



Performance Report for: <http://www.3keel.com/>

Report generated: Thu, Mar 14, 2024 12:11 AM -0700
 Test Server Location: London, UK
 Using: Chrome 117.0.0.0, Lighthouse 11.0.0

B	Performance	Structure	L. Contentful Paint	T. Blocking Time	C. Layout Shift
	87%	71%	1.8s	44ms	0

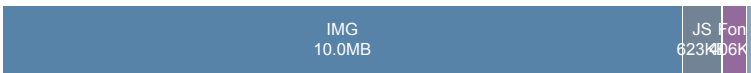
Top Issues

High	Avoid enormous network payloads <small>LCP</small>	Total size was 11.2MB
Med	Use a Content Delivery Network (CDN)	172 resources found
Med	Use explicit width and height on image elements <small>CLS</small>	7 images found
Med	Serve static assets with an efficient cache policy	Potential savings of 1.46MB
Med-Low	Efficiently encode images	Potential savings of 3.38MB

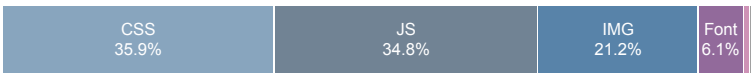
Page Details



Total Page Size - 11.2MB



Total Page Requests - 198



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

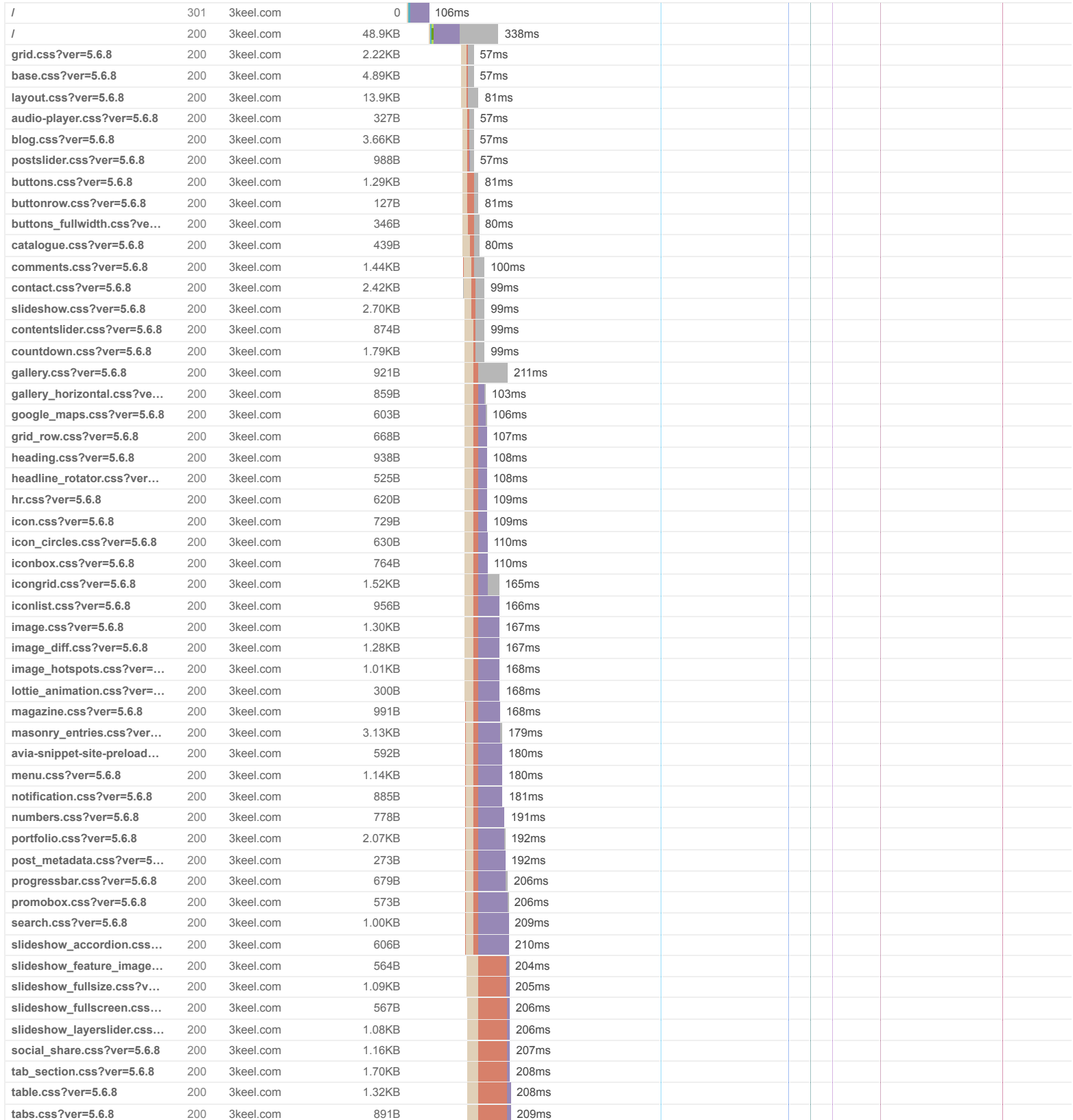


GTmetrix is developed by the good folks at **Carbon60**, a Canadian hosting company with over 28 years experience in web technology.

<https://carbon60.com/>

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.

