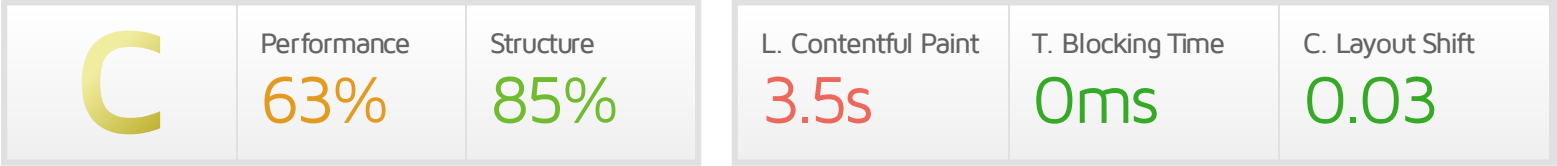




# Performance Report for:

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

Report generated: Sun, Mar 10, 2024 12:02 PM -0700  
 Test Server Location: London, UK  
 Using: Chrome 117.0.0.0, Lighthouse 11.0.0



## Top Issues

High	Reduce initial server response time <small>FCP LCP</small>	Root document took 1.6s
Med	Use explicit width and height on image elements <small>CLS</small>	1 image found
Med	Serve static assets with an efficient cache policy	Potential savings of 889KB
Med-Low	Use a Content Delivery Network (CDN)	20 resources found
Med-Low	Avoid document.write()	1 instance found

## Page Details



Total Page Size - 1.45MB



Total Page Requests - 32



### 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

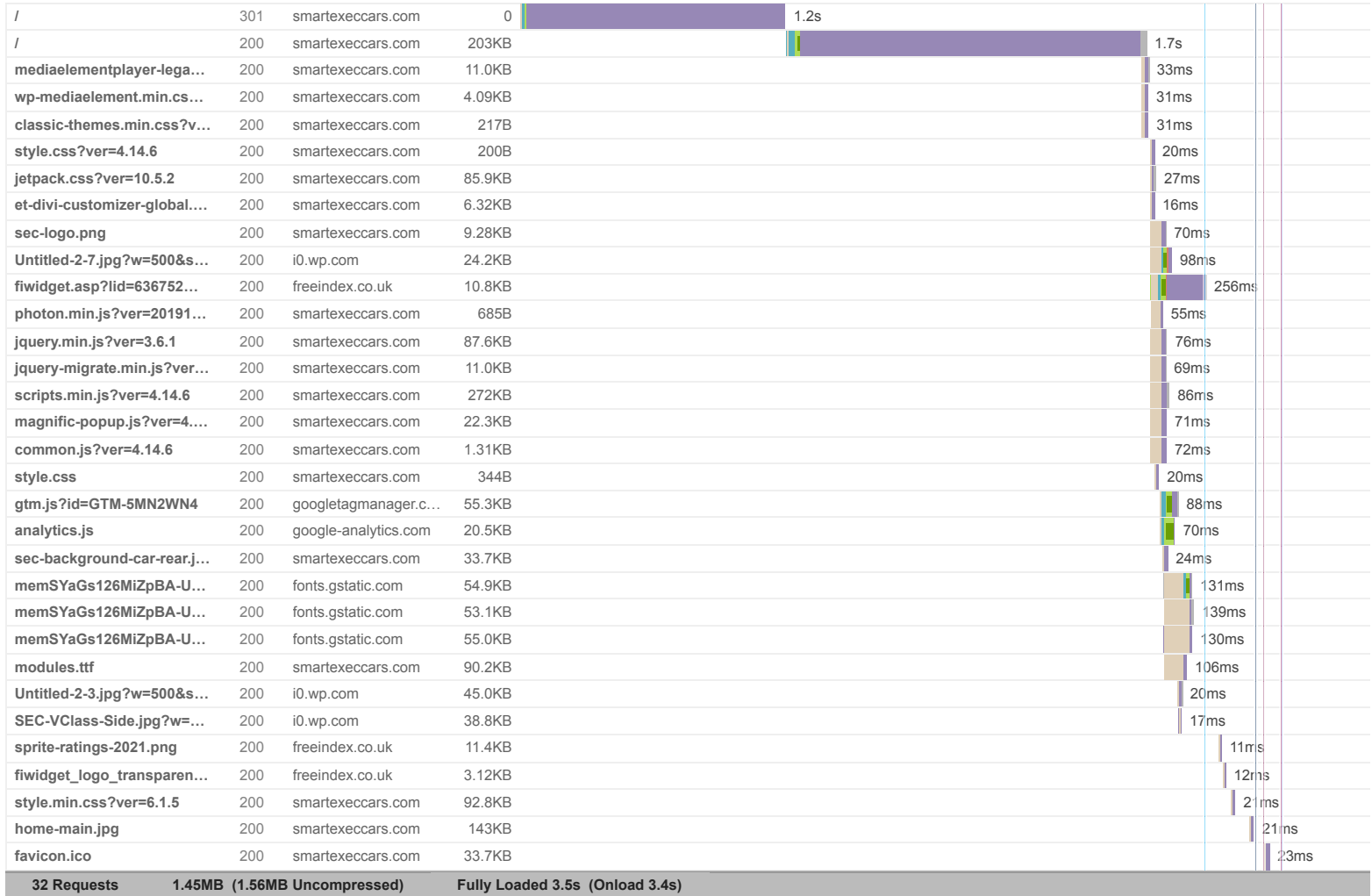
GTmetrix is developed by the good folks at **CARBON60**, a Canadian hosting company with over 28 years experience in web technology.

