

# Performance Report for: <http://www.future-shift.co.uk/>

Report generated: Thu, Mar 14, 2024 4:30 AM -0700  
 Test Server Location: London, UK  
 Using: Chrome 117.0.0.0, Lighthouse 11.0.0

<b>B</b>	Performance	Structure	L. Contentful Paint	T. Blocking Time	C. Layout Shift
	92%	81%	1.5s	51ms	0.03

## Top Issues

High	Avoid enormous network payloads <small>LCP</small>	Total size was 19.0MB
Med	Use explicit width and height on image elements <small>CLS</small>	48 images found
Med-Low	Avoid CSS @import <small>FCP LCP</small>	1 resource found
Low	Avoid multiple page redirects <small>FCP LCP</small>	Potential savings of 172ms
Low	Avoid an excessive DOM size <small>TBT</small>	703 elements

## Page Details



Total Page Size - 19.0MB



Total Page Requests - 89



### 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

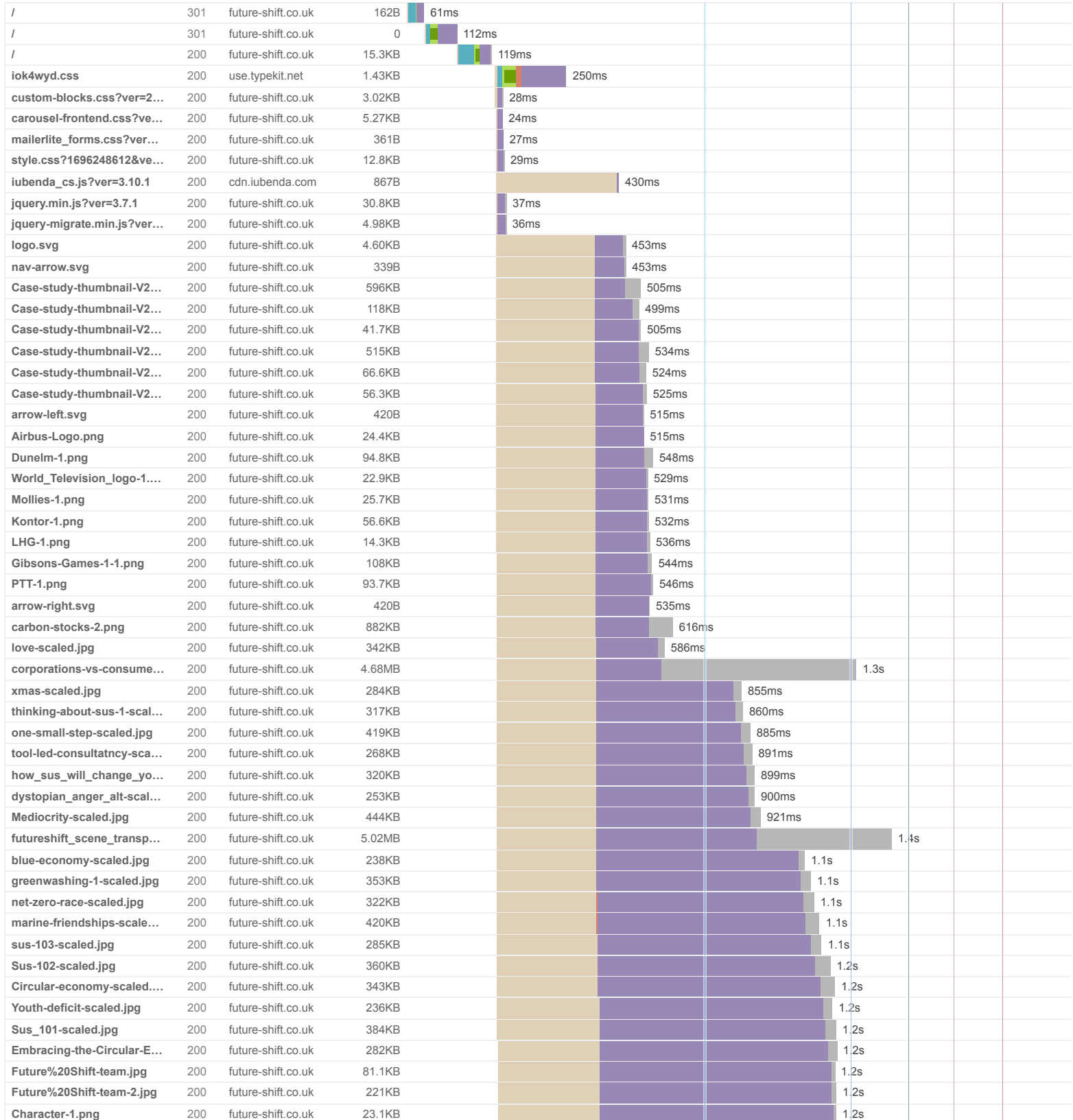


GTmetrix is developed by the good folks at **Carbon60**, a Canadian hosting company with over 28 years experience in web technology.