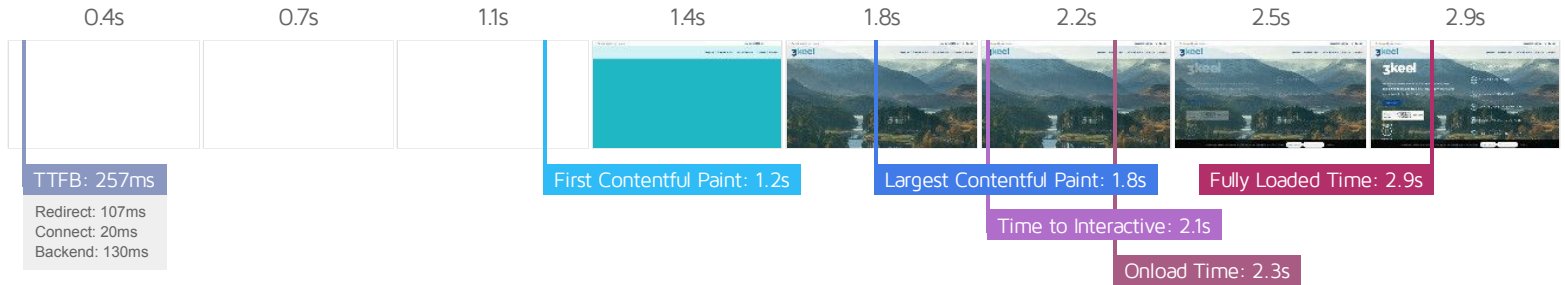
Home - 3Keel



team.css?ver=5.6.8	200	3keel.com	945B		210ms				
testimonials.css?ver=5.6.8	200	3keel.com	1.78KB		231ms				
timeline.css?ver=5.6.8	200	3keel.com	2.83KB		231ms				
toggles.css?ver=5.6.8	200	3keel.com	1.26KB		231ms				
video.css?ver=5.6.8	200	3keel.com	521B		231ms				
style.min.css?ver=6.4.3	200	3keel.com	12.9KB		257ms				
shortcodes.css?ver=5.6.8	200	3keel.com	6.80KB		303ms				
avia-snippet-fold-unfold.c...	200	3keel.com	783B		303ms				
magnific-popup.min.css?...	200	3keel.com	1.40KB		303ms				
avia-snippet-lightbox.css...	200	3keel.com	0.99KB		303ms				
avia-snippet-widget.css?...	200	3keel.com	4.50KB		306ms				
mediaelementplayer-lega...	200	3keel.com	2.36KB		306ms				
wp-mediaelement.min.cs...	200	3keel.com	1.00KB		306ms				
enfoldchild.css?ver=65dd...	200	3keel.com	16.6KB		334ms				
custom.css?ver=5.6.8	200	3keel.com	286B		306ms				
style.css?ver=5.6.8	200	3keel.com	2.10KB		306ms				
avia-snippet-cookieconse...	200	3keel.com	1.45KB		342ms				
post-7388.css?ver=ver-17...	200	3keel.com	4.66KB		322ms				
jquery.min.js?ver=3.7.1	200	3keel.com	28.8KB		457ms				
jquery-migrate.min.js?ver...	200	3keel.com	4.60KB		341ms				
avia-js.js?ver=5.6.8	200	3keel.com	774B		322ms				
avia-compat.js?ver=5.6.8	200	3keel.com	891B		342ms				
js?id=GT-KDQHQBK4	200	googletagmanager.c...	95.0KB		717ms				
3keel_logo-1.png	200	3keel.com	18.7KB		704ms				
3keel_logo_w-01.svg	200	3keel.com	608B		611ms				
FT_UK_LMC2024_Logo_...	200	3keel.com	4.17KB		616ms				
2018-B-Corp-Logo-White....	200	3keel.com	3.60KB		618ms				
sustainable_commodities...	200	3keel.com	535B		627ms				
climate_change_150-01.svg	200	3keel.com	667B		627ms				
circular_economy_150-01...	200	3keel.com	486B		627ms				
landscape_innovation_15...	200	3keel.com	640B		627ms				
resilient_agriculture_150-...	200	3keel.com	917B		627ms				
nature-white.svg	200	3keel.com	855B		628ms				
bespoke_analysis_150-01...	200	3keel.com	504B		628ms				
green_energy-02-1.svg	200	3keel.com	895B		629ms				
potc_23_sf.webp	200	3keel.com	34.4KB		273ms				
CNR_sf1.webp	200	3keel.com	35.1KB		267ms				
vale_of_york_sf.webp	200	3keel.com	51.3KB		284ms				
FT_feature_image.png	200	3keel.com	40.2KB		285ms				
simon_tp_sf.webp	200	3keel.com	24.2KB		270ms				
b-corp2023_sf.webp	200	3keel.com	40.3KB		282ms				
FT_UK_LMC2023_Logo_...	200	3keel.com	929KB		377ms				
nffn_01.png	200	3keel.com	169KB		326ms				
nffn_02.png	200	3keel.com	449KB		350ms				
nffn_03.png	200	3keel.com	543KB		350ms				
just_eat_sf.jpg	200	3keel.com	73.0KB		311ms				
oddbox_sf.jpg	200	3keel.com	98KB		311ms				
flag_sf.png	200	3keel.com	39.5KB		284ms				
email_image1.jpg	200	3keel.com	728KB		375ms				
x-twitter-white.svg	200	3keel.com	405B		620ms				
3keel-kualo-blue.png	200	3keel.com	7.89KB		632ms				
2018-B-Corp-Logo-White1...	200	3keel.com	8.66KB		624ms				
style-9.css?ver=3.2.1_161...	200	3keel.com	247B		390ms				
waypoints.min.js?ver=5.6.8	200	3keel.com	2.53KB		394ms				
avia.js?ver=5.6.8	200	3keel.com	14.7KB		416ms				
shortcodes.js?ver=5.6.8	200	3keel.com	10.5KB		425ms				
audio-player.js?ver=5.6.8	200	3keel.com	814B		436ms				
chart-js.min.js?ver=5.6.8	200	3keel.com	63.2KB		554ms				
chart.js?ver=5.6.8	200	3keel.com	304B		507ms				
contact.js?ver=5.6.8	200	3keel.com	2.51KB		507ms				
slideshow.js?ver=5.6.8	200	3keel.com	8.72KB		507ms				
countdown.js?ver=5.6.8	200	3keel.com	2.18KB		507ms				

