



Performance Report for:

<http://www.londoncarhire.com/>

Report generated: Thu, Mar 7, 2024 9:22 PM -0800
 Test Server Location: London, UK
 Using: Chrome 117.0.0.0, Lighthouse 11.0.0

F	Performance	Structure	L. Contentful Paint	T. Blocking Time	C. Layout Shift
	39%	65%	3.7s	138ms	0.45

Top Issues

High	Reduce initial server response time <small>FCP LCP</small>	Root document took 1.6s
High	Avoid enormous network payloads <small>LCP</small>	Total size was 6.09MB
Med	Avoid large layout shifts <small>CLS</small>	5 elements found
Med	Use explicit width and height on image elements <small>CLS</small>	14 images found
Med	Use a Content Delivery Network (CDN)	109 resources found

Page Details



Total Page Size - 6.05MB



Total Page Requests - 157



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.**

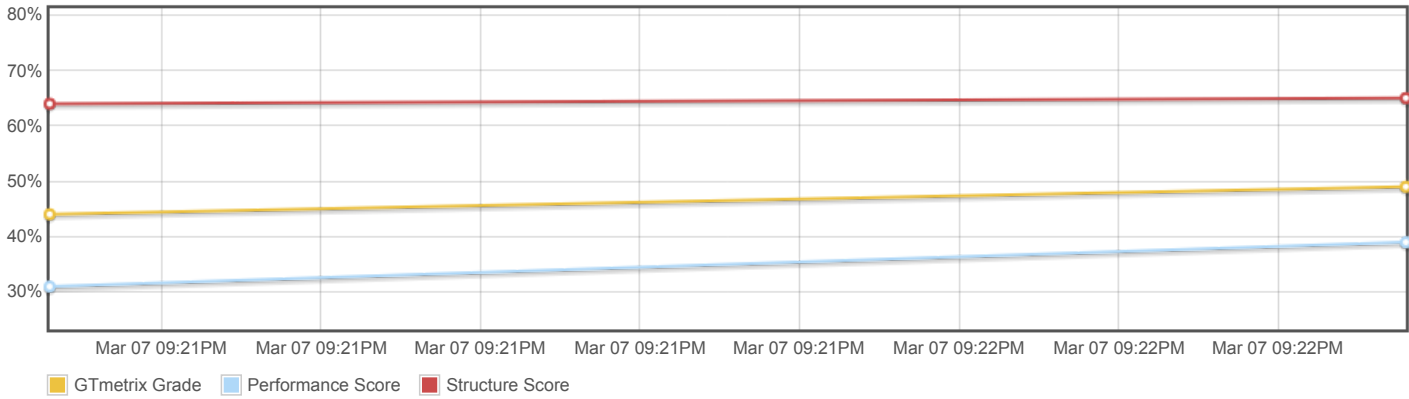
About GTmetrix



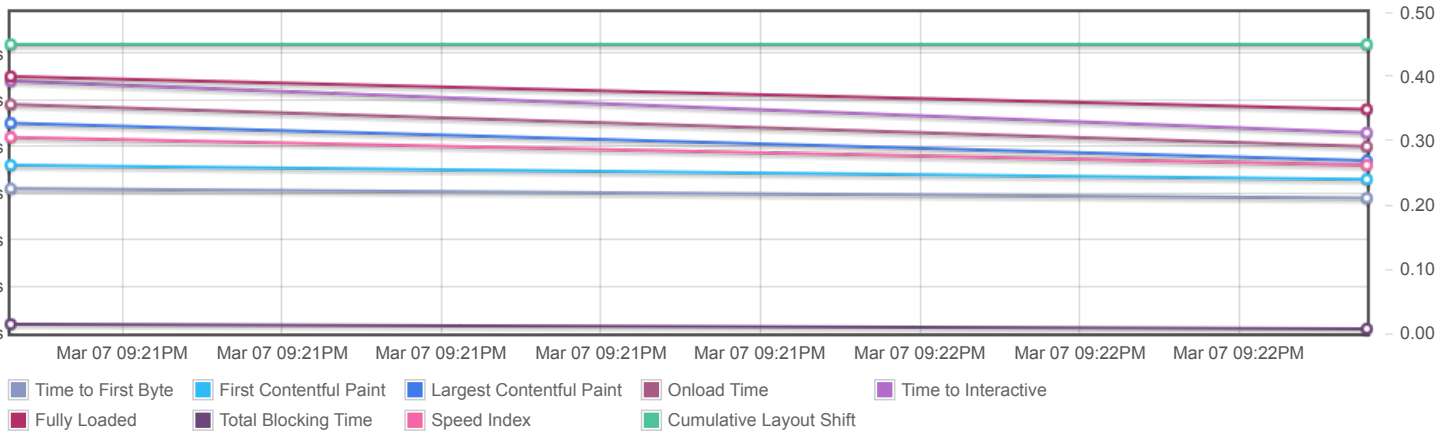
GTmetrix is developed by the good folks at **Carbon60**, a Canadian hosting company with over 28 years experience in web technology.