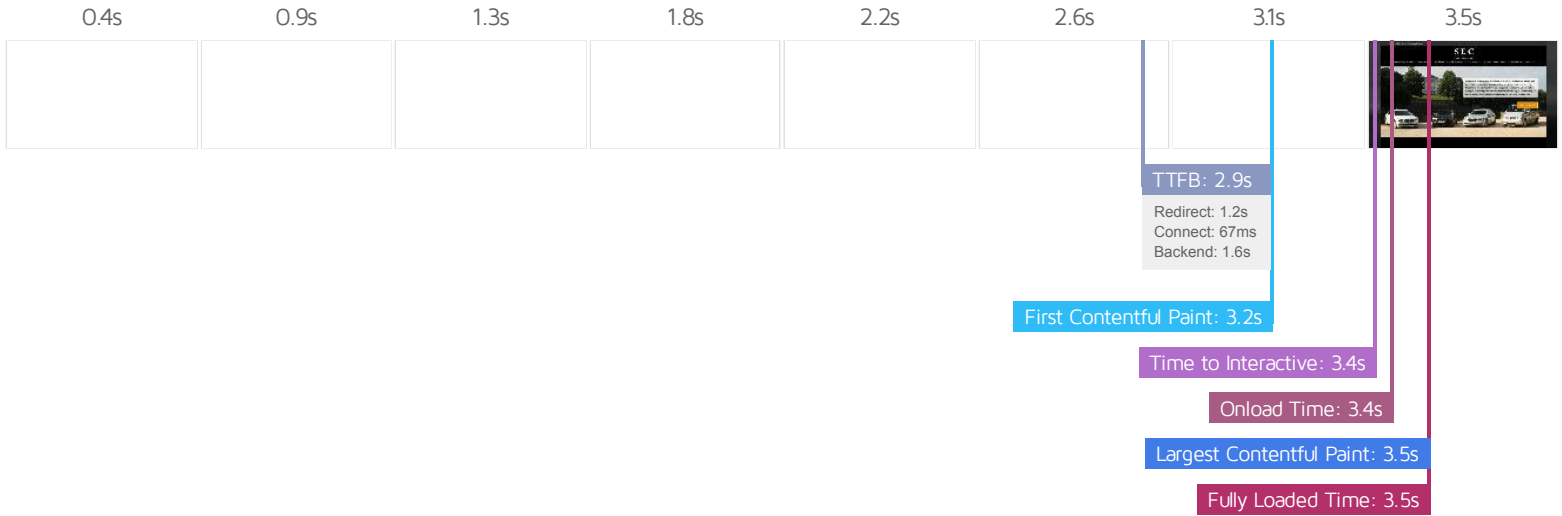


<https://carbon60.com/>

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.