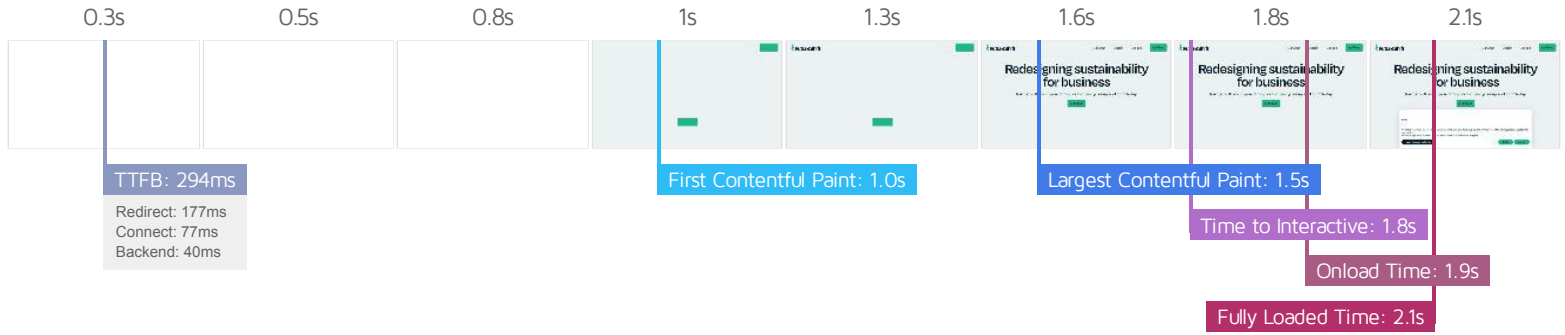
<https://carbon60.com/>

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 - Future Shift



validation-messages.js	200	future-shift.co.uk	2.11KB	107ms				
lottie-player.js	302	unpkg.com	0	157ms				
Image%2012.png	200	future-shift.co.uk	0.99KB				1.2s	
Image%2011.png	200	future-shift.co.uk	1.72KB				1.2s	
Image%2010.png	200	future-shift.co.uk	965B				1.2s	
wp-polyfill-inert.min.js?ve...	200	future-shift.co.uk	2.64KB	230ms				
regenerator-runtime.min.j...	200	future-shift.co.uk	2.68KB	258ms				
wp-polyfill.min.js?ver=3.1...	200	future-shift.co.uk	35.7KB	274ms				
hooks.min.js?ver=c6aec9...	200	future-shift.co.uk	1.74KB	303ms				
i18n.min.js?ver=7701b0c...	200	future-shift.co.uk	3.85KB	337ms				
carousel-frontend.js?ver=...	200	future-shift.co.uk	36.1KB	439ms				
frontend.js?ver=3.10.1	200	future-shift.co.uk	2.16KB	413ms				
scripts.min.js?1696248613	200	future-shift.co.uk	87.8KB	463ms				
iubenda_cons.js?ver=3.10.1	200	cdn.iubenda.com	648B	420ms				
cons.js?ver=3.10.1	200	future-shift.co.uk	468B	438ms				
lottie-player.js	200	unpkg.com	96.3KB	40ms				
p.css?s=1&k=iok4wyd&ht...	200	p.typekit.net	5B	51ms				
universal.js	200	assets.mailerlite.com	7.29KB	164ms				
empty.html	200	cdn.iubenda.com	126B	86ms				
l?primer=7cdcb44be4a7d...	200	use.typekit.net	27.9KB	346ms				
l?subset_id=2&fvd=n6&v=3	200	use.typekit.net	14.8KB	357ms				
l?subset_id=2&fvd=n5&v=3	200	use.typekit.net	16.8KB	347ms				
l?subset_id=2&fvd=n3&v=3	200	use.typekit.net	16.9KB	347ms				
l?primer=7cdcb44be4a7d...	200	use.typekit.net	28.6KB	302ms				
l1yv8x3eVK.json	200	lottie.host	6.85KB	70ms				
l1yv8x3eVK.json	200	lottie.host	73.5KB	80ms				
core-en.js	200	cdn.iubenda.com	88.8KB	31ms				
core-8fdcb29dc2a89f2172...	200	cdn.iubenda.com	6.60KB	52ms				
universal.css	200	assets.mailerlite.com	550B	22ms				
forms?callback=ml.fn.ren...	200	assets.mailerlite.com	234B	107ms				
43849245.js	200	cs.iubenda.com	761B	30ms				
POST admin-ajax.php	200	future-shift.co.uk	396B	171ms				
iubenda.js	200	cdn.iubenda.com	5.61KB	54ms				
favicon.png	200	future-shift.co.uk	480B	19ms				
favicon.svg	200	future-shift.co.uk	996B	41ms				
POST write?db=hits1	204	hits-i.iubenda.com	591B	64ms				
<b>89 Requests    19.0MB (20.4MB Uncompressed)    Fully Loaded 2.1s (Onload 1.9s)</b>								



