

## Performance Report for: <http://www.hilsonmoran.com/>

Report generated: Thu, Mar 14, 2024 4:40 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
	75%	87%	814ms	0ms	0.35

### Top Issues

Med	Use explicit width and height on image elements <span>CLS</span>	10 images found
Med	Avoid large layout shifts <span>CLS</span>	1 element found
Med-Low	Avoid CSS @import <span>FCP</span> <span>LCP</span>	2 resources found
Med-Low	Eliminate render-blocking resources <span>FCP</span> <span>LCP</span>	Potential savings of 185ms
Low	Avoid enormous network payloads <span>LCP</span>	Total size was 2.77MB

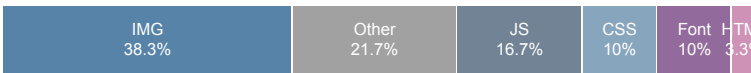
### Page Details



Total Page Size - 2.76MB



Total Page Requests - 60



Legend: 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.

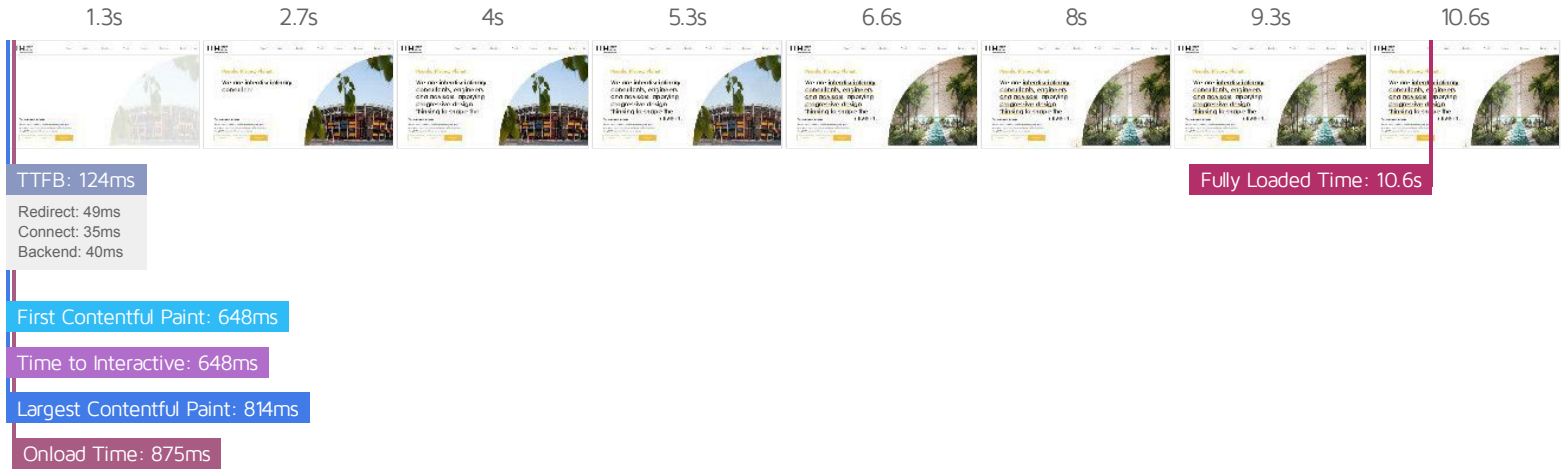
<https://carbon60.com/>

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.

