



Performance Report for: <http://www.lordcars.co.uk/>

Report generated: Sun, Mar 10, 2024 3:06 PM -0700
 Test Server Location: London, UK
 Using: Chrome 117.0.0.0, Lighthouse 11.0.0

C	Performance	Structure	L. Contentful Paint	T. Blocking Time	C. Layout Shift
	66%	77%	983ms	281ms	0.24

Top Issues

High	Avoid enormous network payloads <small>LCP</small>	Total size was 13.0MB
Med	Use explicit width and height on image elements <small>CLS</small>	6 images found
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 286KB
Med-Low	Avoid large layout shifts <small>CLS</small>	5 elements found
Med-Low	Lazy load third-party resources with facades <small>TBT</small>	1 facade alternative available

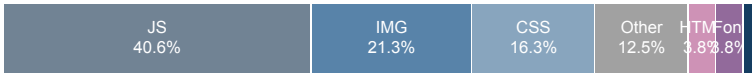
Page Details



Total Page Size - 9.5MB



Total Page Requests - 160



■ 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/>

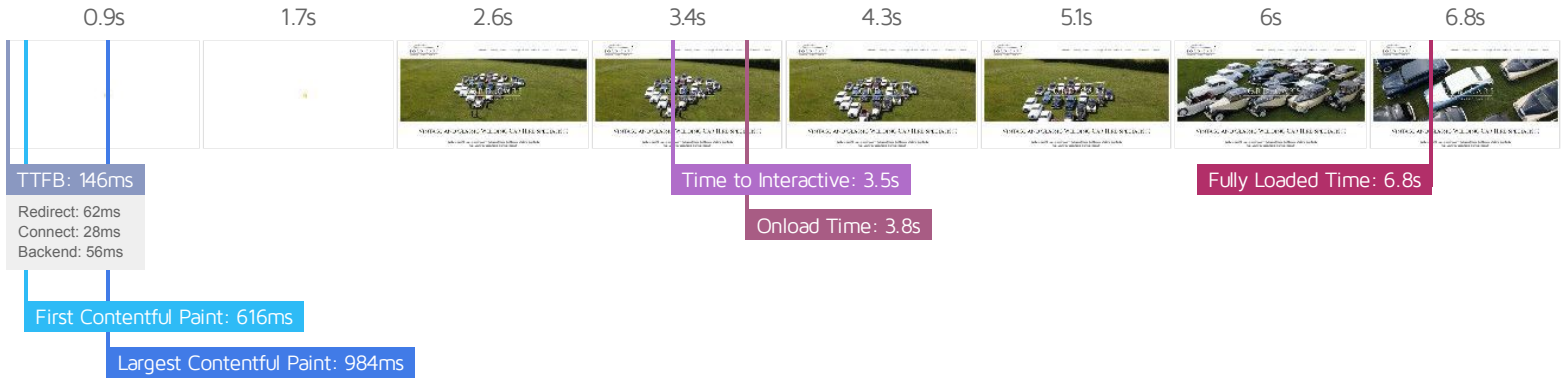
The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

Wedding Car Hire and Vintage Car Hire - Lord Cars

Resource	Size	Response Time	Waterfall Bar
/	301	lordcars.co.uk	0
/	200	lordcars.co.uk	31.5KB
js?id=UA-21417504-1	200	googletagmanager.c...	66.2KB
js?key=AlzaSyDyCH0nBs...	200	maps.googleapis.com	64.0KB
gravity-forms-theme-rese...	200	lordcars.co.uk	730B
gravity-forms-theme-foun...	200	lordcars.co.uk	6.58KB
gravity-forms-theme-fram...	200	lordcars.co.uk	20.9KB
gravity-forms-orbital-the...	200	lordcars.co.uk	82B
style.min.css?ver=6.4.3	200	lordcars.co.uk	14.5KB
style.css?ver=6.4.3	200	lordcars.co.uk	14.3KB
font-awesome.min.css?v...	200	lordcars.co.uk	6.88KB
style.css?ver=6.4.3	200	lordcars.co.uk	913B
responsive.min.css?ver=...	200	lordcars.co.uk	2.22KB
js_composer.min.css?ver...	200	lordcars.co.uk	44.7KB
formreset.min.css?ver=2...	200	lordcars.co.uk	441B
formsmain.min.css?ver=...	200	lordcars.co.uk	11.9KB
readyclass.min.css?ver=...	200	lordcars.co.uk	3.34KB
browsers.min.css?ver=2...	200	lordcars.co.uk	1.21KB
pum-site-styles.css?gene...	200	lordcars.co.uk	3.55KB
jquery.min.js?ver=3.7.1	200	lordcars.co.uk	30.8KB
jquery-migrate.min.js?ver...	200	lordcars.co.uk	5.00KB
jquery.json.min.js?ver=2...	200	lordcars.co.uk	1.10KB
gravityforms.min.js?ver=...	200	lordcars.co.uk	14.0KB
api.js?hl=en&ver=6.4.3	200	google.com	1.13KB
utils.min.js?ver=59d951b...	200	lordcars.co.uk	12.0KB
lord-cars-logo-2.svg	200	lordcars.co.uk	5.99KB
lord-cars-logo-2-white.svg	200	lordcars.co.uk	5.85KB
lc-down-arrow-2.svg	200	lordcars.co.uk	1.20KB
Wedding-Car-Transport-C...	200	lordcars.co.uk	112KB
Wedding-Car-Transport-C...	200	lordcars.co.uk	148KB
Bentley-Rolls-Royce-Wed...	200	lordcars.co.uk	168KB
Rolls-Royce-Wedding-Car...	200	lordcars.co.uk	75.1KB
Contessa-Classic-Weddin...	200	lordcars.co.uk	136KB
Lord-Cars-Rolls-Royce-W...	200	lordcars.co.uk	158KB
Proud-Prince-Bentley-Rol...	200	lordcars.co.uk	119KB
Blue-White-Wedding-Car-...	200	lordcars.co.uk	447KB
Damiler-Bentley-Rolls-Ro...	200	lordcars.co.uk	151KB
Wedding-Car-Transport-C...	200	lordcars.co.uk	193KB
Lord-Cars-daimler-ds420-...	200	lordcars.co.uk	113KB
LOR99R-Ivory-Baroness-...	200	lordcars.co.uk	176KB
Lord-Cars-RED-daimler-d...	200	lordcars.co.uk	195KB
Jaguar-Sovereign-XJ6-lor...	200	lordcars.co.uk	186KB
Lord-Cars-WHITE-daimler...	200	lordcars.co.uk	96.0KB
Lord-Cars-Silver-daimler-...	200	lordcars.co.uk	165KB
lc-stars.svg	200	lordcars.co.uk	913B
lc-rosette.svg	200	lordcars.co.uk	2.20KB
Wedding-Hire-Vehicle-car...	200	lordcars.co.uk	27.6KB
Hatfield-House-and-Lord...	200	lordcars.co.uk	1.05MB
lightbox.min.css?ver=6.1...	200	lordcars.co.uk	986B
owl.min.css?ver=6.13.0	200	lordcars.co.uk	1.29KB
animate.min.css?ver=6.13.0	200	lordcars.co.uk	2.60KB
swipebox.min.css?ver=1...	200	lordcars.co.uk	1.33KB
jquery.nav.min.js?ver=6.4.3	200	lordcars.co.uk	1.23KB