<https://carbon60.com/>

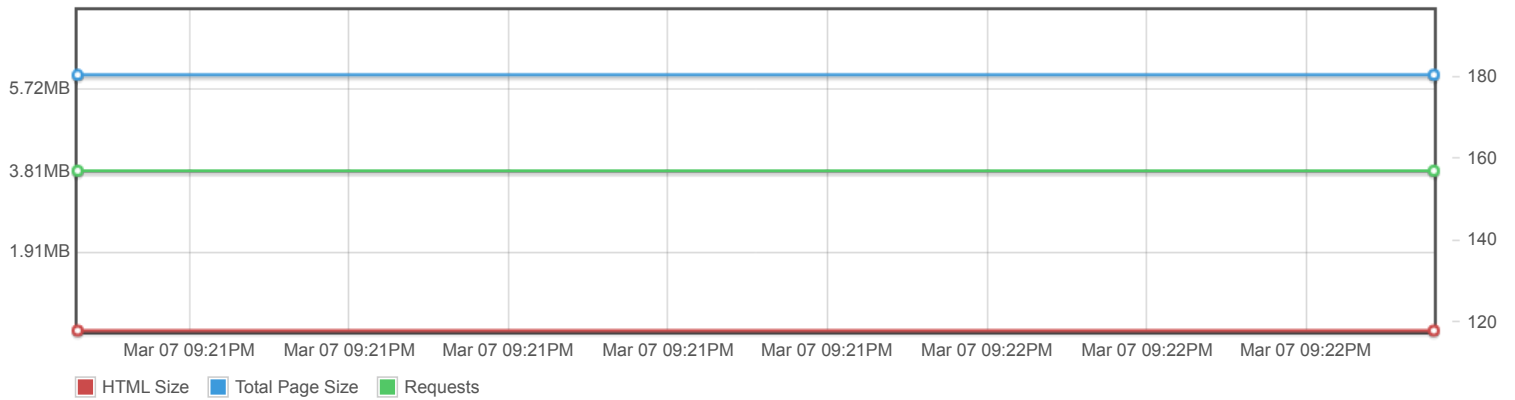
Page scores



Page metrics



Page sizes and request counts



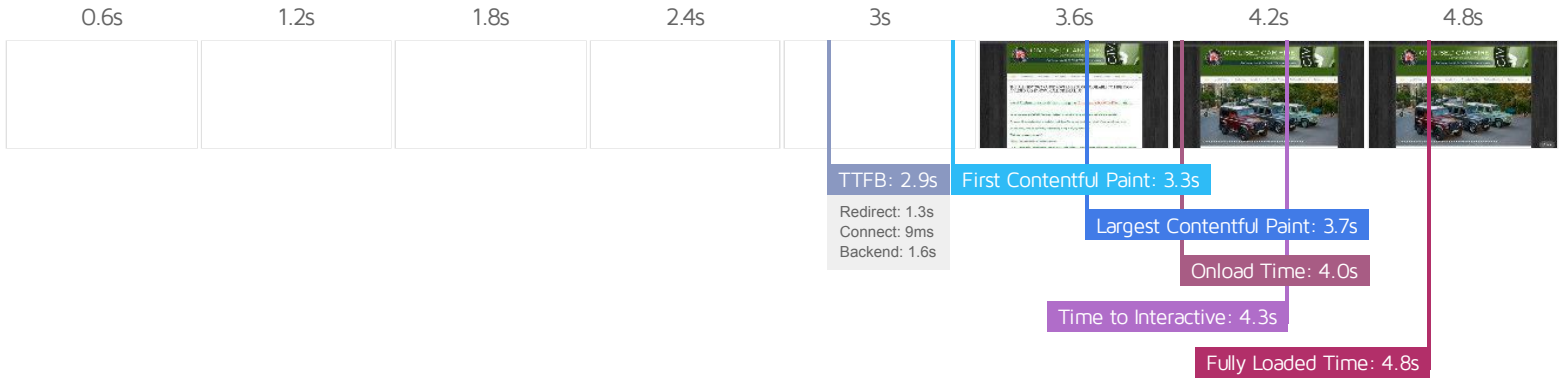
The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

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Resource	Size	Response Time	Waterfall Chart
/	301	londoncarhire.com	169B 59ms
/	301	londoncarhire.com	0 1.3s
/	200	londoncarhire.com	72.2KB 1.6s
style.css	200	londoncarhire.com	48.4KB 49ms
skeleton-responsive.css	200	londoncarhire.com	19.9KB 50ms
layout-responsive.css	200	londoncarhire.com	8.36KB 50ms
font-awesome.min.css?v...	200	londoncarhire.com	30.3KB 66ms
cnss.css?ver=1.0	200	londoncarhire.com	10.8KB 66ms
dashicons.min.css?ver=9...	200	londoncarhire.com	45.3KB 72ms
theme-my-login.css?ver=...	200	londoncarhire.com	3.37KB 73ms
jquery-ui.css?ver=907cdf...	200	ajax.googleapis.com	5.64KB 60ms
style-custom.css?ver=90...	200	londoncarhire.com	14.4KB 72ms
css?family=Droid+Serif%...	200	fonts.googleapis.com	795B 70ms
css?family=Lustria%3A3...	200	fonts.googleapis.com	354B 70ms
settings.css?rev=4.5.6&v...	200	londoncarhire.com	51.8KB 73ms
social_widget.css?ver=90...	200	londoncarhire.com	2.04KB 73ms
jetpack.css?ver=5.7.4	200	londoncarhire.com	64.7KB 87ms
superfish.css?ver=907cdf...	200	londoncarhire.com	1.87KB 88ms
prettyPhoto.css?ver=907...	200	londoncarhire.com	19.6KB 90ms
flexslider.css?ver=907cdf...	200	londoncarhire.com	2.84KB 91ms
jquery.js?ver=1.12.4	200	londoncarhire.com	94.9KB 104ms
jquery-migrate.min.js?ver...	200	londoncarhire.com	9.8KB 98ms
cnss.js?ver=1.0	200	londoncarhire.com	541B 98ms
cufon.js?ver=1.0	200	londoncarhire.com	41.9KB 99ms
jquery.themepunch.plugi...	200	londoncarhire.com	83.2KB 111ms
jquery.themepunch.revol...	200	londoncarhire.com	107KB 117ms
jquery.fitvids.js?ver=1.0	200	londoncarhire.com	2.76KB 111ms
widgetkit-22a18cc8.css	200	londoncarhire.com	52.9KB 94ms
widgetkit-810c8e32.js	200	londoncarhire.com	18.9KB 111ms
lch-heading.jpg	200	londoncarhire.com	51.1KB 284ms
facebook.png	200	londoncarhire.com	3.04KB 284ms
fullsizeoutput_1aeb-980x...	200	londoncarhire.com	92.0KB 269ms
IMG_0529-980x450.jpg	200	londoncarhire.com	65.5KB 283ms
DSC_8484-1-980x450.jpg	200	londoncarhire.com	120KB 284ms
DSC_0805-980x450.jpg	200	londoncarhire.com	108KB 287ms
DSC_0740-980x450.jpg	200	londoncarhire.com	91.8KB 296ms
IMG_5811-980x450.jpg	200	londoncarhire.com	95.3KB 298ms
DSC_9669-980x450.jpg	200	londoncarhire.com	92.1KB 300ms
2018-jaguar-xf-sportbrake...	200	londoncarhire.com	68.0KB 311ms
DSC_8425-980x450.jpg	200	londoncarhire.com	113KB 315ms
fullsizeoutput_19ff-980x4...	200	londoncarhire.com	102KB 316ms
DSC_0885-980x450.jpg	200	londoncarhire.com	94.7KB 332ms
IMG_5824-980x450.jpg	200	londoncarhire.com	62.0KB 328ms
fullsizeoutput_193e-980x...	200	londoncarhire.com	89.4KB 332ms
IMG_4987-2-980x450.jpg	200	londoncarhire.com	79.8KB 359ms
20190611_144909-980x45...	200	londoncarhire.com	107KB 360ms
DSC_8473-980x450.jpg	200	londoncarhire.com	85.5KB 361ms
DSC_6171-1-980x450.jpg	200	londoncarhire.com	59.3KB 373ms
DSC_6221-980x450.jpg	200	londoncarhire.com	86.7KB 376ms
DSC_0733-980x450.jpg	200	londoncarhire.com	85.9KB 376ms
fullsizeoutput_19ac-980x...	200	londoncarhire.com	111KB 394ms
IMG_0544-980x450.jpg	200	londoncarhire.com	67.1KB 394ms
IMG_4988-980x450.jpg	200	londoncarhire.com	89.9KB 396ms