## Luxury Chauffeur Driven Car Hire Services | Nottingham Derby & Leicester





### 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>Much longer than recommended</p> <p><b>3.2s</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>Longer than recommended</p> <p><b>3.4s</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>3.4s</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>Much longer than recommended</p> <p><b>3.5s</b></p>	<p><b>Cumulative Layout Shift</b></p> <p>How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.</p>	<p>Good - Nothing to do here</p> <p><b>0.03</b></p>

### Browser Timings

Redirect	1.2s	Connect	67ms	Backend	1.6s
TTFB	2.9s	First Paint	3.2s	DOM Int.	3.4s
DOM Loaded	3.4s	Onload	3.4s	Fully Loaded	3.5s

IMPACT AUDIT

Med-Low

**Avoid CSS @import** FCP LCP

1 resource 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.smartexeccars.com/wp-content/themes/smart-exec-cars/style.css?ver=4.14.6>
- <https://www.smartexeccars.com/wp-content/themes/Divi/style.css>

Low

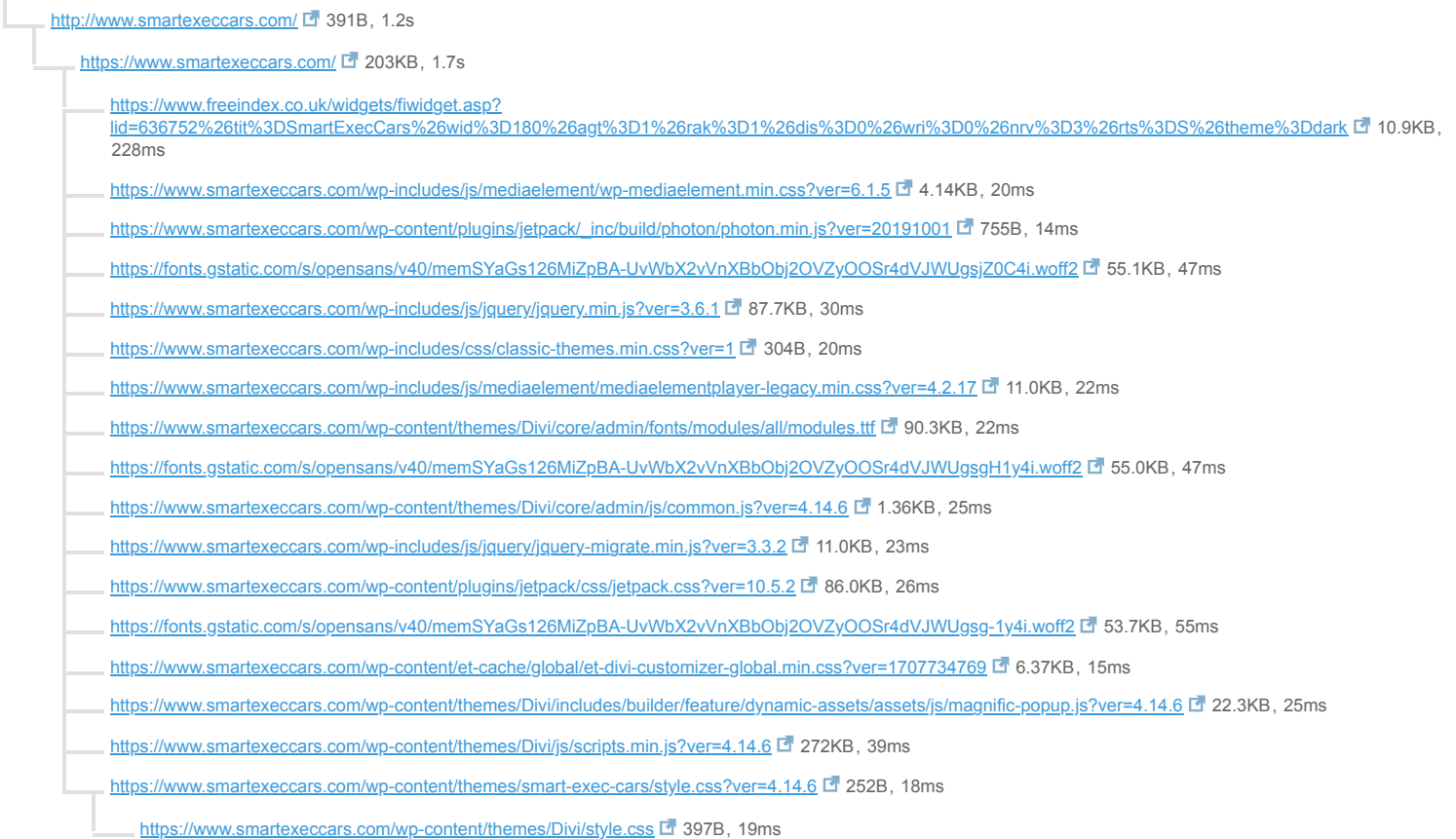
**Avoid chaining critical requests** FCP LCP