Consultants, Engineers & Advisors | Hilson Moran

Resource	Size	Response Time	Start	End
/	301	hilsonmoran.com	0	48ms
/	200	hilsonmoran.com	15.0KB	84ms
script.js	200	cdn-cookieyes.com	32.9KB	55ms
css2?family=Jost%3Awg...	200	fonts.googleapis.com	941B	49ms
style.min.css?ver=6.4.3	200	hilsonmoran.com	14.7KB	25ms
style.css?ver=1.1.8&wpr_...	200	hilsonmoran.com	95.8KB	39ms
zwb1qhk.css?ver=6.4.3	200	use.typekit.net	728B	30ms
jquery.min.js?ver=3.7.1	200	hilsonmoran.com	31.0KB	30ms
jquery-migrate.min.js?ver...	200	hilsonmoran.com	5.24KB	21ms
main.min.js?ver=1.1.8	200	hilsonmoran.com	91.4KB	36ms
lazyload.min.js	200	hilsonmoran.com	3.57KB	75ms
POST log	200	log.cookieyes.com	2B	49ms
banner.js	200	cdn-cookieyes.com	31.8KB	13ms
gtm.js?id=GTM-MPNGFW...	200	googletagmanager.c...	64.7KB	93ms
css2?family=Questrial&di...	200	fonts.googleapis.com	557B	16ms
p.css?s=1&k=zwb1qhk&h...	200	p.typekit.net	5B	37ms
Project-Thumbnail-19-500...	200	hilsonmoran.com	79.6KB	26ms
Project-Thumbnail-500x5...	200	hilsonmoran.com	53.9KB	26ms
Project-Thumbnail-6-500x...	200	hilsonmoran.com	60.3KB	27ms
serbia-thumbnail-500x580...	200	hilsonmoran.com	60.7KB	28ms
Insights-Thumbnail-B-Cor...	200	hilsonmoran.com	18.6KB	28ms
Insights-Thumbnail-A-Sp...	200	hilsonmoran.com	28.7KB	28ms
Insights-Thumbnail-HM-ta...	200	hilsonmoran.com	21.3KB	28ms
92zatBhPNqw73oTd4g.w...	200	fonts.gstatic.com	26.0KB	103ms
l?primer=7cdcb44be4a7d...	200	use.typekit.net	14.7KB	82ms
fa-solid-900.woff2	200	hilsonmoran.com	321KB	83ms
fa-light-300.woff2	200	hilsonmoran.com	420KB	119ms
fa-brands-400.woff2	200	hilsonmoran.com	109KB	116ms
92zatBhPNqw73oDd4iYl...	200	fonts.gstatic.com	9.9KB	55ms
hilson-moran-logo-tyrens...	200	hilsonmoran.com	3.49KB	33ms
Sports-Stadium-974-900x...	200	hilsonmoran.com	86.8KB	66ms
Hotel-Red-Sea-Project-2-9...	200	hilsonmoran.com	169KB	93ms
Masterplan-St-Helens-To...	200	hilsonmoran.com	81.7KB	93ms
Workplace-YY-London-O...	200	hilsonmoran.com	103KB	102ms
Tall-Building-55-Bishopsg...	200	hilsonmoran.com	194KB	91ms
Labs-Citylabs-900x845.pn...	200	hilsonmoran.com	160KB	110ms
Tall-Building-55-Bishopsg...	200	hilsonmoran.com	209KB	110ms
video-playhead-icon.svg	200	hilsonmoran.com	966B	94ms
Video-still-1-e1685038793...	200	hilsonmoran.com	90.7KB	110ms
js?id=G-EXX332ZBD4&l=...	200	googletagmanager.c...	82.6KB	87ms
kxnk3dr1bg?ref=gtm2	200	clarity.ms	650B	197ms
clarity.js	200	clarity.ms	20.3KB	10ms
FZDsP8d7.json	200	cdn-cookieyes.com	337B	34ms
c.gif	302	c.clarity.ms	0	57ms
site.webmanifest	200	hilsonmoran.com	997B	71ms
favicon-32x32.png	200	hilsonmoran.com	1.54KB	18ms
2IH7-8HC.json	200	cdn-cookieyes.com	5.47KB	26ms
POST collect	204	m.clarity.ms	0	295ms
c.gif?ctsa=mr&CtsSyncl...	302	c.bing.com	0	94ms
t7wBzS9f.json	200	cdn-cookieyes.com	816B	18ms
2JgQs0hU.json	200	cdn-cookieyes.com	0.98KB	22ms
revisit.svg	200	cdn-cookieyes.com	1.16KB	15ms
close.svg	200	cdn-cookieyes.com	773B	19ms

poweredbtcky.svg	200	cdn-cookieyes.com	1.52KB		16ms
POST log	200	log.cookieyes.com	2B		21ms
c.gif?ctsa=mr&CtsSyncl...	200	c.clarity.ms	42B		13ms
POST collect	204	m.clarity.ms	0		325ms
POST collect	204	m.clarity.ms	0		101ms
POST collect	204	m.clarity.ms	0		99ms
POST collect	204	m.clarity.ms	0		92ms
<b>60 Requests</b>		<b>2.76MB (4.16MB Uncompressed)</b>			<b>10.6s (Onload 875ms)</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>Good - Nothing to do here</p> <p><b>647ms</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>647ms</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>Much longer than recommended</p> <p><b>3.0s</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>0ms</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>Good - Nothing to do here</p> <p><b>814ms</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>Much more than recommended</p> <p><b>0.35</b></p>

