



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

Report generated: Fri, Mar 8, 2024 6:15 PM -0800  
 Test Server Location: London, UK  
 Using: Chrome 117.0.0.0, Lighthouse 11.0.0

<b>A</b>	Performance	Structure	L. Contentful Paint	T. Blocking Time	C. Layout Shift
	100%	89%	559ms	12ms	0

### Top Issues

Med	Use explicit width and height on image elements <small>CLS</small>	14 images found
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 174KB
Med-Low	Avoid CSS @import <small>FCP LCP</small>	1 resource found
Low	Use passive listeners to improve scrolling performance	1 event listener not passive
Low	Use a Content Delivery Network (CDN)	2 resources found

### Page Details



Total Page Size - 1.72MB



Total Page Requests - 49



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.**

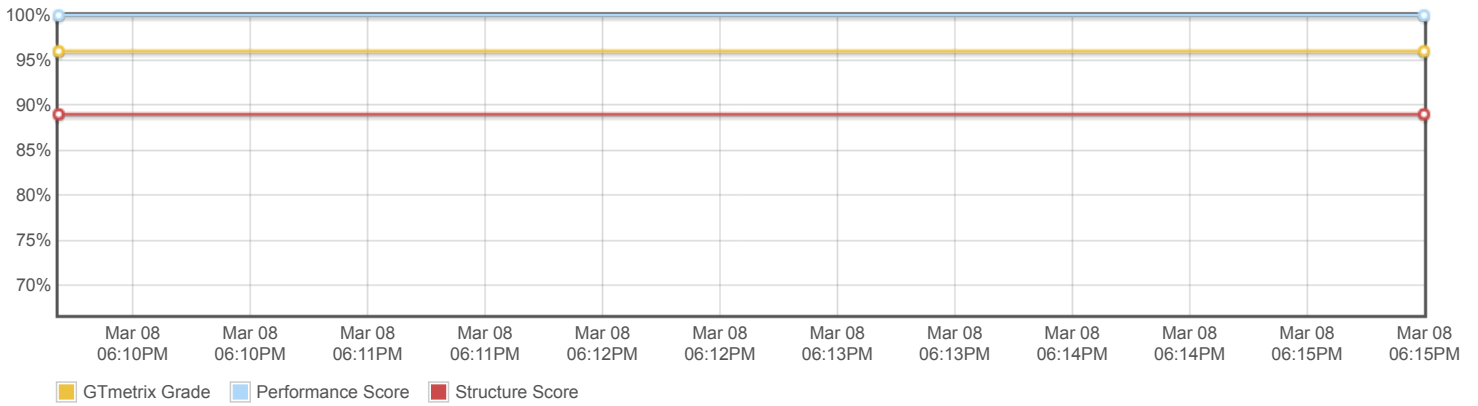
### About GTmetrix



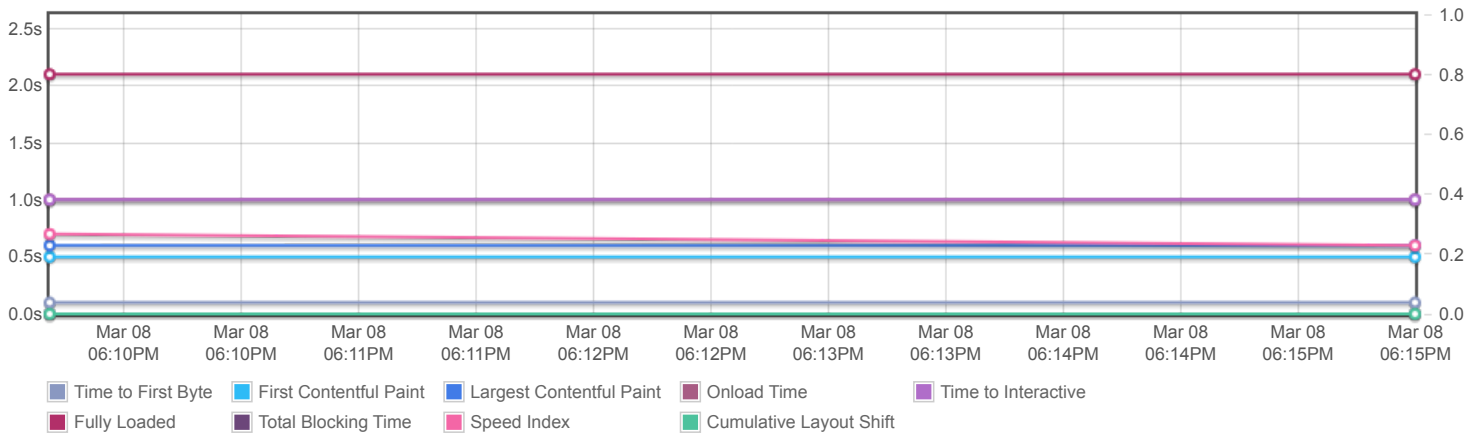
GTmetrix is developed by the good folks at **Carbon60**, a Canadian hosting company with over 28 years experience in web technology.