IMG_5802-980x450.jpg	200	londoncarhire.com	52.4KB		401ms			
DSC_6244-980x450.jpg	200	londoncarhire.com	92.3KB		406ms			
DSC_6237-980x450.jpg	200	londoncarhire.com	28.5KB		405ms			
DSC_6155-1-980x450.jpg	200	londoncarhire.com	56.3KB		425ms			
DSC_6156-980x450.jpg	200	londoncarhire.com	87.3KB		432ms			
20190611_145321-980x45...	200	londoncarhire.com	80.2KB		432ms			
Lamborghini-Huracan-20...	200	londoncarhire.com	96.5KB		433ms			
fullsizeoutput_1845-980x...	200	londoncarhire.com	104KB		438ms			
DSC_5901-980x450.jpg	200	londoncarhire.com	107KB		438ms			
Aston-Martin-DB11-Coup...	200	londoncarhire.com	115KB		464ms			
LeAura-Jeep-renegade-98...	200	londoncarhire.com	94.1KB		464ms			
005-rr-sport-svr-980x450,j...	200	londoncarhire.com	49.7KB		463ms			
3-980x450.jpg	200	londoncarhire.com	82.8KB		472ms			
PR_160606_STANFORD_...	200	londoncarhire.com	66.0KB		472ms			
DSC_6148-980x450.jpg	200	londoncarhire.com	51.6KB		466ms			
IMG_5230-980x450.jpg	200	londoncarhire.com	97.4KB		512ms			
DSC_6225-980x450.jpg	200	londoncarhire.com	81.2KB		512ms			
PR_160606_STANFORD_...	200	londoncarhire.com	52.5KB		510ms			
video-camera.png	200	londoncarhire.com	1.22KB		511ms			
car.png	200	londoncarhire.com	1.02KB		511ms			
van-black-side-view.png	200	londoncarhire.com	1000B		527ms			
add-circular-outlined-but...	200	londoncarhire.com	669B		545ms			
IMG_2336-390x224.jpg	200	londoncarhire.com	24.4KB		545ms			
toyota-yaris-gr-390x224.jpg	200	londoncarhire.com	21.0KB		546ms			
20210625_175505-390x22...	200	londoncarhire.com	25.5KB		547ms			
vw-golf-viii-390x224.jpg	200	londoncarhire.com	13.7KB		552ms			
volkswagen_multivan_bu...	200	londoncarhire.com	19.8KB		567ms			
mercedes-benz-promona...	200	londoncarhire.com	19.4KB		584ms			
DSC_0740-390x224.jpg	200	londoncarhire.com	24.0KB		585ms			
tp.widget.bootstrap.min.js	200	widget.trustpilot.com	6.60KB		243ms			
facebook.png	200	londoncarhire.com	1.59KB		586ms			
twitter.png	200	londoncarhire.com	1.58KB		587ms			
instagram.png	200	londoncarhire.com	1.59KB		587ms			
googleplus.png	200	londoncarhire.com	1.70KB		602ms			
linkedin.png	200	londoncarhire.com	1.58KB		616ms			
email.png	200	londoncarhire.com	1.60KB		617ms			
yelp.png	200	londoncarhire.com	1.68KB		617ms			
core.min.js?ver=1.11.4	200	londoncarhire.com	3.91KB		160ms			
widget.min.js?ver=1.11.4	200	londoncarhire.com	6.75KB		160ms			
mouse.min.js?ver=1.11.4	200	londoncarhire.com	3.07KB		186ms			
sortable.min.js?ver=1.11.4	200	londoncarhire.com	24.3KB		193ms			
tabs.min.js?ver=1.11.4	200	londoncarhire.com	11.8KB		199ms			
Museo_Sans_500.font.js?...	200	londoncarhire.com	131KB		220ms			
devicepx-jetpack.js?ver=...	200	s0.wp.com	3.04KB		203ms			
superfish.js?ver=1.0	200	londoncarhire.com	3.74KB		216ms			
supersub.js?ver=1.0	200	londoncarhire.com	3.31KB		217ms			
hoverIntent.js?ver=1.0	200	londoncarhire.com	3.18KB		227ms			
gdl-scripts.js?ver=1.0	200	londoncarhire.com	8.03KB		227ms			
jquery.easing.js?ver=1.0	200	londoncarhire.com	8.11KB		228ms			
jquery.prettyPhoto.js?ver...	200	londoncarhire.com	25.8KB		246ms			
jquery.flexslider.js?ver=1.0	200	londoncarhire.com	41.8KB		247ms			
wp-embed.min.js?ver=90...	200	londoncarhire.com	1.37KB		247ms			
lightbox.js?_=1709875351...	200	londoncarhire.com	16.7KB		32ms			
mediaelement-and-player...	200	londoncarhire.com	61.8KB		32ms			
spotlight.js?_=170987535...	200	londoncarhire.com	2.40KB		32ms			
analytics.js	200	google-analytics.com	20.5KB		115ms			
pattern-15.png	200	londoncarhire.com	273KB		48ms			
403109407?h=509399d05f...	200	player.vimeo.com	9.9KB		431ms			
gradient-top-gray-40px.png	200	londoncarhire.com	2.79KB		164ms			
find-17px.png	200	londoncarhire.com	3.65KB		158ms			
embed?pb=l1m18l1m12l1...	200	google.com	1.41KB		327ms			
gradient-vertical-6px.png	200	londoncarhire.com	2.76KB		157ms			

left-cross-5px.png	200	londoncarhire.com	2.73KB				436ms			
gradient-top-32px.png	200	londoncarhire.com	2.77KB				436ms			
link.png	200	londoncarhire.com	3.19KB				459ms			
plus-24px.png	200	londoncarhire.com	3.04KB				471ms			
arrow4.png	200	londoncarhire.com	0.99KB				465ms			
9oRONYodvDEyjuhOnC8...	200	fonts.gstatic.com	11.4KB				217ms			
?2X60VnNrvwzwbna1ptd...	302	v2.zopim.com	0				40ms			
asset_composer.js	200	static.zdassets.com	4.83KB				75ms			
minus-24px.png	200	londoncarhire.com	2.99KB				72ms			
bg_control_nav_custom....	200	londoncarhire.com	3.36KB				50ms			
bg_direction_nav_custo...	200	londoncarhire.com	3.87KB				50ms			
index.html?templated=53...	200	widget.trustpilot.com	3.61KB				51ms			
2X60VnNrvwzwbna1ptdP...	200	ekr.zdassets.com	1.33KB				250ms			
init_embed.js	200	maps.gstatic.com	59.9KB				88ms			
js?client=google-maps-e...	200	maps.googleapis.com	65.5KB				79ms			
player.module.js	200	f.vimeocdn.com	138KB				131ms			
vendor.module.js	200	f.vimeocdn.com	100KB				153ms			
player.css	200	f.vimeocdn.com	21.6KB				58ms			
872442198-31e7ae03b7b1...	200	i.vimeocdn.com	1.62KB				114ms			
gen_204?csp_test=true	200	maps.googleapis.com	46B				113ms			
main.js	200	widget.trustpilot.com	30.5KB				36ms			
common.js	200	maps.googleapis.com	55.4KB				50ms			
util.js	200	maps.googleapis.com	55.5KB				107ms			
map.js	200	maps.googleapis.com	23.3KB				45ms			
web-widget-main-a8e2471...	200	static.zdassets.com	277KB				147ms			
overlay.js	200	maps.googleapis.com	1.28KB				48ms			
StaticMapService.GetMap...	200	maps.googleapis.com	11.8KB				128ms			
539ad60defb9600b94d7df...	200	widget.trustpilot.com	7.90KB				9ms			
TrustboxImpression?loca...	204	widget.trustpilot.com	323B				19ms			
onion.js	200	maps.googleapis.com	8.82KB				13ms			
search_impl.js	200	maps.googleapis.com	1.26KB				25ms			
logo-150x150.png	200	londoncarhire.com	42.7KB				33ms			
cast_sender.js?loadCastF...	200	gstatic.com	1.96KB				55ms			
872442198-31e7ae03b7b1...	200	i.vimeocdn.com	74.4KB				13ms			
en-us-json-a8e2471.js	200	static.zdassets.com	5.78KB				25ms			
config	200	civilisedcarhirecomp...	0.98KB				102ms			
web-widget-chat-sdk-a8e...	200	static.zdassets.com	51.4KB				27ms			
37939061_60x60	200	i.vimeocdn.com	489B				10ms			
cast_framework.js	200	gstatic.com	11.9KB				20ms			
cast_sender.js	200	gstatic.com	15.0KB				10ms			
web-widget-chat-incomin...	200	static.zdassets.com	647B							13ms
fda6cd35495c75f83508d9...	206	static.zdassets.com	19.2KB							21ms
157 Requests 6.05MB (11.2MB Uncompressed) Fully Loaded 4.8s (Onload 4s)										



