Executive Summary



Performance Report for:

http://www.addisonlee.com/

Report generated: Thu, Mar 7, 2024 8:15 PM -0800

Test Server Location: K London, UK

Using: O Chrome 117.0.0.0, Lighthouse 11.0.0

Ε

Performance 48%

Structure

76%

L. Contentful Paint

3.6s

T. Blocking Time

328ms

C. Layout Shift

0.01

Top Issues

High	Avoid enormous network payloads LCP	Total size was 36.2MB
High	Reduce initial server response time FCP LCP	Root document took 1.1s
Med	Use explicit width and height on image elements CLS	8 images found
Med	Avoid chaining critical requests FCP LCP	37 chains found
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 231KB

Page Details

9.7s

Fully Loaded Time

Total Page Size - 36.2MB



Total Page Requests - 105

JS	IMG	CSS	Other	HTMIFont
33.3%	26.7%	18.1%	12.4%	4.8%4.8%

HTML JS CSS IMG Video Font Othe

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

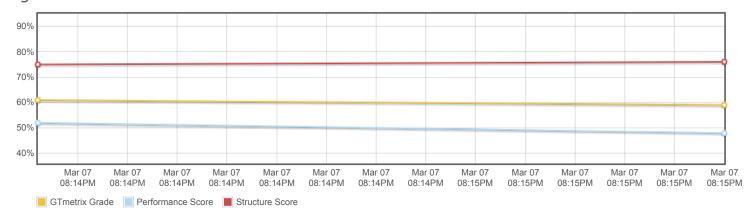


GTmetrix is developed by the good folks at **Carbon60**, a Canadian hosting company with over 28 years experience in web technology.

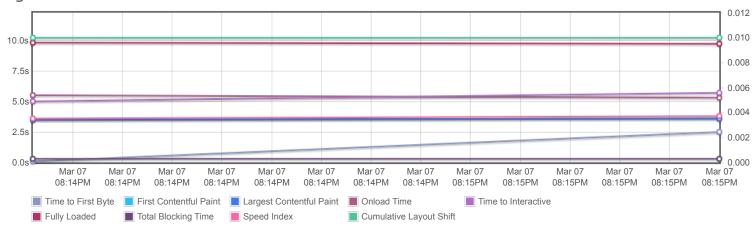
https://carbon60.com/



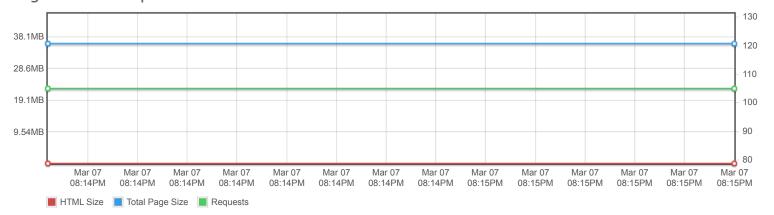
Page scores



Page metrics



Page sizes and request counts





The wateriali 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.	