17 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: **3.2s**

INITIAL NAVIGATION



Low

**Avoid an excessive DOM size** TBT

353 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		353
Maximum DOM Depth	Nottingham to Derby: £57 approx <li>	16
Maximum Child Elements	body.home <body data-rsssl="1" class="home page-template-default page page-id-2 custom-background et_pb_button_h...">	21

Low

**Enable text compression** FCP LCP

Potential savings of 627KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
<a href="https://www.smartexeccars.com/wp-content/themes/Divi/js/scripts.min.js?ver=4.14.6">https://www.smartexeccars.com/wp-content/themes/Divi/js/scripts.min.js?ver=4.14.6</a>	272KB	203KB
<a href="https://www.smartexeccars.com/">https://www.smartexeccars.com/</a>	203KB	172KB
<a href="https://www.smartexeccars.com/wp-includes/css/dist/block-library/style.min.css?ver=6.1.5">https://www.smartexeccars.com/wp-includes/css/dist/block-library/style.min.css?ver=6.1.5</a>	92.8KB	80.5KB
<a href="https://www.smartexeccars.com/wp-content/plugins/jetpack/css/jetpack.css?ver=10.5.2">https://www.smartexeccars.com/wp-content/plugins/jetpack/css/jetpack.css?ver=10.5.2</a>	85.9KB	69.3KB
<a href="https://www.smartexeccars.com/wp-includes/js/jquery/jquery.min.js?ver=3.6.1">https://www.smartexeccars.com/wp-includes/js/jquery/jquery.min.js?ver=3.6.1</a>	87.6KB	57.3KB
<a href="https://www.smartexeccars.com/wp-content/themes/Divi/includes/builder/feature/dynamic-assets/assets/js/magnific-popup.js?ver=4.14.6">https://www.smartexeccars.com/wp-content/themes/Divi/includes/builder/feature/dynamic-assets/assets/js/magnific-popup.js?ver=4.14.6</a>	22.3KB	13.9KB
<a href="https://www.smartexeccars.com/wp-includes/js/mediaelement/mediaelementplayer-legacy.min.css?ver=4.2.17">https://www.smartexeccars.com/wp-includes/js/mediaelement/mediaelementplayer-legacy.min.css?ver=4.2.17</a>	11.0KB	8.46KB
<a href="https://www.freeindex.co.uk/widgets/fiwidget.asp?lid=636752%26tit%3DSmartExecCars%26wid%3D180%26agt%3D1%26rak%3D1%26dis%3D0%26wri%3D0%26nr%3D3%26rts%3DS%26theme%3Ddark">https://www.freeindex.co.uk/widgets/fiwidget.asp?lid=636752%26tit%3DSmartExecCars%26wid%3D180%26agt%3D1%26rak%3D1%26dis%3D0%26wri%3D0%26nr%3D3%26rts%3DS%26theme%3Ddark</a>	10.8KB	7.97KB
<a href="https://www.smartexeccars.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=3.3.2">https://www.smartexeccars.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=3.3.2</a>	11.0KB	6.89KB
<a href="https://www.smartexeccars.com/wp-content/et-cache/global/et-divi-customizer-global.min.css?ver=1707734769">https://www.smartexeccars.com/wp-content/et-cache/global/et-divi-customizer-global.min.css?ver=1707734769</a>	6.32KB	4.51KB
<a href="https://www.smartexeccars.com/wp-includes/js/mediaelement/wp-mediaelement.min.css?ver=6.1.5">https://www.smartexeccars.com/wp-includes/js/mediaelement/wp-mediaelement.min.css?ver=6.1.5</a>	4.09KB	2.96KB

