



Performance Report for:

<http://www.edinburghexecutivecarriages.co.uk/>

Report generated: Sun, Mar 10, 2024 8:21 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
	75%	93%	852ms	26ms	0.45

Top Issues

Med	Avoid large layout shifts <small>CLS</small>	5 elements found
Med	Use explicit width and height on image elements <small>CLS</small>	4 images found
Med	Serve static assets with an efficient cache policy	Potential savings of 1.08MB
Low	Use a Content Delivery Network (CDN)	2 resources found
Low	Properly size images	Potential savings of 591KB

Page Details



Total Page Size - 1.92MB



Total Page Requests - 68



HTML JS CSS IMG Video Font Other

How does this affect me?

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

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

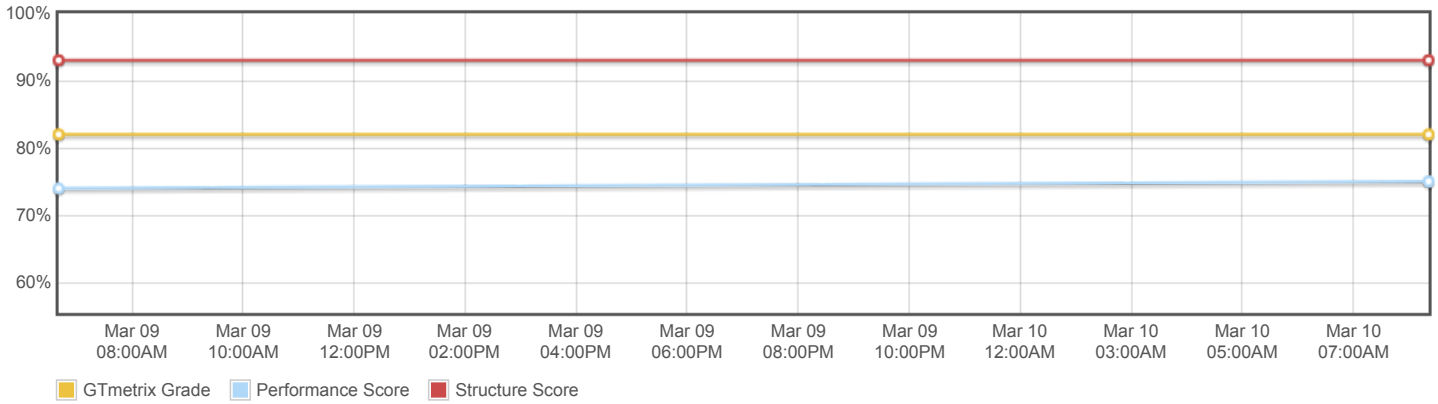
About GTmetrix



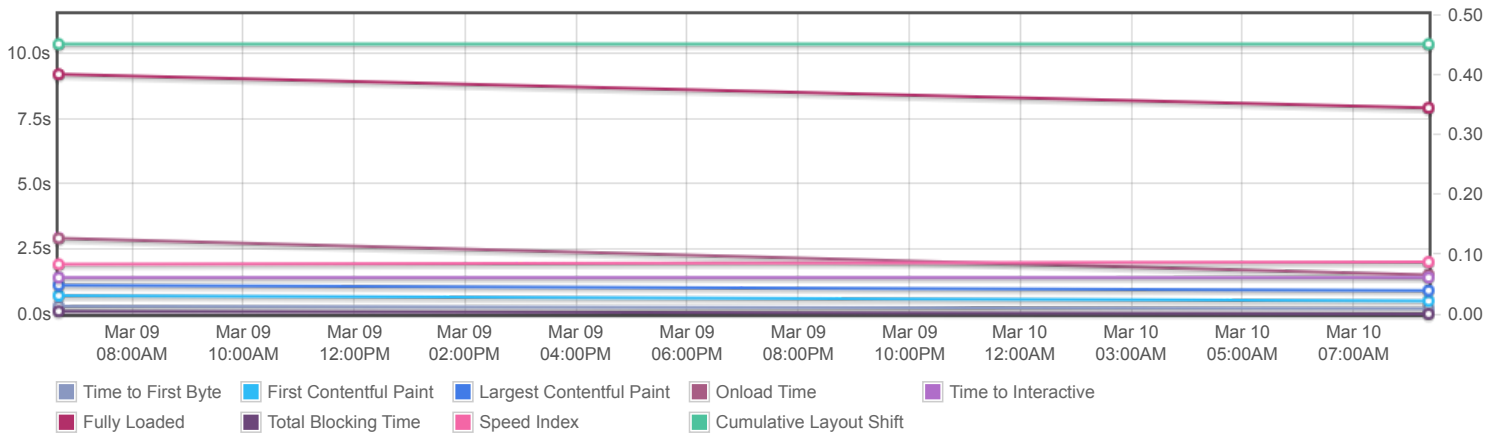
GTmetrix is developed by the good folks at **Carbon60**, a Canadian hosting company with over 28 years experience in web technology.