Resource	Size	Source	Weight	Load Time
gallery.js?ver=5.6.8	200	3keel.com	1.33KB	508ms
gallery_horizontal.js?ver...	200	3keel.com	2.47KB	508ms
headline_rotator.js?ver=5...	200	3keel.com	1.38KB	508ms
icon_circles.js?ver=5.6.8	200	3keel.com	495B	508ms
icongrid.js?ver=5.6.8	200	3keel.com	954B	508ms
iconlist.js?ver=5.6.8	200	3keel.com	270B	508ms
underscore.min.js?ver=1...	200	3keel.com	7.01KB	526ms
image_diff.js?ver=5.6.8	200	3keel.com	2.36KB	528ms
image_hotspots.js?ver=5...	200	3keel.com	299B	528ms
lottie_animation.js?ver=5...	200	3keel.com	1.31KB	528ms
magazine.js?ver=5.6.8	200	3keel.com	714B	528ms
isotope.min.js?ver=5.6.8	200	3keel.com	12.6KB	528ms
masonry_entries.js?ver=...	200	3keel.com	2.59KB	528ms
menu.js?ver=5.6.8	200	3keel.com	1.15KB	528ms
notification.js?ver=5.6.8	200	3keel.com	773B	528ms
numbers.js?ver=5.6.8	200	3keel.com	1.14KB	528ms
portfolio.js?ver=5.6.8	200	3keel.com	2.94KB	528ms
progressbar.js?ver=5.6.8	200	3keel.com	336B	528ms
slideshow-video.js?ver=5...	200	3keel.com	6.04KB	583ms
slideshow_accordion.js?...	200	3keel.com	2.58KB	552ms
slideshow_fullscreen.js?...	200	3keel.com	1.94KB	552ms
slideshow_layerslider.js?...	200	3keel.com	363B	552ms
tab_section.js?ver=5.6.8	200	3keel.com	4.69KB	552ms
tabs.js?ver=5.6.8	200	3keel.com	1.14KB	552ms
testimonials.js?ver=5.6.8	200	3keel.com	273B	552ms
timeline.js?ver=5.6.8	200	3keel.com	1.22KB	553ms
toggles.js?ver=5.6.8	200	3keel.com	1.24KB	553ms
video.js?ver=5.6.8	200	3keel.com	793B	553ms
shortcodes.js?ver=19.8.18	200	3keel.com	257B	553ms
avia-snippet-hamburger-...	200	3keel.com	4.36KB	553ms
avia-snippet-parallax.js?v...	200	3keel.com	3.73KB	556ms
avia-snippet-fold-unfold.j...	200	3keel.com	2.12KB	556ms
jquery.magnific-popup.mi...	200	3keel.com	6.96KB	588ms
avia-snippet-lightbox.js?v...	200	3keel.com	2.24KB	571ms
avia-snippet-megamenu.j...	200	3keel.com	1.71KB	571ms
avia-snippet-sticky-head...	200	3keel.com	1.13KB	571ms
avia-snippet-footer-effect...	200	3keel.com	618B	571ms
avia-snippet-widget.js?ve...	200	3keel.com	780B	572ms
mediaelement-and-player....	200	3keel.com	35.1KB	594ms
mediaelement-migrate.mi...	200	3keel.com	519B	582ms
wp-mediaelement.min.js?...	200	3keel.com	495B	582ms
avia-snippet-cookieconse...	200	3keel.com	4.73KB	582ms
avia_google_maps_front.j...	200	3keel.com	1.37KB	584ms
jquery-3.2.1.slim.min.js?v...	200	code.jquery.com	23.3KB	581ms
vue.min.js?ver=3.2.1_16...	200	3keel.com	32.0KB	611ms
axios.min.js?ver=3.2.1_16...	302	unpkg.com	0	1s
popper.min.js?ver=3.2.1_...	200	cdnjs.cloudflare.com	6.01KB	570ms
script-9.js?ver=3.2.1_161...	200	3keel.com	226B	588ms
dotlottie-player.js?ver=5.6.8	200	3keel.com	100KB	626ms
style.css	200	3keel.com	578B	21ms
bcl1gmb.js	200	use.typekit.net	6.89KB	264ms
x-twitter.svg	200	3keel.com	292B	104ms
background_2021d-scale...	200	3keel.com	2.87MB	449ms
main_score_3000-scaled....	200	3keel.com	181KB	124ms
the_team_2023.webp	200	3keel.com	1.01MB	189ms
sustainable_commodities...	200	3keel.com	423B	133ms
climate_change_150-02.svg	200	3keel.com	503B	30ms
circular_economy_150-02...	200	3keel.com	325B	30ms
landscape_innovation_15...	200	3keel.com	496B	29ms
resilient_agriculture_150-...	200	3keel.com	789B	29ms
nature.svg	200	3keel.com	824B	28ms
bespoke_analysis_150-02...	200	3keel.com	411B	32ms

3Keel_Final3-3.gif	200	3keel.com	2.72MB			306ms			
entypo-fontello.woff2	200	3keel.com	38.8KB			271ms			
axios.min.js	302	unpkg.com	0			28ms			
l?primer=7fa3915bdafdf0...	200	use.typekit.net	16.4KB			70ms			
l?primer=7fa3915bdafdf0...	200	use.typekit.net	16.9KB			93ms			
l?primer=7fa3915bdafdf0...	200	use.typekit.net	16.2KB			101ms			
l?primer=7fa3915bdafdf0...	200	use.typekit.net	16.8KB			101ms			
l?primer=7fa3915bdafdf0...	200	use.typekit.net	16.1KB			94ms			
l?primer=7cdcb44be4a7d...	200	use.typekit.net	32.7KB			99ms			
l?subset_id=2&fvd=n4&v=3	200	use.typekit.net	24.4KB			100ms			
l?primer=7cdcb44be4a7d...	200	use.typekit.net	46.9KB			101ms			
l?primer=7cdcb44be4a7d...	200	use.typekit.net	62.1KB			102ms			
l?primer=7cdcb44be4a7d...	200	use.typekit.net	51.4KB			114ms			
l?primer=7cdcb44be4a7d...	200	use.typekit.net	67.6KB			116ms			
axios.min.js	200	unpkg.com	15.1KB			32ms			
p.gif?s=1&k=bcl1gmb&ht...	200	p.typekit.net	35B			29ms			
solar_api.php	200	3keel.com	66B						1s
js?id=UA-49497455-1&l=d...	200	googletagmanager.c...	52.3KB			30ms			
wp-emoji-release.min.js?...	200	3keel.com	4.55KB			8ms			
analytics.js	200	google-analytics.com	20.5KB					49ms	
favicon-01-1.png	200	3keel.com	603B					4ms	
198 Requests			11.2MB (13.4MB Uncompressed)						Fully Loaded 2.9s (Onload 2.3s)



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>Longer than recommended</p> <p>1.2s</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>2.1s</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>1.8s</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>44ms</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>Longer than recommended</p> <p>1.8s</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</p>

Browser Timings

Redirect	107ms	Connect	20ms	Backend	130ms
TTFB	257ms	First Paint	1.2s	DOM Int.	1.9s
DOM Loaded	2.0s	Onload	2.3s	Fully Loaded	2.9s

IMPACT AUDIT

Med-Low

Avoid an excessive DOM size TBT

1,149 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		1149
Maximum DOM Depth	p > a.alignnone > span.image-overlay > span.image-overlay-inside 	17
Maximum Child Elements	body#top <body id="top" class="home page-template-default page page-id-7388 stretched no_sidebar_border r..." itemscope="itemscope" itetype="https://schema.org/WebPage">	69

Med-Low

Avoid CSS @import FCP LCP

1 resource found

Using CSS @import in an external stylesheet can add additional delays during the loading of a web page.