### Performance Metrics

<p><b>First Contentful Paint</b></p> <p>How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.</p>	<p>OK, but consider improvement</p> <p><b>1.0s</b></p>	<p><b>Time to Interactive</b></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><b>1.8s</b></p>
<p><b>Speed Index</b></p> <p>How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.</p>	<p>Good - Nothing to do here</p> <p><b>1.3s</b></p>	<p><b>Total Blocking Time</b></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><b>51ms</b></p>
<p><b>Largest Contentful Paint</b></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>OK, but consider improvement</p> <p><b>1.5s</b></p>	<p><b>Cumulative Layout Shift</b></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><b>0.03</b></p>

### Browser Timings

Redirect	177ms	Connect	77ms	Backend	40ms
TTFB	294ms	First Paint	1.0s	DOM Int.	1.7s
DOM Loaded	1.8s	Onload	1.9s	Fully Loaded	2.1s

IMPACT AUDIT

Low

**Eliminate render-blocking resources** FCP LCP

Potential savings of 49ms

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
• <a href="https://use.typekit.net/iok4wyd.css">https://use.typekit.net/iok4wyd.css</a>	1.66KB	801ms
• <a href="https://future-shift.co.uk/wp-includes/js/jquery/jquery.min.js?ver=3.7.1">https://future-shift.co.uk/wp-includes/js/jquery/jquery.min.js?ver=3.7.1</a>	30.8KB	600ms

Low

**Avoid long main-thread tasks** TBT

4 long tasks found

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

URL	START TIME	DURATION
• <a href="https://future-shift.co.uk/">https://future-shift.co.uk/</a>	679ms	214ms
• <a href="https://future-shift.co.uk/">https://future-shift.co.uk/</a>	1.0s	108ms
• <a href="https://future-shift.co.uk/wp-includes/js/dist/vendor/wp-polyfill-inert.min.js?ver=3.1.2">https://future-shift.co.uk/wp-includes/js/dist/vendor/wp-polyfill-inert.min.js?ver=3.1.2</a>	1.4s	71ms
• <a href="https://future-shift.co.uk/wp-content/plugins/official-mailerlite-sign-up-forms/assets/js/localization/validation-messages.js">https://future-shift.co.uk/wp-content/plugins/official-mailerlite-sign-up-forms/assets/js/localization/validation-messages.js</a>	896ms	69ms

Low

**Reduce JavaScript execution time** TBT

585ms 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
• <a href="https://future-shift.co.uk/">https://future-shift.co.uk/</a>	1.1s	102ms	14ms
• <a href="https://unpkg.com/@lottiefiles/lottie-player@latest/dist/lottie-player.js">https://unpkg.com/@lottiefiles/lottie-player@latest/dist/lottie-player.js</a>	881ms	316ms	0ms
• Unattributable	509ms	13ms	0ms
• <a href="https://cdn.iubenda.com/cookie_solution/iubenda_cs/1.56.0/core-en.js">https://cdn.iubenda.com/cookie_solution/iubenda_cs/1.56.0/core-en.js</a>	76ms	62ms	7ms
• <a href="https://future-shift.co.uk/wp-includes/js/dist/vendor/wp-polyfill.min.js?ver=3.15.0">https://future-shift.co.uk/wp-includes/js/dist/vendor/wp-polyfill.min.js?ver=3.15.0</a>	68ms	65ms	2ms