Low

**Avoid enormous network payloads** LCP

Total size was 1.45MB

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

URL	TRANSFER SIZE
<a href="https://www.smartexeccars.com/wp-content/themes/Divi/js/scripts.min.js?ver=4.14.6">https://www.smartexeccars.com/wp-content/themes/Divi/js/scripts.min.js?ver=4.14.6</a>	272KB
<a href="https://www.smartexeccars.com/">https://www.smartexeccars.com/</a>	203KB
<a href="https://www.smartexeccars.com/wp-content/uploads/2014/10/home-main.jpg">https://www.smartexeccars.com/wp-content/uploads/2014/10/home-main.jpg</a>	143KB
<a href="https://www.smartexeccars.com/wp-includes/css/dist/block-library/style.min.css?ver=6.1.5">https://www.smartexeccars.com/wp-includes/css/dist/block-library/style.min.css?ver=6.1.5</a>	92.9KB
<a href="https://www.smartexeccars.com/wp-content/themes/Divi/core/admin/fonts/modules/all/modules.ttf">https://www.smartexeccars.com/wp-content/themes/Divi/core/admin/fonts/modules/all/modules.ttf</a>	90.3KB
<a href="https://www.smartexeccars.com/wp-includes/js/jquery/jquery.min.js?ver=3.6.1">https://www.smartexeccars.com/wp-includes/js/jquery/jquery.min.js?ver=3.6.1</a>	87.7KB
<a href="https://www.smartexeccars.com/wp-content/plugins/jetpack/css/jetpack.css?ver=10.5.2">https://www.smartexeccars.com/wp-content/plugins/jetpack/css/jetpack.css?ver=10.5.2</a>	86.0KB
<a href="https://www.googletagmanager.com/gtm.js?id=GTM-5MN2WN4">https://www.googletagmanager.com/gtm.js?id=GTM-5MN2WN4</a>	55.7KB
<a href="https://fonts.gstatic.com/s/opensans/v40/memSYaGs126MiZpBA-UvWbX2vVnXBbObj2OVZyOOSr4dVJWUgsjZ0C4i.woff2">https://fonts.gstatic.com/s/opensans/v40/memSYaGs126MiZpBA-UvWbX2vVnXBbObj2OVZyOOSr4dVJWUgsjZ0C4i.woff2</a>	55.1KB
<a href="https://fonts.gstatic.com/s/opensans/v40/memSYaGs126MiZpBA-UvWbX2vVnXBbObj2OVZyOOSr4dVJWUgsjH1y4i.woff2">https://fonts.gstatic.com/s/opensans/v40/memSYaGs126MiZpBA-UvWbX2vVnXBbObj2OVZyOOSr4dVJWUgsjH1y4i.woff2</a>	55.0KB

Low

**Properly size images**

Potential savings of 63.7KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
<a href="https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2014/10/Untitled-2-3.jpg?w=500&amp;ssl=1">https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2014/10/Untitled-2-3.jpg?w=500&amp;ssl=1</a>	45.0KB	26.6KB
<a href="https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2017/12/SEC-VClass-Side.jpg?w=500&amp;ssl=1">https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2017/12/SEC-VClass-Side.jpg?w=500&amp;ssl=1</a>	38.8KB	22.9KB
<a href="https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2014/10/Untitled-2-7.jpg?w=500&amp;ssl=1">https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2014/10/Untitled-2-7.jpg?w=500&amp;ssl=1</a>	24.2KB	14.3KB

Low

**Avoid multiple page redirects** FCP LCP

Potential savings of 1.2s

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
• <a href="http://www.smartexeccars.com/">http://www.smartexeccars.com/</a>	1.2s
• <a href="https://www.smartexeccars.com/">https://www.smartexeccars.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://www.smartexeccars.com/">https://www.smartexeccars.com/</a>	3.0s	75ms