flash.min.js?ver=6.4.3	200	lordcars.co.uk	1.69KB	276ms	
navigation.min.js?ver=6.4.3	200	lordcars.co.uk	989B	300ms	
skip-link-focus-fix.js?ver=...	200	lordcars.co.uk	646B	301ms	
wp-polyfill-inert.min.js?ve...	200	lordcars.co.uk	2.65KB	301ms	
regenerator-runtime.min.j...	200	lordcars.co.uk	2.69KB	301ms	
wp-polyfill.min.js?ver=3.1...	200	lordcars.co.uk	35.7KB	338ms	
dom-ready.min.js?ver=39...	200	lordcars.co.uk	506B	310ms	
hooks.min.js?ver=c6aec9...	200	lordcars.co.uk	1.74KB	301ms	
i18n.min.js?ver=7701b0c...	200	lordcars.co.uk	3.85KB	307ms	
a11y.min.js?ver=7032343...	200	lordcars.co.uk	1.06KB	310ms	
placeholders.jquery.min.j...	200	lordcars.co.uk	1.84KB	417ms	
vendor-theme.min.js?ver=...	200	lordcars.co.uk	6.55KB	423ms	
scripts-theme.min.js?ver=...	200	lordcars.co.uk	1.90KB	419ms	
core.min.js?ver=1.13.2	200	lordcars.co.uk	7.29KB	310ms	
pum-site-scripts.js?defer...	200	lordcars.co.uk	17.6KB	321ms	
js_composer_front.min.js...	200	lordcars.co.uk	5.86KB	321ms	
lightbox.min.js?ver=6.13.0	200	lordcars.co.uk	3.24KB	322ms	
owl.carousel.min.js?ver=...	200	lordcars.co.uk	12.4KB	328ms	
imagesloaded.pkgd.min.j...	200	lordcars.co.uk	2.67KB	328ms	
underscore.min.js?ver=1....	200	lordcars.co.uk	7.65KB	328ms	
vc-waypoints.min.js?ver=...	200	lordcars.co.uk	3.01KB	334ms	
vc_grid.min.js?ver=6.13.0	200	lordcars.co.uk	5.28KB	334ms	
jquery.swipebox.min.js?v...	200	lordcars.co.uk	4.10KB	334ms	
gtm.js?id=GTM-PBLC7H4	200	googletagmanager.c...	66.6KB	317ms	
gtm.js?id=GTM-W6TDPN7 (canceled) googletagmanager.c...			1.54KB	635ms	
gen_204?csp_test=true	200	maps.googleapis.com	45B	35ms	
analytics.js	200	google-analytics.com	20.5KB	181ms	
destination?id=AW-96454...	200	googletagmanager.c...	74.5KB	182ms	
css2?family=Cinzel:wght...	200	fonts.googleapis.com	1.12KB	38ms	
css?family=Montserrat:100	200	fonts.googleapis.com	632B	32ms	
fbevents.js?v=next	200	connect.facebook.net	56.0KB	107ms	
HQc5fb3ml7l	200	youtube.com	37.5KB	153ms	
8vIJ7ww63mVu7gt9mT7....	200	fonts.gstatic.com	24.5KB	227ms	
lord-car-home-video.mp4	(canceled)	lordcars.co.uk	3.00MB	794ms	
MH-VyyTl89E	200	youtube.com	37.0KB	79ms	
www-player.css	200	youtube.com	46.8KB	72ms	
embed.js	200	youtube.com	17.6KB	51ms	
www-embed-player.js	200	youtube.com	95.1KB	81ms	
base.js	200	youtube.com	778KB	367ms	
KFOmCnqEu92Fr1Mu4mx...	200	fonts.gstatic.com	15.0KB	89ms	
KFOICnqEu92Fr1MmEU9f...	200	fonts.gstatic.com	15.2KB	83ms	
www-player.css	200	youtube.com	0	0ms	
embed.js	200	youtube.com	0	68ms	
www-embed-player.js	200	youtube.com	0	85ms	
base.js	200	youtube.com	0	533ms	
loader.js	200	gstatic.com	3.07KB	49ms	
KFOmCnqEu92Fr1Mu4mx...	200	fonts.gstatic.com	0	0ms	
KFOICnqEu92Fr1MmEU9f...	200	fonts.gstatic.com	0	0ms	
openbridge3.js?v=next	200	connect.facebook.net	82.3KB	29ms	
372994183812647?v=next...	200	connect.facebook.net	13.2KB	63ms	
lord-car-home-video.mp4	206	lordcars.co.uk	29.7KB	111ms	
js?id=G-ZHPB466LVR&f=...	200	googletagmanager.c...	94.0KB	50ms	
recaptcha_en.js	200	gstatic.com	194KB	61ms	
wp-emoji-release.min.js?...	200	lordcars.co.uk	4.99KB	58ms	
call-tracking_7.js	200	gstatic.com	18.3KB	14ms	
fontawesome-webfont.wo...	200	lordcars.co.uk	75.5KB	134ms	
prev.png	200	lordcars.co.uk	1.11KB	19ms	
next.png	200	lordcars.co.uk	1.11KB	27ms	
loading.gif	200	lordcars.co.uk	8.48KB	27ms	
close.png	200	lordcars.co.uk	458B	26ms	
POST admin-ajax.php	200	lordcars.co.uk	2.46KB	703ms	
tr?id=372994183812647&...	200	facebook.com	273B	65ms	

