

Performance Report for: https://wpengine.com/

Report generated: Fri, Jul 27, 2018, 8:42 PM -0500
 Test Server Region: Vancouver, Canada
 Using: Chrome (Android, Galaxy Nexus) 62.0.3202.84,
 PageSpeed 1.15-gt1, YSlow 3.1.8

PageSpeed Score F (41%) ▾	YSlow Score E (54%) ▾	Fully Loaded Time 35.1s ▾	Total Page Size 1.33MB ▲	Requests 220 ▾
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Top 5 Priority Issues

Minimize redirects	<input type="text" value="F (0)"/>	▾ AVG SCORE: 89%	CONTENT	HIGH
Leverage browser caching	<input type="text" value="F (0)"/>	▾ AVG SCORE: 59%	SERVER	HIGH
Defer parsing of JavaScript	<input type="text" value="F (29)"/>	▾ AVG SCORE: 70%	JS	HIGH
Enable Keep-Alive	<input type="text" value="F (45)"/>	▾ AVG SCORE: 96%	SERVER	HIGH
Serve resources from a consistent URL	<input type="text" value="D (63)"/>	▾ AVG SCORE: 88%	CONTENT	HIGH

How does this affect me?

Studies show that users leave a site if it hasn't loaded in 4 seconds; keep your users happy and engaged by providing a fast performing website.

As if you didn't need more incentive, **Google has announced that they are using page speed in their ranking algorithm.**

About GTmetrix

We can help you develop a faster, more efficient, and all-around improved website experience for your users. We use Google PageSpeed and Yahoo! YSlow to grade your site's performance and provide actionable recommendations to fix these issues.

About the Developer



GTmetrix is developed by the good folks at **GT.net**, a Vancouver-based performance hosting company with over 22 years experience in web technology.

<https://gt.net/>

What do these grades mean?

This report is an analysis of your site with Google and Yahoo!'s metrics for how to best develop a site for optimized speed. The **grades you see represent** how well the scanned URL adheres to those rules.

Lower grades (C or lower) mean that the page can stand to be faster using better practices and optimizing your settings.

What's in this report?

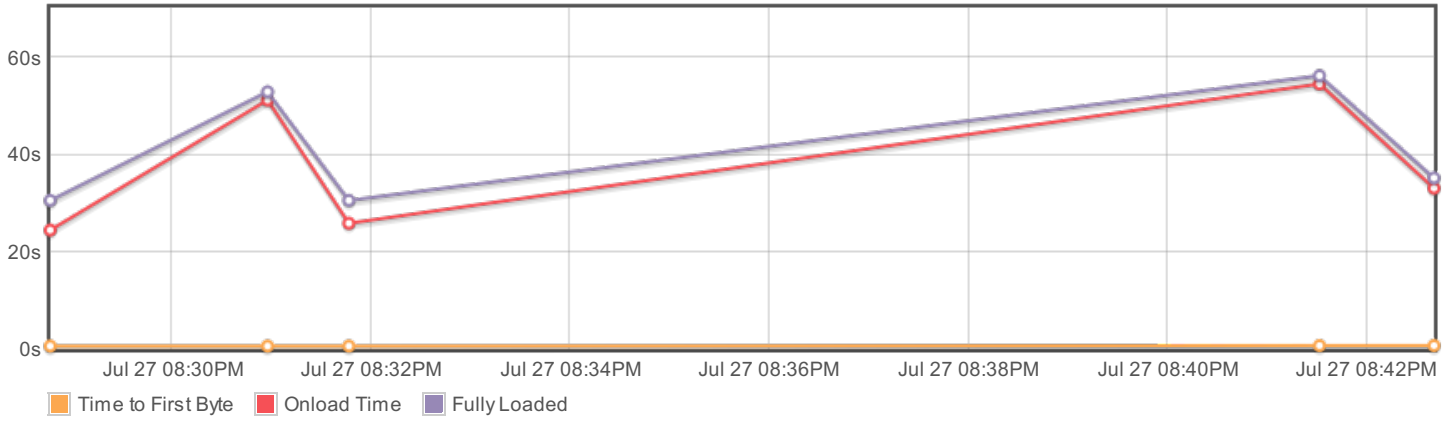
This report covers basic to technical analyses on your page. It is categorized under many headings:

- **Executive:** Overall score information and Priority Issues
- **History:** Graphed history of past performance
- **Waterfall:** Graph of your site's loading timeline
- **Technical:** In-depth PageSpeed & YSlow information

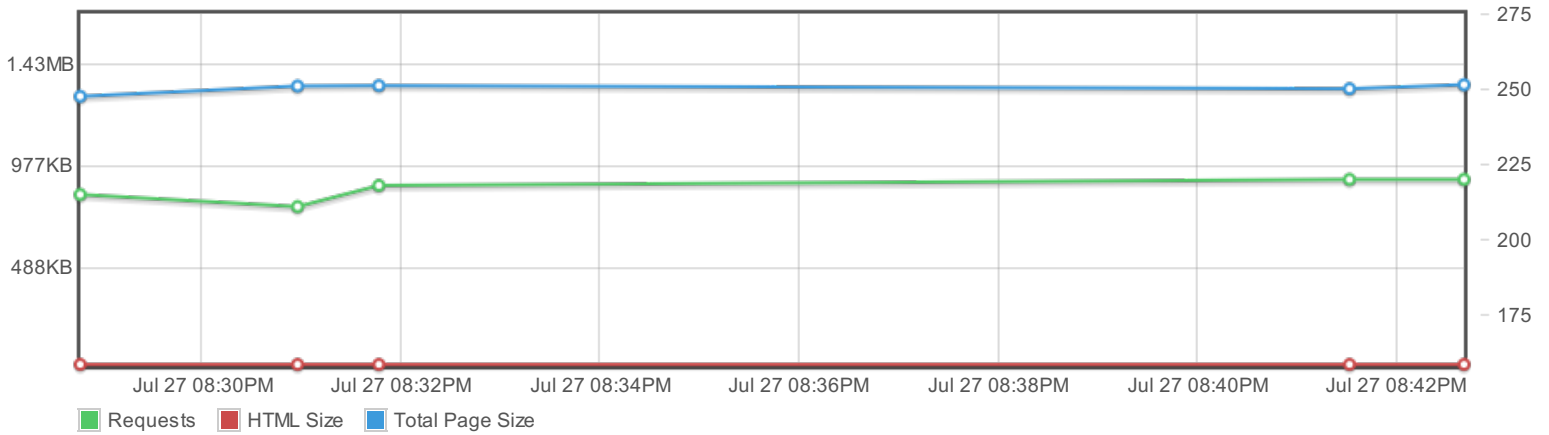
These will provide you with a snapshot of your performance.