STYLESHEETS WITH @IMPORT STATEMENTS AND THE STYLESHEETS THEY IMPORT

- <https://www.3keel.com/wp-content/themes/enfoldchild/style.css?ver=5.6.8>
- <https://www.3keel.com/wp-content/themes/enfold/style.css>

Low

Eliminate render-blocking resources FCP LCP

Potential savings of 45ms

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://www.3keel.com/wp-content/themes/enfold/css/base.css?ver=5.6.8	4.92KB	673ms
https://www.3keel.com/wp-content/themes/enfold/css/layout.css?ver=5.6.8	13.9KB	1.1s
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/audio-player/audio-player.css?ver=5.6.8	382B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/blog/blog.css?ver=5.6.8	3.71KB	673ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/postslider/postslider.css?ver=5.6.8	1.00KB	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/buttons/buttons.css?ver=5.6.8	1.32KB	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/buttonrow/buttonrow.css?ver=5.6.8	158B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/buttons_fullwidth/buttons_fullwidth.css?ver=5.6.8	378B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/catalogue/catalogue.css?ver=5.6.8	471B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/comments/comments.css?ver=5.6.8	1.47KB	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/contact/contact.css?ver=5.6.8	2.45KB	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow/slideshow.css?ver=5.6.8	2.73KB	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/contentslider/contentslider.css?ver=5.6.8	906B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/countdown/countdown.css?ver=5.6.8	1.82KB	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/gallery/gallery.css?ver=5.6.8	952B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/gallery_horizontal/gallery_horizontal.css?ver=5.6.8	891B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/google_maps/google_maps.css?ver=5.6.8	635B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/grid_row/grid_row.css?ver=5.6.8	700B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/heading/heading.css?ver=5.6.8	970B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/headline_rotator/headline_rotator.css?ver=5.6.8	557B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/hr/hr.css?ver=5.6.8	651B	521ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/icon_circles/icon_circles.css?ver=5.6.8	662B	217ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/iconbox/iconbox.css?ver=5.6.8	796B	217ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/icongrid/icongrid.css?ver=5.6.8	1.55KB	217ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/iconlist/iconlist.css?ver=5.6.8	988B	217ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/social_share/social_share.css?ver=5.6.8	1.20KB	152ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/tab_section/tab_section.css?ver=5.6.8	1.73KB	217ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/table/table.css?ver=5.6.8	1.35KB	152ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/tabs/tabs.css?ver=5.6.8	923B	217ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/team/team.css?ver=5.6.8	977B	217ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/testimonials/testimonials.css?ver=5.6.8	1.78KB	217ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/timeline/timeline.css?ver=5.6.8	2.83KB	217ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/toggles/toggles.css?ver=5.6.8	1.26KB	217ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/video/video.css?ver=5.6.8	521B	217ms
https://www.3keel.com/wp-includes/css/dist/block-library/style.min.css?ver=6.4.3	12.9KB	760ms
https://www.3keel.com/wp-content/themes/enfold/css/shortcodes.css?ver=5.6.8	6.81KB	521ms
https://www.3keel.com/wp-content/themes/enfold/css/avia-snippet-fold-unfold.css?ver=5.6.8	783B	217ms
https://www.3keel.com/wp-content/themes/enfold/js/aviapopup/magnific-popup.min.css?ver=5.6.8	1.40KB	217ms
https://www.3keel.com/wp-content/themes/enfold/css/avia-snippet-lightbox.css?ver=5.6.8	0.99KB	217ms
https://www.3keel.com/wp-content/themes/enfold/css/avia-snippet-widget.css?ver=5.6.8	4.50KB	369ms
https://www.3keel.com/wp-includes/js/mediaelement/mediaelementplayer-legacy.min.css?ver=4.2.17	2.36KB	217ms
https://www.3keel.com/wp-includes/js/mediaelement/wp-mediaelement.min.css?ver=6.4.3	1.00KB	217ms
https://www.3keel.com/wp-content/uploads/dynamic_avia/enfoldchild.css?ver=65ddbfb4f26	16.6KB	825ms

URL	TRANSFER SIZE	DOWNLOAD TIME
https://www.3keel.com/wp-content/themes/enfold/css/custom.css?ver=5.6.8	286B	217ms
https://www.3keel.com/wp-content/themes/enfoldchild/style.css?ver=5.6.8	2.10KB	217ms
https://www.3keel.com/wp-content/themes/enfold/css/avia-snippet-cookieconsent.css?ver=5.6.8	1.45KB	217ms
https://www.3keel.com/wp-content/uploads/dynamic_avia/avia_posts_css/post-7388.css?ver=ver-1709146395	4.66KB	369ms
https://www.3keel.com/wp-includes/js/jquery/jquery.min.js?ver=3.7.1	28.8KB	825ms
https://www.3keel.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=3.4.1	4.60KB	369ms
https://www.3keel.com/wp-content/themes/enfold/js/avia-js.js?ver=5.6.8	774B	217ms
https://www.3keel.com/wp-content/themes/enfold/js/avia-compat.js?ver=5.6.8	891B	217ms

Low **Serve images in next-gen formats** Potential savings of 4.88MB

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://www.3keel.com/wp-content/uploads/2021/01/background_2021d-scaled.jpg	2.87MB	2.22MB
https://www.3keel.com/wp-content/uploads/2023/02/FT_UK_LMC2023_Logo_RGB_White-1.jpg	929KB	906KB
https://www.3keel.com/wp-content/uploads/2021/01/email_image1.jpg	728KB	618KB
https://www.3keel.com/wp-content/uploads/2022/11/nfn_03.png	543KB	442KB
https://www.3keel.com/wp-content/uploads/2022/11/nfn_02.png	449KB	382KB
https://www.3keel.com/wp-content/uploads/2022/11/nfn_01.png	169KB	134KB
https://www.3keel.com/wp-content/uploads/2022/11/oddbox_sf.jpg	98KB	87.2KB
https://www.3keel.com/wp-content/uploads/2022/11/just_eat_sf.jpg	73.0KB	66.1KB
https://www.3keel.com/wp-content/uploads/2024/02/FT_feature_image.png	40.2KB	35.3KB
https://www.3keel.com/wp-content/uploads/2023/02/flag_sf.png	39.4KB	31.7KB
https://www.3keel.com/wp-content/uploads/2023/04/3keel_logo-1.png	18.7KB	14.9KB