id	302	googleads.g.doublec...	0	56ms					
id?slf_rd=1	302	googleads.g.doublec...	0	48ms					
ad_status.js	200	static.doubleclick.net	29B	55ms					
POST Create	200	jnn-pa.googleapis.com	39.7KB	93ms					
OPTIONS Create	200	jnn-pa.googleapis.com	0	57ms					
remote.js	200	youtube.com	33.1KB	12ms					
fSwQ49dNtQ0TRgWZKHI...	200	google.com	19.3KB	39ms					
wcm?cc=ZZ&dn=0172782...	302	googleadservices.com	0	58ms					
sddefault.webp	200	i.ytimg.com	62.4KB	140ms					
anchor?ar=1&k=6Le-8Tga...	200	google.com	28.7KB	78ms					
Aldro_klpdNF9AO44doU...	200	yt3.ggpht.com	3.95KB	56ms					
wcm?cc=ZZ&dn=0172782...	200	google.co.uk	87B	53ms					
id?slf_rd=1	200	googleads.g.doublec...	120B	19ms					
wpe-common.css?ver=5.0.1	200	lordcars.co.uk	9.28KB	27ms					
id	302	googleads.g.doublec...	0	15ms					
id?slf_rd=1	302	googleads.g.doublec...	0	12ms					
styles_ltr.css	200	gstatic.com	24.0KB	38ms					
recaptcha_en.js	200	gstatic.com	194KB	48ms					
ad_status.js	200	static.doubleclick.net	0	20ms					
9WFGRKJPCYDnPNtkHs...	200	google.com	6.82KB	18ms					
webworker.js?hl=en&v=Q...	200	google.com	135B	21ms					
POST GenerateIT	200	jnn-pa.googleapis.com	134B	46ms					
OPTIONS GenerateIT	200	jnn-pa.googleapis.com	0	15ms					
POST Create	200	jnn-pa.googleapis.com	39.7KB	33ms					
remote.js	200	youtube.com	0	8ms					
fSwQ49dNtQ0TRgWZKHI...	200	google.com	0	6ms					
sddefault.webp	200	i.ytimg.com	27.9KB	64ms					
id?slf_rd=1	200	googleads.g.doublec...	146B	18ms					
Aldro_klpdNF9AO44doU...	200	yt3.ggpht.com	0	0ms					
POST GenerateIT	200	jnn-pa.googleapis.com	134B	19ms					
cast_sender.js	200	gstatic.com	1.96KB	43ms					
generate_204?Em5XBA	204	youtube.com	0	7ms					
cast_sender.js	200	gstatic.com	0	4ms					
bframe?hl=en&v=QquE1_...	200	google.com	1.19KB	29ms					
generate_204?Dgt31A	204	youtube.com	0	8ms					
cast_sender.js	200	gstatic.com	15.0KB	15ms					
cast_sender.js	200	gstatic.com	0	15ms					
styles_ltr.css	200	gstatic.com	0	0ms					
recaptcha_en.js	200	gstatic.com	0	0ms					
cropped-lord-cars-vintag...	200	lordcars.co.uk	585B				14ms		
POST log_event?alt=json...	200	youtube.com	50B				23ms		
POST log_event?alt=json...	200	youtube.com	50B					20ms	
common.js	200	maps.googleapis.com	55.4KB					13ms	
util.js	200	maps.googleapis.com	55.5KB					13ms	
lord-car-home-video.mp4	(incomplete)	lordcars.co.uk	0						>1ms
160 Requests 9.5MB (33.5MB Uncompressed) Fully Loaded 6.8s (Onload 3.8s)									



Performance Metrics

<p>First Contentful Paint</p> <p>How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.</p>	<p>Good - Nothing to do here</p> <p>616ms</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>3.5s</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>4.2s</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>Longer than recommended</p> <p>281ms</p>
<p>Largest Contentful Paint</p> <p>How long it takes for the largest element of content (e.g. a hero image) to be painted on your page. A good user experience is 1.2s or less.</p>	<p>Good - Nothing to do here</p> <p>983ms</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>More than recommended</p> <p>0.24</p>

Browser Timings

Redirect	62ms	Connect	28ms	Backend	56ms
TTFB	146ms	First Paint	616ms	DOM Int.	1.4s
DOM Loaded	1.4s	Onload	3.8s	Fully Loaded	6.8s

IMPACT AUDIT

Med-Low

Avoid CSS @import FCP LCP

2 resources found

Using CSS @import in an external stylesheet can add additional delays during the loading of a web page.