<https://carbon60.com/>

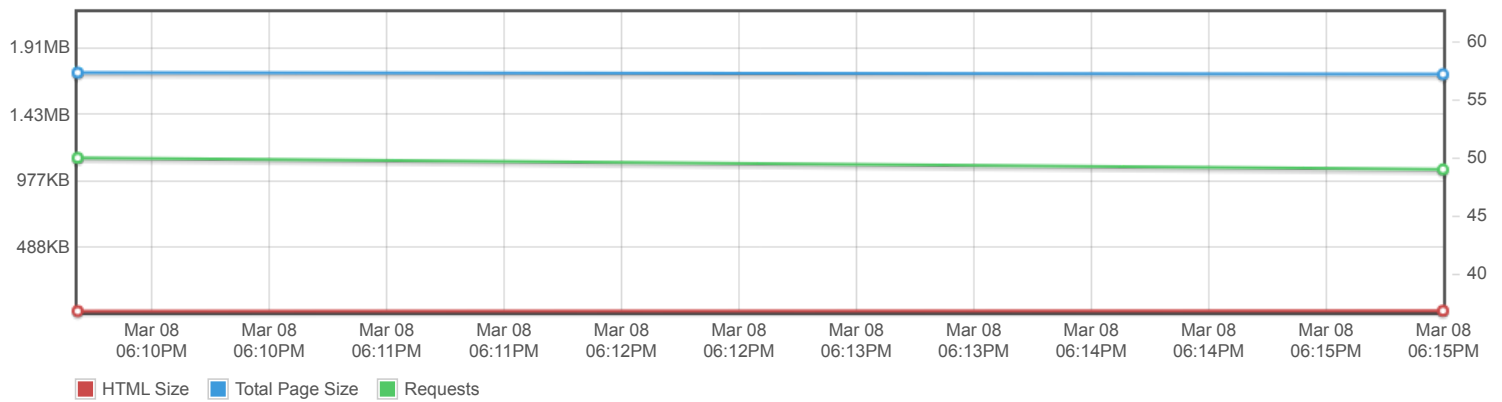
Page scores



Page metrics

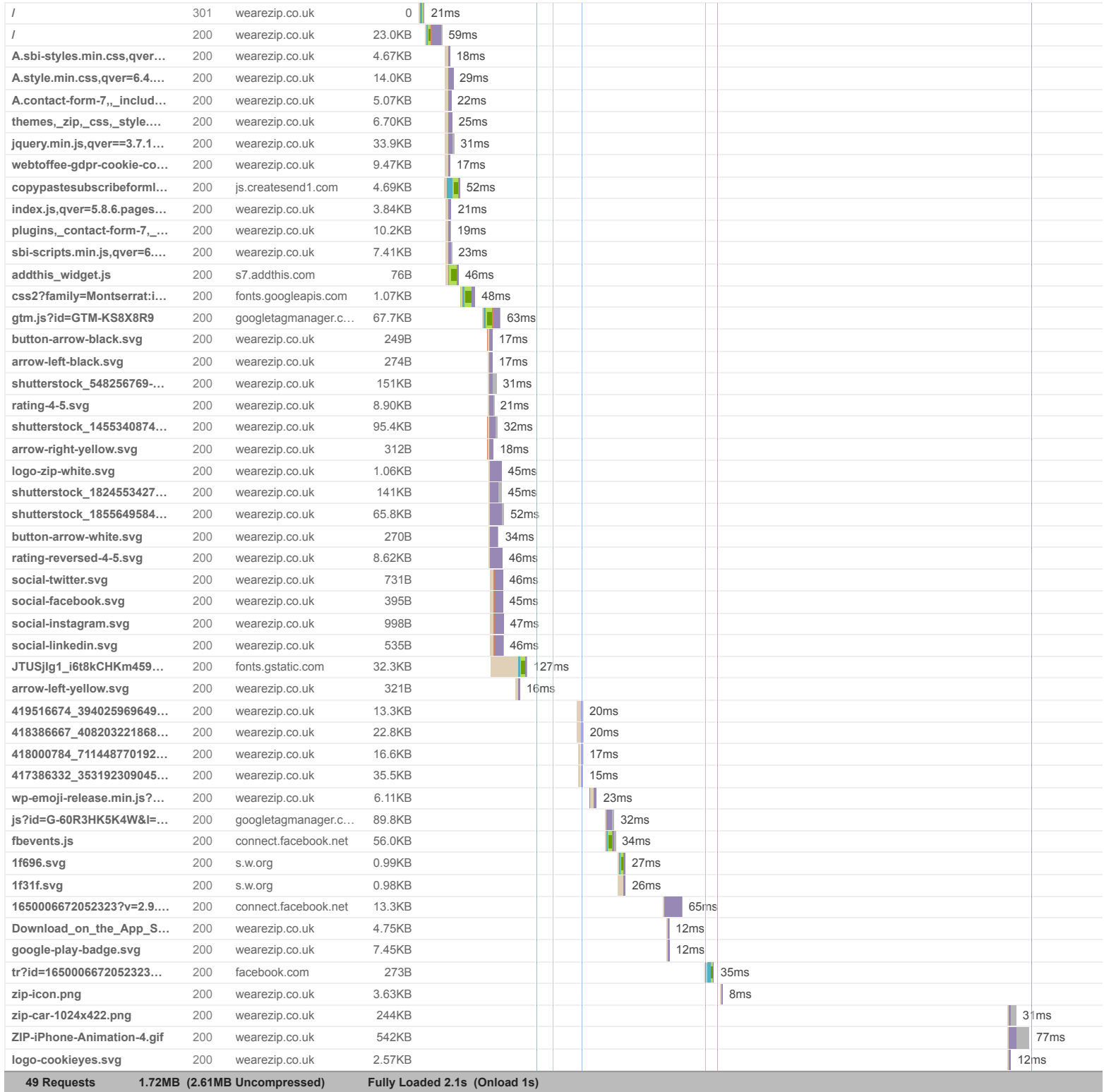


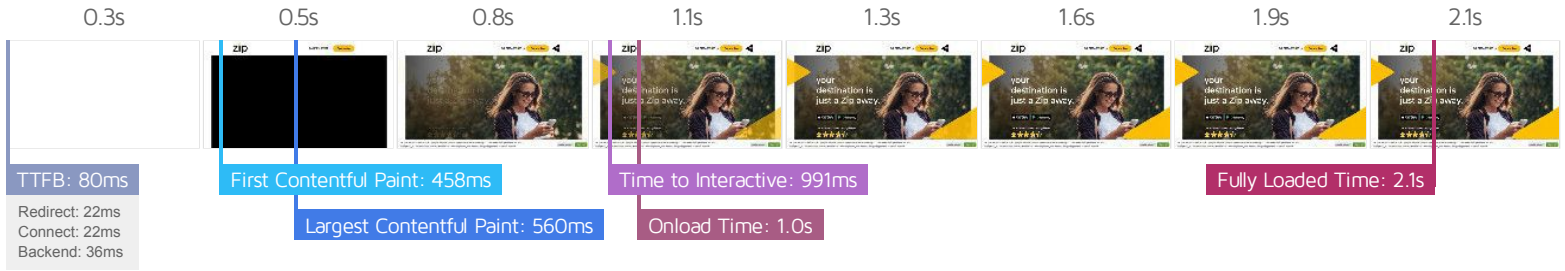
Page sizes and request counts



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.

Taxi In Bradford | Private Hire In Bradford | Zip - Get There In A Zip





### Performance Metrics

<p><b>First Contentful Paint</b></p> <p>How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.</p>	<p>Good - Nothing to do here</p> <p><b>457ms</b></p>	<p><b>Time to Interactive</b></p> <p>How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.</p>	<p>Good - Nothing to do here</p> <p><b>991ms</b></p>
<p><b>Speed Index</b></p> <p>How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.</p>	<p>Good - Nothing to do here</p> <p><b>643ms</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>12ms</b></p>
<p><b>Largest Contentful Paint</b></p> <p>How long it takes for the largest element of content (e.g. a hero image) to be painted on your page. A good user experience is 1.2s or less.</p>	<p>Good - Nothing to do here</p> <p><b>559ms</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</b></p>

### Browser Timings

Redirect	22ms	Connect	22ms	Backend	36ms
TTFB	80ms	DOM Int.	400ms	DOM Loaded	403ms
First Paint	458ms	Onload	1.0s	Fully Loaded	2.1s