Low

**Properly size images**

Potential savings of 17.7MB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/futureshift_scene_transparent.png">https://future-shift.co.uk/wp-content/uploads/2023/07/futureshift_scene_transparent.png</a>	5.02MB	4.95MB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/corporations-vs-consumers.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/corporations-vs-consumers.jpg</a>	4.68MB	4.68MB
<a href="https://future-shift.co.uk/wp-content/uploads/2024/01/carbon-stocks-2.png">https://future-shift.co.uk/wp-content/uploads/2024/01/carbon-stocks-2.png</a>	882KB	872KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-18.png">https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-18.png</a>	596KB	580KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-16.png">https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-16.png</a>	515KB	501KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Mediocrity-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Mediocrity-scaled.jpg</a>	443KB	432KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/marine-friendships-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/marine-friendships-scaled.jpg</a>	419KB	408KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/one-small-step-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/one-small-step-scaled.jpg</a>	419KB	408KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Sus_101-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Sus_101-scaled.jpg</a>	383KB	374KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Sus-102-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Sus-102-scaled.jpg</a>	360KB	351KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/greenwashing-1-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/greenwashing-1-scaled.jpg</a>	353KB	344KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Circular-economy-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Circular-economy-scaled.jpg</a>	343KB	334KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/love-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/love-scaled.jpg</a>	342KB	333KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/net-zero-race-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/net-zero-race-scaled.jpg</a>	322KB	313KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/how_sus_will_change_your_life-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/how_sus_will_change_your_life-scaled.jpg</a>	320KB	312KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/thinking-about-sus-1-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/thinking-about-sus-1-scaled.jpg</a>	317KB	308KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/sus-103-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/sus-103-scaled.jpg</a>	285KB	277KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/xmas-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/xmas-scaled.jpg</a>	284KB	276KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/06/Embracing-the-Circular-Economy-3-Lessons-from-Bhutan-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/06/Embracing-the-Circular-Economy-3-Lessons-from-Bhutan-scaled.jpg</a>	282KB	275KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/tool-led-consultancy-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/tool-led-consultancy-scaled.jpg</a>	268KB	261KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/dystopian_anger_alt-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/dystopian_anger_alt-scaled.jpg</a>	253KB	247KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/blue-economy-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/blue-economy-scaled.jpg</a>	237KB	231KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Youth-deficit-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Youth-deficit-scaled.jpg</a>	235KB	229KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/PTT-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/PTT-1.png</a>	93.5KB	87.0KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-17.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-17.jpg</a>	118KB	86.8KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Gibsons-Games-1-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/Gibsons-Games-1-1.png</a>	108KB	80.6KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Dunelm-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/Dunelm-1.png</a>	94.7KB	70.9KB
<a href="https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team-2.jpg">https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team-2.jpg</a>	221KB	64.1KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-15.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-15.jpg</a>	66.4KB	48.8KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Kontor-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/Kontor-1.png</a>	56.5KB	42.4KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-5.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-5.jpg</a>	56.1KB	41.2KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-20.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-20.jpg</a>	41.5KB	30.5KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Mollies-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/Mollies-1.png</a>	25.5KB	20.0KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Airbus-Logo.png">https://future-shift.co.uk/wp-content/uploads/2023/07/Airbus-Logo.png</a>	24.3KB	19.0KB
<a href="https://future-shift.co.uk/wp-content/themes/future-shift/img/Character-1.png">https://future-shift.co.uk/wp-content/themes/future-shift/img/Character-1.png</a>	22.8KB	17.1KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/World_Television_logo-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/World_Television_logo-1.png</a>	22.7KB	17.0KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/LHG-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/LHG-1.png</a>	14.2KB	13.2KB