STYLESHEETS WITH @IMPORT STATEMENTS AND THE STYLESHEETS THEY IMPORT

- <https://www.lordcars.co.uk/wp-content/themes/flash-child/style.css?ver=6.4.3>
- <https://fonts.googleapis.com/css2?family=Cinzel:wght@400;500;700&family=Montserrat:wght@400;500;600;700&display=swap>
- <https://www.lordcars.co.uk/wp-content/uploads/pum/pum-site-styles.css?generated=1708517906&ver=1.18.1>
- <https://fonts.googleapis.com/css?family=Montserrat:100>

Low

Avoid long main-thread tasks TBT

12 long tasks found

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

URL	START TIME	DURATION
https://www.lordcars.co.uk/	420ms	161ms
https://www.googletagmanager.com/gtag/js?id=G-ZHPB466LVR&l=dataLayer&cx=c	1.8s	114ms
https://www.gstatic.com/recaptcha/releases/QquE1_MNjnFHgZF4HPsEcf_2/recaptcha_en.js	3.4s	107ms
https://www.google-analytics.com/analytics.js	1.0s	94ms
https://www.googletagmanager.com/gtag/destination?id=AW-964541959&l=dataLayer&cx=c	1.2s	90ms
https://connect.facebook.net/signals/plugins/openbridge3.js?v=next	1.7s	71ms
Unattributable	815ms	66ms
https://www.lordcars.co.uk/wp-content/themes/flash/js/skip-link-focus-fix.js?ver=20151215	940ms	64ms
https://www.lordcars.co.uk/	1.6s	63ms
https://www.lordcars.co.uk/	663ms	54ms
https://www.gstatic.com/recaptcha/releases/QquE1_MNjnFHgZF4HPsEcf_2/recaptcha_en.js	2.6s	52ms
https://www.gstatic.com/recaptcha/releases/QquE1_MNjnFHgZF4HPsEcf_2/recaptcha_en.js	2.7s	51ms

Low

Avoid an excessive DOM size TBT

948 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		948
Maximum DOM Depth	div > ul.lc-trust-stars-list > li > img 	30
Maximum Child Elements	body.home <body class="home page-template-default page page-id-14 wp-custom-logo wp-embed-respons...">	46

Low

Allow back/forward cache restoration

1 failure reason

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

Internal error.

Circumstantial

https://www.youtube.com/embed/HQc5fb3m7l

Low

Avoid chaining critical requests FCP LCP

43 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: 2.3s

INITIAL NAVIGATION



https://www.lordcars.co.uk/wp-content/plugins/js_composer/assets/lib/vc_waypoints/vc-waypoints.min.js?ver=6.13.0	3.01KB, 91ms
https://www.lordcars.co.uk/wp-includes/css/dist/block-library/style.min.css?ver=6.4.3	14.5KB, 47ms
https://www.lordcars.co.uk/wp-content/plugins/js_composer/assets/lib/lightbox2/dist/js/lightbox.min.js?ver=6.13.0	3.24KB, 79ms
https://www.lordcars.co.uk/wp-content/plugins/js_composer/assets/lib/owl-carousel2-dist/assets/owl.min.css?ver=6.13.0	1.29KB, 15ms
https://www.lordcars.co.uk/wp-includes/js/jquery/ui/core.min.js?ver=1.13.2	7.29KB, 68ms
https://www.lordcars.co.uk/wp-content/themes/flash/style.css?ver=6.4.3	14.3KB, 61ms
https://www.lordcars.co.uk/wp-includes/js/jquery/jquery.min.js?ver=3.7.1	30.8KB, 49ms
https://maps.googleapis.com/maps/api/js?key=AlzaSyDycH0nBsx8dAUF6DVstOeWAPYZOcuSKrg&callback=initMap	64.4KB, 109ms
https://www.lordcars.co.uk/wp-content/themes/flash-child/style.css?ver=6.4.3	913B, 37ms
https://fonts.googleapis.com/css2?family=Cinzel:wght@400;500;700&family=Montserrat:wght@400;500;600;700&display=swap	1.12KB, 37ms
https://fonts.gstatic.com/s/cinzel/v23/8vIJ7ww63mVu7gt79mT7.woff2	25.0KB, 58ms
https://www.lordcars.co.uk/wp-content/plugins/js_composer/assets/js/dist/vc_grid.min.js?ver=6.13.0	5.28KB, 90ms
https://www.lordcars.co.uk/wp-content/mu-plugins/wpengine-common/css/wpe-common.css?ver=5.0.1	9.28KB, 24ms
https://www.lordcars.co.uk/wp-content/themes/flash/css/font-awesome.min.css?ver=6.4.3	6.88KB, 50ms
https://www.lordcars.co.uk/wp-content/themes/flash/fonts/fontawesome-webfont.woff2?v=4.7.0	75.5KB, 18ms
https://www.lordcars.co.uk/wp-content/uploads/pum/pum-site-styles.css?generated=1708517906&ver=1.18.1	3.55KB, 43ms
https://fonts.googleapis.com/css?family=Montserrat:100	632B, 31ms

Low **Reduce JavaScript execution time** TBT 938ms spent executing JavaScript

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

URL	TOTAL CPU TIME	SCRIPT EVALUATION	SCRIPT PARSE
https://www.lordcars.co.uk/	715ms	9ms	11ms
Unattributable	617ms	13ms	0ms
https://www.gstatic.com/recaptcha/releases/QquE1_MNjnFHgZF4HPsEcf_2/recaptcha_en.js	367ms	336ms	7ms
https://www.lordcars.co.uk/wp-includes/js/jquery/jquery.min.js?ver=3.7.1	176ms	110ms	1ms
https://www.googletagmanager.com/gtag/js?id=G-ZHPB466LVR&l=dataLayer&cx=c	131ms	65ms	62ms
https://www.google-analytics.com/analytics.js	94ms	92ms	0ms
https://www.googletagmanager.com/gtag/destination?id=AW-964541959&l=dataLayer&cx=c	90ms	86ms	3ms
https://connect.facebook.net/signals/plugins/openbridge3.js?v=next	73ms	62ms	10ms
https://www.lordcars.co.uk/wp-includes/js/dist/vendor/wp-polyfill.min.js?ver=3.15.0	63ms	54ms	8ms

Low **Eliminate render-blocking resources** FCP LCP Potential savings of 36ms

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles.