<https://carbon60.com/>

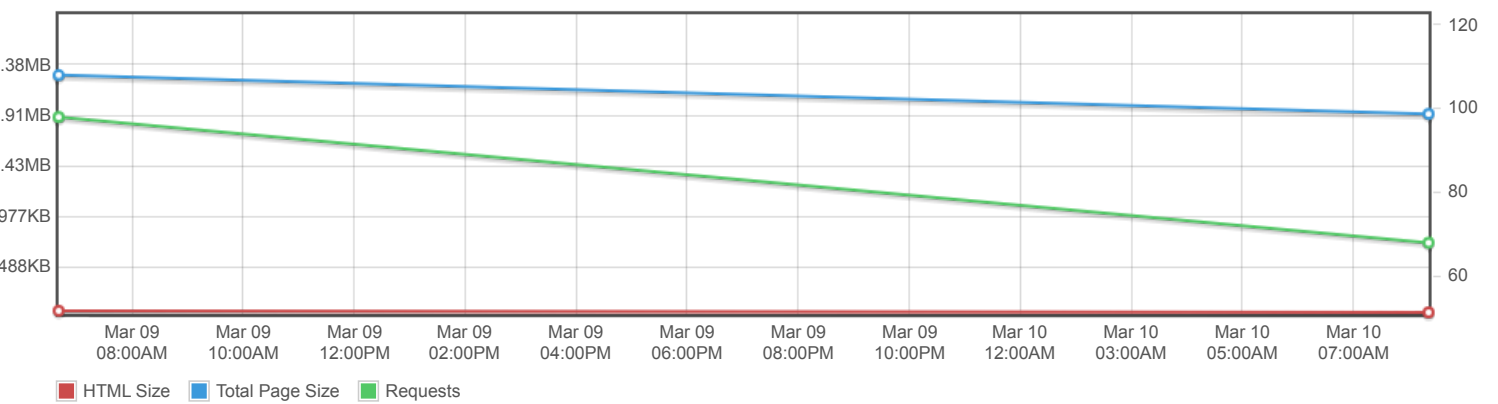
Page scores



Page metrics



Page sizes and request counts

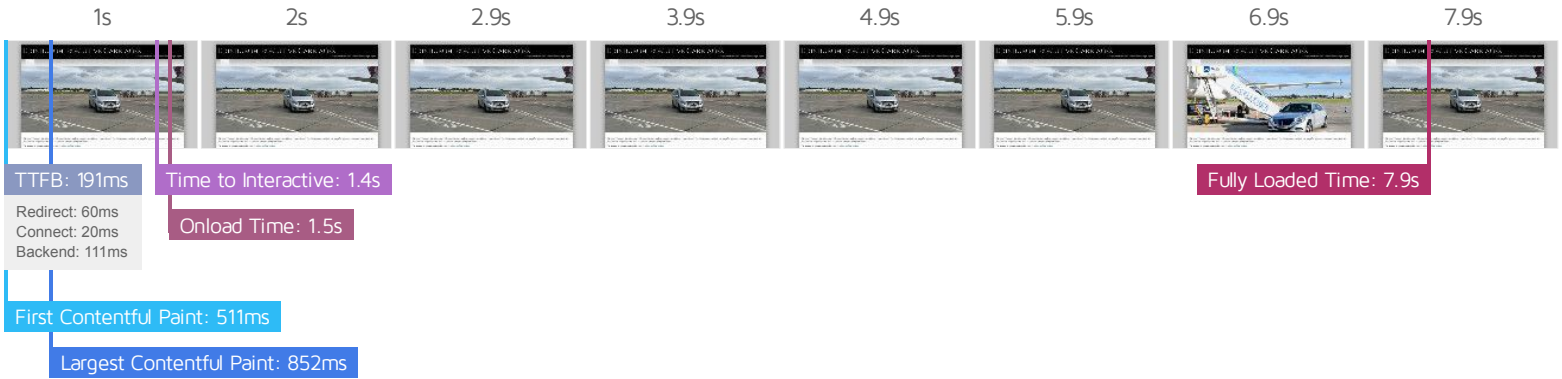


The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

The Preferred Chauffeur Service at Edinburgh Airport | Edinburgh Executive Carriages

Resource	Size	Response Time	Waterfall Bar
/	301	edinburghexecutivec...	0
/	200	edinburghexecutivec...	59ms
bootstrap.min.css	200	maxcdn.bootstrapcdn.c...	53.7KB
style.min.css?ver=6.3.3	200	edinburghexecutivec...	20.4KB
style.min.css?ver=6.3.3	200	edinburghexecutivec...	14.8KB
ctf-styles.min.css?ver=1.5.1	200	edinburghexecutivec...	566B
style.css?ver=2018031903	200	edinburghexecutivec...	2.72KB
frontend.min.js?ver=6.2.2	200	edinburghexecutivec...	2.43KB
jquery.min.js?ver=3.7.0	200	edinburghexecutivec...	2.73KB
jquery-migrate.min.js?ver=...	200	edinburghexecutivec...	30.8KB
js?id=G-ZW17HZ2017	200	googletagmanager.c...	4.84KB
js?id=G-X8Z6N8NDG4	200	googletagmanager.c...	91.5KB
js?id=G-16HFFETS31	200	googletagmanager.c...	88.2KB
211021IAGAIR_109-scale...	200	edinburghexecutivec...	96.3KB
V.jpg	200	edinburghexecutivec...	739KB
facebook.png	200	edinburghexecutivec...	92.3KB
twitter.png	200	edinburghexecutivec...	3.86KB
linkedin.png	200	edinburghexecutivec...	4.06KB
card-logos.gif	200	edinburghexecutivec...	2.85KB
functional.css?ver=2.3.1	200	edinburghexecutivec...	11.2KB
style-light.css?ver=2.3.1	200	edinburghexecutivec...	686B
scripts.js?ver=5.1.1	200	edinburghexecutivec...	785B
jquery.form.min.js?ver=4....	200	edinburghexecutivec...	4.05KB