Low

Serve static assets with an efficient cache policy

Potential savings of 7.68KB

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

URL	CACHE TTL	TRANSFER SIZE
<a href="https://assets.mailerlite.com/jsonp/470158/forms?callback=ml.fn.renderPopupsAndPromotions">https://assets.mailerlite.com/jsonp/470158/forms?callback=ml.fn.renderPopupsAndPromotions</a>	3 minutes	234B
<a href="https://cdn.iubenda.com/iubenda.js">https://cdn.iubenda.com/iubenda.js</a>	60 minutes	5.61KB
<a href="https://cdn.iubenda.com/cs/iubenda_cs.js?ver=3.10.1">https://cdn.iubenda.com/cs/iubenda_cs.js?ver=3.10.1</a>	60 minutes	867B
<a href="https://cs.iubenda.com/cookie-solution/confs/js/43849245.js">https://cs.iubenda.com/cookie-solution/confs/js/43849245.js</a>	60 minutes	761B
<a href="https://cdn.iubenda.com/cons/iubenda_cons.js?ver=3.10.1">https://cdn.iubenda.com/cons/iubenda_cons.js?ver=3.10.1</a>	60 minutes	648B
<a href="https://assets.mailerlite.com/js/universal.js">https://assets.mailerlite.com/js/universal.js</a>	5 days	7.29KB
<a href="https://assets.mailerlite.com/css/universal.css">https://assets.mailerlite.com/css/universal.css</a>	5 days	550B
<a href="https://p.typekit.net/p.css?s=1&amp;k=iok4wyd&amp;ht=tk&amp;f=44506.44507.44508.44509.44510.44511.44512.44513.44514.44515.44516.44517.44518.44519.44524.44525.44530.44531.44538.44539.44544.44545&amp;a=140823099&amp;app=typekit&amp;e=css">https://p.typekit.net/p.css?s=1&amp;k=iok4wyd&amp;ht=tk&amp;f=44506.44507.44508.44509.44510.44511.44512.44513.44514.44515.44516.44517.44518.44519.44524.44525.44530.44531.44538.44539.44544.44545&amp;a=140823099&amp;app=typekit&amp;e=css</a>	7 days	172B

Low

### Efficiently encode images

Potential savings of 268KB

Optimized images load faster and consume less cellular data.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
<a href="https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team-2.jpg">https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team-2.jpg</a>	221KB	117KB
<a href="https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team.jpg">https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team.jpg</a>	80.9KB	31.4KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Mediocrity-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Mediocrity-scaled.jpg</a>	443KB	25.8KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/marine-friendships-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/marine-friendships-scaled.jpg</a>	419KB	25.3KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Sus-102-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Sus-102-scaled.jpg</a>	360KB	25.1KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Sus_101-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Sus_101-scaled.jpg</a>	383KB	16.0KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-17.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-17.jpg</a>	118KB	14.0KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/one-small-step-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/one-small-step-scaled.jpg</a>	419KB	13.3KB

Low

### Ensure text remains visible during webfont load FCP LCP

5 fonts found

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

URL	POTENTIAL SAVINGS
<a href="https://use.typekit.net/af/174e41/00000000000000007735c867/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&amp;fvd=n4&amp;v=3">https://use.typekit.net/af/174e41/00000000000000007735c867/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&amp;fvd=n4&amp;v=3</a>	55ms
<a href="https://use.typekit.net/af/2fce28/00000000000000007735c872/30/?subset_id=2&amp;fvd=n6&amp;v=3">https://use.typekit.net/af/2fce28/00000000000000007735c872/30/?subset_id=2&amp;fvd=n6&amp;v=3</a>	66ms
<a href="https://use.typekit.net/af/11ba66/00000000000000007735c86d/30/?subset_id=2&amp;fvd=n5&amp;v=3">https://use.typekit.net/af/11ba66/00000000000000007735c86d/30/?subset_id=2&amp;fvd=n5&amp;v=3</a>	55ms
<a href="https://use.typekit.net/af/98fd2a/00000000000000007735c860/30/?subset_id=2&amp;fvd=n3&amp;v=3">https://use.typekit.net/af/98fd2a/00000000000000007735c860/30/?subset_id=2&amp;fvd=n3&amp;v=3</a>	55ms
<a href="https://use.typekit.net/af/36a2f5/00000000000000007735c877/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&amp;fvd=n7&amp;v=3">https://use.typekit.net/af/36a2f5/00000000000000007735c877/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&amp;fvd=n7&amp;v=3</a>	14ms