IMPACT AUDIT

Low

**Avoid enormous network payloads** LCP

Total size was 1.73MB

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

URL	TRANSFER SIZE
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/12/ZIP-iPhone-Animation-4.gif">https://www.wearezip.co.uk/wp-content/uploads/2021/12/ZIP-iPhone-Animation-4.gif</a>	543KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/09/zip-car-1024x422.png">https://www.wearezip.co.uk/wp-content/uploads/2021/09/zip-car-1024x422.png</a>	244KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_548256769-RESIZED-1600x900.jpg">https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_548256769-RESIZED-1600x900.jpg</a>	152KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1824553427-RESIZED.jpg">https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1824553427-RESIZED.jpg</a>	141KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1455340874-RESIZED-684x1024.jpg">https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1455340874-RESIZED-684x1024.jpg</a>	95.8KB
<a href="https://www.googletagmanager.com/gtag/js?id=G-60R3HK5K4W&amp;l=dataLayer&amp;cx=c">https://www.googletagmanager.com/gtag/js?id=G-60R3HK5K4W&amp;l=dataLayer&amp;cx=c</a>	89.9KB
<a href="https://www.googletagmanager.com/gtm.js?id=GTM-KS8X8R9">https://www.googletagmanager.com/gtm.js?id=GTM-KS8X8R9</a>	68.1KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1855649584-RESIZED.jpg">https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1855649584-RESIZED.jpg</a>	66.2KB
<a href="https://connect.facebook.net/en_US/fbevents.js">https://connect.facebook.net/en_US/fbevents.js</a>	58.1KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/417386332_3531923090456229_6317115635912946016_nlow.jpg">https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/417386332_3531923090456229_6317115635912946016_nlow.jpg</a>	35.9KB

Low

**Avoid an excessive DOM size** TBT

503 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		503
Maximum DOM Depth	Cookie <th scope="col" class="cookieinfo-column-1">	17
Maximum Child Elements	body.home <body class="home page-template page-template-page-templates page-template-home page-te..." ontouchstart="">	25

Low

**Use video formats for animated content** LCP

Potential savings of 358KB

Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/12/ZIP-iPhone-Animation-4.gif">https://www.wearezip.co.uk/wp-content/uploads/2021/12/ZIP-iPhone-Animation-4.gif</a>	542KB	358KB

Low

**Properly size images**

Potential savings of 640KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/12/ZIP-iPhone-Animation-4.gif">https://www.wearezip.co.uk/wp-content/uploads/2021/12/ZIP-iPhone-Animation-4.gif</a>	542KB	449KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/09/zip-car-1024x422.png">https://www.wearezip.co.uk/wp-content/uploads/2021/09/zip-car-1024x422.png</a>	244KB	191KB

Low

**Avoid multiple page redirects** FCP LCP

Potential savings of 19ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
<a href="http://www.wearezip.co.uk/">http://www.wearezip.co.uk/</a>	19ms
<a href="https://www.wearezip.co.uk/">https://www.wearezip.co.uk/</a>	0ms

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
<a href="https://www.wearezip.co.uk/">https://www.wearezip.co.uk/</a>	234ms	96ms
<a href="https://www.googletagmanager.com/gtag/js?id=G-60R3HK5K4W&amp;l=dataLayer&amp;cx=c">https://www.googletagmanager.com/gtag/js?id=G-60R3HK5K4W&amp;l=dataLayer&amp;cx=c</a>	726ms	58ms
<a href="https://connect.facebook.net/signals/config/1650006672052323?v=2.9.148&amp;r=stable&amp;domain=www.wearezip.co.uk&amp;hme=20c913bdcd4be51a752120153aa5caae3ee86c7f26cf737846e40b202aba68&amp;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">https://connect.facebook.net/signals/config/1650006672052323?v=2.9.148&amp;r=stable&amp;domain=www.wearezip.co.uk&amp;hme=20c913bdcd4be51a752120153aa5caae3ee86c7f26cf737846e40b202aba68&amp;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</a>	936ms	54ms

Low

**Reduce JavaScript execution time** TBT

277ms 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.wearezip.co.uk/">https://www.wearezip.co.uk/</a>	529ms	146ms	2ms
Unattributable	247ms	10ms	0ms
<a href="https://www.googletagmanager.com/gtag/js?id=G-60R3HK5K4W&amp;l=dataLayer&amp;cx=c">https://www.googletagmanager.com/gtag/js?id=G-60R3HK5K4W&amp;l=dataLayer&amp;cx=c</a>	61ms	56ms	3ms
<a href="https://connect.facebook.net/signals/config/1650006672052323?v=2.9.148&amp;r=stable&amp;domain=www.wearezip.co.uk&amp;hme=20c913bdcd4be51a752120153aa5caae3ee86c7f26cf737846e40b202aba68&amp;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">https://connect.facebook.net/signals/config/1650006672052323?v=2.9.148&amp;r=stable&amp;domain=www.wearezip.co.uk&amp;hme=20c913bdcd4be51a752120153aa5caae3ee86c7f26cf737846e40b202aba68&amp;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</a>	58ms	56ms	1ms