scripts.min.js?ver=1.4.8	200	edinburghexecutivec...	5.89KB
143473447.js?integration...	200	js-eu1.hs-scripts.com	1.16KB
navigation.js?ver=20120206	200	edinburghexecutivec...	1.12KB
skip-link-focus-fix.js?ver=...	200	edinburghexecutivec...	877B
all.frontend.min.js?ver=2....	200	edinburghexecutivec...	382B
bootstrap.min.js	200	maxcdn.bootstrapcdn.c...	5.99KB
analytics.js	200	google-analytics.com	10.2KB
css?family=Istok+Web	200	fonts.googleapis.com	20.5KB
css?family=Cinzel	200	fonts.googleapis.com	883B
bat.js	200	bat.bing.com	465B
gtm.js?id=GTM-NSGMLT	200	googletagmanager.c...	13.0KB
loading-icon-128x128.gif	200	edinburghexecutivec...	53.9KB
8vIU7ww63mVu7gtR-kwK...	200	fonts.gstatic.com	9.08KB
3qTvojGmgSyUukBzKslp...	200	fonts.gstatic.com	13.4KB
fb.js	200	js-eu1.hsadspixel.net	24.7KB
collectedforms.js	200	js-eu1.hscollectedfor...	3.60KB
banner.js	200	js-eu1.hs-banner.com	25.2KB
143473447.js	200	js-eu1.hs-analytics.net	23.1KB
linkid.js	200	google-analytics.com	21.2KB
211014613.js	200	bat.bing.com	697B
0?ti=211014613&tm=wpp...	204	bat.bing.com	1.55KB
wp-emoji-release.min.js?...	200	edinburghexecutivec...	284B
js?id=G-ZW17HZ2017&l=...	200	googletagmanager.c...	5.19KB
js?id=G-X8Z6N8NDG4&l=...	200	googletagmanager.c...	5.19KB
json?portalId=143473447	200	api-eu1.hubapi.com	90.6KB
211014613	200	clarity.ms	87.1KB
json?portalId=143473447...	200	forms-eu1.hscollecte...	1.10KB
counters.gif?key=collecte...	200	forms-eu1.hsforms.c...	879B
js?id=AW-995300144	200	googletagmanager.c...	451B
js?id=AW-995300144&l=d...	200	googletagmanager.c...	1.15KB

