



Performance Report for: <http://viewership.co/>

Report generated: Tue, Mar 19, 2024 5:54 AM -0700
 Test Server Location: London, UK
 Using: Chrome 117.0.0.0, Lighthouse 11.0.0

D	Performance	Structure	L. Contentful Paint	T. Blocking Time	C. Layout Shift
	55%	78%	6.7s	274ms	0.12

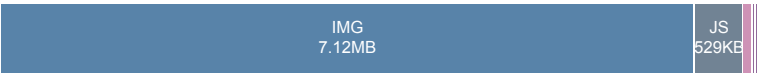
Top Issues

High	Avoid enormous network payloads <small>LCP</small>	Total size was 7.83MB
Med-High	Avoid chaining critical requests <small>FCP LCP</small>	24 chains found
Med	Use explicit width and height on image elements <small>CLS</small>	10 images found
Med	Serve static assets with an efficient cache policy	Potential savings of 5.72MB
Med-Low	Avoid an excessive DOM size <small>TBT</small>	1,289 elements

Page Details



Total Page Size - 7.80MB



Total Page Requests - 76



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

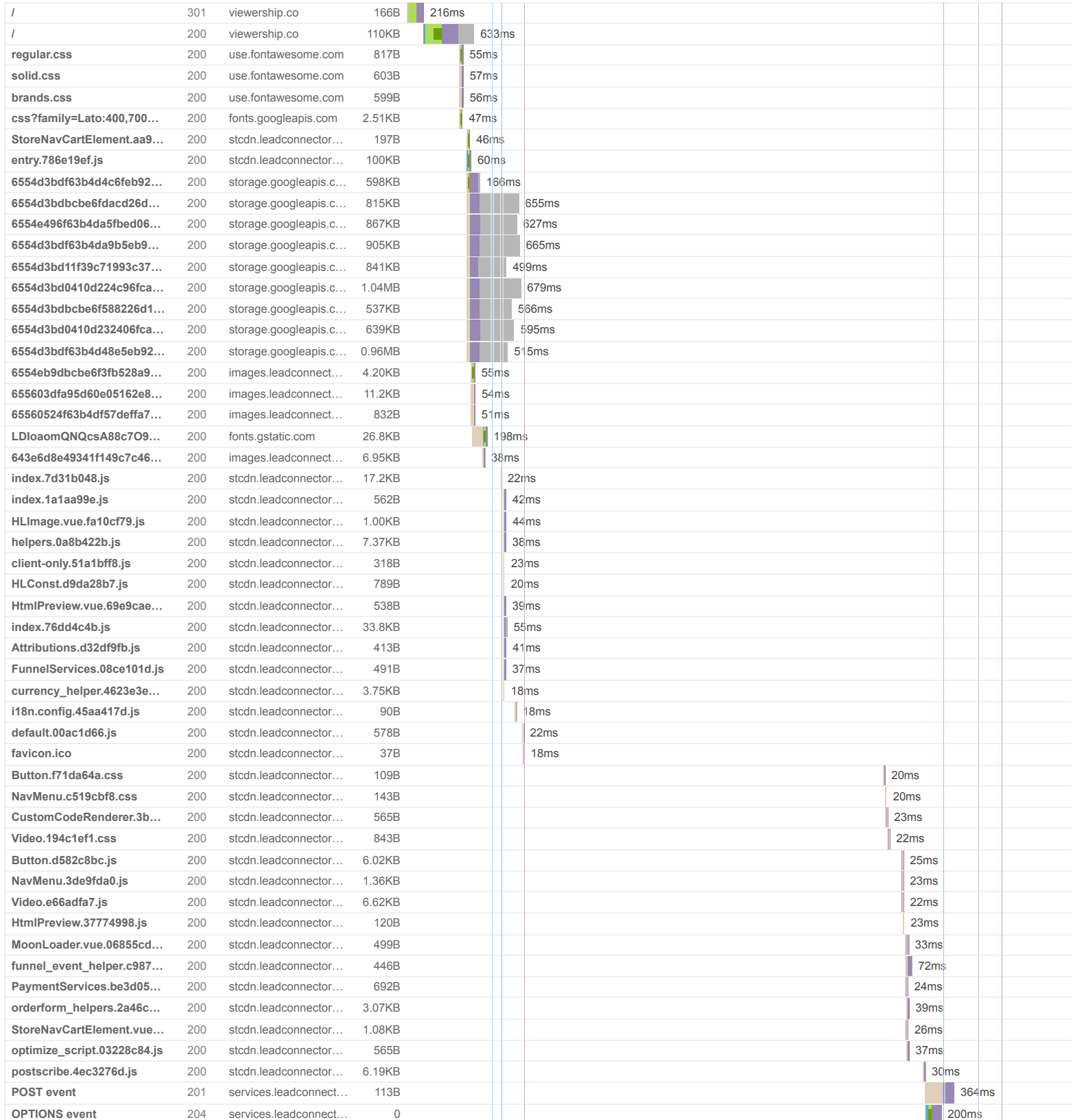
GTmetrix is developed by the good folks at **CARBON60**, a Canadian hosting company with over 28 years experience in web technology.