### Browser Timings

Redirect	49ms	Connect	35ms	Backend	40ms
TTFB	124ms	DOM Int.	442ms	DOM Loaded	444ms
First Paint	648ms	Onload	875ms	Fully Loaded	10.6s

IMPACT AUDIT

**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
<ul style="list-style-type: none"> <li><a href="https://www.hilsonmoran.com/wp-includes/js/jquery/jquery.min.js?ver=3.7.1">https://www.hilsonmoran.com/wp-includes/js/jquery/jquery.min.js?ver=3.7.1</a></li> </ul>	Line:1

**Low** Use a Content Delivery Network (CDN) 1 resource found

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

URL
<ul style="list-style-type: none"> <li><a href="https://c.clarity.ms/c.gif?ctsa=mr&amp;CtsSyncId=670DF37FFEFC491DB021F92455721485&amp;MUID=145B3303BD9A667A094E2741BC21675B">https://c.clarity.ms/c.gif?ctsa=mr&amp;CtsSyncId=670DF37FFEFC491DB021F92455721485&amp;MUID=145B3303BD9A667A094E2741BC21675B</a></li> </ul>

**Low** Avoid an excessive DOM size TBT 708 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		708
Maximum DOM Depth	div.links > ul#menu-main-nav-expertise > li#menu-item-760 > a <a href="https://www.hilsonmoran.com/expertise/acoustics/">	12
Maximum Child Elements	body.home <body class="home page-template page-template-pages page-template-homepage page-templat..." data-aos-easing="ease" data-aos-duration="100" data-aos-delay="0">	26

**Low** Reduce JavaScript execution time TBT 528ms 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://www.hilsonmoran.com/wp-content/themes/hilsonmoran/main.min.js?ver=1.1.8">https://www.hilsonmoran.com/wp-content/themes/hilsonmoran/main.min.js?ver=1.1.8</a>	765ms	208ms	3ms
<a href="https://www.hilsonmoran.com/">https://www.hilsonmoran.com/</a>	347ms	64ms	2ms
Unattributable	232ms	8ms	0ms
<a href="https://www.clarity.ms/s/0.7.24/clarity.js">https://www.clarity.ms/s/0.7.24/clarity.js</a>	148ms	123ms	0ms
<a href="https://www.hilsonmoran.com/wp-includes/js/jquery/jquery.min.js?ver=3.7.1">https://www.hilsonmoran.com/wp-includes/js/jquery/jquery.min.js?ver=3.7.1</a>	132ms	86ms	1ms
<a href="https://cdn-cookieyes.com/client_data/50cc76302a1d979a91b84e44/banner.js">https://cdn-cookieyes.com/client_data/50cc76302a1d979a91b84e44/banner.js</a>	54ms	26ms	1ms

**Low** Properly size images Potential savings of 442KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Tall-Building-55-Bishopsgate-Option-3-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Tall-Building-55-Bishopsgate-Option-3-900x845.png.webp</a>	209KB	88.7KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Tall-Building-55-Bishopsgate-Option-2-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Tall-Building-55-Bishopsgate-Option-2-900x845.png.webp</a>	194KB	82.3KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Hotel-Red-Sea-Project-2-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Hotel-Red-Sea-Project-2-900x845.png.webp</a>	169KB	71.7KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Labs-Citylabs-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Labs-Citylabs-900x845.png.webp</a>	159KB	67.5KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Workplace-YY-London-Option-1-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Workplace-YY-London-Option-1-900x845.png.webp</a>	102KB	43.4KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Sports-Stadium-974-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Sports-Stadium-974-900x845.png.webp</a>	86.3KB	36.6KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Masterplan-St-Helens-Town-Centre-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Masterplan-St-Helens-Town-Centre-900x845.png.webp</a>	81.2KB	34.4KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/05/Video-still-1-e1685038793259.jpg.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/05/Video-still-1-e1685038793259.jpg.webp</a>	90.2KB	17.2KB