995300144?random=1710...	200	googleads.g.doublec...	1.30KB		48ms
clarity.js	200	clarity.ms	25.2KB		10ms
995300144?random=1710...	200	google.com	42B		44ms
995300144?random=1710...	200	google.co.uk	42B		47ms
fbevents.js	200	connect.facebook.net	56.0KB		42ms
__ptq.gif?k=1&sd=1367x8...	200	track-eu1.hubspot.com	45B		150ms
c.gif	302	c.clarity.ms	0		54ms
POST collect	204	u.clarity.ms	0		326ms
Edinburgh-Exec-Carriage...	200	edinburghexecutivec...	28.1KB		10ms
187499391799096?v=2.9.1...	200	connect.facebook.net	11.0KB		56ms
c.gif?ctsa=mr&CtsSyncl...	302	c.bing.com	0		25ms
c.gif?ctsa=mr&CtsSyncl...	200	c.clarity.ms	42B		13ms
tr?id=187499391799096&...	200	facebook.com	274B		135ms
POST collect	204	u.clarity.ms	0		82ms
POST collect	204	u.clarity.ms	0		81ms
68 Requests		1.92MB (3.91MB Uncompressed)		Fully Loaded 7.9s (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>Good - Nothing to do here</p> <p>510ms</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>1.4s</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>2.0s</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>26ms</p>
<p>Largest Contentful Paint</p> <p>How long it takes for the largest element of content (e.g. a hero image) to be painted on your page. A good user experience is 1.2s or less.</p>	<p>Good - Nothing to do here</p> <p>852ms</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>Much more than recommended</p> <p>0.45</p>

Browser Timings

Redirect	60ms	Connect	20ms	Backend	111ms
TTFB	191ms	First Paint	511ms	DOM Int.	631ms
DOM Loaded	633ms	Onload	1.5s	Fully Loaded	7.9s

IMPACT AUDIT

Low **Defer offscreen images** Potential savings of 614KB

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.edinburghexecutivecarriages.co.uk/wp-content/uploads/2024/03/211021IAGAIR_109-scaled.jpg	739KB	614KB

Low **Avoid enormous network payloads** LCP Total size was 1.90MB

Large network payloads cost users real money and are highly correlated with long load times.