Resources that **may** be contributing to render-blocking include:

URL	TRANSFER SIZE	DOWNLOAD TIME
https://www.lordcars.co.uk/wp-content/plugins/gravityforms/assets/css/dist/gravity-forms-theme-framework.min.css?ver=2.7.17	20.9KB	300ms
https://www.lordcars.co.uk/wp-includes/css/dist/block-library/style.min.css?ver=6.4.3	14.5KB	300ms
https://www.lordcars.co.uk/wp-content/themes/flash/style.css?ver=6.4.3	14.3KB	150ms
https://www.lordcars.co.uk/wp-content/themes/flash/css/font-awesome.min.css?ver=6.4.3	6.88KB	150ms
https://www.lordcars.co.uk/wp-content/plugins/js_composer/assets/css/js_composer.min.css?ver=6.13.0	44.7KB	900ms
https://www.lordcars.co.uk/wp-content/plugins/gravityforms/legacy/css/formsmain.min.css?ver=2.7.17	11.9KB	150ms
https://maps.googleapis.com/maps/api/js?key=AlzaSyDychH0nBsx8dAUF6DVstOeWAPYZOcuSKrg&callback=initMap	64.4KB	1.9s
https://www.lordcars.co.uk/wp-includes/js/jquery/jquery.min.js?ver=3.7.1	30.8KB	450ms

Low Properly size images Potential savings of 785KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://www.lordcars.co.uk/wp-content/uploads/2020/09/Hatfield-House-and-Lord-Cars-Panorama-1.jpg	1.05MB	763KB
https://www.lordcars.co.uk/wp-content/uploads/2023/04/Wedding-Hire-Vehicle-card.jpg	27.6KB	22.2KB

Low Avoid multiple page redirects FCP LCP Potential savings of 60ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
http://www.lordcars.co.uk/	60ms
https://www.lordcars.co.uk/	0ms

Low Efficiently encode images Potential savings of 974KB

Optimized images load faster and consume less cellular data.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://www.lordcars.co.uk/wp-content/uploads/2020/09/Hatfield-House-and-Lord-Cars-Panorama-1.jpg	1.05MB	668KB
https://www.lordcars.co.uk/wp-content/uploads/2020/10/Blue-White-Wedding-Car-Hire-Noble-Lady-Bentley-Bentley-R-Type2.jpg	447KB	306KB

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
https://www.lordcars.co.uk/wp-content/themes/flash/fonts/fontawesome-webfont.woff?v=4.7.0	18ms

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
https://www.lordcars.co.uk/wp-content/plugins/js_composer/assets/css/js_composer.min.css?ver=6.13.0	44.7KB	44.0KB
https://www.lordcars.co.uk/wp-content/plugins/gravityforms/assets/css/dist/gravity-forms-theme-framework.min.css?ver=2.7.17	20.9KB	20.9KB
https://www.lordcars.co.uk/wp-includes/css/dist/block-library/style.min.css?ver=6.4.3	14.5KB	14.4KB
https://www.lordcars.co.uk/wp-content/themes/flash/style.css?ver=6.4.3	14.3KB	13.0KB
https://www.lordcars.co.uk/wp-content/plugins/gravityforms/legacy/css/formsmain.min.css?ver=2.7.17	11.9KB	11.9KB

Low **Serve images in next-gen formats** Potential savings of 1.85MB

Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://www.lordcars.co.uk/wp-content/uploads/2020/09/Hatfield-House-and-Lord-Cars-Panorama-1.jpg	1.05MB	861KB
https://www.lordcars.co.uk/wp-content/uploads/2020/10/Blue-White-Wedding-Car-Hire-Noble-Lady-Bentley-Bentley-R-Type2.jpg	447KB	379KB
https://www.lordcars.co.uk/wp-content/uploads/2021/02/Wedding-Car-Transport-Classic-Cars-Vintage-Taxi-Black-Cab-Lord-Cars-Hire-Specialist-48-1024x683.jpg	193KB	55.6KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Bentley-Rolls-Royce-Wedding-Car-lord-cars-car-hire-specialist-888LOR-07-1024x681.jpg	168KB	51.7KB
https://www.lordcars.co.uk/wp-content/uploads/2020/09/LOR99R-Ivory-Baroness-VIII-04-1024x768.jpg	176KB	51.5KB
https://www.lordcars.co.uk/wp-content/uploads/2020/12/Lord-Cars-RED-daimler-ds420-Wedding-Car-Car-hire-specialist-459LOR-02-1024x612.jpg	194KB	51.4KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Lord-Cars-Rolls-Royce-Wedding-Car-Car-hire-Bentley-specialist-772LOR-09-1024x680.jpg	158KB	50.7KB
https://www.lordcars.co.uk/wp-content/uploads/2020/12/Lord-Cars-Silver-daimler-ds420-Wedding-Car-Car-hire-specialist-118LOR-02-1024x689.jpg	164KB	49.3KB
https://www.lordcars.co.uk/wp-content/uploads/2021/02/Jaguar-Sovereign-XJ6-lord-car-car-hire-specialist-14-1024x588.jpg	186KB	48.8KB
https://www.lordcars.co.uk/wp-content/uploads/2020/09/Wedding-Car-Transport-Classic-Cars-Vintage-Rolls-Royce-Bentley-Daimler-Lord-Cars-Hire-Specialist-30-1024x603.jpg	148KB	48.1KB
https://www.lordcars.co.uk/wp-content/uploads/2020/12/Lord-Cars-daimler-ds420-Wedding-Car-Car-hire-specialist-91LOR-01-1024x685.jpg	113KB	44.5KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Daimler-Bentley-Rolls-Royce-Wedding-Car-lord-cars-car-hire-specialist-771LOR-01-02-copy.jpg	151KB	38.2KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Contessa-Classic-Wedding-Car-London-5-Stars-lord-car-car-hire-specialist-15-1024x455.jpg	136KB	36.2KB
https://www.lordcars.co.uk/wp-content/uploads/2020/12/Lord-Cars-WHITE-daimler-ds420-Wedding-Car-Car-hire-specialist-167LOR-06-1024x535.jpg	95.8KB	35.2KB
https://www.lordcars.co.uk/wp-content/uploads/2020/09/Wedding-Car-Transport-Classic-Cars-Vintage-Rolls-Royce-Bentley-Daimler-Lord-Cars-Hire-Specialist-91-1024x449.jpg	112KB	34.6KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Proud-Prince-Bentley-Rolls-Royce-Wedding-Car-lord-cars-car-hire-specialist-S-type-752LOR-02-1024x459.jpg	118KB	33.4KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Rolls-Royce-Wedding-Car-lord-cars-car-hire-Bentley-specialist-8LOR-01-1024x399.jpg	74.9KB	27.6KB