**Low** **Serve static assets with an efficient cache policy** Potential savings of 8.12KB

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

URL	CACHE TTL	TRANSFER SIZE
<a href="https://www.clarity.ms/s/0.7.24/clarity.js">https://www.clarity.ms/s/0.7.24/clarity.js</a>	24 hours	20.3KB
<a href="https://p.typekit.net/p.css?s=1&amp;k=zwb1qhk&amp;ht=tk&amp;f=39200.39201.39202.39203&amp;a=2190063&amp;app=typekit&amp;e=css">https://p.typekit.net/p.css?s=1&amp;k=zwb1qhk&amp;ht=tk&amp;f=39200.39201.39202.39203&amp;a=2190063&amp;app=typekit&amp;e=css</a>	7 days	172B

**Low** **Avoid multiple page redirects** FCP LCP Potential savings of 47ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
<a href="http://www.hilsonmoran.com/">http://www.hilsonmoran.com/</a>	47ms
<a href="https://www.hilsonmoran.com/">https://www.hilsonmoran.com/</a>	0ms

**Low** **Avoid long main-thread tasks** TBT 1 long task found

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

URL	START TIME	DURATION
<a href="https://cdn-cookieyes.com/client_data/50cc76302a1d979a91b84e44/script.js">https://cdn-cookieyes.com/client_data/50cc76302a1d979a91b84e44/script.js</a>	290ms	90ms

**Low** **Reduce unused CSS** FCP LCP Potential savings of 104KB

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
<a href="https://www.hilsonmoran.com/wp-content/cache/background-css/www.hilsonmoran.com/wp-content/themes/hilsonmoran/style.css?ver=1.1.8&amp;wpr_t=1710346502">https://www.hilsonmoran.com/wp-content/cache/background-css/www.hilsonmoran.com/wp-content/themes/hilsonmoran/style.css?ver=1.1.8&amp;wpr_t=1710346502</a>	95.8KB	89.5KB
<a href="https://www.hilsonmoran.com/wp-includes/css/dist/block-library/style.min.css?ver=6.4.3">https://www.hilsonmoran.com/wp-includes/css/dist/block-library/style.min.css?ver=6.4.3</a>	14.7KB	14.7KB

**Low** **Serve images in next-gen formats** Potential savings of 287KB

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://www.hilsonmoran.com/wp-content/uploads/2023/09/Labs-Citylabs-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Labs-Citylabs-900x845.png.webp</a>	159KB	62.1KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Tall-Building-55-Bishopsgate-Option-3-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Tall-Building-55-Bishopsgate-Option-3-900x845.png.webp</a>	209KB	39.6KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Tall-Building-55-Bishopsgate-Option-2-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Tall-Building-55-Bishopsgate-Option-2-900x845.png.webp</a>	194KB	34.8KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Hotel-Red-Sea-Project-2-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Hotel-Red-Sea-Project-2-900x845.png.webp</a>	169KB	29.2KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Masterplan-St-Helens-Town-Centre-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Masterplan-St-Helens-Town-Centre-900x845.png.webp</a>	81.2KB	23.3KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Sports-Stadium-974-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Sports-Stadium-974-900x845.png.webp</a>	86.3KB	20.6KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/07/Project-Thumbnail-19-500x500.jpg">https://www.hilsonmoran.com/wp-content/uploads/2023/07/Project-Thumbnail-19-500x500.jpg</a>	79.1KB	19.5KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/07/Project-Thumbnail-6-500x580.jpg">https://www.hilsonmoran.com/wp-content/uploads/2023/07/Project-Thumbnail-6-500x580.jpg</a>	59.8KB	16.6KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/09/Workplace-YY-London-Option-1-900x845.png.webp">https://www.hilsonmoran.com/wp-content/uploads/2023/09/Workplace-YY-London-Option-1-900x845.png.webp</a>	102KB	14.5KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/07/Project-Thumbnail-500x580.jpg">https://www.hilsonmoran.com/wp-content/uploads/2023/07/Project-Thumbnail-500x580.jpg</a>	53.4KB	13.7KB
<a href="https://www.hilsonmoran.com/wp-content/uploads/2023/10/serbia-thumbnail-500x580.jpg">https://www.hilsonmoran.com/wp-content/uploads/2023/10/serbia-thumbnail-500x580.jpg</a>	60.2KB	13.0KB