URL	TRANSFER SIZE
https://www.edinburghexecutivecarriages.co.uk/wp-content/uploads/2024/03/211021IAGAIR_109-scaled.jpg	740KB
https://www.googletagmanager.com/gtag/js?id=G-16HFFETS31	96.4KB
https://www.edinburghexecutivecarriages.co.uk/wp-content/uploads/2020/07/V.jpg	92.5KB
https://www.googletagmanager.com/gtag/js?id=G-ZW17HZ2017	91.9KB
https://www.googletagmanager.com/gtag/js?id=G-ZW17HZ2017&l=dataLayer&cx=c	90.7KB
https://www.googletagmanager.com/gtag/js?id=G-X8Z6N8NDG4	88.4KB
https://www.googletagmanager.com/gtag/js?id=G-X8Z6N8NDG4&l=dataLayer&cx=c	87.3KB
https://www.googletagmanager.com/gtag/js?id=AW-995300144	76.5KB
https://www.googletagmanager.com/gtag/js?id=AW-995300144&l=dataLayer&cx=c	76.4KB
https://connect.facebook.net/en_US/fbevents.js	58.1KB

Low **Avoid an excessive DOM size** TBT 292 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		292
Maximum DOM Depth	Go to slide 1 <code></code>	17
Maximum Child Elements	body.home <code><body class="home page-template page-template-page-homepage-new page-template-page-home..."></code>	16

Low **Avoid multiple page redirects** FCP LCP Potential savings of 58ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
• http://www.edinburghexecutivecarriages.co.uk/	58ms
• https://www.edinburghexecutivecarriages.co.uk/	0ms

Low

Ensure text remains visible during webfont load FCP LCP

2 fonts found

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

URL	POTENTIAL SAVINGS
• https://fonts.gstatic.com/s/cinzel/v23/8vIU7ww63mVu7gtR-kwKxNvkNOjw-tbnfY3IDQ.woff2	38ms
• https://fonts.gstatic.com/s/istokweb/v24/3qTvojGmgSyUukBzKslpBmt_.woff2	37ms

Low

Avoid long main-thread tasks TBT

3 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.edinburghexecutivecarriages.co.uk/wp-includes/js/jquery/jquery.min.js?ver=3.7.0	722ms	75ms
• https://www.edinburghexecutivecarriages.co.uk/	378ms	75ms
• https://www.clarity.ms/s/0.7.23/clarity.js	1.3s	50ms

Low

Reduce JavaScript execution time TBT

354ms 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.edinburghexecutivecarriages.co.uk/wp-includes/js/jquery/jquery.min.js?ver=3.7.0	412ms	154ms	1ms
• Unattributable	287ms	13ms	0ms
• https://www.edinburghexecutivecarriages.co.uk/	225ms	38ms	2ms
• https://www.clarity.ms/s/0.7.23/clarity.js	104ms	83ms	0ms
• https://www.googletagmanager.com/gtm.js?id=GTM-NSGMLT	59ms	56ms	2ms

Low

Reduce unused CSS FCP LCP

Potential savings of 34.4KB

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://maxcdn.bootstrapcdn.com/bootstrap/3.3.7/css/bootstrap.min.css	20.4KB	19.4KB
• https://www.edinburghexecutivecarriages.co.uk/wp-includes/css/dist/block-library/style.min.css?ver=6.3.3	15.1KB	15.0KB

Low

Serve images in next-gen formats

Potential savings of 385KB

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.edinburghexecutivecarriages.co.uk/wp-content/uploads/2024/03/211021IAGAIR_109-scaled.jpg	739KB	352KB
https://www.edinburghexecutivecarriages.co.uk/wp-content/uploads/2020/07/V.jpg	92.3KB	32.6KB