Low

**Reduce unused CSS** FCP LCP

Potential savings of 327KB

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
• @font-face{font-family:ETmodules;font-display:block;src:url(//www.smartexeccars.com/wp-content/them...	126KB	118KB
• <a href="https://www.smartexeccars.com/wp-includes/css/dist/block-library/style.min.css?ver=6.1.5">https://www.smartexeccars.com/wp-includes/css/dist/block-library/style.min.css?ver=6.1.5</a>	92.9KB	92.7KB
• <a href="https://www.smartexeccars.com/wp-content/plugins/jetpack/css/jetpack.css?ver=10.5.2">https://www.smartexeccars.com/wp-content/plugins/jetpack/css/jetpack.css?ver=10.5.2</a>	86.0KB	85.8KB
• /*! Theme Name: Divi Theme URI: http://www.elegantthemes.com/gallery/divi/ Version: 4.14.6 Descript...	25.1KB	20.5KB
• <a href="https://www.smartexeccars.com/wp-includes/js/mediaelement/mediaelementplayer-legacy.min.css?ver=4.2.17">https://www.smartexeccars.com/wp-includes/js/mediaelement/mediaelementplayer-legacy.min.css?ver=4.2.17</a>	11.0KB	11.0KB

Low

**Serve images in next-gen formats**

Potential savings of 65.5KB

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.smartexeccars.com/wp-content/uploads/2014/10/home-main.jpg">https://www.smartexeccars.com/wp-content/uploads/2014/10/home-main.jpg</a>	143KB	46.0KB
<a href="https://www.smartexeccars.com/wp-content/uploads/2014/11/sec-background-car-rear.jpg">https://www.smartexeccars.com/wp-content/uploads/2014/11/sec-background-car-rear.jpg</a>	33.7KB	19.5KB

Low

**Reduce unused JavaScript** LCP

Potential savings of 259KB

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.smartexeccars.com/wp-content/themes/Divi/js/scripts.min.js?ver=4.14.6">https://www.smartexeccars.com/wp-content/themes/Divi/js/scripts.min.js?ver=4.14.6</a>	272KB	185KB
<a href="https://www.smartexeccars.com/wp-includes/js/jquery/jquery.min.js?ver=3.6.1">https://www.smartexeccars.com/wp-includes/js/jquery/jquery.min.js?ver=3.6.1</a>	87.7KB	40.3KB
<a href="https://www.googletagmanager.com/gtm.js?id=GTM-5MN2WN4">https://www.googletagmanager.com/gtm.js?id=GTM-5MN2WN4</a>	55.7KB	33.6KB

N/A

**Largest Contentful Paint element** LCP

3,520 ms

This is the largest contentful element painted within the viewport.

## ELEMENT

Looking for a stylish and affordable executive chauffeur car hire service to or...

```
<div class="et_pb_section et_pb_section_0 et_pb_with_background et_section_regular">
```

PHASE	% OF LCP	TIMING
TTFB	82%	2.9s
Load Delay	15%	511ms
Load Time	1%	20ms
Render Delay	3%	117ms

N/A

**Eliminate render-blocking resources** FCP LCP

Potential savings of 0 ms

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

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

URL	TRANSFER SIZE	DOWNLOAD TIME
• <a href="https://www.smartexeccars.com/wp-content/plugins/jetpack/css/jetpack.css?ver=10.5.2">https://www.smartexeccars.com/wp-content/plugins/jetpack/css/jetpack.css?ver=10.5.2</a>	86.0KB	943ms

N/A

**Reduce JavaScript execution time** TBT

83ms 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.smartexeccars.com/">https://www.smartexeccars.com/</a>	180ms	8ms	2ms
• Unattributable	171ms	8ms	0ms
• <a href="https://www.smartexeccars.com/wp-content/themes/Divi/js/scripts.min.js?ver=4.14.6">https://www.smartexeccars.com/wp-content/themes/Divi/js/scripts.min.js?ver=4.14.6</a>	68ms	53ms	10ms

N/A

**Avoid large layout shifts** CLS

5 elements found

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

ELEMENT	CLS CONTRIBUTION
Luxury Chauffeur Driven Car Hire Services With free wi-fi and refreshments, we... <div class="et_pb_section et_pb_section_2 et_pb_with_background et_section_regular">	0.02
Airport or Port Transfers Business Travel Weddings Special Occasions Sp... <ul id="top-menu" class="nav">	0.00
<div class="logo_container">	0.00
Get a quote <a class="et_pb_button et_pb_promo_button" href="/get-a-quote">	0.00
Sporting Events <li id="menu-item-631" class="menu-item menu-item-type-post_type menu-item-object-page menu-item-631">	0.00