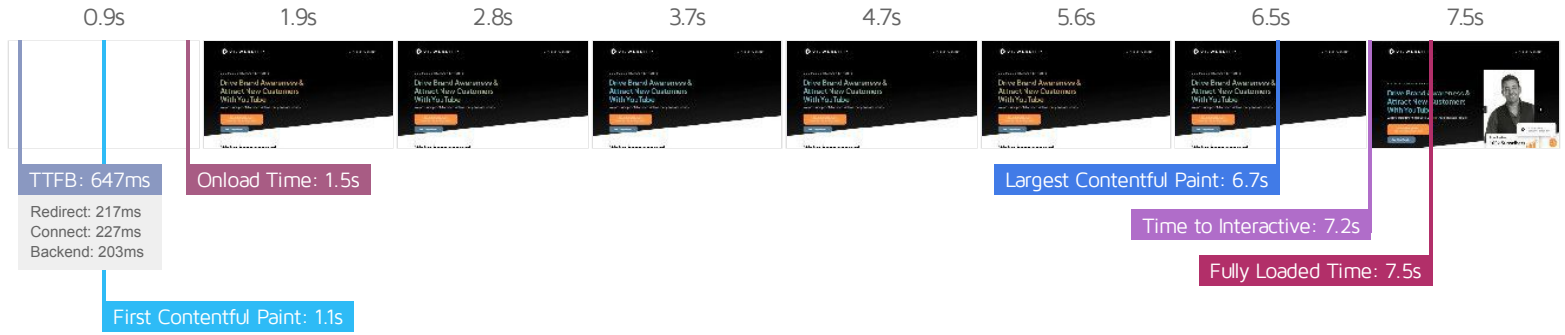
<https://carbon60.com/>

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.

Homepage Funnel



loader.js	200	widgets.leadconnect...	1.23KB				59ms
POST create_session	200	services.leadconnect...	439B				292ms
OPTIONS create_session	200	services.leadconnect...	0				141ms
chat-widget.esm.js	200	widgets.leadconnect...	6.77KB				38ms
api.js?render=explicit	200	google.com	1.13KB				51ms
p-b3907b50.js	200	widgets.leadconnect...	6.78KB				29ms
p-8888d87c.js	200	widgets.leadconnect...	132B				30ms
p-d6886780.js	200	widgets.leadconnect...	1.65KB				31ms
recaptcha__en.js	200	gstatic.com	196KB				67ms
p-86d9dd11.entry.js	200	widgets.leadconnect...	16.3KB				37ms
p-387928a3.js	200	widgets.leadconnect...	3.21KB				26ms
p-d06b5cc9.js	200	widgets.leadconnect...	1.95KB				27ms
intlTelInput.min.js	200	stcdn.leadconnector...	10.6KB				18ms
OPTIONS geo-location/	204	services.leadconnect...	0				129ms
geo-location/	200	services.leadconnect...	408B				258ms
intlTelInput.min.css	200	stcdn.leadconnector...	2.78KB				16ms
en_US.json	403	widgets.leadconnect...	638B				115ms
js?id=G-1X0QRMB4F	200	googletagmanager.c...	86.8KB				82ms
user-session.js	200	services.leadconnect...	3.02KB				127ms
locationPhotos%2F5rzi8k...	200	firebasestorage.goo...	18.0KB				286ms
KFOmCnqEu92Fr1Mu4mx...	200	fonts.gstatic.com	15.4KB				33ms
POST 32629efc-8928-47bf...	200	services.leadconnect...	402B				268ms
OPTIONS 32629efc-8928-...	200	services.leadconnect...	0				125ms
76 Requests 7.80MB (9.30MB Uncompressed) 7.5s (Onload 1.5s)							



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>OK, but consider improvement</p> <p>1.1s</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>Much longer than recommended</p> <p>7.2s</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>Longer than recommended</p> <p>2.2s</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>Longer than recommended</p> <p>274ms</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>Much longer than recommended</p> <p>6.7s</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>OK, but consider improvement</p> <p>0.12</p>

Browser Timings

Redirect	217ms	Connect	227ms	Backend	203ms
TTFB	647ms	First Paint	1.1s	DOM Int.	1.1s
DOM Loaded	1.2s	Onload	1.5s	Fully Loaded	7.5s

IMPACT AUDIT

Med-Low

Avoid long main-thread tasks TBT

6 long tasks found

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

URL	START TIME	DURATION
• https://stcdn.leadconnectorhq.com/_preview/index.7d31b048.js	6.0s	254ms
• https://viewership.co/	801ms	147ms
• https://stcdn.leadconnectorhq.com/_preview/index.7d31b048.js	6.5s	107ms
• https://viewership.co/	1.2s	58ms
• https://viewership.co/	1.1s	52ms
• Unattributable	7.1s	52ms

Low

Allow back/forward cache restoration

1 failure reason

Many navigations are performed by going back to a previous page, or forwards again. The back/forward cache (bfcache) can speed up these return navigations.