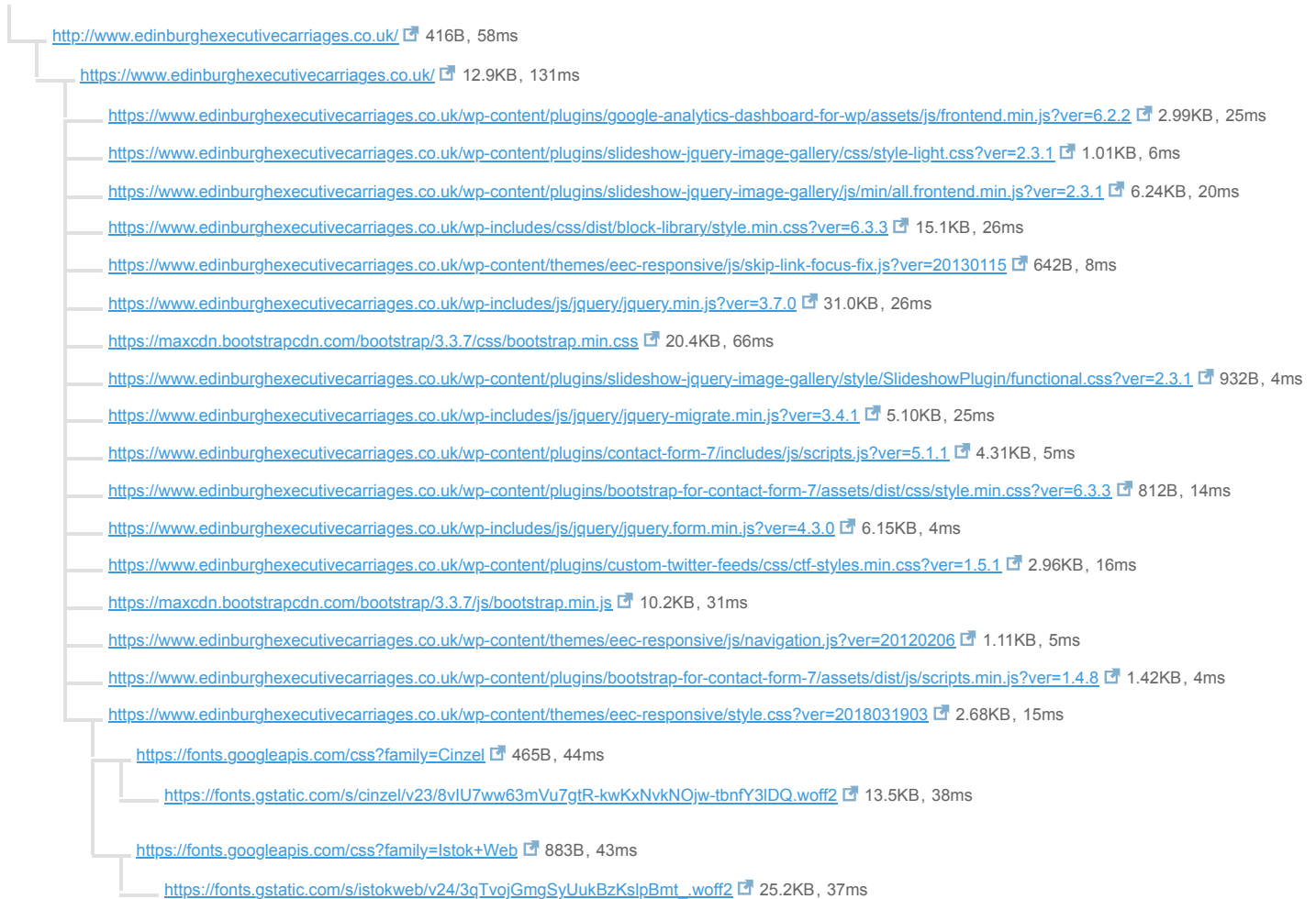
Keep the server response time for the main document short because all other requests depend on it.

URL	TIME SPENT
• https://www.edinburghexecutivecarriages.co.uk/	111ms

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load.