Low **Defer offscreen images** Potential savings of 6.56MB

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://www.3keel.com/wp-content/uploads/2021/01/3Keel_Final3-3.gif	2.72MB	2.72MB
https://www.3keel.com/wp-content/uploads/2023/02/FT_UK_LMC2023_Logo_RGB_White-1.jpg	929KB	929KB
https://www.3keel.com/wp-content/uploads/2023/12/the_team_2023.webp	1.01MB	885KB
https://www.3keel.com/wp-content/uploads/2021/01/email_image1.jpg	728KB	728KB
https://www.3keel.com/wp-content/uploads/2022/11/nfn_03.png	543KB	543KB
https://www.3keel.com/wp-content/uploads/2022/11/nfn_02.png	449KB	449KB
https://www.3keel.com/wp-content/uploads/2022/11/nfn_01.png	169KB	169KB
https://www.3keel.com/wp-content/uploads/2022/11/oddbox_sf.jpg	98KB	98KB
https://www.3keel.com/wp-content/uploads/2022/11/just_eat_sf.jpg	73.0KB	73.0KB
https://www.3keel.com/wp-content/uploads/2023/02/flag_sf.png	39.4KB	39.4KB
https://www.3keel.com/wp-content/uploads/2020/07/2018-B-Corp-Logo-White1-01.png	8.62KB	8.62KB
https://www.3keel.com/wp-content/uploads/2022/12/3keel-kualo-blue.png	7.85KB	7.85KB

Low **Avoid long main-thread tasks** TBT 3 long tasks found

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/lottie_animation/lottie_animation.js?ver=5.6.8 1.31KB, 116ms

<https://www.3keel.com/wp-content/themes/enfold/js/avia-snippet-widget.js?ver=5.6.8> 780B, 149ms

<https://www.3keel.com/wp-content/themes/enfold/css/avia-snippet-lightbox.css?ver=5.6.8> 0.99KB, 289ms

<https://www.3keel.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=3.4.1> 4.60KB, 317ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/contact/contact.js?ver=5.6.8> 2.52KB, 98ms

<https://www.3keel.com/wp-includes/js/mediaelement/mediaelement-migrate.min.js?ver=6.4.3> 519B, 159ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/menu/menu.js?ver=5.6.8> 1.15KB, 116ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/audio-player/audio-player.js?ver=5.6.8> 814B, 34ms

<https://www.3keel.com/wp-content/themes/enfold/css/grid.css?ver=5.6.8> 2.32KB, 53ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/toggles/toggles.css?ver=5.6.8> 1.26KB, 218ms

<https://use.typekit.net/af/2555e1/00000000000000007735e603/30/?primer=7fa3915bdafdf03041871920a205bef951d72bf64dd4c4460fb992e3ecc3a862&fvd=n7&v=3> 16.6KB, 9ms

<https://www.3keel.com/wp-content/themes/enfold/js/avia-js.js?ver=5.6.8> 774B, 298ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/table/table.css?ver=5.6.8> 1.35KB, 207ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/comments/comments.css?ver=5.6.8> 1.47KB, 96ms

<https://www.3keel.com/wp-content/themes/enfold/css/layout.css?ver=5.6.8> 13.9KB, 78ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/progressbar/progressbar.css?ver=5.6.8> 711B, 202ms

<https://www.3keel.com/wp-content/themes/enfold/css/avia-snippet-site-preloader.css?ver=5.6.8> 624B, 177ms

https://www.3keel.com/wp-content/uploads/dynamic_avia/avia_posts_css/post-7388.css?ver=ver-1709146395 4.66KB, 299ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow/slideshow-video.js?ver=5.6.8> 6.04KB, 171ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow/slideshow.css?ver=5.6.8> 2.73KB, 96ms

https://www.3keel.com/wp-content/uploads/wp-coder/script-9.js?ver=3.2.1_1610620898 226B, 162ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/portfolio/portfolio.js?ver=5.6.8> 2.94KB, 115ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/iconlist/iconlist.js?ver=5.6.8> 270B, 97ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/timeline/timeline.js?ver=5.6.8> 1.22KB, 139ms

<https://www.3keel.com/wp-content/themes/enfold/js/shortcodes.js?ver=5.6.8> 10.5KB, 23ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow_fullscreen/slideshow_fullscreen.js?ver=5.6.8 1.94KB, 139ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/image_diff/image_diff.js?ver=5.6.8 2.36KB, 116ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/promobox/promobox.css?ver=5.6.8> 605B, 203ms

<https://use.typekit.net/af/efe4a5/00000000000000007735e609/30/?primer=7fa3915bdafdf03041871920a205bef951d72bf64dd4c4460fb992e3ecc3a862&fvd=n4&v=3> 16.4KB, 21ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/notification/notification.css?ver=5.6.8> 917B, 177ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/icon/icon.css?ver=5.6.8> 761B, 106ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/countdown/countdown.css?ver=5.6.8> 1.82KB, 96ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow_accordion/slideshow_accordion.css?ver=5.6.8 638B, 206ms

<https://www.3keel.com/wp-content/themes/enfold/css/avia-snippet-fold-unfold.css?ver=5.6.8> 783B, 289ms

<https://use.typekit.net/af/827bd4/000000000000000003b9af05d/27/?primer=7cdbc44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i4&v=3> 62.3KB, 23ms

<https://use.typekit.net/af/3322cc/00000000000000007735e616/30/?primer=7fa3915bdafdf03041871920a205bef951d72bf64dd4c4460fb992e3ecc3a862&fvd=i4&v=3> 17.0KB, 21ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/iconbox/iconbox.css?ver=5.6.8> 796B, 107ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/numbers/numbers.css?ver=5.6.8> 810B, 188ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/google_maps/google_maps.css?ver=5.6.8 635B, 103ms