Low

**Reduce unused CSS** FCP LCP

Potential savings of 14.3KB

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
<a href="https://www.wearezip.co.uk/wp-includes/css/dist/block-library/A.style.min.css.gver=6.4.3.pagespeed.cf.7dkSrUVuLL.css">https://www.wearezip.co.uk/wp-includes/css/dist/block-library/A.style.min.css.gver=6.4.3.pagespeed.cf.7dkSrUVuLL.css</a>	14.3KB	14.3KB

Low

## Serve images in next-gen formats

Potential savings of 429KB

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.wearezip.co.uk/wp-content/uploads/2021/09/zip-car-1024x422.png">https://www.wearezip.co.uk/wp-content/uploads/2021/09/zip-car-1024x422.png</a>	244KB	198KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1824553427-RESIZED.jpg">https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1824553427-RESIZED.jpg</a>	141KB	75.6KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_548256769-RESIZED-1600x900.jpg">https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_548256769-RESIZED-1600x900.jpg</a>	151KB	63.3KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1455340874-RESIZED-684x1024.jpg">https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1455340874-RESIZED-684x1024.jpg</a>	95.4KB	37.2KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1855649584-RESIZED.jpg">https://www.wearezip.co.uk/wp-content/uploads/2021/12/shutterstock_1855649584-RESIZED.jpg</a>	65.8KB	32.8KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/417386332_3531923090456229_6317115635912946016_nlow.jpg">https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/417386332_3531923090456229_6317115635912946016_nlow.jpg</a>	35.5KB	13.0KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/418386667_408203221868783_6039673530099599229_nlow.jpg">https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/418386667_408203221868783_6039673530099599229_nlow.jpg</a>	22.8KB	8.96KB

Low

## Defer offscreen images

Potential savings of 96.8KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
<a href="https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/417386332_3531923090456229_6317115635912946016_nlow.jpg">https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/417386332_3531923090456229_6317115635912946016_nlow.jpg</a>	35.5KB	35.5KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/418386667_408203221868783_6039673530099599229_nlow.jpg">https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/418386667_408203221868783_6039673530099599229_nlow.jpg</a>	22.8KB	22.8KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/418000784_7114487701920342_7605086750005830878_nlow.jpg">https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/418000784_7114487701920342_7605086750005830878_nlow.jpg</a>	16.6KB	16.6KB
<a href="https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/419516674_394025969649297_7356700228648890628_nlow.jpg">https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/419516674_394025969649297_7356700228648890628_nlow.jpg</a>	13.3KB	13.3KB
<a href="https://www.wearezip.co.uk/wp-content/themes/zip/img/driver-rating/rating-reversed-4-5.svg">https://www.wearezip.co.uk/wp-content/themes/zip/img/driver-rating/rating-reversed-4-5.svg</a>	8.62KB	8.62KB

Low

Avoid non-composited animations CLS

8 animated elements found

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

body.home > div.masthead > img.brand-arrow

```

```

Target has another animation which is incompatible

opacity

Target has another animation which is incompatible

fadeIn

body.home > div.masthead > img.brand-arrow

```

```

Target has another animation which is incompatible

opacity

Target has another animation which is incompatible

fadeIn



```
<a class="sbi_photo sbi_imgLiquid_bgSize sbi_imgLiquid_ready" href="https://www.instagram.com/reel/C2A_
EqMfT7/" target="_blank" rel="noopener nofollow" data-full-res="https://www.wearezip.co.uk/wp-
content/uploads/sb-instagram-feed-images/418..." data-img-src-set="
{&quot;d&quot;:&quot;https://scontent-lhr8-1.cdninstagram.com/v/t51.29350-15/4183866..."
style="height: 226.547px; background-image: url (&quot;https://www.wearezip.co.uk/wp-co...&quot;);">
```

Unsupported CSS Property: background-position-x

backgro  
und-posi  
tion-x

Unsupported CSS Property: background-position-y

backgro  
und-posi  
tion-y



```
<a class="sbi_photo sbi_imgLiquid_bgSize sbi_imgLiquid_ready"
href="https://www.instagram.com/p/C2ItuY5sGbm/" target="_blank" rel="noopener nofollow" data-full-
res="https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/419..." data-img-src-set="
{&quot;d&quot;:&quot;https://scontent-lhr6-1.cdninstagram.com/v/t51.29350-15/4195166..."
style="height: 226.547px; background-image: url (&quot;https://www.wearezip.co.uk/wp-co...&quot;);">
```

Unsupported CSS Property: background-position-x

backgro  
und-posi  
tion-x

Unsupported CSS Property: background-position-y

backgro  
und-posi  
tion-y

Join the Zip Taxis team in Bradford! We're on the lookout for dedicated dri...

```
<a class="sbi_photo sbi_imgLiquid_bgSize sbi_imgLiquid_ready"
href="https://www.instagram.com/p/C17AvSYIzqV/" target="_blank" rel="noopener nofollow" data-full-
res="https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/418..." data-img-src-set="
{&quot;d&quot;:&quot;https://scontent-lhr8-1.cdninstagram.com/v/t51.29350-15/4180007..."
style="height: 226.547px; background-image: url (&quot;https://www.wearezip.co.uk/wp-co...&quot;);">
```