Maximum critical path latency: **500ms**

INITIAL NAVIGATION



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.googletagmanager.com/gtag/js?id=G-X8Z6N8NDG4&l=dataLayer&cx=c	87.3KB	62.9KB
https://www.googletagmanager.com/gtag/js?id=G-ZW17HZ2017&l=dataLayer&cx=c	90.7KB	62.3KB
https://www.googletagmanager.com/gtag/js?id=AW-995300144&l=dataLayer&cx=c	76.4KB	59.3KB
https://www.googletagmanager.com/gtag/js?id=G-16HFFETS31	96.4KB	42.0KB
https://www.googletagmanager.com/gtag/js?id=G-X8Z6N8NDG4	88.4KB	41.9KB
https://www.googletagmanager.com/gtag/js?id=G-ZW17HZ2017	91.9KB	41.7KB
https://www.googletagmanager.com/gtag/js?id=AW-995300144	76.5KB	30.1KB
https://www.googletagmanager.com/gtm.js?id=GTM-NSGMLT	54.0KB	25.0KB
https://connect.facebook.net/en_US/fbevents.js	58.1KB	21.3KB

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

850 ms

This is the largest contentful element painted within the viewport.

ELEMENT

```
V

```

PHASE	% OF LCP	TIMING
TTFB	22%	191ms
Load Delay	21%	175ms
Load Time	3%	28ms
Render Delay	54%	457ms

N/A **Eliminate render-blocking resources** FCP LCP

Potential savings of 18ms

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://maxcdn.bootstrapcdn.com/bootstrap/3.3.7/css/bootstrap.min.css	20.4KB	946ms
https://www.edinburghexecutivecarriages.co.uk/wp-includes/css/dist/block-library/style.min.css?ver=6.3.3	15.1KB	307ms
https://www.edinburghexecutivecarriages.co.uk/wp-includes/js/jquery/jquery.min.js?ver=3.7.0	31.0KB	460ms
https://www.edinburghexecutivecarriages.co.uk/wp-includes/js/jquery/jquery-migrate.min.js?ver=3.4.1	5.10KB	153ms

N/A **Avoid serving legacy JavaScript to modern browsers** TBT

Potential savings of 10.8KB

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://connect.facebook.net/en_US/fbevents.js

10.8KB

Line:23 Column:2302

@babel/plugin-transform-classes

Line:24 Column:20141

Array.prototype.filter

Line:24 Column:26258

Array.from

Line:24 Column:28008

Array.prototype.map

Line:24 Column:28800

Array.prototype.find

https://connect.facebook.net/signals/config/187499391799096?v=2.9.148&r=stable&domain=www.edinburghexecutivecarriages.co.uk&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%2C165%2C115%2C13%2C43%2C169%2C168%2C117%2C16%2C29%2C32%2C1%2C36%2C57%2C58%2C59%2C63%2C83%2C15%2C12%2C85%2C82%2C81%2C95%2C97%2C31%2C96%2C26%2C22%2C146%2C149%2C124%2C24%2C9%2C10%2C11%2C5%2C6%2C21%2C19%2C20%2C49%2C54%2C56%2C66%2C90%2C23%2C67%2C8%2C7%2C71%2C41%2C18%2C92%2C91%2C17%2C4%2C73%2C80%2C72%2C78%2C40%2C39%2C77%2C33%2C35%2C76%2C48%2C74%2C28%2C37%2C65%2C0%2C84%2C75%2C2%2C30%2C55%2C34%2C93%2C38%2C70%2C60%2C99%2C52%2C51%2C27%2C87%2C50%2C47%2C42%2C69%2C64%2C100

46B

Line:19 Column:2057

@babel/plugin-transform-classes

N/A

Minimize main-thread work TBT

Main-thread busy for 1.4s

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	640ms
Other	520ms
Style & Layout	165ms
Script Parsing & Compilation	56ms
Rendering	33ms
Parse HTML & CSS	20ms
Garbage Collection	10ms

N/A **User Timing marks and measures** 4 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:unwantedDataProcessing_187499391799096	Mark	1.6s	0ms
fbevents:end:unwantedDataProcessing_187499391799096	Mark	1.6s	0ms
fbevents:start:validateUrlProcessing_187499391799096	Mark	1.6s	0ms
fbevents:end:validateUrlProcessing_187499391799096	Mark	1.6s	0ms