Taxis London Minicabs, Com	Cabs & C	Courier Services UK Add	dison Lee					
I	301	addisonlee.com	0	1.	.3s			
	200	addisonlee.com	18.9KB			1.1s		
premium-addons.min.css	200	addisonlee.com	44.3KB			111ms		
style.min.css?ver=6.4.3	200	addisonlee.com	14.5KB			101ms		
ont-awesome.min.css?v	200	addisonlee.com	4.64KB			51ms		
bootstrap-front.css?ver=	200	addisonlee.com	1.63KB			50ms		
grid.min.css?ver=6.4.3	200	addisonlee.com	1.76KB			61ms		
helper-parts.min.css?ver	200	addisonlee.com	3.23KB			62ms		
main.min.css?ver=6.4.3	200	addisonlee.com	26.2KB			110ms		
frontend-lite.min.css?ver	200	addisonlee.com	14.2KB			93ms		
swiper.min.css?ver=5.3.6	200	addisonlee.com	2.43KB			71ms		
•			524B					
post-19321.css?ver=1708	200	addisonlee.com				47ms		
global.css?ver=1708080046	200	addisonlee.com	10.4KB			94ms		
theme.css?ver=4.4.3	200	addisonlee.com	50.7KB			116ms		
quickbook.min.css?ver=1	(failed)	cdn.addisonlee.com	0			173ms		
general.min.css?ver=5.9.10	200	addisonlee.com	899B			61ms		
text-animations.min.css?	200	addisonlee.com	1.63KB			65ms		
frontend.min.css?ver=1.3	200	addisonlee.com	45.9KB			118ms		
all.min.css?ver=4.10.21	200	addisonlee.com	12.7KB			90ms		
css?family=Roboto%3A1	200	fonts.googleapis.com	1.99KB			129ms		
jquery.min.js?ver=3.7.1	200	addisonlee.com	30.8KB			105ms		
jquery-migrate.min.js?ver	200	addisonlee.com	5.02KB			92ms		
addlee-logo-2.svg	200	addisonlee.com	2.83KB			303ms		
black_taxi_homepage_im	200	addisonlee.com	279KB			361ms		
Safe-Travel.png	200	addisonlee.com	1.36KB			302ms		
Deliveries-1.png	200	addisonlee.com	1.30KB			357ms		
Business-Accounts-1.png	200	addisonlee.com	1.05KB			357ms		
Driver-With-Us-1.png	200	addisonlee.com	1.43KB			301ms		
Play-store-vector-1.svg	200	addisonlee.com	3.31KB			357ms		
App-store-vector.svg	200	addisonlee.com	5.66KB			357ms		
In-App-PersonalBusiness	200	addisonlee.com	75.4KB			363ms		
In-App-prebook-transpare	200	addisonlee.com	65.0KB			365ms		
In-App-uksuportranspare	200	addisonlee.com	32.0KB			367ms		
logo-letters.png	200	addisonlee.com	4.40KB			365ms		
accordion-custom.js?ver	200	addisonlee.com	14.4KB			194ms		
accordion.js?ver=6.4.3	200	addisonlee.com	509B			227ms		
core.min.js?ver=1.13.2	200	addisonlee.com	7.42KB			267ms		
main.min.js?ver=6.4.3	200	addisonlee.com	13.6KB			272ms		
particles.js?ver=3.0.6	200	addisonlee.com	9.62KB			274ms		
jarallax.min.js?ver=1.12.7	200	addisonlee.com	5.48KB			281ms		
parallax.min.js?ver=1.0	200	addisonlee.com	5.56KB			300ms		
vendors.min.js?ver=1.0.4	(failed)	cdn.addisonlee.com	0			580m	3	
quickbook.min.js?ver=1.0.4	(failed)	cdn.addisonlee.com	0			580m	3	
theme.min.js?ver=4.2.22	200	addisonlee.com	65.6KB			324ms		
lazysizes.min.js?ver=3.0.0	200	addisonlee.com	3.40KB			298ms		
message-banner.js	200	addisonlee.com	612B			298ms		
general.min.js?ver=5.9.10	200	addisonlee.com	3.65KB			298ms		
j.php?a=323035&u=https	200	dev.visualwebsiteopt	1.58KB			95ms		
	200		68.7KB			122ms		
fs.js		edge.eu1.fullstory.com						
fbevents.js	200	connect.facebook.net	56.0KB			117ms		
gtm.js?id=GTM-W6H5FZ	200	googletagmanager.c	103KB			121ms		
819130803?h=4c0b890b0f	200	player.vimeo.com	9.9KB			310n	S	
1920px.png	200	addisonlee.com	1.29MB			78ms		