Low

### Serve images in next-gen formats

Potential savings of 5.97MB

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
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/futureshift_scene_transparent.png">https://future-shift.co.uk/wp-content/uploads/2023/07/futureshift_scene_transparent.png</a>	5.02MB	3.74MB
<a href="https://future-shift.co.uk/wp-content/uploads/2024/01/carbon-stocks-2.png">https://future-shift.co.uk/wp-content/uploads/2024/01/carbon-stocks-2.png</a>	882KB	597KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Mediocrity-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Mediocrity-scaled.jpg</a>	443KB	255KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/one-small-step-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/one-small-step-scaled.jpg</a>	419KB	243KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/marine-friendships-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/marine-friendships-scaled.jpg</a>	419KB	242KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Sus_101-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Sus_101-scaled.jpg</a>	383KB	214KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Sus-102-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Sus-102-scaled.jpg</a>	360KB	211KB
<a href="https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team-2.jpg">https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team-2.jpg</a>	221KB	152KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Gibsons-Games-1-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/Gibsons-Games-1-1.png</a>	108KB	93.3KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Dunelm-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/Dunelm-1.png</a>	94.7KB	78.8KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/PTT-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/PTT-1.png</a>	93.5KB	52.9KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Kontor-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/Kontor-1.png</a>	56.5KB	50.5KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-17.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Case-study-thumbnail-V2-17.jpg</a>	118KB	48.7KB
<a href="https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team.jpg">https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team.jpg</a>	80.9KB	47.9KB

**Low** **Defer offscreen images** Potential savings of 16.8MB

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



URL	RESOURCE SIZE	POTENTIAL SAVINGS
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/futureshift_scene_transparent.png">https://future-shift.co.uk/wp-content/uploads/2023/07/futureshift_scene_transparent.png</a>	5.02MB	5.02MB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/corporations-vs-consumers.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/corporations-vs-consumers.jpg</a>	4.68MB	4.68MB
<a href="https://future-shift.co.uk/wp-content/uploads/2024/01/carbon-stocks-2.png">https://future-shift.co.uk/wp-content/uploads/2024/01/carbon-stocks-2.png</a>	882KB	882KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Mediocrity-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Mediocrity-scaled.jpg</a>	443KB	443KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/marine-friendships-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/marine-friendships-scaled.jpg</a>	419KB	419KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/one-small-step-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/one-small-step-scaled.jpg</a>	419KB	419KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Sus_101-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Sus_101-scaled.jpg</a>	383KB	383KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Sus-102-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Sus-102-scaled.jpg</a>	360KB	360KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/greenwashing-1-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/greenwashing-1-scaled.jpg</a>	353KB	353KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Circular-economy-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Circular-economy-scaled.jpg</a>	343KB	343KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/love-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/love-scaled.jpg</a>	342KB	342KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/net-zero-race-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/net-zero-race-scaled.jpg</a>	322KB	322KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/how_sus_will_change_your_life-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/how_sus_will_change_your_life-scaled.jpg</a>	320KB	320KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/thinking-about-sus-1-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/thinking-about-sus-1-scaled.jpg</a>	317KB	317KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/sus-103-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/sus-103-scaled.jpg</a>	285KB	285KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/xmas-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/xmas-scaled.jpg</a>	284KB	284KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/06/Embracing-the-Circular-Economy-3-Lessons-from-Bhutan-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/06/Embracing-the-Circular-Economy-3-Lessons-from-Bhutan-scaled.jpg</a>	282KB	282KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/tool-led-consultancy-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/tool-led-consultancy-scaled.jpg</a>	268KB	268KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/dystopian_anger_alt-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/dystopian_anger_alt-scaled.jpg</a>	253KB	253KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/blue-economy-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/blue-economy-scaled.jpg</a>	237KB	237KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Youth-deficit-scaled.jpg">https://future-shift.co.uk/wp-content/uploads/2023/07/Youth-deficit-scaled.jpg</a>	235KB	235KB
<a href="https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team-2.jpg">https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team-2.jpg</a>	221KB	221KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/Gibsons-Games-1-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/Gibsons-Games-1-1.png</a>	108KB	108KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/PTT-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/PTT-1.png</a>	93.5KB	93.5KB
<a href="https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team.jpg">https://future-shift.co.uk/wp-content/themes/future-shift/img/Future%20Shift-team.jpg</a>	80.9KB	80.9KB
<a href="https://future-shift.co.uk/wp-content/themes/future-shift/img/Character-1.png">https://future-shift.co.uk/wp-content/themes/future-shift/img/Character-1.png</a>	22.8KB	22.8KB
<a href="https://future-shift.co.uk/wp-content/uploads/2023/07/LHG-1.png">https://future-shift.co.uk/wp-content/uploads/2023/07/LHG-1.png</a>	14.2KB	14.2KB