<https://www.3keel.com/wp-content/themes/enfold/css/avia-snippet-widget.css?ver=5.6.8> 4.50KB, 291ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/gallery/gallery.js?ver=5.6.8> 1.33KB, 97ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/portfolio/portfolio.css?ver=5.6.8> 2.10KB, 189ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/timeline/timeline.css?ver=5.6.8> 2.83KB, 218ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/iconlist/iconlist.css?ver=5.6.8> 988B, 163ms

<https://use.typekit.net/af/4de20a/0000000000000007735e604/30/l/?primer=7fa3915bdafdf03041871920a205bef951d72bf64dd4c4460fb992e3ecc3a862&fvd=i7&v=3> 17.1KB, 13ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/contact/contact.css?ver=5.6.8> 2.45KB, 96ms

https://code.jquery.com/jquery-3.2.1.slim.min.js?ver=3.2.1_1610620898 23.6KB, 157ms

<https://www.3keel.com/wp-content/themes/enfold/js/avia-snippet-parallax.js?ver=5.6.8> 3.73KB, 135ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/image_diff/image_diff.css?ver=5.6.8 1.31KB, 164ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/contentslider/contentslider.css?ver=5.6.8> 906B, 96ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/tab_section/tab_section.js?ver=5.6.8 4.70KB, 139ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/video/video.js?ver=5.6.8> 793B, 139ms

<https://www.3keel.com/wp-content/themes/enfold/js/aviapopup/jquery.magnific-popup.min.js?ver=5.6.8> 6.97KB, 167ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/headline_rotator/headline_rotator.css?ver=5.6.8 557B, 105ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/gallery/gallery.css?ver=5.6.8> 952B, 208ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/headline_rotator/headline_rotator.js?ver=5.6.8 1.39KB, 97ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/notification/notification.js?ver=5.6.8> 773B, 116ms

<https://use.typekit.net/af/624f00/00000000000000003b9af037/27/l/?primer=7cdbc44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n3&v=3> 32.9KB, 20ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/grid_row/grid_row.css?ver=5.6.8 700B, 104ms

<https://www.3keel.com/wp-content/themes/enfold/js/avia-snippet-hamburger-menu.js?ver=5.6.8> 4.36KB, 132ms

<https://use.typekit.net/af/5cb568/00000000000000003b9af060/27/l/?primer=7cdbc44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3> 51.6KB, 36ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/testimonials/testimonials.js?ver=5.6.8> 273B, 139ms

<https://www.3keel.com/wp-includes/js/mediaelement/mediaelement-and-player.min.js?ver=4.2.17> 35.1KB, 170ms

<https://www.3keel.com/wp-includes/css/dist/block-library/style.min.css?ver=6.4.3> 12.9KB, 243ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/magazine/magazine.css?ver=5.6.8> 1.00KB, 166ms

<https://www.3keel.com/wp-content/themes/enfold/js/avia-snippet-footer-effects.js?ver=5.6.8> 618B, 149ms

<https://www.3keel.com/wp-content/themes/enfold/js/avia-compat.js?ver=5.6.8> 891B, 318ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/catalogue/catalogue.css?ver=5.6.8> 471B, 70ms

<https://www.3keel.com/wp-content/themes/enfold/css/custom.css?ver=5.6.8> 286B, 291ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/buttonrow/buttonrow.css?ver=5.6.8> 158B, 70ms

https://cdnjs.cloudflare.com/ajax/libs/popper.js/1.12.9/umd/popper.min.js?ver=3.2.1_1610620898 6.67KB, 144ms

<https://www.3keel.com/wp-content/themes/enfold/js/avia-snippet-megamenu.js?ver=5.6.8> 1.71KB, 149ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/team/team.css?ver=5.6.8> 977B, 209ms

<https://www.3keel.com/wp-content/themes/enfold/js/avia.js?ver=5.6.8> 14.7KB, 14ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/magazine/magazine.js?ver=5.6.8> 714B, 116ms

<https://www.3keel.com/wp-includes/js/mediaelement/wp-mediaelement.min.css?ver=6.4.3> 1.00KB, 292ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/social_share/social_share.css?ver=5.6.8 1.20KB, 206ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/tab_section/tab_section.css?ver=5.6.8 1.73KB, 206ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-template-builder/assets/fonts/entypo-fontello.woff2> 38.8KB, 4ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow_fullscreen/slideshow_fullscreen.css?ver=5.6.8 599B, 204ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/icongrid/icongrid.js?ver=5.6.8> 954B, 97ms

<https://www.3keel.com/wp-content/themes/enfold/config-lottie-animations/assets/lottie-player/dotlottie-player.js?ver=5.6.8> 101KB, 199ms

<https://www.3keel.com/wp-includes/js/mediaelement/wp-mediaelement.min.js?ver=6.4.3> 495B, 158ms

<https://www.3keel.com/wp-content/themes/enfold/css/base.css?ver=5.6.8> 4.92KB, 53ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow_layerslider/slideshow_layerslider.css?ver=5.6.8 1.11KB, 205ms

<https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/tabs/tabs.css?ver=5.6.8> 923B, 208ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow_feature_image/slideshow_feature_image.css?ver=5.6.8 596B, 202ms

<https://use.typekit.net/af/635117/00000000000000003b9af061/27/l/?primer=7cdbc44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i7&v=3> 67.8KB, 39ms