Unsupported CSS Property: background-position-x

backgro  
und-posi  
tion-x

Unsupported CSS Property: background-position-y

backgro  
und-posi  
tion-y



```
<a class="sbi_photo sbi_imgLiquid_bgSize sbi_imgLiquid_ready"
href="https://www.instagram.com/reel/C125n6toWzd/" target="_blank" rel="noopener nofollow" data-full-
res="https://www.wearezip.co.uk/wp-content/uploads/sb-instagram-feed-images/417..." data-img-src-set="
{&quot;d&quot;:&quot;https://scontent-lhr8-1.cdninstagram.com/v/t51.29350-15/4173863..."
style="height: 226.547px; background-image: url (&quot;https://www.wearezip.co.uk/wp-co...&quot;);">
```

Unsupported CSS Property: background-position-x

backgro  
und-posi  
tion-x

Unsupported CSS Property: background-position-y

backgro  
und-posi  
tion-y

Get in on Google Play



ELEMENT

NAME

```
<a class="app-link" itemprop="sameAs" href="https://play.google.com/store/apps/details?id=com.autocab.taxibooker.euroc..." target="_blank" rel="nofollow">
```

Unsupported CSS Property: visibility

visibility

Download on the App Store

```
<a class="app-link" itemprop="sameAs" href="https://apps.apple.com/gb/app/zip-get-there-in-a-zip/id839456170" target="_blank" rel="nofollow">
```