Low

**Minify CSS** FCP LCP

Potential savings of 3.12KB

Minifying CSS files can reduce network payload sizes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
• <a href="https://future-shift.co.uk/wp-content/themes/future-shift/style.css?1696248612&amp;ver=6.4.3">https://future-shift.co.uk/wp-content/themes/future-shift/style.css?1696248612&amp;ver=6.4.3</a>	12.8KB	3.12KB

Low

**Minify JavaScript** FCP LCP

Potential savings of 43.4KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
• <a href="https://future-shift.co.uk/wp-content/themes/future-shift/js/scripts.min.js?1696248613">https://future-shift.co.uk/wp-content/themes/future-shift/js/scripts.min.js?1696248613</a>	87.8KB	43.4KB

Low

**Avoid chaining critical requests** FCP LCP

24 chains found

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

Maximum critical path latency: 1.3s

#### INITIAL NAVIGATION



Low

Reduce unused JavaScript LCP

Potential savings of 201KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
<a href="https://unpkg.com/@lottiefiles/lottie-player@latest/dist/lottie-player.js">https://unpkg.com/@lottiefiles/lottie-player@latest/dist/lottie-player.js</a>	96.3KB	57.2KB
...node_modules/lottie-web/build/player/lottie.js	77.4KB	45.5KB
...node_modules/tslib/tslib.es6.js	1.78KB	1.67KB
...src/lottie-player.ts	3.44KB	1.60KB
<a href="https://future-shift.co.uk/wp-content/themes/future-shift/js/scripts.min.js?1696248613">https://future-shift.co.uk/wp-content/themes/future-shift/js/scripts.min.js?1696248613</a>	87.8KB	50.6KB
...node_modules/jquery/dist/jquery.js	48.3KB	30.3KB
...assets/scripts/scripts.js	3.91KB	2.58KB
<a href="https://cdn.iubenda.com/cookie_solution/iubenda_cs/1.56.0/core-en.js">https://cdn.iubenda.com/cookie_solution/iubenda_cs/1.56.0/core-en.js</a>	88.8KB	36.4KB
<a href="https://future-shift.co.uk/wp-content/plugins/content-blocks-builder/build/carousel-frontend.js?ver=2.5.1">https://future-shift.co.uk/wp-content/plugins/content-blocks-builder/build/carousel-frontend.js?ver=2.5.1</a>	36.1KB	34.7KB
<a href="https://future-shift.co.uk/wp-includes/js/jquery/jquery.min.js?ver=3.7.1">https://future-shift.co.uk/wp-includes/js/jquery/jquery.min.js?ver=3.7.1</a>	30.8KB	22.2KB

N/A **Largest Contentful Paint element** LCP 1,550 ms

This is the largest contentful element painted within the viewport.

#### ELEMENT

Redesigning sustainability for business

```
<h1 class="centered">
```

PHASE	% OF LCP	TIMING
TTFB	19%	294ms
Load Delay	0%	0ms
Load Time	0%	0ms
Render Delay	81%	1.3s

N/A **Reduce initial server response time** FCP LCP Root document took 40ms

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

URL	TIME SPENT
• <a href="https://future-shift.co.uk/">https://future-shift.co.uk/</a>	40ms

N/A **Avoid serving legacy JavaScript to modern browsers** TBT Potential savings of 129B

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
<a href="https://future-shift.co.uk/wp-includes/js/dist/vendor/wp-polyfill-inert.min.js?ver=3.1.2">https://future-shift.co.uk/wp-includes/js/dist/vendor/wp-polyfill-inert.min.js?ver=3.1.2</a> Line:0 Column:452	55B @babel/plugin-transform-classes
<a href="https://unpkg.com/@lottiefiles/lottie-player@latest/dist/lottie-player.js">https://unpkg.com/@lottiefiles/lottie-player@latest/dist/lottie-player.js</a> Line:0 Column:5232	43B @babel/plugin-transform-classes
<a href="https://cdn.iubenda.com/cookie_solution/iubenda_cs/1.56.0/core-en.js">https://cdn.iubenda.com/cookie_solution/iubenda_cs/1.56.0/core-en.js</a> Line:0 Column:887	31B @babel/plugin-transform-classes