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>Much longer than recommended</p> <p>3.3s</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>Longer than recommended</p> <p>4.3s</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>Much longer than recommended</p> <p>3.6s</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>138ms</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>Much longer than recommended</p> <p>3.7s</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	1.3s	Connect	9ms	Backend	1.6s
TTFB	2.9s	First Paint	3.3s	DOM Int.	3.5s
DOM Loaded	3.6s	Onload	4.0s	Fully Loaded	4.8s

IMPACT AUDIT

Med-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.londoncarhire.com/	58ms
https://www.londoncarhire.com/	1.3s
https://londoncarhire.com/	0ms

Med-Low

Eliminate render-blocking resources FCP LCP

Potential savings of 262ms

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://londoncarhire.com/wp-content/themes/modernize-v3-02/style.css	48.7KB	755ms
https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheets/skeleton-responsive.css	20.1KB	302ms
https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheets/layout-responsive.css	8.59KB	151ms
https://londoncarhire.com/wp-content/plugins/easy-social-icons/css/font-awesome/css/font-awesome.min.css?ver=4.7	30.5KB	151ms
https://londoncarhire.com/wp-includes/css/dashicons.min.css?ver=907cdf3fc2b380abd24fab9eda35d9ae	45.5KB	302ms
https://ajax.googleapis.com/ajax/libs/jqueryui/1.8.1/themes/base/jquery-ui.css?ver=907cdf3fc2b380abd24fab9eda35d9ae	6.24KB	808ms
https://fonts.googleapis.com/css?family=Droid+Serif%3A300%2C300italic%2C400%2C400italic%2C700%2C700italic&subset=latin&ver=907cdf3fc2b380abd24fab9eda35d9ae	795B	783ms
https://fonts.googleapis.com/css?family=Lustria%3A300%2C300italic%2C400%2C400italic%2C700%2C700italic&subset=latin&ver=907cdf3fc2b380abd24fab9eda35d9ae	354B	159ms
https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/css/settings.css?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	52.0KB	302ms
https://londoncarhire.com/wp-content/plugins/jetpack/css/jetpack.css?ver=5.7.4	65.0KB	302ms
https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheets/prettyPhoto.css?ver=907cdf3fc2b380abd24fab9eda35d9ae	19.8KB	151ms
https://londoncarhire.com/wp-content/plugins/widgetkit-1.4.4/cache/widgetkit-22a18cc8.css	53.1KB	302ms
https://londoncarhire.com/wp-includes/js/jquery/jquery.js?ver=1.12.4	95.2KB	453ms
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/cufon.js?ver=1.0	42.2KB	302ms
https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.plugins.min.js?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	83.6KB	453ms
https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.revolution.min.js?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	108KB	604ms
https://londoncarhire.com/wp-content/plugins/widgetkit-1.4.4/cache/widgetkit-810c8e32.js	19.1KB	151ms

Med-Low

Serve static assets with an efficient cache policy

Potential savings of 135KB

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

URL	CACHE TTL	TRANSFER SIZE
https://maps.googleapis.com/maps/api/js?client=google-maps-embed&paint_origin=&libraries=geometry_search&v=weekly&loading=async&language=en_US&callback=onApiLoad	30 minutes	65.9KB
https://static.zdassets.com/ekr/asset_composer.js	60 minutes	4.83KB
https://www.google-analytics.com/analytics.js	2 hours	20.8KB
https://widget.trustpilot.com/trustboxes/539ad60defb9600b94d7df2c/main.js	24 hours	31.0KB
https://www.gstatic.com/eureka/clank/117/cast_sender.js	24 hours	15.3KB
https://maps.googleapis.com/maps/api/js/StaticMapService.GetMapImage?1m2&1i4191882&2i2790611&2e1&3u15&4m2&1u150&2u250&5m5&1e0&5sen-US&6sus&10b1&12b1&client=google-maps-embed&token=112567	24 hours	11.8KB
https://widget.trustpilot.com/bootstrap/v5/tp_widget.bootstrap.min.js	24 hours	7.07KB
https://f.vimeocdn.com/p/4.28.14/js/player.module.js	14 days	138KB
https://f.vimeocdn.com/p/4.28.14/js/vendor.module.js	14 days	100KB
https://f.vimeocdn.com/p/4.28.14/css/player.css	14 days	21.9KB
https://i.vimeocdn.com/video/872442198-31e7ae03b7b1efc7ce0caaf9e52666860d0bb9f411626c33e20e8e29ae60519b-d?mw=1000&mh=563	30 days	74.6KB
https://i.vimeocdn.com/video/872442198-31e7ae03b7b1efc7ce0caaf9e52666860d0bb9f411626c33e20e8e29ae60519b-d?mw=80&q=85	30 days	1.96KB
https://i.vimeocdn.com/portrait/37939061_60x60	30 days	626B

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)	347KB	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/872442198-31e7ae03b7b1efc7ce0caaf9e52666860d0bb9f411626c33e20e8e29ae60519b-d?mw=1000&mh=563	74.6KB	0ms
https://f.vimeocdn.com/p/4.28.14/css/player.css	21.9KB	0ms
https://player.vimeo.com/video/403109407?h=509399d05f&dnt=1&app_id=122963	9.9KB	0ms
Other resources	2.57KB	0ms

Med-Low

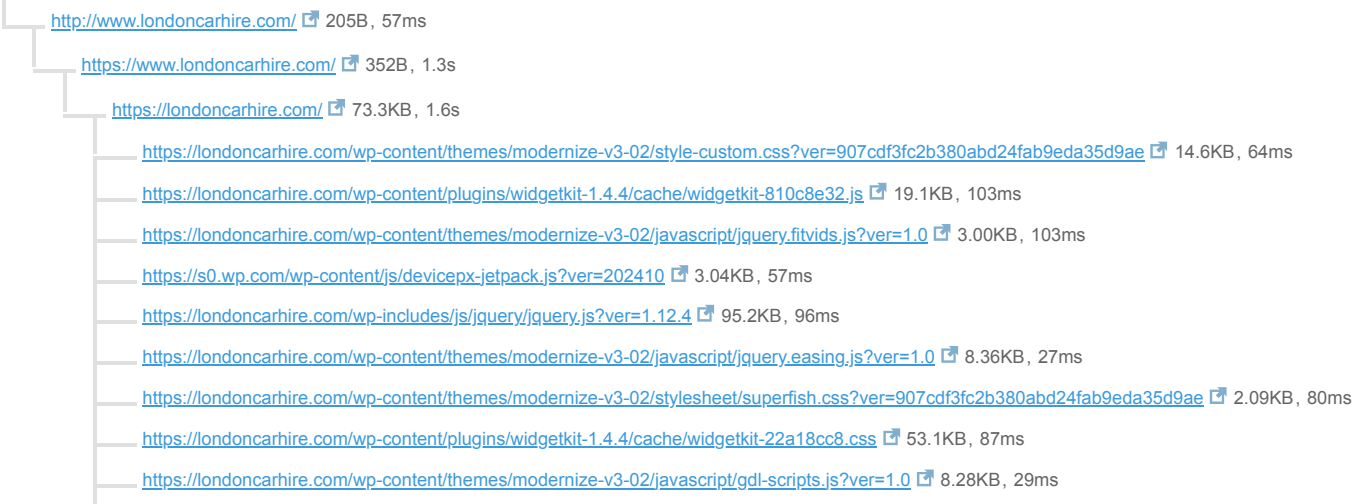
Avoid chaining critical requests FCP LCP