Low **Defer offscreen images** Potential savings of 3.57MB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://www.lordcars.co.uk/wp-content/uploads/2020/09/Hatfield-House-and-Lord-Cars-Panorama-1.jpg	1.05MB	1.05MB
https://www.lordcars.co.uk/wp-content/uploads/2020/10/Blue-White-Wedding-Car-Hire-Noble-Lady-Bentley-Bentley-R-Type2.jpg	447KB	447KB
https://www.lordcars.co.uk/wp-content/uploads/2020/12/Lord-Cars-RED-daimler-ds420-Wedding-Car-Car-hire-specialist-459LOR-02-1024x612.jpg	194KB	194KB
https://www.lordcars.co.uk/wp-content/uploads/2021/02/Wedding-Car-Transport-Classic-Cars-Vintage-Taxi-Black-Cab-Lord-Cars-Hire-Specialist-48-1024x683.jpg	193KB	193KB
https://www.lordcars.co.uk/wp-content/uploads/2021/02/Jaguar-Sovereign-XJ6-lord-car-car-hire-specialist-14-1024x588.jpg	186KB	186KB
https://www.lordcars.co.uk/wp-content/uploads/2020/09/LOR99R-Ivory-Baroness-VIII-04-1024x768.jpg	176KB	176KB
https://www.lordcars.co.uk/wp-content/uploads/2020/12/Lord-Cars-Silver-daimler-ds420-Wedding-Car-Car-hire-specialist-118LOR-02-1024x689.jpg	164KB	164KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Lord-Cars-Rolls-Royce-Wedding-Car-Car-hire-Bentley-specialist-772LOR-09-1024x680.jpg	158KB	158KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Daimler-Bentley-Rolls-Royce-Wedding-Car-lord-cars-car-hire-specialist-771LOR-01-02-copy.jpg	151KB	151KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Contessa-Classic-Wedding-Car-London-5-Stars-lord-car-car-hire-specialist-15-1024x455.jpg	136KB	136KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Bentley-Rolls-Royce-Wedding-Car-lord-cars-car-hire-specialist-888LOR-07-1024x681.jpg	168KB	136KB
https://www.lordcars.co.uk/wp-content/uploads/2020/09/Wedding-Car-Transport-Classic-Cars-Vintage-Rolls-Royce-Bentley-Daimler-Lord-Cars-Hire-Specialist-30-1024x603.jpg	148KB	120KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Proud-Prince-Bentley-Rolls-Royce-Wedding-Car-lord-cars-car-hire-specialist-S-type-752LOR-02-1024x459.jpg	118KB	118KB
https://www.lordcars.co.uk/wp-content/uploads/2020/12/Lord-Cars-daimler-ds420-Wedding-Car-Car-hire-specialist-91LOR-01-1024x685.jpg	113KB	113KB
https://www.lordcars.co.uk/wp-content/uploads/2020/12/Lord-Cars-WHITE-daimler-ds420-Wedding-Car-Car-hire-specialist-167LOR-06-1024x535.jpg	95.8KB	95.8KB
https://www.lordcars.co.uk/wp-content/uploads/2020/09/Wedding-Car-Transport-Classic-Cars-Vintage-Rolls-Royce-Bentley-Daimler-Lord-Cars-Hire-Specialist-91-1024x449.jpg	112KB	90.5KB
https://www.lordcars.co.uk/wp-content/uploads/2020/11/Rolls-Royce-Wedding-Car-lord-cars-car-hire-Bentley-specialist-8LOR-01-1024x399.jpg	74.9KB	60.7KB
https://www.lordcars.co.uk/wp-content/uploads/2023/04/Wedding-Hire-Vehicle-card.jpg	27.6KB	27.6KB
https://www.lordcars.co.uk/wp-content/plugins/js_composer/assets/lib/lightbox2/dist/images/loading.gif	8.28KB	8.28KB
https://www.lordcars.co.uk/wp-content/uploads/2020/09/lc-rosette.svg	2.20KB	2.20KB

Low

Minify CSS FCP LCP

Potential savings of 3.42KB

Minifying CSS files can reduce network payload sizes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
• https://www.lordcars.co.uk/wp-content/themes/flash/style.css?ver=6.4.3	14.3KB	3.42KB

Low

Avoid non-composited animations CLS

6 animated elements found

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

ELEMENT	NAME
div#preloader-background > div#spinners > div#preloader > span Unsupported CSS Properties: background-clip, background-color, background-image, background-origin, background-position-x, background-position-y, background-repeat-x, background-repeat-y, background-size, height, background-attachment	preloader
div#preloader-background > div#spinners > div#preloader > span Unsupported CSS Properties: background-clip, background-color, background-image, background-origin, background-position-x, background-position-y, background-repeat-x, background-repeat-y, background-size, height, background-attachment	preloader
div#preloader-background > div#spinners > div#preloader > span Unsupported CSS Properties: background-clip, background-color, background-image, background-origin, background-position-x, background-position-y, background-repeat-x, background-repeat-y, background-size, height, background-attachment	preloader
div#preloader-background > div#spinners > div#preloader > span Unsupported CSS Properties: background-clip, background-color, background-image, background-origin, background-position-x, background-position-y, background-repeat-x, background-repeat-y, background-size, height, background-attachment	preloader
div#preloader-background > div#spinners > div#preloader > span Unsupported CSS Properties: background-clip, background-color, background-image, background-origin, background-position-x, background-position-y, background-repeat-x, background-repeat-y, background-size, height, background-attachment	preloader
div#preloader-background > div#spinners > div#preloader > span Unsupported CSS Properties: background-clip, background-color, background-image, background-origin, background-position-x, background-position-y, background-repeat-x, background-repeat-y, background-size, height, background-attachment	preloader
div.vc_grid-loading <div class="vc_grid-loading"> Unsupported CSS Property: box-shadow	load7