Low

**Avoid non-composited animations** CLS

11 animated elements found

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

ELEMENT	NAME
Kadans Science Partner Sycamore House VIEW PROJECT <div class="inner" style=""> Unsupported CSS Property: visibility	visibility
Royal London Asset Management Holborn Viaduct VIEW PROJECT <div class="inner" style=""> Unsupported CSS Property: visibility	visibility
Fenwick Iribarren Architects National Stadium of Serbia VIEW PROJECT <div class="inner" style=""> Unsupported CSS Property: visibility	visibility
News Hilson Moran takes next step in Net Zero journey with 27% reduction in Ca... <a href="https://www.hilsonmoran.com/insights/hilson-moran-takes-next-step-in-net-z..." class="inner" style="" tabindex="0"> Unsupported CSS Property: visibility	visibility
Blog A Sporting Legacy and Breaking New Ground – Hilson Moran’s 2023 in Review... <a href="https://www.hilsonmoran.com/insights/a-sporting-legacy-and-breaking-new-gr..." class="inner" style="" tabindex="0"> Unsupported CSS Property: visibility	visibility
News Hilson Moran achieves B Corp Certification: Building Better for People Pl... <a href="https://www.hilsonmoran.com/insights/hilson-moran-achieves-b-corp-certific..." class="inner" style="" tabindex="0"> Unsupported CSS Property: visibility	visibility
div.menu > ul > li.menu-dropdown-icon > ul#menu-main-nav-about <ul id="menu-main-nav-about" class="normal-sub"> Unsupported CSS Property: width	width
Unsupported CSS Property: padding-bottom	padding-botto m
Unsupported CSS Property: padding-top	padding-top
div.menu > ul > li.menu-dropdown-icon > ul#menu-main-nav-careers <ul id="menu-main-nav-careers" class="normal-sub"> Unsupported CSS Property: width	width
Unsupported CSS Property: padding-bottom	padding-botto m
Unsupported CSS Property: padding-top	padding-top
VIEW PROJECT <a href="https://www.hilsonmoran.com/projects/holborn-viaduct/" tabindex="0"> Unsupported CSS Property: visibility	visibility
VIEW PROJECT <a href="https://www.hilsonmoran.com/projects/national-stadium-of-serbia/" tabindex="0"> Unsupported CSS Property: visibility	visibility
VIEW PROJECT <a href="https://www.hilsonmoran.com/projects/sycamore-house/" tabindex="0"> Unsupported CSS Property: visibility	visibility

Low

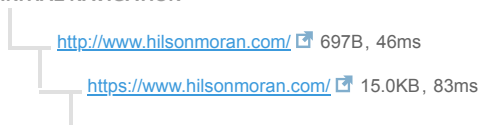
Avoid chaining critical requests FCP LCP

11 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: **442ms**

#### INITIAL NAVIGATION





- <https://www.hilsonmoran.com/wp-includes/js/jquery/jquery.min.js?ver=3.7.1> 31.0KB, 26ms
- [https://cdn-cookieyes.com/client\\_data/50cc76302a1d979a91b84e44/script.js](https://cdn-cookieyes.com/client_data/50cc76302a1d979a91b84e44/script.js) 33.2KB, 51ms
- <https://www.hilsonmoran.com/wp-includes/css/dist/block-library/style.min.css?ver=6.4.3> 14.7KB, 22ms
- <https://www.hilsonmoran.com/wp-content/themes/hilsonmoran/main.min.js?ver=1.1.8> 91.4KB, 34ms
- <https://www.hilsonmoran.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=3.4.1> 5.24KB, 18ms
- <https://use.typekit.net/zwb1qhk.css?ver=6.4.3> 951B, 26ms
- <https://p.typekit.net/p.css?s=1&k=zwb1qhk&ht=tk&f=39200.39201.39202.39203&a=2190063&app=typekit&e=css> 172B, 35ms
- <https://use.typekit.net/af/40bdad/00000000000000007735ba11/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3> 14.8KB, 15ms
- [https://www.hilsonmoran.com/wp-content/cache/background-css/www.hilsonmoran.com/wp-content/themes/hilsonmoran/style.css?ver=1.1.8&wpr\\_t=1710346502](https://www.hilsonmoran.com/wp-content/cache/background-css/www.hilsonmoran.com/wp-content/themes/hilsonmoran/style.css?ver=1.1.8&wpr_t=1710346502) 95.8KB, 35ms
- <https://www.hilsonmoran.com/wp-content/themes/hilsonmoran/fonts/fontawesome/webfonts/fa-light-300.woff2> 420KB, 53ms
- <https://www.hilsonmoran.com/wp-content/themes/hilsonmoran/fonts/fontawesome/webfonts/fa-solid-900.woff2> 321KB, 22ms
- <https://fonts.googleapis.com/css2?family=Questrial&display=swap> 557B, 15ms
- <https://www.hilsonmoran.com/wp-content/themes/hilsonmoran/fonts/fontawesome/webfonts/fa-brands-400.woff2> 109KB, 51ms