41 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: 3.4s

INITIAL NAVIGATION



<https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheets/prettyPhoto.css?ver=907cdf3fc2b380abd24fab9eda35d9ae> 19.8KB, 82ms
<https://londoncarhire.com/wp-content/plugins/easy-social-icons/css/cnss.css?ver=1.0> 11.0KB, 58ms
<https://londoncarhire.com/wp-includes/js/jquery/ui/widget.min.js?ver=1.11.4> 6.99KB, 32ms
<https://londoncarhire.com/wp-content/themes/modernize-v3-02/style.css> 48.7KB, 41ms
<https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.plugins.min.js?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae> 83.6KB, 103ms
<https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/hoverIntent.js?ver=1.0> 3.42KB, 28ms
<https://londoncarhire.com/wp-includes/js/jquery/ui/mouse.min.js?ver=1.11.4> 3.31KB, 38ms
<https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheets/flexslider.css?ver=907cdf3fc2b380abd24fab9eda35d9ae> 3.06KB, 83ms
<https://londoncarhire.com/wp-content/plugins/easy-social-icons/js/cnss.js?ver=1.0> 786B, 91ms
<https://londoncarhire.com/wp-includes/js/jquery/ui/sortable.min.js?ver=1.11.4> 24.6KB, 36ms
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/cufon/Museo_Sans_500.font.js?ver=1.0 131KB, 33ms
<https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/jquery.prettyPhoto.js?ver=1.0> 26.1KB, 29ms
<https://londoncarhire.com/wp-includes/css/dashicons.min.css?ver=907cdf3fc2b380abd24fab9eda35d9ae> 45.5KB, 65ms
<https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.revolution.min.js?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae> 108KB, 110ms
<https://londoncarhire.com/wp-includes/js/jquery/ui/core.min.js?ver=1.11.4> 4.15KB, 31ms
<https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheets/skeleton-responsive.css> 20.1KB, 42ms
<https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/supersub.js?ver=1.0> 3.55KB, 32ms
<https://londoncarhire.com/wp-includes/js/jquery/ui/tabs.min.js?ver=1.11.4> 12.1KB, 34ms
<https://londoncarhire.com/wp-content/plugins/easy-social-icons/css/font-awesome/css/font-awesome.min.css?ver=4.7> 30.5KB, 58ms
<https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/jquery.flexslider.js?ver=1.0> 42.0KB, 30ms
<https://ajax.googleapis.com/ajax/libs/jqueryui/1.8.1/themes/base/jquery-ui.css?ver=907cdf3fc2b380abd24fab9eda35d9ae> 6.24KB, 52ms
<https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/cufon.js?ver=1.0> 42.2KB, 91ms
<https://londoncarhire.com/wp-content/plugins/jetpack/css/jetpack.css?ver=5.7.4> 65.0KB, 79ms
<https://londoncarhire.com/wp-includes/js/wp-embed.min.js?ver=907cdf3fc2b380abd24fab9eda35d9ae> 1.61KB, 30ms
https://londoncarhire.com/wp-content/plugins/social-media-widget/social_widget.css?ver=907cdf3fc2b380abd24fab9eda35d9ae 2.26KB, 65ms
<https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/superfish.js?ver=1.0> 3.98KB, 31ms
<https://londoncarhire.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1> 10.1KB, 90ms
<https://fonts.googleapis.com/css?family=Droid+Serif%3A300%2C300italic%2C400%2C400italic%2C700%2C700italic&subset=latin&ver=907cdf3fc2b380abd24fab9eda35d9ae> 795B, 62ms
<https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheets/layout-responsive.css> 8.59KB, 42ms
<https://londoncarhire.com/wp-content/plugins/theme-my-login/theme-my-login.css?ver=6.4.10> 3.59KB, 64ms
<https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/css/settings.css?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae> 52.0KB, 65ms
<https://fonts.googleapis.com/css?family=Lustria%3A300%2C300italic%2C400%2C400italic%2C700%2C700italic&subset=latin&ver=907cdf3fc2b380abd24fab9eda35d9ae> 354B, 62ms
<https://fonts.gstatic.com/s/lustria/v13/9oRONYodvDEyjuhOnC8zMw.woff2> 12.0KB, 39ms

Low

Defer offscreen images

Potential savings of 3.37MB

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://londoncarhire.com/wp-content/uploads/2020/05/DSC_8484-1-980x450.jpg	120KB	120KB
https://londoncarhire.com/wp-content/uploads/2018/11/Aston-Martin-DB11-Coupe-980x450.jpg	115KB	115KB
https://londoncarhire.com/wp-content/uploads/2020/05/DSC_8425-980x450.jpg	113KB	113KB
https://londoncarhire.com/wp-content/uploads/2019/01/fullsizeoutput_19ac-980x450.jpg	111KB	111KB
https://londoncarhire.com/wp-content/uploads/2019/03/DSC_0805-980x450.jpg	108KB	108KB
https://londoncarhire.com/wp-content/uploads/2018/02/DSC_5901-980x450.jpg	107KB	107KB
https://londoncarhire.com/wp-content/uploads/2018/03/20190611_144909-980x450.jpg	107KB	107KB
https://londoncarhire.com/wp-content/uploads/2018/11/fullsizeoutput_1845-980x450.jpg	104KB	104KB
https://londoncarhire.com/wp-content/uploads/2018/06/fullsizeoutput_19ff-980x450.jpg	102KB	102KB
https://londoncarhire.com/wp-content/uploads/2018/11/IMG_5230-980x450.jpg	97.4KB	97.4KB
https://londoncarhire.com/wp-content/uploads/2018/11/Lamborghini-Huracan-2017-980x450.jpg	96.5KB	96.5KB
https://londoncarhire.com/wp-content/uploads/2019/09/IMG_5811-980x450.jpg	95.3KB	95.3KB
https://londoncarhire.com/wp-content/uploads/2018/03/DSC_0885-980x450.jpg	94.7KB	94.7KB
https://londoncarhire.com/wp-content/uploads/2018/11/LeAura-Jeep-renegade-980x450.jpg	94.1KB	94.1KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6244-980x450.jpg	92.3KB	92.3KB
https://londoncarhire.com/wp-content/uploads/2019/01/DSC_9669-980x450.jpg	92.1KB	92.1KB
https://londoncarhire.com/wp-content/uploads/2018/03/fullsizeoutput_1aeb-980x450.jpg	92.0KB	92.0KB
https://londoncarhire.com/wp-content/uploads/2019/03/DSC_0740-980x450.jpg	91.8KB	91.8KB
https://londoncarhire.com/wp-content/uploads/2019/06/IMG_4988-980x450.jpg	89.9KB	89.9KB
https://londoncarhire.com/wp-content/uploads/2017/04/fullsizeoutput_193e-980x450.jpg	89.4KB	89.4KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6156-980x450.jpg	87.3KB	87.3KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6221-980x450.jpg	86.7KB	86.7KB
https://londoncarhire.com/wp-content/uploads/2019/03/DSC_0733-980x450.jpg	85.9KB	85.9KB
https://londoncarhire.com/wp-content/uploads/2020/05/DSC_8473-980x450.jpg	85.5KB	85.5KB
https://londoncarhire.com/wp-content/uploads/2018/11/3-980x450.jpg	82.8KB	82.8KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6225-980x450.jpg	81.2KB	81.2KB
https://londoncarhire.com/wp-content/uploads/2018/03/20190611_145321-980x450.jpg	80.2KB	80.2KB
https://londoncarhire.com/wp-content/uploads/2019/06/IMG_4987-2-980x450.jpg	79.8KB	79.8KB
https://londoncarhire.com/wp-content/uploads/2019/07/2018-jaguar-xf-sportbrake-30d-616-980x450.jpg	68.0KB	68.0KB
https://londoncarhire.com/wp-content/uploads/2019/09/IMG_0544-980x450.jpg	67.1KB	67.1KB
https://londoncarhire.com/wp-content/uploads/2018/11/PR_160606_STANFORD_CRAFTER_0010-980x450.jpg	66.0KB	66.0KB
https://londoncarhire.com/wp-content/uploads/2019/09/IMG_5824-980x450.jpg	62.0KB	62.0KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6171-1-980x450.jpg	59.3KB	59.3KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6155-1-980x450.jpg	56.3KB	56.3KB
https://londoncarhire.com/wp-content/uploads/2018/11/PR_160606_STANFORD_CRAFTER_0034-980x450.jpg	52.5KB	52.5KB
https://londoncarhire.com/wp-content/uploads/2019/09/IMG_5802-980x450.jpg	52.4KB	52.4KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6148-980x450.jpg	51.6KB	51.6KB
https://londoncarhire.com/wp-content/uploads/2018/11/005-rr-sport-svr-980x450.jpg	49.7KB	49.7KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6237-980x450.jpg	28.5KB	28.5KB
https://londoncarhire.com/wp-content/uploads/2021/06/20210625_175505-390x224.jpg	25.5KB	25.5KB
https://londoncarhire.com/wp-content/uploads/2022/04/IMG_2336-390x224.jpg	24.4KB	24.4KB
https://londoncarhire.com/wp-content/uploads/2019/03/DSC_0740-390x224.jpg	24.0KB	24.0KB
https://londoncarhire.com/wp-content/uploads/vehicleimages/toyota-yaris-gr-390x224.jpg	21.0KB	21.0KB
https://londoncarhire.com/wp-content/uploads/2020/05/volkswagen_multivan_bulli_81-390x224.jpg	19.8KB	19.8KB
https://londoncarhire.com/wp-content/uploads/vehicleimages/mercedes-benz-promonaco-9-390x224.jpg	19.4KB	19.4KB