FAILURE REASON	FAILURE TYPE
The page cannot be cached because it has a BroadcastChannel instance with registered listeners. https://viewership.co/	Actionable

Low

Avoid large layout shifts CLS

5 elements found

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

ELEMENT	CLS CONTRIBUTION
Drive Brand Awareness & Attract New Customers With YouTube <code><div id="heading--TouhN8e570" class="c-heading c-wrapper"></code>	0.04
Ready To Get Started? Book A Free Strategy Call <code><div id="button-nwUwLzlhV" class="c-button c-wrapper button-nwUwLzlhV"></code>	0.02
We produce profit-focused videos that generate results. <code><div id="paragraph-P2Iasc57eSq" class="c-paragraph c-wrapper"></code>	0.02
YOUTUBE STRATEGY EXPERTS <code><div id="sub-heading-ZWogd9vsIYx" class="c-sub-heading c-wrapper"></code>	0.02
See Client Results <code><div id="button-wbxdPZHYZK" class="c-button c-wrapper button-wbxdPZHYZK"></code>	0.02

Low

Reduce JavaScript execution time TBT

694ms 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
• https://viewership.co/	1.9s	84ms	2ms
• Unattributable	651ms	229ms	0ms
• https://stcdn.leadconnectorhq.com/preview/index.7d31b048.js	387ms	322ms	0ms
• https://widgets.leadconnectorhq.com/chat-widget/p-b3907b50.js	82ms	56ms	0ms

Low

Properly size images

Potential savings of 708KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554e496f63b4da5fbed0604.png	867KB	708KB

Low

Avoid multiple page redirects FCP LCP

Potential savings of 215ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
• http://viewership.co/	215ms
• https://viewership.co/	0ms

Low

Reduce unused CSS FCP LCP

Potential savings of 24.6KB

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
• :root{ --primary: #37ca37; --secondary: #188bf6; --white: #ffffff; --gray: #cbd5e0; --black: #000000...	35.4KB	24.6KB

Low

Serve images in next-gen formats

Potential savings of 6.42MB

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://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bd0410d224c96fca25.png	1.04MB	958KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdf63b4d48e5eb92b5.png	0.96MB	881KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdf63b4da9b5eb92b7.png	905KB	805KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554e496f63b4da5fbed0604.png	867KB	802KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdbcbe6fdacd26d169.png	815KB	755KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bd11f39c71993c3739.png	841KB	751KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bd0410d232406fca24.png	639KB	589KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdf63b4d4c6feb92b6.png	598KB	547KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdbcbe6f588226d16a.png	537KB	488KB

Low

Reduce initial server response time FCP LCP

Root document took 202ms

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

URL

TIME SPENT

- <https://viewership.co/>

202ms

Low

Defer offscreen images

Potential savings of 6.23MB

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

URL

RESOURCE SIZE

POTENTIAL SAVINGS

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bd0410d224c96fca25.png	1.04MB	1.04MB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdf63b4d48e5eb92b5.png	0.96MB	0.96MB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdf63b4da9b5eb92b7.png	905KB	905KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bd11f39c71993c3739.png	841KB	841KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdbcbce6fdacd26d169.png	815KB	815KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bd0410d232406fca24.png	639KB	639KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdf63b4d4c6feb92b6.png	598KB	598KB
https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdbcbce6f588226d16a.png	537KB	537KB

Low

Avoid non-composited animations CLS

10 animated elements found

Animations which are not composited can be janky and increase CLS.

ELEMENT	NAME
Our 6P Process <h1> Unsupported CSS Properties: background-position-x, background-position-y You Are 100% Covered By Our Satisfaction Guarantee <h1>	animatedgradient2
Unsupported CSS Properties: background-position-x, background-position-y Why Video Marketing? <h1>	animatedgradient2
Unsupported CSS Properties: background-position-x, background-position-y Drive Brand Awareness & Attract New Customers With YouTube <h1>	animatedgradient2
Unsupported CSS Properties: background-position-x, background-position-y Drive Brand Awareness & Attract New Customers With YouTube <h1>	animatedgradient2
Unsupported CSS Properties: background-position-x, background-position-y Why Video Marketing? <h1>	animatedgradient2
Unsupported CSS Properties: background-position-x, background-position-y Our 6P Process <h1>	animatedgradient2
Unsupported CSS Properties: background-position-x, background-position-y You Are 100% Covered By Our Satisfaction Guarantee <h1>	animatedgradient2
Unsupported CSS Properties: background-position-x, background-position-y span#custom-code-E_Yy53Uv2E > div.slideshow-container > div > span.dots 	animatedgradient2
Unsupported CSS Property: background-color	background-color
Unsupported CSS Property: background-color	background-color
span#custom-code-E_Yy53Uv2E > div.slideshow-container > div > span.dots 	background-color
Unsupported CSS Property: background-color	background-color