N/A **Minimize main-thread work** TBT Main-thread busy for 570ms

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

CATEGORY	TIME SPENT
Other	209ms
Script Evaluation	151ms
Style & Layout	128ms
Parse HTML & CSS	43ms
Script Parsing & Compilation	25ms
Rendering	12ms

N/A **Reduce the impact of third-party code** TBT Total size was 375KB

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



THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
<b>GOOGLE FONTS</b>	164KB	0ms
• <a href="https://fonts.gstatic.com/s/opensans/v40/memSYaGs126MiZpBA-UvWbX2vVnXBbObj2OVZyOOSr4dVJWUgsgjZ0C4i.woff2">https://fonts.gstatic.com/s/opensans/v40/memSYaGs126MiZpBA-UvWbX2vVnXBbObj2OVZyOOSr4dVJWUgsgjZ0C4i.woff2</a>	55.1KB	0ms
• <a href="https://fonts.gstatic.com/s/opensans/v40/memSYaGs126MiZpBA-UvWbX2vVnXBbObj2OVZyOOSr4dVJWUgsgH1y4i.woff2">https://fonts.gstatic.com/s/opensans/v40/memSYaGs126MiZpBA-UvWbX2vVnXBbObj2OVZyOOSr4dVJWUgsgH1y4i.woff2</a>	55.0KB	0ms
• <a href="https://fonts.gstatic.com/s/opensans/v40/memSYaGs126MiZpBA-UvWbX2vVnXBbObj2OVZyOOSr4dVJWUgsg-1y4i.woff2">https://fonts.gstatic.com/s/opensans/v40/memSYaGs126MiZpBA-UvWbX2vVnXBbObj2OVZyOOSr4dVJWUgsg-1y4i.woff2</a>	53.7KB	0ms
<b>WORDPRESS</b>	109KB	0ms
• <a href="https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2014/10/Untitled-2-3.jpg?w=500&amp;ssl=1">https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2014/10/Untitled-2-3.jpg?w=500&amp;ssl=1</a>	45.4KB	0ms
• <a href="https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2017/12/SEC-VClass-Side.jpg?w=500&amp;ssl=1">https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2017/12/SEC-VClass-Side.jpg?w=500&amp;ssl=1</a>	39.2KB	0ms
• <a href="https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2014/10/Untitled-2-7.jpg?w=500&amp;ssl=1">https://i0.wp.com/www.smartexeccars.com/wp-content/uploads/2014/10/Untitled-2-7.jpg?w=500&amp;ssl=1</a>	24.6KB	0ms
<b>GOOGLE TAG MANAGER</b>	55.7KB	0ms
• <a href="https://www.googletagmanager.com/gtm.js?id=GTM-5MN2WN4">https://www.googletagmanager.com/gtm.js?id=GTM-5MN2WN4</a>	55.7KB	0ms
<b>FREEINDEX.CO.UK</b>	25.7KB	0ms
• <a href="https://www.freeindex.co.uk/fx/sprite-ratings-2021.png">https://www.freeindex.co.uk/fx/sprite-ratings-2021.png</a>	11.5KB	0ms
• <a href="https://www.freeindex.co.uk/widgets/fiwidget.asp?lid=636752%26tit%3DSmartExecCars%26wid%3D180%26agt%3D1%26rak%3D1%26dis%3D0%26wri%3D0%26nr%3D3%26rts%3DS%26theme%3Ddark">https://www.freeindex.co.uk/widgets/fiwidget.asp?lid=636752%26tit%3DSmartExecCars%26wid%3D180%26agt%3D1%26rak%3D1%26dis%3D0%26wri%3D0%26nr%3D3%26rts%3DS%26theme%3Ddark</a>	10.9KB	0ms
<b>GOOGLE ANALYTICS</b>	20.8KB	0ms
• <a href="https://www.google-analytics.com/analytics.js">https://www.google-analytics.com/analytics.js</a>	20.8KB	0ms

N/A

**Avoid serving legacy JavaScript to modern browsers** TBT

Nothing to do here, good job!

N/A

**User Timing marks and measures**

No user timings and/or marks found.