Unsupported CSS Property: visibility

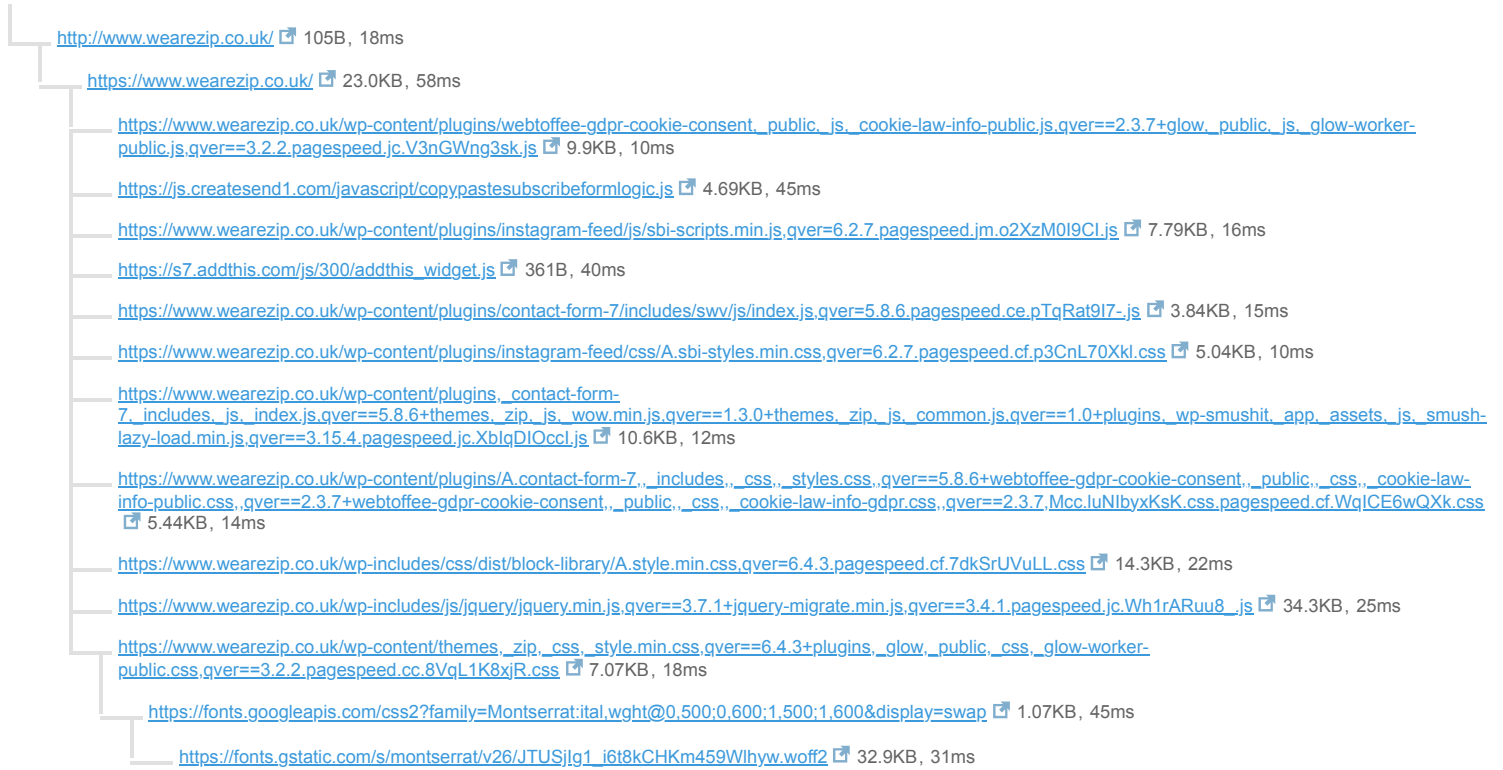
visibility

**Low** **Avoid chaining critical requests** FCP LCP 11 chains found

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

Maximum critical path latency: **373ms**

INITIAL NAVIGATION



**Low** **Reduce unused JavaScript** LCP Potential savings of 94.7KB

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.googletagmanager.com/gtag/js?id=G-60R3HK5K4W&amp;l=dataLayer&amp;cx=c">https://www.googletagmanager.com/gtag/js?id=G-60R3HK5K4W&amp;l=dataLayer&amp;cx=c</a>	89.9KB	41.2KB
<a href="https://www.googletagmanager.com/gtm.js?id=GTM-KS8X8R9">https://www.googletagmanager.com/gtm.js?id=GTM-KS8X8R9</a>	68.1KB	33.1KB
<a href="https://connect.facebook.net/en_US/fbevents.js">https://connect.facebook.net/en_US/fbevents.js</a>	58.1KB	20.3KB

**N/A** **Largest Contentful Paint element** LCP 560 ms

This is the largest contentful element painted within the viewport.

#### ELEMENT

your destination is just a Zip away. Our current driver rating is 4.6

```
<div class="masthead" style="background-image: url (&quot;https://www.wearezip.co.uk/wp-content/uploads/2021/1...&quot;); ">
```

PHASE	% OF LCP	TIMING
TTFB	14%	80ms
Load Delay	29%	162ms
Load Time	5%	28ms
Render Delay	52%	288ms

N/A **Eliminate render-blocking resources** FCP LCP Potential savings of 23ms

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.wearezip.co.uk/wp-content/plugins/A_contact-form-7..._includes...css...styles.css.qver==5.8.6+webtoffee-gdpr-cookie-consent..._public...css...cookie-law-info-public.css.qver==2.3.7+webtoffee-gdpr-cookie-consent..._public...css...cookie-law-info-gdpr.css.qver==2.3.7.Mcc.luNlbyxKsK.css.pagespeed.cf.WqICE6wQXk.css">https://www.wearezip.co.uk/wp-content/plugins/A_contact-form-7..._includes...css...styles.css.qver==5.8.6+webtoffee-gdpr-cookie-consent..._public...css...cookie-law-info-public.css.qver==2.3.7+webtoffee-gdpr-cookie-consent..._public...css...cookie-law-info-gdpr.css.qver==2.3.7.Mcc.luNlbyxKsK.css.pagespeed.cf.WqICE6wQXk.css</a>	5.44KB	151ms
<a href="https://www.wearezip.co.uk/wp-includes/js/jquery/jquery.min.js.qver==3.7.1+jquery-migrate.min.js.qver==3.4.1_pagespeed.jc.Wh1rARuu8...js">https://www.wearezip.co.uk/wp-includes/js/jquery/jquery.min.js.qver==3.7.1+jquery-migrate.min.js.qver==3.4.1_pagespeed.jc.Wh1rARuu8...js</a>	34.3KB	757ms
<a href="https://www.wearezip.co.uk/wp-content/plugins/webtoffee-gdpr-cookie-consent..._public...js...cookie-law-info-public.js.qver==2.3.7+glow..._public...js...glow-worker-public.js.qver==3.2.2_pagespeed.jc.V3nGWng3sk.js">https://www.wearezip.co.uk/wp-content/plugins/webtoffee-gdpr-cookie-consent..._public...js...cookie-law-info-public.js.qver==2.3.7+glow..._public...js...glow-worker-public.js.qver==3.2.2_pagespeed.jc.V3nGWng3sk.js</a>	9.9KB	151ms

N/A **Reduce initial server response time** FCP LCP Root document took 35ms

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

URL	TIME SPENT
<a href="https://www.wearezip.co.uk/">https://www.wearezip.co.uk/</a>	35ms

N/A **Avoid serving legacy JavaScript to modern browsers** TBT Potential savings of 10.9KB