**Low** **Reduce unused JavaScript** LCP Potential savings of 121KB

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://www.hilsonmoran.com/wp-content/themes/hilsonmoran/main.min.js?ver=1.1.8">https://www.hilsonmoran.com/wp-content/themes/hilsonmoran/main.min.js?ver=1.1.8</a>	91.4KB	48.8KB
<a href="https://www.googletagmanager.com/gtag/js?id=G-EXX332ZBD4&amp;l=dataLayer&amp;cx=c">https://www.googletagmanager.com/gtag/js?id=G-EXX332ZBD4&amp;l=dataLayer&amp;cx=c</a>	82.7KB	39.8KB
<a href="https://www.googletagmanager.com/gtm.js?id=GTM-MPNGFW2H">https://www.googletagmanager.com/gtm.js?id=GTM-MPNGFW2H</a>	65.0KB	32.3KB

**N/A** **Largest Contentful Paint element** LCP 810 ms

This is the largest contentful element painted within the viewport.

**ELEMENT**

```
div.slick-track > div.hero__carousel-item > picture > img.entered

```

PHASE	% OF LCP	TIMING
TTFB	15%	123ms
Load Delay	57%	467ms
Load Time	8%	61ms
Render Delay	20%	160ms

**N/A** **Reduce initial server response time** FCP LCP Root document took 39ms

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

URL	TIME SPENT
• <a href="https://www.hilsonmoran.com/">https://www.hilsonmoran.com/</a>	39ms

N/A **Avoid serving legacy JavaScript to modern browsers** TBT Potential savings of 28.1KB

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://cdn-cookieyes.com/client_data/50cc76302a1d979a91b84e44/script.js">https://cdn-cookieyes.com/client_data/50cc76302a1d979a91b84e44/script.js</a> Line:0 Column:40849 Line:0 Column:41014 Line:0 Column:42252	14.0KB <code>Array.prototype.find</code> <code>Array.from</code> <code>Array.prototype.map</code>
<a href="https://cdn-cookieyes.com/client_data/50cc76302a1d979a91b84e44/banner.js">https://cdn-cookieyes.com/client_data/50cc76302a1d979a91b84e44/banner.js</a> Line:0 Column:39638 Line:0 Column:39901 Line:0 Column:40066 Line:0 Column:41304 Line:0 Column:43788 Line:0 Column:44227 Line:0 Column:75399	14.0KB <code>Array.prototype.filter</code> <code>Array.prototype.find</code> <code>Array.from</code> <code>Array.prototype.map</code> <code>Object.getOwnPropertyDescriptors</code> <code>Object.keys</code> <code>@babel/plugin-transform-regenerator</code>
<a href="https://www.hilsonmoran.com/wp-content/themes/hilsonmoran/main.min.js?ver=1.1.8">https://www.hilsonmoran.com/wp-content/themes/hilsonmoran/main.min.js?ver=1.1.8</a> Line:2 Column:11594	53B <code>@babel/plugin-transform-classes</code>
<a href="https://www.hilsonmoran.com/">https://www.hilsonmoran.com/</a> Line:2 Column:615	36B <code>@babel/plugin-transform-classes</code>
<a href="https://www.hilsonmoran.com/">https://www.hilsonmoran.com/</a> Line:3 Column:524	36B <code>@babel/plugin-transform-classes</code>

N/A **Minimize main-thread work** TBT Main-thread busy for 1.8s

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

CATEGORY	TIME SPENT
Other	721ms
Script Evaluation	602ms
Style & Layout	277ms
Rendering	108ms
Parse HTML & CSS	34ms
Garbage Collection	18ms