Low

Reduce unused JavaScript LCP

Potential savings of 228KB

Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://www.gstatic.com/recaptcha/releases/YurWEBIMlwR4EqFPncmQTkxQ/recaptcha_en.js	197KB	154KB
https://www.googletagmanager.com/gtag/js?id=G-1X0XQRMB4F	87.2KB	41.6KB
https://stcdn.leadconnectorhq.com/preview/entry.786e19ef.js	101KB	32.0KB

N/A

Largest Contentful Paint element LCP

6,740 ms

This is the largest contentful element painted within the viewport.

ELEMENT

```
span#custom-code-E_Yy53Uv2E > div.slideshow-container > div.Containers > img

```


PHASE	% OF LCP	TIMING
TTFB	10%	647ms
Load Delay	2%	110ms
Load Time	2%	164ms
Render Delay	86%	5.8s

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://stcdn.leadconnectorhq.com/_preview/StoreNavCartElement.aa948ce9.css	1.05KB	769ms

N/A **Avoid serving legacy JavaScript to modern browsers** TBT Potential savings of 143B

Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers.

URL	POTENTIAL SAVINGS
https://stcdn.leadconnectorhq.com/_preview/postscribe.4ec3276d.js Line:9 Column:1053 @babel/plugin-transform-classes	76B
https://stcdn.leadconnectorhq.com/intl-tel-input/intlTelInput.min.js Line:6 Column:198 @babel/plugin-transform-classes	67B

N/A **Minimize main-thread work** TBT Main-thread busy for 3.1s

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

CATEGORY	TIME SPENT
Other	1.5s
Script Evaluation	744ms
Style & Layout	409ms
Rendering	376ms
Parse HTML & CSS	67ms
Garbage Collection	40ms
Script Parsing & Compilation	14ms

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
LEADCONNECTORHQ.COM	301KB	201ms
• https://stcdn.leadconnectorhq.com/_preview/index.7d31b048.js	17.7KB	201ms
• https://stcdn.leadconnectorhq.com/_preview/entry.786e19ef.js	101KB	0ms
• https://stcdn.leadconnectorhq.com/_preview/index.76dd4c4b.js	34.4KB	0ms
• https://widgets.leadconnectorhq.com/chat-widget/p-86d9dd11.entry.js	17.0KB	0ms
• Other resources	131KB	0ms
OTHER GOOGLE APIS/SDKS	7.09MB	0ms
• https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bd0410d224c96fca25.png	1.04MB	0ms
• https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdf63b4d48e5eb92b5.png	0.96MB	0ms
• https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bdf63b4da9b5eb92b7.png	906KB	0ms
• https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554e496f63b4da5fbed0604.png	868KB	0ms
• https://storage.googleapis.com/msgsndr/5rzi8kz7Ma2NCpxAiWUV/media/6554d3bd11f39c71993c3739.png	842KB	0ms
• Other resources	2.53MB	0ms
GOOGLE CDN	197KB	0ms
• https://www.gstatic.com/recaptcha/releases/YurWEBIMlwR4EqFPncmQTkxQ/recaptcha__en.js	197KB	0ms
GOOGLE TAG MANAGER	87.2KB	0ms
• https://www.googletagmanager.com/gtag/js?id=G-1X0XQRMB4F	87.2KB	0ms
GOOGLE FONTS	45.3KB	0ms
• https://fonts.gstatic.com/s/plusjakartasans/v8/LDloaomQNQcsA88c7O9yZ4KMCoOg4Ko20yw.woff2	27.3KB	0ms
• https://fonts.gstatic.com/s/roboto/v30/KFOmCnqEu92Fr1Mu4mxK.woff2	15.5KB	0ms
FIREBASE	18.6KB	0ms
• https://firebasestorage.googleapis.com/v0/b/highlevel-backend.appspot.com/o/locationPhotos%2F5rzi8kz7Ma2NCpxAiWUV%2Fchat-widget-person?alt=media&token=1bb6a79e-683b-45ea-bd16-b049ead8f635	18.6KB	0ms
FONTAWESOME CDN	1.97KB	0ms

No user timings and/or marks found.