AddLee_S01_EV_VW_ID4 200 addisonlee.com 32.3MB tick-black.svg 200 addisonlee.com 491B AL-Request-Hero-1.png 200 addisonlee.com 767KB instagram-icon.svg 200 addisonlee.com 1.15KB linkedin-icon.svg 200 addisonlee.com 750B tiktok-icon.svg 200 addisonlee.com 0.98KB x-icon.svg 200 addisonlee.com 593B 250r is 250r is facebook-icon.svg 200 addisonlee.com 599B SteagalMedium-webfont 200 addisonlee.com 19.5KB SteagalRegular-webfont 200 addisonlee.com 19.4KB SteagalLight-webfont.woff2 200 addisonlee.com 19.0KB icomoon.woff2?rr9ezt 200 addisonlee.com 13.3KB
AL-Request-Hero-1.png 200 addisonlee.com 767KB 257n is instagram-icon.svg 200 addisonlee.com 1.15KB 251n is linkedin-icon.svg 200 addisonlee.com 750B 251n is tiktok-icon.svg 200 addisonlee.com 0.98KB 251n is x-icon.svg 200 addisonlee.com 593B 250n is facebook-icon.svg 200 addisonlee.com 599B 250n is SteagalMedium-webfont 200 addisonlee.com 19.5KB 283 ins SteagalRegular-webfont 200 addisonlee.com 19.4KB 295 ns SteagalLight-webfont.woff2 200 addisonlee.com 19.0KB 295 ns
instagram-icon.svg 200 addisonlee.com 1.15KB 251r is linkedin-icon.svg 200 addisonlee.com 750B 251r is tiktok-icon.svg 200 addisonlee.com 0.98KB 251r is x-icon.svg 200 addisonlee.com 593B 250r is facebook-icon.svg 200 addisonlee.com 599B 250r is SteagalMedium-webfont 200 addisonlee.com 19.5KB 283 ins SteagalRegular-webfont 200 addisonlee.com 19.4KB 295 ins SteagalLight-webfont.woff2 200 addisonlee.com 19.0KB 295 ins
linkedin-icon.svg 200 addisonlee.com 750B 251n is tiktok-icon.svg 200 addisonlee.com 0.98KB 251n is x-icon.svg 200 addisonlee.com 593B 250n is facebook-icon.svg 200 addisonlee.com 599B 250n is SteagalMedium-webfont 200 addisonlee.com 19.5KB 283 ins SteagalRegular-webfont 200 addisonlee.com 19.4KB 295 ns SteagalLight-webfont.woff2 200 addisonlee.com 19.0KB 295 ns
tiktok-icon.svg 200 addisonlee.com 0.98KB 251r is x-icon.svg 200 addisonlee.com 593B 250r is facebook-icon.svg 200 addisonlee.com 599B 250r is SteagalMedium-webfont 200 addisonlee.com 19.5KB 283 ins SteagalRegular-webfont 200 addisonlee.com 19.4KB 295 ns SteagalLight-webfont.woff2 200 addisonlee.com 19.0KB 295 ns
x-icon.svg 200 addisonlee.com 593B 250r is facebook-icon.svg 200 addisonlee.com 599B 250r is SteagalMedium-webfont 200 addisonlee.com 19.5KB 283 ins SteagalRegular-webfont 200 addisonlee.com 19.4KB 295 ins SteagalLight-webfont.woff2 200 addisonlee.com 19.0KB 295 ins
facebook-icon.svg 200 addisonlee.com 599B 250r ls SteagalMedium-webfont 200 addisonlee.com 19.5KB 283rns SteagalRegular-webfont 200 addisonlee.com 19.4KB 295 ns SteagalLight-webfont.woff2 200 addisonlee.com 19.0KB 295 ns
SteagalMedium-webfont 200 addisonlee.com 19.5KB 283ins SteagalRegular-webfont 200 addisonlee.com 19.4KB 295 ns SteagalLight-webfont.woff2 200 addisonlee.com 19.0KB 295 ns
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icomoon.woff2?rr9ezt 200 addisonlee.com 13.3KB 38\$r\s
v.gif?cd=0&a=323035&d= 200 dev.visualwebsiteopt 35B 9 Drns
web 200 edge.eu1.fullstory.com 14.4KB 8r is
1257105001910262?v=2.9 200 connect.facebook.net 12.7KB
player.module.js 200 f.vimeocdn.com 138KB 111ms
vendor.module.js 200 f.vimeocdn.com 100KB 109ms
player.css 200 f.vimeocdn.com 21.6KB 83 ms
1657894448-33093473cbe 200 i.vimeocdn.com 1.69KB
js?id=G-FVVMP9PFMH&I 200 googletagmanager.c 99KB
analytics.js 200 google-analytics.com 20.5KB 92ms
6596.js (canceled) script.crazyegg.com 0 237ms
bat.js 200 bat.bing.com 13.0KB 90ms
uc.js?cbid=239c5e24-bc3 200 consent.cookiebot.com 33.5KB 67ms
vuid.min.js 200 f.vimeocdn.com 985B 10ms
accounts (failed) book.addisonlee.com 3.27KB 367ms
user (failed) book.addisonlee.com 3.27KB 617ms
689267015805763?v=2.9.1 200 connect.facebook.net 3.17KB
tr?id=1257105001910262 200 facebook.com 185B
cast_sender.js?loadCastF 200 gstatic.com 1.96KB
1657894448-33093473cbe 200 i.vimeocdn.com 25.9KB 8ms
POST player-stats?beaco 200 fresnel.vimeocdn.com 142B
POST page 200 rs.eu1.fullstory.com 13.8KB
POST vuid?pid=21c62786 204 vimeo.com 1.16KB 180ms
cc.js?renew=false&refere 200 consent.cookiebot.com 74.9KB
bc-v4.min.html 200 consentcdn.cookieb 392B 57ms
cast_framework.js 200 gstatic.com 11.9KB 26ms
cast_sender.js 200 gstatic.com 15.0KB 11ms
integrations?OrgId=o-9D 200 rs.eu1.fullstory.com 16.5KB 25ms
150000457.js 204 bat.bing.com 117B 18ms
0?ti=150000457&tm=gtm0 204 bat.bing.com 288B 64ms
tr?id=689267015805763& 200 facebook.com 31B 25ms
latest.js 200 edge.fullstory.com 11.7KB 45ms
SteagalBold-webfont.woff2 200 addisonlee.com 20.7KB 37ms
widget.js 200 addisonlee.freshchat 21.6KB
1.gif?dgi=239c5e24-bc3d 200 imgsct.cookiebot.com 737B
favicon-32x32-1.png 200 addisonlee.com 937B 18ms
config_iframe.html?host= 200 addisonlee.freshchat 1.24KB
config?domain=aHR0cH 200 addisonlee.freshchat 2.62KB
POST v2?OrgId=o-9DT-eu 200 rs.eu1.fullstory.com 43B 62ms
widget.css?t=1709871331 200 addisonlee.freshchat 2.33KB
POST v2?OrgId=o-9DT-eu 200 rs.eu1.fullstory.com 43B
105 Requests 36.2MB (42.2MB Uncompressed) 9.7s (Onload 5.3s)