https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/buttons/buttons.css?ver=5.6.8	1.32KB, 70ms
https://www.3keel.com/wp-content/themes/enfold/css/shortcodes.css?ver=5.6.8	6.81KB, 290ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow/slideshow.js?ver=5.6.8	8.72KB, 97ms
https://www.3keel.com/wp-content/themes/enfold/js/avia-snippet-lightbox.js?ver=5.6.8	2.24KB, 149ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/post_metadata/post_metadata.css?ver=5.6.8	305B, 189ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/portfolio/isotope.min.js?ver=5.6.8	12.6KB, 116ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/chart/chart.js.min.js?ver=5.6.8	63.2KB, 145ms
https://www.3keel.com/wp-content/plugins/social-polls-by-opinionstage/public/js/shortcodes.js?ver=19.8.18	257B, 132ms
https://www.3keel.com/wp-content/themes/enfold/js/aviapopup/magnific-popup.min.css?ver=5.6.8	1.40KB, 289ms
https://www.3keel.com/wp-content/themes/enfold/css/avia-snippet-cookieconsent.css?ver=5.6.8	1.45KB, 318ms
https://www.3keel.com/wp-includes/js/underscore.min.js?ver=1.13.4	7.01KB, 114ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/blog/blog.css?ver=5.6.8	3.71KB, 53ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/video/video.css?ver=5.6.8	521B, 217ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/search/search.css?ver=5.6.8	1.03KB, 206ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/image_hotspots/image_hotspots.css?ver=5.6.8	1.04KB, 165ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/heading/heading.css?ver=5.6.8	970B, 104ms
https://use.typekit.net/af/78ca66/000000000000000003b9af038/27/l?subset_id=2&fvd=n4&v=3	24.6KB, 21ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/icon_circles/icon_circles.js?ver=5.6.8	495B, 97ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/hr/hr.css?ver=5.6.8	651B, 106ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow_accordion/slideshow_accordion.js?ver=5.6.8	2.59KB, 139ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/menu/menu.css?ver=5.6.8	1.17KB, 177ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/gallery_horizontal/gallery_horizontal.js?ver=5.6.8	2.48KB, 98ms
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow_layerslider/slideshow_layerslider.js?ver=5.6.8	363B, 139ms
https://www.3keel.com/wp-includes/js/jquery/jquery.min.js?ver=3.7.1	28.8KB, 433ms
https://www.3keel.com/wp-content/uploads/wp-coder/style-9.css?ver=3.2.1_1610620898	247B, 3ms
https://www.3keel.com/wp-content/themes/enfoldchild/style.css?ver=5.6.8	2.10KB, 282ms
https://www.3keel.com/wp-content/themes/enfold/style.css	578B, 20ms
https://unpkg.com/axios/dist/axios.min.js?ver=3.2.1_1610620898	259B, 707ms
https://unpkg.com/axios/dist/axios.min.js	148B, 117ms
https://unpkg.com/axios@1.6.7/dist/axios.min.js	15.1KB, 30ms

Low **Reduce unused JavaScript** LCP Potential savings of 236KB

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.3keel.com/wp-content/themes/enfold/config-lottie-animations/assets/lottie-player/dotlottie-player.js?ver=5.6.8	101KB	84.9KB
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/chart/chart.js.min.js?ver=5.6.8	63.2KB	55.8KB
https://www.googletagmanager.com/gtag/js?id=GT-KDQHQK4	95.4KB	41.4KB
https://www.3keel.com/wp-includes/js/mediaelement/mediaelement-and-player.min.js?ver=4.2.17	35.1KB	28.7KB
https://www.googletagmanager.com/gtag/js?id=UA-49497455-1&l=dataLayer&cx=c	52.4KB	25.1KB

Low **Use video formats for animated content** LCP Potential savings of 2.37MB

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.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
<ul style="list-style-type: none"> https://www.3keel.com/wp-content/uploads/2021/01/3Keel_Final3-3.gif 	2.72MB	2.37MB

Low **Properly size images** Potential savings of 571KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://www.3keel.com/wp-content/uploads/2021/01/email_image1.jpg	728KB	547KB
https://www.3keel.com/wp-content/uploads/2023/04/3keel_logo-1.png	18.7KB	12.5KB
https://www.3keel.com/wp-content/uploads/2020/07/2018-B-Corp-Logo-White1-01.png	8.62KB	7.09KB
https://www.3keel.com/wp-content/uploads/2022/12/3keel-kualo-blue.png	7.85KB	4.13KB

Low **Avoid multiple page redirects** FCP LCP Potential savings of 105ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
<ul style="list-style-type: none"> http://www.3keel.com/ https://www.3keel.com/ 	105ms 0ms

Low **Ensure text remains visible during webfont load** FCP LCP 12 fonts found

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

URL	POTENTIAL SAVINGS
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-template-builder/assets/fonts/entypo-fontello.woff2	4ms
https://use.typekit.net/af/2555e1/00000000000000007735e603/30/?primer=7fa3915bdafdf03041871920a205bef951d72bf64dd4c4460fb992e3ecc3a862&fvd=n7&v=3	9ms
https://use.typekit.net/af/4de20a/00000000000000007735e604/30/?primer=7fa3915bdafdf03041871920a205bef951d72bf64dd4c4460fb992e3ecc3a862&fvd=i7&v=3	13ms
https://use.typekit.net/af/efe4a5/00000000000000007735e609/30/?primer=7fa3915bdafdf03041871920a205bef951d72bf64dd4c4460fb992e3ecc3a862&fvd=n4&v=3	21ms
https://use.typekit.net/af/3322cc/00000000000000007735e616/30/?primer=7fa3915bdafdf03041871920a205bef951d72bf64dd4c4460fb992e3ecc3a862&fvd=i4&v=3	21ms
https://use.typekit.net/af/1be3c2/00000000000000007735e606/30/?primer=7fa3915bdafdf03041871920a205bef951d72bf64dd4c4460fb992e3ecc3a862&fvd=n3&v=3	14ms
https://use.typekit.net/af/624f00/00000000000000003b9af037/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n3&v=3	20ms
https://use.typekit.net/af/78ca66/00000000000000003b9af038/27/?subset_id=2&fvd=n4&v=3	21ms
https://use.typekit.net/af/d9a446/00000000000000003b9af05c/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	22ms
https://use.typekit.net/af/827bd4/00000000000000003b9af05d/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i4&v=3	23ms
https://use.typekit.net/af/5cb568/00000000000000003b9af060/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3	36ms
https://use.typekit.net/af/635117/00000000000000003b9af061/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i7&v=3	39ms

Low **Reduce JavaScript execution time** TBT 327ms 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://www.3keel.com/	812ms	65ms	3ms
• Unattributable	588ms	44ms	0ms
• https://www.3keel.com/wp-includes/js/jquery/jquery.min.js?ver=3.7.1	245ms	151ms	1ms
• https://www.googletagmanager.com/gtag/js?id=GT-KDQHQK4	70ms	55ms	5ms

Low **Reduce unused CSS** FCP LCP Potential savings of 38.5KB

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
• https://www.3keel.com/wp-content/uploads/dynamic_avia/enfoldchild.css?ver=65ddbfb4f26	16.6KB	13.0KB
• https://www.3keel.com/wp-includes/css/dist/block-library/style.min.css?ver=6.4.3	12.9KB	12.9KB
• https://www.3keel.com/wp-content/themes/enfold/css/layout.css?ver=5.6.8	13.9KB	12.6KB