N/A **Reduce the impact of third-party code** TBT Total size was 948KB

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	662KB	0ms
• https://www.googletagmanager.com/gtag/js?id=G-16HFFETS31	96.4KB	0ms
• https://www.googletagmanager.com/gtag/js?id=G-ZW17HZ2017	91.9KB	0ms
• https://www.googletagmanager.com/gtag/js?id=G-ZW17HZ2017&l=dataLayer&cx=c	90.7KB	0ms
• https://www.googletagmanager.com/gtag/js?id=G-X8Z6N8NDG4	88.4KB	0ms
• https://www.googletagmanager.com/gtag/js?id=G-X8Z6N8NDG4&l=dataLayer&cx=c	87.3KB	0ms
• Other resources	207KB	0ms
HUBSPOT	77.0KB	0ms
• https://js-eu1.hscollectedforms.net/collectedforms.js	25.2KB	0ms
• https://js-eu1.hs-banner.com/v2/143473447/banner.js	23.1KB	0ms
• https://js-eu1.hs-analytics.net/analytics/1710078300000/143473447.js	21.2KB	0ms
• Other resources	7.55KB	0ms
FACEBOOK	69.3KB	0ms
• https://connect.facebook.net/en_US/fbevents.js	58.1KB	0ms
• https://connect.facebook.net/signals/config/187499391799096?v=2.9.148&r=stable&domain=www.edinburghexecutivecarriages.co.uk&hme=20c913bdc44be51a752120153aa5caaecb3ee86c7f26cf737846e40b202aba68&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%2C165%2C115%2C13%2C43%2C169%2C168%2C117%2C16%2C29%2C32%2C1%2C36%2C57%2C58%2C59%2C63%2C83%2C15%2C12%2C85%2C82%2C81%2C95%2C97%2C31%2C96%2C26%2C22%2C146%2C149%2C124%2C24%2C9%2C10%2C11%2C5%2C6%2C21%2C19%2C20%2C49%2C54%2C56%2C66%2C90%2C23%2C67%2C8%2C7%2C71%2C41%2C18%2C92%2C91%2C17%2C4%2C73%2C80%2C72%2C78%2C40%2C39%2C77%2C33%2C35%2C76%2C48%2C74%2C28%2C37%2C65%2C0%2C84%2C75%2C2%2C30%2C55%2C34%2C93%2C38%2C70%2C60%2C99%2C52%2C51%2C27%2C87%2C50%2C47%2C42%2C69%2C64%2C100	11.0KB	0ms
GOOGLE FONTS	40.1KB	0ms
• https://fonts.gstatic.com/s/istokweb/v24/3qTvojGmgSyUukBzKslpBmt_woff2	25.2KB	0ms
• https://fonts.gstatic.com/s/cinzel/v23/8vIU7ww63mVu7gtR-kwKxNvkNOjw-tbnfY3IDQ.woff2	13.5KB	0ms
BOOTSTRAP CDN	30.6KB	0ms
• https://maxcdn.bootstrapcdn.com/bootstrap/3.3.7/css/bootstrap.min.css	20.4KB	0ms
• https://maxcdn.bootstrapcdn.com/bootstrap/3.3.7/js/bootstrap.min.js	10.2KB	0ms
CLARITY	28.1KB	0ms
• https://www.clarity.ms/s/0.7.23/clarity.js	25.2KB	0ms
GOOGLE ANALYTICS	21.8KB	0ms
• https://www.google-analytics.com/analytics.js	20.8KB	0ms
BING ADS	15.7KB	0ms
• https://bat.bing.com/bat.js	13.4KB	0ms
GOOGLE/DOUBLECLICK ADS	1.82KB	0ms
HUBAPI.COM	1.10KB	0ms
OTHER GOOGLE APIS/SDKS	910B	0ms