Performance Metrics

Performance Metrics						
First Contentful Paint How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.	Much longer than recommended 3.6s	Time to Interactive How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.	Much longer than recommended 5.7s			
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	Much longer than recommended 3.8s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	Longer than recommended 328ms			
Largest Contentful Paint 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.	Much longer than recommended 3.6s	Cumulative Layout Shift How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.	Good - Nothing to do here O.O1			

Browser Timings

Redirect	1.4s	Connect	32ms	Backend	1.1s
TTFB	2.5s	First Paint	3.6s	DOM Int.	3.8s
DOM Loaded	3.8s	Onload	5.3s	Fully Loaded	9.7s



Structure Audits

IMPACT

AUDIT

Med-Low

Avoid long main-thread tasks TBT

10 long tasks found

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

URL	START TIME	DURATION
https://www.addisonlee.com/	2.8s	225ms
https://www.googletagmanager.com/gtag/js?id=G-FVVMP9PFMH&l=dataLayer&cx=c	4.1s	212ms
https://www.googletagmanager.com/gtm.js?id=GTM-W6H5FZ	3.5s	192ms
• https://consent.cookiebot.com/uc.js?cbid=239c5e24-bc3d-4a04-8f65-8ff212998520	4.7s	106ms
• https://consent.cookiebot.com/uc.js?cbid=239c5e24-bc3d-4a04-8f65-8ff212998520	4.3s	68ms
https://www.addisonlee.com/	4.4s	66ms
Unattributable	3.8s	57ms
https://edge.eu1.fullstory.com/s/fs.js	5.7s	55ms
https://www.googletagmanager.com/gtm.js?id=GTM-W6H5FZ	3.5s	54ms
https://www.googletagmanager.com/gtm.js?id=GTM-W6H5FZ	4.6s	53ms

Med-Low

Lazy load third-party resources with facades TBT

1 facade alternative available

Some third-party embeds can be lazy loaded. Consider replacing them with a facade until they are required.

PRODUCT	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
Vimeo Embedded Player (Video)	300KB	0ms
https://f.vimeocdn.com/p/4.28.14/js/player.module.js	138KB	0ms
https://f.vimeocdn.com/p/4.28.14/js/vendor.module.js	100KB	0ms
https://i.vimeocdn.com/video/1657894448-33093473cbe69a10bc5907c2874e112cf914da57ca9d5ed35cc1446084f96f41-d?mw=600&mh=338	26.1KB	0ms
https://f.vimeocdn.com/p/4.28.14/css/player.css	21.9KB	0ms
https://player.vimeo.com/video/819130803?h=4c0b890b0f	9.9KB	0ms
Other resources	4.51KB	0ms

Med-Low

Eliminate render-blocking resources FCP LCP

Potential savings of 182ms

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.addisonlee.com/wp-content/plugins/premium-addons-for-elementor/assets/frontend/min-css/premium-addons-for-elementor/as	44.3KB	1.1s
https://www.addisonlee.com/wp-includes/css/dist/block-library/style.min.css?ver=6.4.3	14.5KB	300ms
$ \bullet \ \underline{\text{https://www.addisonlee.com/wp-content/plugins/qi-addons-for-elementor/assets/css/main.min.css?ver=6.4.3} \\$	26.2KB	300ms
• https://www.addisonlee.com/wp-content/plugins/elementor/assets/css/frontend-lite.min.css?ver=3.19.2	14.2KB	150ms
https://www.addisonlee.com/wp-content/uploads/elementor/css/global.css?ver=1708080046	10.4KB	150ms
• https://www.addisonlee.com/wp-content/themes/addlee/assets/css/theme.css?ver=4.4.3	50.7KB	600ms
https://cdn.addisonlee.com/web-quickbook/1.0.4/quickbook.min.css?ver=1.0.4	0B	780ms
$ \bullet \ \underline{\text{https://www.addisonlee.com/wp-content/plugins/royal-elementor-addons/assets/css/frontend.min.css?ver=1.3.92} \\$	45.9KB	450ms
• https://www.addisonlee.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/all.min.css?ver=4.10.21	12.7KB	150ms
 https://fonts.googleapis.com/css?family=Roboto%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C40 0%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%2C900%2C900italic%2C800%2C300italic%2C400%2C400italic%2C500%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic&display=auto&ver=6. 4.3 	1.99KB	902ms
https://www.addisonlee.com/wp-includes/js/jguery/jguery.min.js?ver=3.7.1	30.8KB	300ms
https://www.addisonlee.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=3.4.1	5.02KB	150ms

Low

Use passive listeners to improve scrolling performance

1 event listener not passive

Consider marking your touch and wheel event listeners as passive to improve your page's scroll performance.