Low **Reduce initial server response time** FCP LCP Root document took 129ms

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

URL	TIME SPENT
• https://www.3keel.com/	129ms

Low **Minify CSS** FCP LCP Potential savings of 2.73KB

Minifying CSS files can reduce network payload sizes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
• https://www.3keel.com/wp-content/themes/enfold/css/layout.css?ver=5.6.8	13.9KB	2.73KB

Low **Avoid non-composited animations** CLS 4 animated elements found

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

ELEMENT

NAME

This site uses cookies. By continuing to browse the site, you are agreeing to o...

```
<div class="avia-cookie-consent avia-cookiemessage-bottom" aria-hidden="false" data-contents="d816179262230de2b3c170727cbb76f0|v1.0">
```

Unsupported CSS Property: visibility

visibilit
y

Unsupported CSS Property: bottom

bottom

Accept settings

```
<a href="#" class="avia-button avia-color-theme-color-highlight avia-cookie-consent-button av...">
```

Unsupported CSS Property: visibility

visibilit
y

Hide notification only

```
<a href="#" class="avia-button avia-color-theme-color-highlight avia-cookie-consent-button av...">
```

Unsupported CSS Property: visibility

visibilit
y

Settings

```
<a href="#" class="avia-button avia-color-theme-color-highlight avia-cookie-consent-button av...">
```

Unsupported CSS Property: visibility

visibilit
y

Low

Minify JavaScript FCP LCP

Potential savings of 16.7KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://www.3keel.com/wp-content/themes/enfold/js/avia.js?ver=5.6.8	14.7KB	5.94KB
https://www.3keel.com/wp-content/themes/enfold/js/shortcodes.js?ver=5.6.8	10.5KB	4.05KB
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow/slideshow.js?ver=5.6.8	8.72KB	3.69KB
https://www.3keel.com/wp-content/themes/enfold/config-templatebuilder/avia-shortcodes/slideshow/slideshow-video.js?ver=5.6.8	6.04KB	2.99KB

N/A

Largest Contentful Paint element LCP

1,840 ms

This is the largest contentful element painted within the viewport.

ELEMENT

We are an Oxford-based sustainability consultancy committed to making food syst...

```
<div id="homepage_2021_section1" class="avia-section av-kit0bbzn-6d2e46ed3fa193e386e1921020641295 main_color avia-..." data-section-bg-repeat="stretch" data-av_minimum_height_pc="100" data-av_min_height_opt="100">
```

PHASE	% OF LCP	TIMING
TTFB	14%	257ms
Load Delay	36%	657ms
Load Time	24%	447ms
Render Delay	26%	481ms

N/A

Avoid serving legacy JavaScript to modern browsers TBT

Potential savings of 6.68KB

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://www.3keel.com/wp-content/themes/enfold/js/avia.js?ver=5.6.8 Line:8 Column:1	6.47KB
https://unpkg.com/axios/dist/axios.min.js?ver=3.2.1_1610620898 Line:0 Column:7655	63B
https://cdnjs.cloudflare.com/ajax/libs/popper.js/1.12.9/umd/popper.min.js?ver=3.2.1_1610620898 Line:3 Column:10983	59B
https://www.3keel.com/wp-includes/js/mediaelement/mediaelement-and-player.min.js?ver=4.2.17 Line:11 Column:12531	50B
https://www.3keel.com/wp-content/themes/enfold/config-lottie-animations/assets/lottie-player/dottottie-player.js?ver=5.6.8 Line:0 Column:3023	42B

N/A **Avoid large layout shifts** CLS 4 elements found

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

ELEMENT	CLS CONTRIBUTION
This site uses cookies. By continuing to browse the site, you are agreeing to o... <pre><div class="avia-cookie-consent avia-cookiemessage-bottom" aria-hidden="false" data-contents="d816179262230de2b3c170727cbb76f0 v1.0"></pre>	0.00
About us Practice areas News & Insights Projects Contact <pre><div class="avia-menu av-main-nav-wrap"></pre>	0.00
Sustainability advisors <pre><div class="custom_text"></pre>	0.00
+44 (0)1865 236 500 <pre><div class="phone-info "></pre>	0.00

N/A **Minimize main-thread work** TBT Main-thread busy for 2.1s

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

CATEGORY

TIME SPENT

Other

894ms

Style & Layout

504ms

CATEGORY	TIME SPENT
Script Evaluation	473ms
Parse HTML & CSS	149ms
Rendering	53ms
Script Parsing & Compilation	45ms
Garbage Collection	5ms

N/A

Reduce the impact of third-party code TBT

Total size was 591KB

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	377KB	0ms
• https://use.typekit.net/af/635117/000000000000000003b9af061/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i7&v=3	67.8KB	0ms
• https://use.typekit.net/af/827bd4/000000000000000003b9af05d/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i4&v=3	62.3KB	0ms
• https://use.typekit.net/af/5cb568/000000000000000003b9af060/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3	51.6KB	0ms
• https://use.typekit.net/af/d9a446/000000000000000003b9af05c/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	47.1KB	0ms
• https://use.typekit.net/af/624f00/000000000000000003b9af037/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n3&v=3	32.9KB	0ms
• Other resources	115KB	0ms
GOOGLE TAG MANAGER	148KB	0ms
• https://www.googletagmanager.com/gtag/js?id=GT-KDQHQB4	95.4KB	0ms
• https://www.googletagmanager.com/gtag/js?id=UA-49497455-1&l=dataLayer&cx=c	52.4KB	0ms
JQUERY CDN	23.6KB	0ms
• https://code.jquery.com/jquery-3.2.1.slim.min.js?ver=3.2.1_1610620898	23.6KB	0ms
GOOGLE ANALYTICS	20.8KB	0ms
• https://www.google-analytics.com/analytics.js	20.8KB	0ms
UNPKG	15.5KB	0ms
• https://unpkg.com/axios@1.6.7/dist/axios.min.js	15.1KB	0ms
CLOUDFLARE CDN	6.67KB	0ms
• https://cdnjs.cloudflare.com/ajax/libs/popper.js/1.12.9/umd/popper.min.js?ver=3.2.1_1610620898	6.67KB	0ms

N/A

User Timing marks and measures

No user timings and/or marks found.