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://connect.facebook.net/en\\_US/fbevents.js](https://connect.facebook.net/en_US/fbevents.js)

10.8KB

Line:23 Column:2302

@babel/plugin-transform-orm-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.wearezip.co.uk/wp-content/plugins/\\_contact-form-7\\_includes/\\_js\\_index.js.gver==5.8.6+themes/\\_zip\\_js\\_wow.min.js.gver==1.3.0+themes/\\_zip\\_js\\_common.js.gver==1.0+plugins/\\_wp-smushit\\_app\\_assets/\\_js\\_smush-lazy-load.min.js.gver==3.15.4.pagespeed.jc.XblqDIOccl.js](https://www.wearezip.co.uk/wp-content/plugins/_contact-form-7_includes/_js_index.js.gver==5.8.6+themes/_zip_js_wow.min.js.gver==1.3.0+themes/_zip_js_common.js.gver==1.0+plugins/_wp-smushit_app_assets/_js_smush-lazy-load.min.js.gver==3.15.4.pagespeed.jc.XblqDIOccl.js)

58B

Line:1 Column:331

@babel/plugin-transform-orm-classes

[https://connect.facebook.net/signals/config/1650006672052323?v=2.9.148&r=stable&domain=www.wearezip.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](https://connect.facebook.net/signals/config/1650006672052323?v=2.9.148&r=stable&domain=www.wearezip.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)

47B

Line:19 Column:2057

@babel/plugin-transform-orm-classes

N/A	<b>Avoid large layout shifts</b> CLS	1 element found
-----	--------------------------------------	-----------------

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

## ELEMENT

## CLS CONTRIBUTION

Call 01274 689999 or Book online  
`<div class="actions">`

0.00

N/A

**Minimize main-thread work** TBT

Main-thread busy for 1.0s

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

## CATEGORY

## TIME SPENT

Other

415ms

Script Evaluation

369ms

Style &amp; Layout

183ms

Rendering

21ms

Parse HTML &amp; CSS

20ms

Script Parsing &amp; Compilation

20ms

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

985ms

0ms

fbevents:end:estPageViewProcessing

Mark

987ms

0ms

fbevents:start:unwantedDataProcessing\_1650006672052323

Mark

987ms

0ms

fbevents:end:unwantedDataProcessing\_1650006672052323

Mark

987ms

0ms

fbevents:start:validateUrlProcessing\_1650006672052323

Mark

988ms

0ms

fbevents:end:validateUrlProcessing\_1650006672052323

Mark

988ms

0ms

N/A

**Reduce the impact of third-party code** TBT

Third-party code blocked the main thread for 5ms

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 TAG MANAGER</b>	158KB	3ms
• <a href="https://www.googletagmanager.com/gtag/js?id=G-60R3HK5K4W&amp;l=dataLayer&amp;cx=c">https://www.googletagmanager.com/gtag/js?id=G-60R3HK5K4W&amp;l=dataLayer&amp;cx=c</a>	89.9KB	3ms
• <a href="https://www.googletagmanager.com/gtm.js?id=GTM-KS8X8R9">https://www.googletagmanager.com/gtm.js?id=GTM-KS8X8R9</a>	68.1KB	0ms
<b>FACEBOOK</b>	71.6KB	2ms
• <a href="https://connect.facebook.net/signals/config/1650006672052323?v=2.9.148&amp;r=stable&amp;domain=www.warezip.co.uk&amp;hme=20c913bdcd4be51a752120153aa5caaecb3ee86c7f26cf737846e40b202aba68&amp;e_x_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">https://connect.facebook.net/signals/config/1650006672052323?v=2.9.148&amp;r=stable&amp;domain=www.warezip.co.uk&amp;hme=20c913bdcd4be51a752120153aa5caaecb3ee86c7f26cf737846e40b202aba68&amp;e_x_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</a>	13.3KB	2ms
• <a href="https://connect.facebook.net/en_US/fbevents.js">https://connect.facebook.net/en_US/fbevents.js</a>	58.1KB	0ms
<b>GOOGLE FONTS</b>	33.9KB	0ms
• <a href="https://fonts.gstatic.com/s/montserrat/v26/JTUSjlg1_i6t8kCHKm459Wlhyw.woff2">https://fonts.gstatic.com/s/montserrat/v26/JTUSjlg1_i6t8kCHKm459Wlhyw.woff2</a>	32.9KB	0ms
<b>CREATESEND1.COM</b>	4.69KB	0ms
• <a href="https://js.createsend1.com/javascript/copypastesubscribeformlogic.js">https://js.createsend1.com/javascript/copypastesubscribeformlogic.js</a>	4.69KB	0ms
<b>WORDPRESS</b>	1.97KB	0ms
<b>ADDDTHIS</b>	361B	0ms