URL LOCATION

https://consent.cookiebot.com/239c5e24-bc3d-4a04-8f65-8ff212998520/cc.js?renew=false&referer=www.addisonlee.com&dnt=false&init=false

low

Allow back/forward cache restoration

2 failure reasons

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

Pages that use WebXR are not currently eligible for back/forward cache.

Actionable

https://player.vimeo.com/video/819130803?h=4c0b890b0f

Pages whose main resource has cache-control:no-store cannot enter back/forward cache.

Circumstantial

Line:1

https://www.addisonlee.com/

LOW

Use a Content Delivery Network (CDN)

2 resources found

CDNs can give an equally fast web experience to your users across the globe.

URL

- https://addisonlee.freshchat.com/js/widget.js
- https://addisonlee.freshchat.com/widget/css/widget.css?t=1709871331681

Low

Reduce JavaScript execution time TBT

1.2s 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.addisonlee.com/	646ms	53ms	3ms
Unattributable	588ms	17ms	0ms
https://edge.eu1.fullstory.com/s/fs.js	403ms	290ms	4ms
https://www.googletagmanager.com/gtm.js?id=GTM-W6H5FZ	356ms	266ms	8ms
• https://consent.cookiebot.com/uc.js?cbid=239c5e24-bc3d-4a04-8f65-8ff212998520	221ms	154ms	3ms
https://www.googletagmanager.com/gtag/js?id=G-FVVMP9PFMH&l=dataLayer&cx=c	217ms	158ms	57ms
https://www.addisonlee.com/wp-includes/js/jguery/jguery.min.js?ver=3.7.1	168ms	125ms	1ms
• https://connect.facebook.net/signals/config/1257105001910262?v=2.9.148&r=stable&domain=www.addisonlee.com &hrme=20c913bdcd4be51a752120153aa5caaecb3ee86c7f26cf737846e40b202aba68&ex_m=62%2C106%2C94%2 C98%2C53%2C3%2C88%2C61%2C14%2C86%2C79%2C44%2C46%2C150%2C153%2C164%2C160%2C161%2 C163%2C25%2C89%2C45%2C68%2C162%2C145%2C148%2C157%2C158%2C165%2C115%2C13%2C43%2C1 69%2C168%2C117%2C16%2C29%2C32%2C126226272626282C25%2C25%2C236%2C57%2C58%2C59%2C63%2C83%2C15%2C12%2C8 5%2C82%2C81%2C95%2C97%2C31%2C96%2C26%2C22%2C146%2C149%2C124%2C24%2C99%2C10%2C1 1%2C5%2C6%2C21%2C19%2C20%2C49%2C56%2C66%2C66%2C20%2C23%2C67%2C8%2C7%2C71%2C4 1%2C18%2C92%2C91%2C17%2C4%2C73%2C80%2C72%2C78%2C40%2C33%2C37%2C35%2C76%2C 48%2C74%2C28%2C37%2C65%2C062C84%2C75%2C3%2C30%2C55%2C34%2C93%2C38%2C70%2C60%2C 99%2C52%2C51%2C27%2C87%2C50%2C47%2C42%2C69%2C64%2C100	50ms	48ms	1ms

Low

Avoid an excessive DOM size TBT

643 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		643
Maximum DOM Depth	<pre>li#menu-item-11591 > ul.sub-menu > li#menu-item-20045 > a.nav-link </pre>	13
Maximum Child Elements	<pre>body.home <body class="home page-template page-template-templates page-template-template- flexible"></body></pre>	41

Low

Enable text compression FCP LCP

Potential savings of 14.2KB

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes.

URL

TRANSFER SIZE

POTENTIAL SAVINGS

• https://rs.eu1.fullstory.com/rec/integrations?OrgId=o-9DT-eu1

16.5KB

14.2KB

LOW

Properly size images

Potential savings of 211KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS	
https://www.addisonlee.com/wp-content/uploads/2023/11/black_taxi_homepage_image-1.jpg	279KB	109KB	
https://www.addisonlee.com/wp-content/uploads/2020/12/In-App-PersonalBusiness-1-transparent.png	75.0KB	44.3KB	
https://www.addisonlee.com/wp-content/uploads/2020/12/In-App-prebook-transparent.png	64.7KB	38.2KB	
https://www.addisonlee.com/wp-content/uploads/2020/12/In-App-uksuportransparent.png	31.6KB	18.6KB	

Low

Avoid multiple page redirects FCP LCP

Potential savings of 1.3s

Redirects introduce additional delays before the page can be loaded.