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://londoncarhire.com/wp-content/uploads/2020/05/vw-golf-viii-390x224.jpg	13.7KB	13.7KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/images/link.png	3.19KB	3.19KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/images/icon/dark/plus-24px.png	3.04KB	3.04KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/images/icon/dark/minus-24px.png	2.99KB	2.99KB

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"> https://londoncarhire.com/wp-content/plugins/widgetkit-1.4.4/cache/widgetkit-810c8e32.js 	Line:4

Low **Allow back/forward cache restoration** 4 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. https://player.vimeo.com/video/403109407?h=509399d05f&dnt=1&app_id=122963	Actionable
Pages with WebSocket cannot enter back/forward cache. about:blank	Pending browser support
Pages whose main resource has cache-control:no-store cannot enter back/forward cache. https://londoncarhire.com/	Circumstantial
WebSocketSticky about:blank	Circumstantial

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://static.zdassets.com/web_widget/classic/latest/web-widget-main-a8e2471.js	4.2s	177ms
https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.plugins.min.js?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	3.1s	138ms
https://londoncarhire.com/wp-includes/js/jquery/jquery.js?ver=1.12.4	3.5s	60ms

Low **Enable text compression** FCP LCP Potential savings of 864KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/cufon/Museo_Sans_500.font.js?ver=1.0	131KB	107KB
https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.revolution.min.js?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	107KB	82.1KB
https://londoncarhire.com/wp-includes/js/jquery/jquery.js?ver=1.12.4	94.9KB	61.9KB
https://londoncarhire.com/	72.2KB	57.1KB
https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.plugins.min.js?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	83.2KB	55.1KB
https://londoncarhire.com/wp-content/plugins/jetpack/css/jetpack.css?ver=5.7.4	64.7KB	53.2KB
https://londoncarhire.com/wp-content/plugins/widgetkit-1.4.4/cache/widgetkit-22a18cc8.css	52.9KB	45.3KB
https://londoncarhire.com/wp-content/plugins/widgetkit-1.4.4/widgets/mediaplayer/mediaelement/mediaelement-and-player.js?_ =1709875351269	61.8KB	44.8KB
https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/css/settings.css?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	51.8KB	43.3KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/style.css	48.4KB	39.3KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/jquery.flexslider.js?ver=1.0	41.8KB	32.7KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/cufon.js?ver=1.0	41.9KB	29.5KB
https://londoncarhire.com/wp-content/plugins/easy-social-icons/css/font-awesome/css/font-awesome.min.css?ver=4.7	30.3KB	23.4KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/jquery.prettyPhoto.js?ver=1.0	25.8KB	19.0KB
https://londoncarhire.com/wp-includes/js/jquery/ui/sortable.min.js?ver=1.11.4	24.3KB	17.9KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheets/skeleton-responsive.css	19.9KB	17.6KB
https://londoncarhire.com/wp-includes/css/dashicons.min.css?ver=907cdf3fc2b380abd24fab9eda35d9ae	45.3KB	17.3KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheets/prettyPhoto.css?ver=907cdf3fc2b380abd24fab9eda35d9ae	19.6KB	16.9KB
https://londoncarhire.com/wp-content/plugins/widgetkit-1.4.4/cache/widgetkit-810c8e32.js	18.9KB	13.0KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/style-custom.css?ver=907cdf3fc2b380abd24fab9eda35d9ae	14.4KB	12.0KB
https://londoncarhire.com/wp-content/plugins/widgetkit-1.4.4/widgets/lightbox/js/lightbox.js?_ =1709875351268	16.7KB	10.6KB
https://londoncarhire.com/wp-content/plugins/easy-social-icons/css/cnss.css?ver=1.0	10.8KB	9.16KB
https://londoncarhire.com/wp-includes/js/jquery/ui/tabs.min.js?ver=1.11.4	11.8KB	8.03KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheets/layout-responsive.css	8.36KB	6.71KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/gdl-scripts.js?ver=1.0	8.03KB	6.23KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/jquery.easing.js?ver=1.0	8.11KB	6.16KB
https://londoncarhire.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1	9.8KB	5.90KB
https://londoncarhire.com/wp-includes/js/jquery/ui/widget.min.js?ver=1.11.4	6.75KB	4.21KB
https://londoncarhire.com/wp-content/plugins/theme-my-login/theme-my-login.css?ver=6.4.10	3.37KB	2.41KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/superfish.js?ver=1.0	3.74KB	2.25KB
https://londoncarhire.com/wp-includes/js/jquery/ui/core.min.js?ver=1.11.4	3.91KB	2.13KB
https://londoncarhire.com/wp-includes/js/jquery/ui/mouse.min.js?ver=1.11.4	3.07KB	2.08KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/hoverIntent.js?ver=1.0	3.18KB	1.98KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/supersub.js?ver=1.0	3.31KB	1.78KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheets/flexslider.css?ver=907cdf3fc2b380abd24fab9eda35d9ae	2.84KB	1.72KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/jquery.fitvids.js?ver=1.0	2.76KB	1.68KB
https://londoncarhire.com/wp-content/plugins/social-media-widget/social_widget.css?ver=907cdf3fc2b380abd24fab9eda35d9ae	2.04KB	1.55KB
https://londoncarhire.com/wp-content/plugins/widgetkit-1.4.4/widgets/spotlight/js/spotlight.js?_ =1709875351270	2.40KB	1.40KB

Low

Avoid an excessive DOM size TBT

640 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		640
Maximum DOM Depth	div.overflow-hidden > a > span.portfolio-thumbnail-image-hover > span.hover-link 	17
Maximum Child Elements	div.sixteen > div.slider-wrapper > div.flexslider > ul.slides <ul class="slides">	40

