typekit.net/p.css?s=1&k=aaa8zzx&ht=tk&f=39504.39505.39506.39507.39508.39509&a=4681944&app=typekit&e=css 	7 days	172B

Low

Ensure text remains visible during webfont load FCP LCP

2 fonts found

Leverage the `font-display` CSS feature to ensure text is user-visible while webfonts are loading.

URL	POTENTIAL SAVINGS
<ul style="list-style-type: none"> https://use.typekit.net/af/160664/00000000000000007735bb32/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n5&v=3 	29ms
<ul style="list-style-type: none"> https://use.typekit.net/af/305037/00000000000000007735bb39/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3 	29ms

Low

Avoid long main-thread tasks TBT

1 long task found

Lists the longest tasks on the main thread, useful for identifying worst contributors to input delay.

URL	START TIME	DURATION
<ul style="list-style-type: none"> https://insightshepas.acai.temporarywebsiteaddress.com/ 	185ms	150ms

Low

Reduce unused CSS FCP LCP

Potential savings of 36.6KB

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
<ul style="list-style-type: none"> https://cdn.jsdelivr.net/npm/bootstrap@4.6.0/dist/css/bootstrap.min.css 	26.1KB	25.1KB
<ul style="list-style-type: none"> https://insightshepas.acai.temporarywebsiteaddress.com/wp-content/litespeed/css/e6aaf43b2089b35504f7d987fa1ec325.css?ver=e2bc8 	13.6KB	11.6KB

Low

Serve images in next-gen formats

Potential savings of 318KB

Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://insightshepas.acai.temporarywebsiteaddress.com/wp-content/uploads/2021/07/footer-bg.jpg	229KB	103KB
https://insightshepas.acai.temporarywebsiteaddress.com/wp-content/themes/insight_shepas_n/img/pattern-white.png	120KB	77.0KB
https://insightshepas.acai.temporarywebsiteaddress.com/wp-content/themes/insight_shepas_n/img/pattern.png	120KB	73.2KB
https://insightshepas.acai.temporarywebsiteaddress.com/wp-content/uploads/2021/07/say-hello-bg.jpg	112KB	36.6KB
https://insightshepas.acai.temporarywebsiteaddress.com/wp-content/uploads/2021/07/customer.jpg	85.8KB	28.2KB

Low

Defer offscreen images

Potential savings of 229KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://insightsherpas.acai.temporarywebsiteaddress.com/wp-content/uploads/2021/07/footer-bg.jpg	229KB	229KB

Low

Avoid large layout shifts CLS

5 elements found

These DOM elements contribute most to the CLS of the page.

ELEMENT	CLS CONTRIBUTION
HELLO WE'RE THE SHERPAS We identify the right customer insights path for your b... <section class="hero-text-area text-center">	0.03
Customer Insight should always deliver incremental value for your business. So,... <section class="customers overflow-hidden">	0.01
We identify the right customer insights path for your business. We chart the wa... <h2>	0.00
We identify the right customer insights path for your business. We chart the wa... <h2>	0.00
your <i>	0.00

Low

Avoid chaining critical requests FCP LCP

7 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.

Maximum critical path latency: **372ms**

INITIAL NAVIGATION



N/A **Avoid an excessive DOM size** TBT 225 elements

A large DOM will increase memory usage, cause longer style calculations, and produce costly layout reflows.

STATISTIC	ELEMENT	VALUE
Total DOM Elements		225
Maximum DOM Depth	div.single-our-service > div.single-our-service__heading > h4 > br 	11
Maximum Child Elements	body.home <body data-rsssl="1" class="home page-template-default page page-id-10">	21

N/A **Largest Contentful Paint element** LCP 570 ms

This is the largest contentful element painted within the viewport.

ELEMENT

Insight Sherpas Logo

```
<section id="homepage-hero" class="hero-area clipped-img" style="background-image: url (&quot;https://insightsherpas.acai.temporarywebsiteaddress...&quot;); ">
```

PHASE	% OF LCP	TIMING
TTFB	7%	37ms
Load Delay	28%	156ms
Load Time	9%	50ms
Render Delay	57%	322ms

N/A **Eliminate render-blocking resources** FCP LCP Potential savings of 0 ms

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles.

Resources that **may** be contributing to render-blocking include:

URL	TRANSFER SIZE	DOWNLOAD TIME
https://insightsherpas.acai.temporarywebsiteaddress.com/wp-content/litespeed/css/e6aaf43b2089b35504f7d987fa1ec325.css?ver=e2bc8	13.6KB	302ms
https://use.typekit.net/aaa8zzx.css	1.02KB	798ms
https://cdn.jsdelivr.net/npm/bootstrap@4.6.0/dist/css/bootstrap.min.css	26.1KB	1.2s

N/A **Reduce JavaScript execution time** TBT 62ms spent executing JavaScript

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

URL	TOTAL CPU TIME	SCRIPT EVALUATION	SCRIPT PARSE
<ul style="list-style-type: none"> https://insightsherpas.acai.temporarywebsiteaddress.com/ 	266ms	49ms	3ms
<ul style="list-style-type: none"> Unattributable 	117ms	9ms	0ms

N/A

Reduce initial server response time FCP LCP

Root document took 2ms

Keep the server response time for the main document short because all other requests depend on it.

URL	TIME SPENT
<ul style="list-style-type: none"> https://insightsherpas.acai.temporarywebsiteaddress.com/ 	2ms

N/A

Minimize main-thread work TBT

Main-thread busy for 398ms

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

CATEGORY	TIME SPENT
Other	156ms
Style & Layout	153ms
Script Evaluation	59ms
Parse HTML & CSS	15ms
Rendering	9ms
Script Parsing & Compilation	3ms

N/A

Reduce the impact of third-party code TBT

Total size was 87.9KB

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading.

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
ADOBE TYPEKIT	56.6KB	0ms
<ul style="list-style-type: none"> https://use.typekit.net/af/160664/00000000000000007735bb32/30/?primer=7cdcb44be4a7db8877fa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n5&v=3 	28.1KB	0ms
<ul style="list-style-type: none"> https://use.typekit.net/af/305037/00000000000000007735bb39/30/?primer=7cdcb44be4a7db8877fa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3 	27.3KB	0ms
JSDELIVR CDN	26.1KB	0ms
<ul style="list-style-type: none"> https://cdn.jsdelivr.net/npm/bootstrap@4.6.0/dist/css/bootstrap.min.css 	26.1KB	0ms
UNPKG	5.16KB	0ms
<ul style="list-style-type: none"> https://unpkg.com/swiper@11.0.7/swiper-bundle.min.css 	4.87KB	0ms

N/A

Avoid serving legacy JavaScript to modern browsers TBT

Nothing to do here, good job!

No user timings and/or marks found.