URL

TIME SPENT

• http://www.addisonlee.com/

1.3s

• https://www.addisonlee.com/

0ms

Low

Efficiently encode images

Potential savings of 197KB

Optimized images load faster and consume less cellular data.

https://www.addisonlee.com/wp-content/uploads/2023/11/black_taxi_homepage_image-1.jpg

URL

RESOURCE SIZE

POTENTIAL SAVINGS

279KB

197KB

Low

Reduce unused CSS FCP LCP

Potential savings of 213KB

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.addisonlee.com/wp-content/plugins/royal-elementor-addons/assets/css/frontend.min.css?ver=1.3.92	45.9KB	45.9KB
• https://www.addisonlee.com/wp-content/themes/addlee/assets/css/theme.css?ver=4.4.3	50.7KB	44.8KB
 https://www.addisonlee.com/wp-content/plugins/premium-addons-for-elementor/assets/frontend/min-css/premium-addons.min.css?ver=4.10.21 	44.3KB	44.3KB
$\bullet \ \underline{\text{https://www.addisonlee.com/wp-content/plugins/qi-addons-for-elementor/assets/css/main.min.css?ver=6.4.3}$	26.2KB	26.2KB
• https://www.addisonlee.com/wp-includes/css/dist/block-library/style.min.css?ver=6.4.3	14.5KB	14.4KB
• https://www.addisonlee.com/wp-content/plugins/elementor/assets/css/frontend-lite.min.css?ver=3.19.2	14.2KB	14.2KB
• https://www.addisonlee.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/all.min.css?ver=4.10.21	12.7KB	12.7KB
• https://www.addisonlee.com/wp-content/uploads/elementor/css/global.css?ver=1708080046	10.4KB	10.4KB

Low

Serve images in next-gen formats

Potential savings of 237KB

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.addisonlee.com/wp-content/uploads/2023/11/black taxi homepage image-1.jpg	279KB	237KB

low

Defer offscreen images

Potential savings of 184KB

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.addisonlee.com/wp-content/uploads/2020/12/In-App-PersonalBusiness-1-transparent.png	75.0KB	75.0KB
https://www.addisonlee.com/wp-content/uploads/2020/12/In-App-prebook-transparent.png	64.7KB	64.7KB
https://www.addisonlee.com/wp-content/uploads/2020/12/In-App-uksuportransparent.png	31.6KB	31.6KB
https://www.addisonlee.com/wp-content/uploads/2023/09/App-store-vector.svg	5.66KB	5.66KB
https://www.addisonlee.com/wp-content/themes/addlee/assets/images/logos/logo-letters.png	4.03KB	4.03KB
https://www.addisonlee.com/wp-content/uploads/2023/09/Play-store-vector-1.svg	3.31KB	3.31KB

Minifying CSS files can reduce network payload sizes.

URL TRANSFER SIZE

https://www.addisonlee.com/wp-content/themes/addlee/assets/css/theme.css?ver=4.4.3
 50.7KB
 9.44KB

Low

Minify JavaScript FCP LCP

Potential savings of 11.8KB

POTENTIAL SAVINGS

DOTENTIAL CAVINGS

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

URL TRANSFER SIZE POTENTIAL SAVINGS

• https://rs.eu1.fullstory.com/rec/integrations?OrgId=o-9DT-eu1 16.7KB 4.38KB

• https://www.addisonlee.com/wp-content/plugins/responsive-accordion-and-collapse/js/accordion-custom.js?ver=6.4

14.4KB
3.98KB

• https://www.addisonlee.com/wp-content/plugins/royal-elementor-addons/assets/js/lib/particles/particles.js?ver=3.0.6 9.62KB 3.44KB

Low

HDI

Reduce unused JavaScript LCP

Potential savings of 204KB

TRANSFER SIZE

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.addisonlee.com/wp-content/themes/addlee/assets/js/theme.min.js?ver=4.2.22	65.6KB	51.6KB
https://www.googletagmanager.com/gtag/js?id=G-FVVMP9PFMH&l=dataLayer&cx=c	100KB	40.5KB
https://www.googletagmanager.com/gtm.js?id=GTM-W6H5FZ	103KB	37.5KB
$\frac{\text{https://consent.cookiebot.com/239c5e24-bc3d-4a04-8f65-8ff212998520/cc.js?renew=false\&referer=www.addisonlee.com\&dnt=false\&init=false}{\text{m&dnt=false\&init=false}}$	74.9KB	28.0KB
https://edge.eu1.fullstory.com/s/fs.js	69.3KB	23.9KB
https://consent.cookiebot.com/uc.js?cbid=239c5e24-bc3d-4a04-8f65-8ff212998520	33.8KB	22.3KB

N/A

Largest Contentful Paint element LCP

3,630 ms

This is the largest contentful element painted within the viewport.