Low

Reduce unused JavaScript LCP

Potential savings of 364KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://www.gstatic.com/recaptcha/releases/QquE1_MNjnFHgZF4HPsEcf_2/recaptcha_en.js	194KB	108KB
https://maps.googleapis.com/maps-api-v3/api/js/56/3/util.js	55.6KB	45.6KB
https://www.googletagmanager.com/gtag/js?id=G-ZHPB466LVR&l=dataLayer&cx=c	94.1KB	42.3KB
https://maps.googleapis.com/maps/api/js?key=AlzaSyDycH0nBsx8dAUF6DVstOeWAPYZOcuSKrg&callback=initMap	64.4KB	37.7KB
https://www.googletagmanager.com/gtag/destination?id=AW-964541959&l=dataLayer&cx=c	74.6KB	36.3KB
https://www.googletagmanager.com/gtm.js?id=GTM-PBLC7H4	66.7KB	33.3KB
https://www.googletagmanager.com/gtag/js?id=UA-21417504-1	66.6KB	32.2KB
https://connect.facebook.net/signals/plugins/openbridge3.js?v=next	82.6KB	28.9KB

N/A

Largest Contentful Paint element LCP

980 ms

This is the largest contentful element painted within the viewport.

ELEMENT

Lord Cars logo Wedding Car Hire

```

```

PHASE	% OF LCP	TIMING
TTFB	15%	146ms

PHASE	% OF LCP	TIMING
Load Delay	27%	261ms
Load Time	9%	93ms
Render Delay	49%	482ms

N/A **Reduce initial server response time** FCP LCP Root document took 55ms

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

URL	TIME SPENT
<ul style="list-style-type: none"> https://www.lordcars.co.uk/ 	55ms

N/A **Avoid serving legacy JavaScript to modern browsers** TBT Potential savings of 34.2KB

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.

<https://connect.facebook.net/signals/plugins/openbridge3.js?v=next>

17.0KB

Line:20 Column:4156	@bab el/p lugi n-tr ansf orm- clas ses
Line:20 Column:46652	Arra y.pr otot ype. filt er
Line:20 Column:46919	Arra y.pr otot ype. find
Line:20 Column:47097	Arra y.pr otot ype. forE ach
Line:20 Column:47244	Arra y.fr om
Line:20 Column:47922	Arra y.is Arra y
Line:20 Column:48583	Arra y.pr otot ype. map
Line:20 Column:49660	Dat e.no w
Line:20 Column:50615	Numb er.i sInt eger
Line:20 Column:50806	Obje ct.d efin ePro pert ies
Line:20 Column:51026	Obje ct.d efin ePro pert y
Line:20 Column:51148	Obje ct.e ntri es

URL	POTENTIAL SAVINGS
Line:20 Column:51509	Object. prototype. descriptors
Line:20 Column:51782	Object. prototype. function
Line:20 Column:51959	Object. keys
Line:20 Column:52074	Object. prototype. function
Line:20 Column:52193	Object. values
Line:20 Column:58233	Reflect. construct
https://connect.facebook.net/en_US/fbevents.js?v=next	10.7KB
Line:23 Column:2302	@babel/ plugin- transform- classes
Line:24 Column:20141	Array. prototype. filter
Line:24 Column:26258	Array. from
Line:24 Column:28008	Array. prototype. map
Line:24 Column:28800	Array. prototype. find
https://www.lordcars.co.uk/wp-content/uploads/pum/pum-site-scripts.js?defer&generated=1708517906&ver=1.18.1	6.41KB
Line:6 Column:719	Date. now

URL

POTENTIAL SAVINGS

<https://www.lordcars.co.uk/wp-includes/js/dist/vendor/wp-polyfill-inert.min.js?ver=3.1.2>

w

55B

Line:0 Column:452

@bab
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https://connect.facebook.net/signals/config/372994183812647?v=next&r=stable&domain=www.lordcars.co.uk&hme=20c913bcd44be51a752120153aa5caaecb3ee86c7f26cf737846e40b202aba68&ex_m=62%2C106%2C94%2C98%2C53%2C3%2C88%2C61%2C14%2C86%2C79%2C44%2C46%2C150%2C153%2C164%2C160%2C161%2C163%2C25%2C89%2C45%2C68%2C162%2C145%2C148%2C157%2C158%2C165%2C115%2C13%2C43%2C169%2C168%2C117%2C16%2C29%2C32%2C1%2C36%2C57%2C58%2C59%2C63%2C83%2C15%2C12%2C85%2C82%2C81%2C95%2C97%2C31%2C96%2C26%2C22%2C146%2C149%2C124%2C24%2C9%2C10%2C11%2C5%2C6%2C21%2C19%2C20%2C49%2C54%2C56%2C66%2C90%2C23%2C67%2C8%2C7%2C71%2C41%2C18%2C92%2C91%2C17%2C4%2C73%2C80%2C72%2C78%2C40%2C39%2C77%2C33%2C35%2C76%2C48%2C74%2C28%2C37%2C65%2C0%2C84%2C75%2C2%2C30%2C55%2C34%2C93%2C38%2C70%2C60%2C99%2C52%2C51%2C27%2C87%2C50%2C47%2C42%2C69%2C64%2C100