Low **Ensure text remains visible during webfont load** FCP LCP 1 font found

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

URL	POTENTIAL SAVINGS
<ul style="list-style-type: none"> https://fonts.gstatic.com/s/lustria/v13/9oRONYodvDEyjuhOnC8zMw.woff2 	39ms

Low **Serve images in next-gen formats** Potential savings of 1.52MB

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://londoncarhire.com/wp-content/themes/modernize-v3-02/images/pattern/pattern-15.png	273KB	238KB
https://londoncarhire.com/wp-content/uploads/2020/05/DSC_8425-980x450.jpg	113KB	39.1KB
https://londoncarhire.com/wp-content/uploads/2018/02/DSC_5901-980x450.jpg	107KB	37.7KB
https://londoncarhire.com/wp-content/uploads/2020/05/DSC_8484-1-980x450.jpg	120KB	37.2KB
https://londoncarhire.com/wp-content/uploads/2018/06/fullsizeoutput_19ff-980x450.jpg	102KB	37.1KB
https://londoncarhire.com/wp-content/uploads/2019/01/fullsizeoutput_19ac-980x450.jpg	111KB	37.0KB
https://londoncarhire.com/wp-content/uploads/2018/11/Aston-Martin-DB11-Coupe-980x450.jpg	115KB	36.8KB
https://londoncarhire.com/wp-content/uploads/2019/03/DSC_0805-980x450.jpg	108KB	36.4KB
https://londoncarhire.com/wp-content/uploads/2018/11/IMG_5230-980x450.jpg	97.4KB	35.6KB
https://londoncarhire.com/wp-content/uploads/2018/11/fullsizeoutput_1845-980x450.jpg	104KB	35.4KB
https://londoncarhire.com/wp-content/uploads/2017/04/fullsizeoutput_193e-980x450.jpg	89.4KB	35.2KB
https://londoncarhire.com/wp-content/uploads/2018/03/20190611_144909-980x450.jpg	107KB	34.4KB
https://londoncarhire.com/wp-content/uploads/2019/03/DSC_0740-980x450.jpg	91.8KB	34.1KB
https://londoncarhire.com/wp-content/uploads/2019/09/IMG_5811-980x450.jpg	95.3KB	34.0KB
https://londoncarhire.com/wp-content/uploads/2018/11/LeAura-Jeep-renegade-980x450.jpg	94.1KB	33.9KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6244-980x450.jpg	92.3KB	33.8KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6221-980x450.jpg	86.7KB	33.8KB
https://londoncarhire.com/wp-content/uploads/2018/03/DSC_0885-980x450.jpg	94.7KB	33.7KB
https://londoncarhire.com/wp-content/uploads/2013/11/lch-heading.jpg	51.1KB	33.5KB
https://londoncarhire.com/wp-content/uploads/2018/03/fullsizeoutput_1aeb-980x450.jpg	92.0KB	33.3KB
https://londoncarhire.com/wp-content/uploads/2019/06/IMG_4988-980x450.jpg	89.9KB	33.0KB
https://londoncarhire.com/wp-content/uploads/2019/03/DSC_0733-980x450.jpg	85.9KB	32.7KB
https://londoncarhire.com/wp-content/uploads/2019/01/DSC_9669-980x450.jpg	92.1KB	32.6KB
https://londoncarhire.com/wp-content/uploads/2018/03/20190611_145321-980x450.jpg	80.2KB	32.4KB
https://londoncarhire.com/wp-content/uploads/2018/11/3-980x450.jpg	82.8KB	32.2KB
https://londoncarhire.com/wp-content/uploads/2018/11/Lamborghini-Huracan-2017-980x450.jpg	96.5KB	31.8KB
https://londoncarhire.com/wp-content/uploads/2020/05/DSC_8473-980x450.jpg	85.5KB	31.2KB
https://londoncarhire.com/wp-content/uploads/2019/06/IMG_4987-2-980x450.jpg	79.8KB	31.0KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6156-980x450.jpg	87.3KB	29.5KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6225-980x450.jpg	81.2KB	28.6KB
https://londoncarhire.com/wp-content/uploads/2018/11/PR_160606_STANFORD_CRAFTER_0034-980x450.jpg	52.5KB	28.3KB
https://londoncarhire.com/wp-content/uploads/2019/07/2018-jaguar-xf-sportbrake-30d-616-980x450.jpg	68.0KB	28.3KB
https://londoncarhire.com/wp-content/uploads/2019/09/IMG_0544-980x450.jpg	67.1KB	28.3KB
https://londoncarhire.com/wp-content/uploads/2018/11/PR_160606_STANFORD_CRAFTER_0010-980x450.jpg	66.0KB	28.2KB
https://londoncarhire.com/wp-content/uploads/2019/09/IMG_5824-980x450.jpg	62.0KB	28.2KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6155-1-980x450.jpg	56.3KB	27.1KB
https://londoncarhire.com/wp-content/uploads/2019/09/IMG_0529-980x450.jpg	65.5KB	27.0KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6171-1-980x450.jpg	59.3KB	26.8KB
https://londoncarhire.com/wp-content/uploads/2019/09/IMG_5802-980x450.jpg	52.4KB	24.0KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6148-980x450.jpg	51.6KB	23.9KB
https://londoncarhire.com/wp-content/uploads/2018/11/005-rr-sport-svr-980x450.jpg	49.7KB	23.0KB
https://londoncarhire.com/wp-content/uploads/2018/07/DSC_6237-980x450.jpg	28.5KB	16.0KB
https://londoncarhire.com/wp-content/uploads/2021/06/20210625_175505-390x224.jpg	25.5KB	8.29KB
https://londoncarhire.com/wp-content/uploads/2022/04/IMG_2336-390x224.jpg	24.4KB	8.03KB

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://londoncarhire.com/wp-content/uploads/2019/03/DSC_0740-390x224.jpg	24.0KB	8.03KB

Low

Properly size images

Potential savings of 105KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://londoncarhire.com/wp-content/uploads/2021/06/20210625_175505-390x224.jpg	25.5KB	18.1KB
https://londoncarhire.com/wp-content/uploads/2022/04/IMG_2336-390x224.jpg	24.4KB	17.3KB
https://londoncarhire.com/wp-content/uploads/2019/03/DSC_0740-390x224.jpg	24.0KB	17.1KB
https://londoncarhire.com/wp-content/uploads/vehicleimages/toyota-yaris-gr-390x224.jpg	21.0KB	14.9KB
https://londoncarhire.com/wp-content/uploads/2020/05/volkswagen_multivan_bulli_81-390x224.jpg	19.8KB	14.1KB
https://londoncarhire.com/wp-content/uploads/vehicleimages/mercedes-benz-promonaco-9-390x224.jpg	19.4KB	13.7KB
https://londoncarhire.com/wp-content/uploads/2020/05/vw-golf-viii-390x224.jpg	13.7KB	9.73KB

Low

Efficiently encode images

Potential savings of 12.5KB

Optimized images load faster and consume less cellular data.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://londoncarhire.com/wp-content/uploads/2013/11/lch-heading.jpg	51.1KB	12.5KB

Low

Reduce JavaScript execution time TBT

424ms 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
• Unattributable	335ms	9ms	0ms
• https://londoncarhire.com/	254ms	45ms	6ms
• https://static.zdassets.com/web_widget/classic/latest/web-widget-main-a8e2471.js	200ms	168ms	29ms
• https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.plugins.min.js?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	137ms	24ms	1ms
• https://static.zdassets.com/web_widget/classic/latest/web-widget-chat-sdk-a8e2471.js	96ms	85ms	3ms
• https://londoncarhire.com/wp-includes/js/jquery/jquery.js?ver=1.12.4	92ms	49ms	1ms