ELEMENT

CARS, COURIERS, AND NOW WITH BLACK TAXI GET A QUOTE BECOME AN ADDISON LEE DRIVER

<section class="page-banner hero home-hero" style="background-image: url("https://www.addisonlee.com/wp-content/uploads/2023/1...");">

PHASE	% OF LCP	TIMING
TTFB	69%	2.5s
Load Delay	11%	394ms
Load Time	2%	76ms
Render Delay	18%	670ms

N/A

Avoid serving legacy JavaScript to modern browsers TBT Potential savings of 11.1KB

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

URL POTENTIAL SAVINGS @ba be 1/p lug in-Line:5 Column:5489 tra nsf orm -cl ass es 55B https://www.addisonlee.com/wp-content/plugins/royal-elementor-addons/assets/js/lib/parallax/parallax.min.js?ver=1.0 @ba be 1/p lug in-Line:0 Column:5014 tra nsf orm -c1ass es $\underline{https://connect.facebook.net/signals/config/1257105001910262?v=2.9.148\&r=stable\&domain=www.addisonlee.com\&hme=20c913bdcd4.pdf.$ be51a752120153aa5caaecb3ee86c7f26cf737846e40b202aba68&ex m=62%2C106%2C94%2C98%2C53%2C3%2C88%2C61%2C1 $\frac{4\%2C86\%2C79\%2C44\%2C46\%2C150\%2C153\%2C164\%2C160\%2C161\%2C163\%2C25\%2C89\%2C45\%2C68\%2C162\%2C145\%2C162\%2C145\%2C161\%2C163\%2C25\%2C89\%2C45\%2C68\%2C162\%2C145\%2C161\%2C161\%2C163\%2C25\%2C89\%2C45\%2C68\%2C162\%2C145\%2C161\%2C161\%2C163\%2C25\%2C89\%2C45\%2C68\%2C162\%2C145\%2C161\%2C161\%2C163\%2C25\%2C89\%2C45\%2C68\%2C162\%2C145\%2C161\%2C161\%2C161\%2C163\%2C25\%2C89\%2C45\%2C68\%2C162\%2C145\%2C161\%2C16$ 45B 9%2C10%2C11%2C5%2C6%2C21%2C19%2C20%2C49%2C54%2C56%2C66%2C90%2C23%2C67%2C8%2C7%2C71%2C41%2C1 C65%2C0%2C84%2C75%2C2%2C30%2C55%2C34%2C93%2C38%2C70%2C60%2C99%2C52%2C51%2C27%2C87%2C50%2C4 7%2C42%2C69%2C64%2C100 @ba be 1/p lug in-Line:19 Column:2057 tra nsf orm -cl ass es https://connect.facebook.net/signals/config/689267015805763?v=2.9.148&r=stable&domain=www.addisonlee.com&hme=20c913bdcd4b <u>2C86%2C79%2C44%2C46%2C150%2C153%2C164%2C160%2C161%2C163%2C25%2C89%2C45%2C68%2C162%2C145%2C14</u> 8%2C157%2C158%2C165%2C115%2C13%2C43%2C169%2C168%2C117%2C16%2C29%2C32%2C1%2C36%2C57%2C58%2C59% <u>2C63%2C83%2C15%2C12%2C85%2C82%2C81%2C95%2C97%2C31%2C96%2C26%2C22%2C146%2C149%2C124%2C24%2C9</u> 29B 2C10%2C11%2C5%2C6%2C21%2C19%2C20%2C49%2C54%2C56%2C66%2C90%2C23%2C67%2C8%2C7%2C71%2C41%2C18%2 <u>C92%2C91%2C17%2C4%2C73%2C80%2C72%2C78%2C40%2C39%2C77%2C33%2C35%2C76%2C48%2C74%2C28%2C37%2C6</u> <u>5%2C0%2C84%2C75%2C2%2C30%2C55%2C34%2C93%2C38%2C70%2C60%2C99%2C52%2C51%2C27%2C87%2C50%2C47%2</u> <u>C42%2C69%2C64%2C100%2C175%2C174%2C176%2C181%2C182%2C183%2C179%2C171%2C116%2C118%2C170%2C172%2C</u> @ba be 1/p lug in-Line:19 Column:2057 t.ra nsf orm -cl ass es N/A 1 element found Avoid large layout shifts CLS

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

ELEMENT CLS
CONTRIBUTION

We and our group companies operate globally and use cookies for analytics, pers...

<div id="cookiebanner" class="cookiebanner" ng-non-bindable="" name="cookiebanner"
style="display: block; bottom: 0px;">

0.01

N/A

Minimize main-thread work TBT

Main-thread busy for 2.9s

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

CATEGORY	TIME SPENT
Script Evaluation	1.3s
Other	941ms
Style & Layout	382ms
Script Parsing & Compilation	124ms
Parse HTML & CSS	123ms
Rendering	70ms
Garbage Collection	50ms

N/A

User Timing marks and measures

12 user timings

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences.