47B

Line:19 Column:2057

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N/A **Minimize main-thread work** TBT Main-thread busy for 2.6s

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

CATEGORY	TIME SPENT
Script Evaluation	1.1s
Other	865ms
Style & Layout	417ms
Script Parsing & Compilation	145ms
Parse HTML & CSS	67ms
Rendering	33ms
Garbage Collection	23ms

N/A **User Timing marks and measures** 6 user timings

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

NAME	TYPE	START TIME	DURATION
fbevents:start:estPageViewProcessing	Mark	1.7s	0ms
fbevents:end:estPageViewProcessing	Mark	1.7s	0ms
fbevents:start:unwantedDataProcessing_372994183812647	Mark	1.7s	0ms
fbevents:end:unwantedDataProcessing_372994183812647	Mark	1.7s	0ms
fbevents:start:validateUrlProcessing_372994183812647	Mark	1.7s	0ms
fbevents:end:validateUrlProcessing_372994183812647	Mark	1.7s	0ms

N/A

Reduce the impact of third-party code TBT

Third-party code blocked the main thread for 156ms

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

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
GOOGLE CDN	453KB	53ms
• https://www.gstatic.com/recaptcha/releases/QquE1_MNjnFHgZF4HPsEcf_2/recaptcha_en.js	389KB	53ms
• https://www.gstatic.com/recaptcha/releases/QquE1_MNjnFHgZF4HPsEcf_2/styles_ltr.css	24.6KB	0ms
• Other resources	39.5KB	0ms
GOOGLE TAG MANAGER	302KB	50ms
• https://www.googletagmanager.com/gtag/destination?id=AW-964541959&l=dataLayer&cx=c	74.6KB	35ms
• https://www.googletagmanager.com/gtag/js?id=G-ZHPB466LVR&l=dataLayer&cx=c	94.1KB	14ms
• https://www.googletagmanager.com/gtm.js?id=GTM-PBLC7H4	66.7KB	0ms
• https://www.googletagmanager.com/gtag/js?id=UA-21417504-1	66.6KB	0ms
GOOGLE ANALYTICS	20.8KB	42ms
• https://www.google-analytics.com/analytics.js	20.8KB	42ms
FACEBOOK	154KB	10ms
• https://connect.facebook.net/signals/plugins/openbridge3.js?v=next	82.6KB	10ms
• https://connect.facebook.net/en_US/fbevents.js?v=next	58.0KB	0ms
• https://connect.facebook.net/signals/config/372994183812647?v=next&r=stable&domain=www.lordcar_s.co.uk&hme=20c913bdcd4be51a752120153aa5caaecb3ee86c7f26cf737846e40b202aba68&ex_m=62%2C106%2C94%2C98%2C53%2C3%2C88%2C61%2C14%2C86%2C79%2C44%2C46%2C150%2C153%2C164%2C160%2C161%2C163%2C25%2C89%2C45%2C68%2C162%2C145%2C148%2C157%2C158%2C165%2C115%2C13%2C43%2C169%2C168%2C117%2C16%2C29%2C32%2C1%2C36%2C57%2C58%2C59%2C63%2C83%2C15%2C12%2C85%2C82%2C81%2C95%2C97%2C31%2C96%2C26%2C22%2C146%2C149%2C124%2C24%2C9%2C10%2C11%2C5%2C6%2C21%2C19%2C20%2C49%2C54%2C56%2C66%2C90%2C23%2C67%2C8%2C7%2C71%2C41%2C18%2C92%2C91%2C17%2C4%2C73%2C80%2C72%2C78%2C40%2C39%2C77%2C33%2C35%2C76%2C48%2C74%2C28%2C37%2C65%2C0%2C84%2C75%2C2%2C30%2C55%2C34%2C93%2C38%2C70%2C60%2C99%2C52%2C51%2C27%2C87%2C50%2C47%2C42%2C69%2C64%2C100	13.2KB	0ms
YOUTUBE	1.11MB	0ms
• https://www.youtube.com/s/player/c48a9559/player_ias.vflset/en_US/base.js	778KB	0ms
• https://www.youtube.com/s/player/c48a9559/www-embed-player.vflset/www-embed-player.js	95.1KB	0ms
• https://i.ytimg.com/vi_webp/HQc5fb3ml7l/sdddefault.webp	62.8KB	0ms
• Other resources	204KB	0ms
GOOGLE MAPS	176KB	0ms
• https://maps.googleapis.com/maps/api/js?key=AlzaSyDycH0nBsx8dAUF6DVstOeWAPYZOcuSKrg&callback=initMap	64.4KB	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
OTHER GOOGLE APIS/SDKS	138KB	0ms
• https://jnn-pa.googleapis.com/\$rpc/google.internal.waa.v1.Waa/Create	79.6KB	0ms
• https://www.google.com/recaptcha/api2/anchor?ar=1&k=6Le-8TgaAAAAAGP7umZsqXPBDWUF8KYByfiivnmp&co=aHR0cHM6Ly93d3cubG9yZG9hcnMuY28udWs6NDQz&hl=en&v=QquE1_MNjnFHgZF4HPsEcf_2&theme=light&size=normal&cb=pci3hxmkl1bb	28.7KB	0ms
• https://www.google.com/js/th/fSwQ49dNtQ0TRgWZKHIAhVKPI4K4-2hZ-2qmgklZeM.js	19.8KB	0ms
• Other resources	10.0KB	0ms
GOOGLE FONTS	57.6KB	0ms
• https://fonts.gstatic.com/s/cinzel/v23/8vlJ7ww63mVu7gt79mT7.woff2	25.0KB	0ms
• https://fonts.gstatic.com/s/roboto/v18/KFOICnqEu92Fr1MmEU9fBbc4.woff2	15.7KB	0ms
• https://fonts.gstatic.com/s/roboto/v18/KFOmCnqEu92Fr1Mu4mxK.woff2	15.1KB	0ms
GOOGLE/DOUBLECLICK ADS	1.77KB	0ms