Low

Reduce unused CSS FCP LCP

Potential savings of 348KB

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://londoncarhire.com/wp-content/plugins/jetpack/css/jetpack.css?ver=5.7.4	65.0KB	65.0KB
https://londoncarhire.com/wp-content/plugins/widgetkit-1.4.4/cache/widgetkit-22a18cc8.css	53.1KB	52.6KB
https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/css/settings.css?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	52.0KB	52.0KB
https://londoncarhire.com/wp-includes/css/dashicons.min.css?ver=907cdf3fc2b380abd24fab9eda35d9ae	45.5KB	45.5KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/style.css	48.7KB	40.3KB
https://londoncarhire.com/wp-content/plugins/easy-social-icons/css/font-awesome/css/font-awesome.min.css?ver=4.7	30.5KB	30.5KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheet/prettyPhoto.css?ver=907cdf3fc2b380abd24fab9eda35d9ae	19.8KB	19.8KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheet/skeleton-responsive.css	20.1KB	19.1KB
.tp-caption.medium_grey{position:absolute;color:#fff;text-shadow:0px 2px 5px rgba(0,0,0,0.5); ... } ...	11.7KB	11.7KB
https://londoncarhire.com/wp-content/plugins/easy-social-icons/css/cnss.css?ver=1.0	11.0KB	11.0KB

Low

Minify CSS FCP LCP

Potential savings of 31.1KB

Minifying CSS files can reduce network payload sizes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/css/settings.css?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	52.0KB	15.3KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/style.css	48.7KB	7.45KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheet/skeleton-responsive.css	20.1KB	6.26KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/stylesheet/layout-responsive.css	8.59KB	2.11KB

Low

Avoid non-composited animations CLS

1 animated element found

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

ELEMENT

body.home > div > iframe#launcher

```
<iframe id="launcher" tabindex="0" style="color-scheme: light; width: 113px; height: 50px; padding: 0px;">
```

Unsupported CSS Property: bottom

NAME

bottom

Low

Minify JavaScript FCP LCP

Potential savings of 38.4KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/jquery.flexslider.js?ver=1.0	42.0KB	17.7KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/cufon.js?ver=1.0	42.2KB	11.7KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/jquery.easing.js?ver=1.0	8.36KB	4.66KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/supersub.js?ver=1.0	3.55KB	2.37KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/hoverIntent.js?ver=1.0	3.42KB	2.02KB

Low

Reduce unused JavaScript LCP

Potential savings of 388KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://static.zdassets.com/web_widget/classic/latest/web-widget-main-a8e2471.js	277KB	125KB
https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.revolution.min.js?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	108KB	106KB
https://londoncarhire.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.plugins.min.js?rev=4.5.6&ver=907cdf3fc2b380abd24fab9eda35d9ae	83.6KB	61.8KB
https://londoncarhire.com/wp-includes/js/jquery/jquery.js?ver=1.12.4	95.2KB	29.1KB
https://londoncarhire.com/wp-includes/js/jquery/ui/sortable.min.js?ver=1.11.4	24.6KB	23.0KB
https://static.zdassets.com/web_widget/classic/latest/web-widget-chat-sdk-a8e2471.js	51.4KB	22.2KB
https://londoncarhire.com/wp-content/themes/modernize-v3-02/javascript/cufon.js?ver=1.0	42.2KB	20.4KB

N/A Largest Contentful Paint element LCP

3,710 ms

This is the largest contentful element painted within the viewport.

ELEMENT

```
div.flexslider > ul.slides > li > img

```

PHASE	% OF LCP	TIMING
TTFB	79%	2.9s
Load Delay	7%	264ms
Load Time	1%	34ms
Render Delay	13%	496ms

N/A Avoid serving legacy JavaScript to modern browsers TBT

Potential savings of 190B

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://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js Line:0 Column:1927	77B @babel/plugin-transform-classes
https://static.zdassets.com/web_widget/classic/latest/web-widget-chat-sdk-a8e2471.js Line:1 Column:161330	64B @babel/plugin-transform-classes
https://static.zdassets.com/web_widget/classic/latest/web-widget-main-a8e2471.js Line:1 Column:676146	49B @babel/plugin-transform-classes

N/A Minimize main-thread work TBT

Main-thread busy for 1.3s

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	510ms
Other	467ms
Style & Layout	188ms
Script Parsing & Compilation	53ms
Parse HTML & CSS	35ms
Rendering	25ms
Garbage Collection	11ms

N/A

Reduce the impact of third-party code TBT

Third-party code blocked the main thread for 95ms

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
ZENDESK	362KB	95ms
• https://static.zdassets.com/web_widget/classic/latest/web-widget-main-a8e2471.js	277KB	95ms
• https://static.zdassets.com/web_widget/classic/latest/web-widget-chat-sdk-a8e2471.js	51.4KB	0ms
• https://static.zdassets.com/web_widget/classic/latest/fda6cd35495c75f83508d9d2e77ee33d.mp3	19.9KB	0ms
VIMEO	347KB	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/872442198-31e7ae03b7b1efc7ce0caaf9e52666860d0bb9f411626c33e20e8e29ae60519b-d?mw=1000&mh=563	74.6KB	0ms
• https://f.vimeocdn.com/p/4.28.14/css/player.css	21.9KB	0ms
GOOGLE MAPS	284KB	0ms
• https://maps.googleapis.com/maps/api/js?client=google-maps-embed&paint_origin=&libraries=geometry,search&v=weekly&loading=async&language=en_US&callback=onApiLoad	65.9KB	0ms
• https://maps.gstatic.com/maps-api-v3/embed/js/56/3/init_embed.js	60.4KB	0ms
• https://maps.googleapis.com/maps-api-v3/api/js/56/3/common.js	55.8KB	0ms
• https://maps.googleapis.com/maps-api-v3/api/js/56/3/util.js	55.6KB	0ms
• https://maps.googleapis.com/maps-api-v3/api/js/56/3/map.js	23.4KB	0ms
• Other resources	23.2KB	0ms
TRUST PILOT	50.3KB	0ms
• https://widget.trustpilot.com/trustboxes/539ad60defb9600b94d7df2c/main.js	31.0KB	0ms
• https://widget.trustpilot.com/trustbox-data/539ad60defb9600b94d7df2c?businessUnitId=5af2a3d24bc191000118f728&locale=en-GB&reviewStars=1%2C2%2C3%2C4%2C5&reviewsPerPage=20	7.90KB	0ms
• https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js	7.07KB	0ms
• https://widget.trustpilot.com/trustboxes/539ad60defb9600b94d7df2c/index.html?templateId=539ad60defb9600b94d7df2c&businessunitId=5af2a3d24bc191000118f728	4.09KB	0ms
GOOGLE CDN	36.2KB	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
• https://ajax.googleapis.com/ajax/libs/jqueryui/1.8.1/themes/base/jquery-ui.css?ver=907cdf3fc2b380abd24fab9eda35d9ae	6.24KB	0ms
GOOGLE ANALYTICS	20.8KB	0ms
• https://www.google-analytics.com/analytics.js	20.8KB	0ms
GOOGLE FONTS	13.1KB	0ms
• https://fonts.gstatic.com/s/lustria/v13/9oRONYodvDEyjuhOnC8zMw.woff2	12.0KB	0ms
WORDPRESS	3.04KB	0ms
OTHER GOOGLE APIS/SDKS	1.86KB	0ms

N/A

User Timing marks and measures

No user timings and/or marks found.