NAME	TYPE	START TIME	DURATION
fbevents:start:estPageViewProcessing	Mark	4.0s	0ms
fbevents:end:estPageViewProcessing	Mark	4.0s	0ms
fbevents:start:unwantedDataProcessing_1257105001910262	Mark	4.0s	0ms
fbevents:end:unwantedDataProcessing_1257105001910262	Mark	4.0s	0ms
fbevents:start:validateUrlProcessing_1257105001910262	Mark	4.0s	0ms
fbevents:end:validateUrlProcessing_1257105001910262	Mark	4.0s	0ms
fbevents:start:estPageViewProcessing	Mark	4.7s	0ms
fbevents:end:estPageViewProcessing	Mark	4.7s	0ms
fbevents:start:unwantedDataProcessing_689267015805763	Mark	4.7s	0ms
fbevents:end:unwantedDataProcessing_689267015805763	Mark	4.7s	0ms
fbevents:start:validateUrlProcessing_689267015805763	Mark	4.7s	0ms
fbevents:end:validateUrlProcessing_689267015805763	Mark	4.7s	0ms
N/A Reduce the impact of third-party code TBT	Third-p	arty code blocked the m	nain thread for 245ms

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
GOOGLE TAG MANAGER	203KB	240ms
https://www.googletagmanager.com/gtm.js?id=GTM-W6H5FZ	103KB	130ms
<u>https://www.googletagmanager.com/gtag/js?id=G-FVVMP9PFMH&l=dataLayer&cx=c</u>	100KB	110ms
COOKIEBOT	110KB	4ms
 https://consent.cookiebot.com/uc.js?cbid=239c5e24-bc3d-4a04-8f65-8ff212998520 	33.8KB	4ms
https://consent.cookiebot.com/239c5e24-bc3d-4a04-8f65-8ff212998520/cc.js?renew=false&referer=www.addisonlee.com&dnt=false&init=false	74.9KB	0ms
	0001/5	
VIMEO	300KB	0ms
• https://f.vimeocdn.com/p/4.28.14/js/player.module.js	138KB	0ms
 https://f.vimeocdn.com/p/4.28.14/js/vendor.module.js 	100KB	0ms
 https://i.vimeocdn.com/video/1657894448-33093473cbe69a10bc5907c2874e112cf914da57ca9d5ed3 5cc1446084f96f41-d?mw=600&mh=338 	26.1KB	0ms
 https://f.vimeocdn.com/p/4.28.14/css/player.css 	21.9KB	0ms
FULLSTORY	127KB	0ms
https://edge.eu1.fullstory.com/s/fs.js	69.3KB	0ms
• https://rs.eu1.fullstory.com/rec/integrations?OrgId=o-9DT-eu1	16.7KB	0ms
https://edge.eu1.fullstory.com/s/settings/o-9DT-eu1/v1/web	14.7KB	0ms
https://rs.eu1.fullstory.com/rec/page	13.8KB	0ms
https://edge.fullstory.com/datalayer/v4/latest.js	12.3KB	0ms
FACEBOOK	74.2KB	0ms
https://connect.facebook.net/en_US/fbevents.js	58.0KB	0ms
 https://connect.facebook.net/signals/config/1257105001910262?v=2.9.148&r=stable&domain=www.a ddisonlee.com&hme=20c913bdcd4be51a752120153aa5caaecb3ee86c7f26cf737846e40b202aba68&ex m=62%2C106%2C94%2C98%2C53%2C3%2C88%2C61%2C14%2C86%2C79%2C44%2C46%2C150%2C153%2C164%2C160%2C161%2C163%2C25%2C89%2C45%2C68%2C162%2C145%2C148%2C157%2C158%2C155%2C115%2C13%2C43%2C4568%2C117%2C168%2C21455%2C1 2C1%2C36%2C57%2C58%2C59%2C63%2C83%2C15%2C12%2C85%2C82%2C81%2C95%2C9 7%2C31%2C96%2C26%2C22%2C146%2C149%2C124%2C24%2C9%2C10%2C11%2C5%2C6%2C21%2C19%2C209%2C32%2C616%2C91%2C17%2C54%2C56%2C66%2C90%2C33%2C83%2C777772C33%2C35%2C67%2C84%2C77782C33%2C35%2C778%2C48%2C774%2C48%2C37%2C65%2C37%2C80%2C84%2C75%2C232C30%2C55%2C34%2C93%2C76%2C48%2C74%2C288%2C37%2C656%2C00%2C84%2C75%2C2%2C300%2C55%2C34%2C93%2C38%2C70%2C60%2C64%2C99%2C54%2C51%2C27%2C87%2C87%2C47%2C42%2C69%2C64%2C10 	12.7KB	0ms
0		
GOOGLE CDN	30.0KB	0ms
https://www.gstatic.com/eureka/clank/117/cast_sender.js	15.3KB	0ms
https://www.gstatic.com/cast/sdk/libs/sender/1.0/cast_framework.js	12.1KB	0ms
FRESHCHAT	27.8KB	0ms
https://addisonlee.freshchat.com/js/widget.js	21.6KB	0ms
Other resources	6.19KB	0ms
GOOGLE ANALYTICS	20.8KB	0ms
https://www.google-analytics.com/analytics.js		
	20.8KB	0ms
BING ADS	13.8KB	0ms
 https://bat.bing.com/bat.js 	13.4KB	0ms
GOOGLE FONTS	1.99KB	0ms
VWO	1.72KB	0ms
CRAZY EGG	190B	0ms