N/A

**Avoid large layout shifts** CLS

5 elements found

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

ELEMENT	CLS CONTRIBUTION
main#home > div.container > article.post-115 > figure.wp-block-embed <figure class="wp-block-embed is-type-video is-provider-youtube wp-block-embed-youtube na...">	0.02
Partner with us on your B Corp or Net Zero journey, and Shift today <h4 class="large centered">	0.01
Let's talk <a href="/contact">	0.00
Contact <li class="menu-item">	0.00
Explore <a href="javascript:void(0)" class="underline desktop-dropdown-button" data-name="explore">	0.00

N/A

**Minimize main-thread work** TBT

Main-thread busy for 2.8s

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

CATEGORY	TIME SPENT
Other	918ms
Style & Layout	641ms
Script Evaluation	634ms
Rendering	425ms
Parse HTML & CSS	90ms
Script Parsing & Compilation	43ms
Garbage Collection	14ms

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

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
<b>ADOBE TYPEKIT</b>	108KB	0ms
• <a href="https://use.typekit.net/af/36a2f5/00000000000000007735c877/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&amp;fvd=n7&amp;v=3">https://use.typekit.net/af/36a2f5/00000000000000007735c877/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&amp;fvd=n7&amp;v=3</a>	28.8KB	0ms
• <a href="https://use.typekit.net/af/174e41/00000000000000007735c867/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&amp;fvd=n4&amp;v=3">https://use.typekit.net/af/174e41/00000000000000007735c867/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&amp;fvd=n4&amp;v=3</a>	28.1KB	0ms
• <a href="https://use.typekit.net/af/98fd2a/00000000000000007735c860/30/?subset_id=2&amp;fvd=n3&amp;v=3">https://use.typekit.net/af/98fd2a/00000000000000007735c860/30/?subset_id=2&amp;fvd=n3&amp;v=3</a>	17.1KB	0ms
• <a href="https://use.typekit.net/af/11ba66/00000000000000007735c86d/30/?subset_id=2&amp;fvd=n5&amp;v=3">https://use.typekit.net/af/11ba66/00000000000000007735c86d/30/?subset_id=2&amp;fvd=n5&amp;v=3</a>	17.0KB	0ms
• <a href="https://use.typekit.net/af/2fce28/00000000000000007735c872/30/?subset_id=2&amp;fvd=n6&amp;v=3">https://use.typekit.net/af/2fce28/00000000000000007735c872/30/?subset_id=2&amp;fvd=n6&amp;v=3</a>	15.0KB	0ms
<b>IUBENDA</b>	104KB	0ms
• <a href="https://cdn.iubenda.com/cookie_solution/iubenda_cs/1.56.0/core-en.js">https://cdn.iubenda.com/cookie_solution/iubenda_cs/1.56.0/core-en.js</a>	88.8KB	0ms
• <a href="https://cdn.iubenda.com/cons/iubenda_cons/core-8fdb29dc2a89f2172df78c5f7cb048f.js">https://cdn.iubenda.com/cons/iubenda_cons/core-8fdb29dc2a89f2172df78c5f7cb048f.js</a>	6.60KB	0ms
• <a href="https://cdn.iubenda.com/iubenda.js">https://cdn.iubenda.com/iubenda.js</a>	5.61KB	0ms
<b>UNPKG</b>	96.6KB	0ms
• <a href="https://unpkg.com/@lottiefiles/lottie-player@2.0.4/dist/lottie-player.js">https://unpkg.com/@lottiefiles/lottie-player@2.0.4/dist/lottie-player.js</a>	96.3KB	0ms
<b>MAILERLITE.COM</b>	8.05KB	0ms
• <a href="https://assets.mailerlite.com/js/universal.js">https://assets.mailerlite.com/js/universal.js</a>	7.29KB	0ms
<b>LOTTIE.HOST</b>	6.85KB	0ms
• <a href="https://lottie.host/9e984718-d0cc-4dbd-8b66-839fc7523b55/l1yv8x3eVK.json">https://lottie.host/9e984718-d0cc-4dbd-8b66-839fc7523b55/l1yv8x3eVK.json</a>	6.85KB	0ms

No user timings and/or marks found.