History

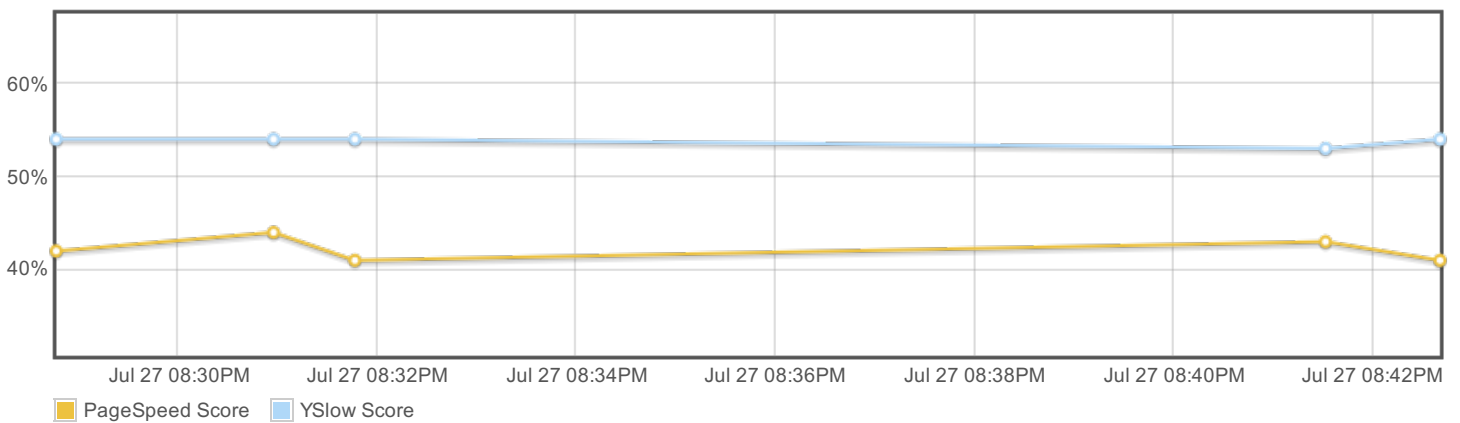
Page load times



Page sizes and request counts



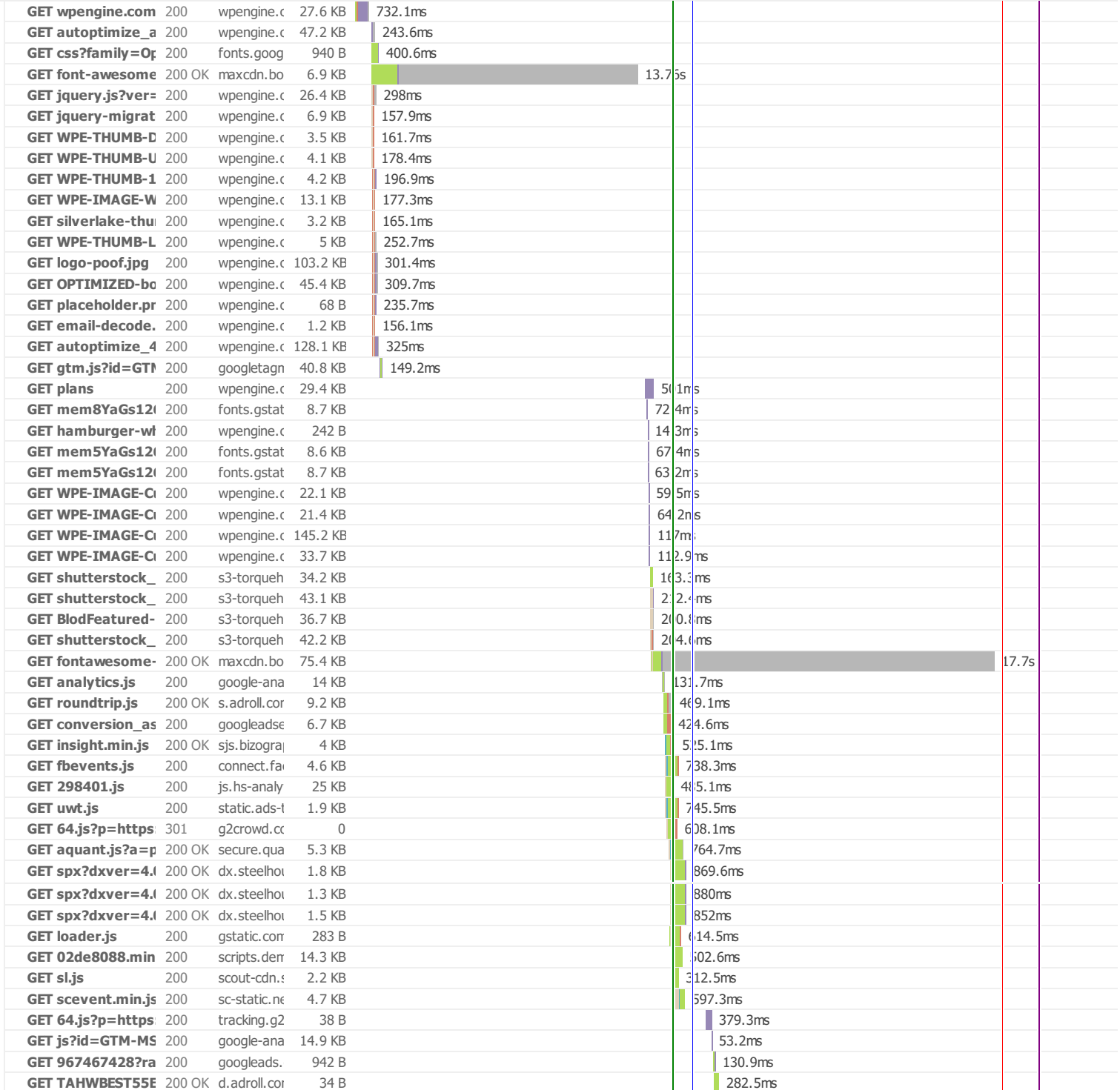
PageSpeed and YSlow scores



Waterfall Chart

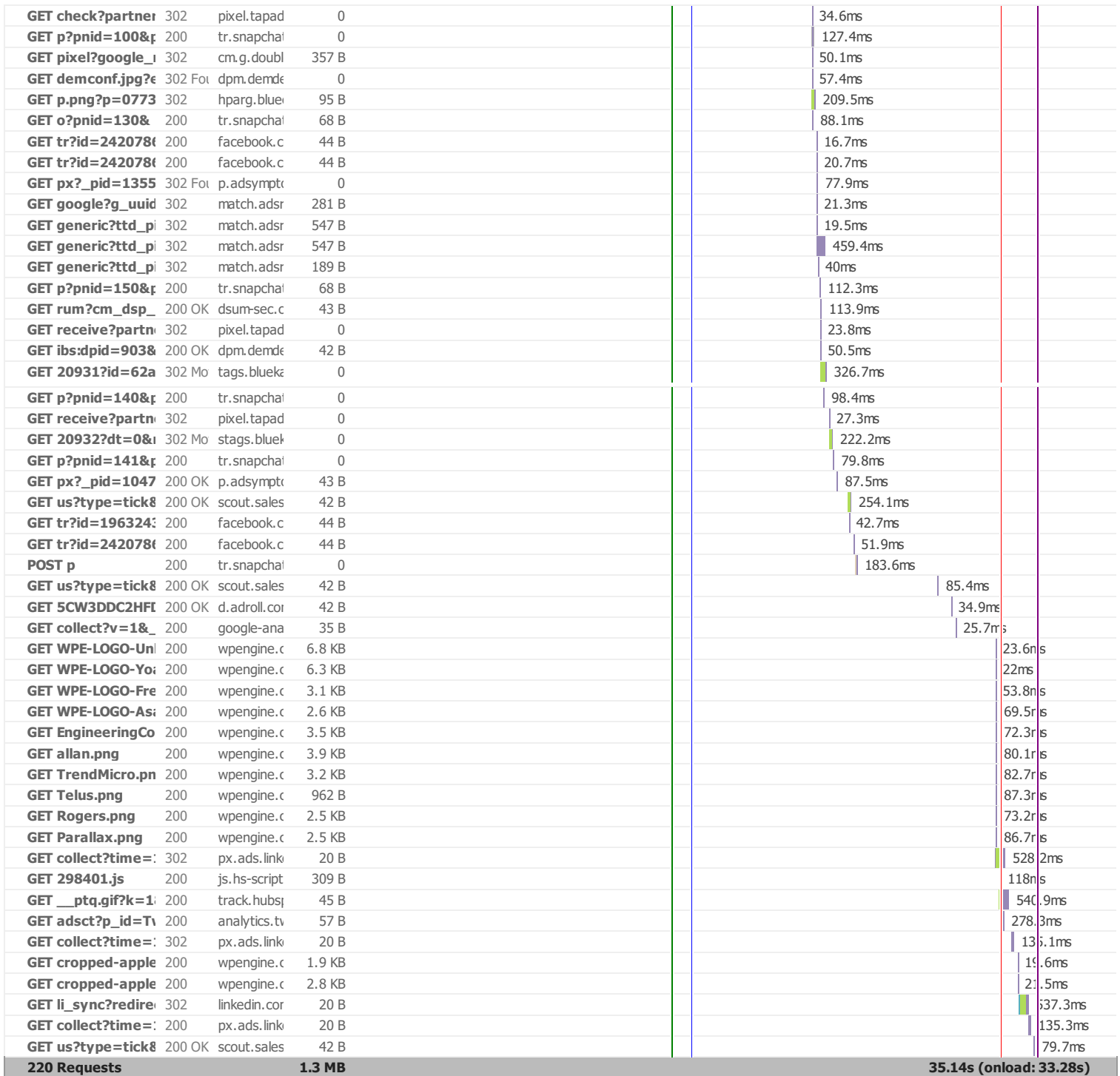
The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

WordPress Hosting, Perfected. WP Engine®



GET 15455509990	200	connect.fai	16.2 KB	36.9ms
GET i	200 OK	scout.sales	48 B	449.8ms
GET impl-1_29.js	200	gstatic.cor	9.4 KB	51.8ms
GET rules-p-jztJFP	200	rules.quant	827 B	161.8ms
GET ip.json?referre	200	api.compar	273 B	327ms
GET pixel?type=jsi	302	d.company	0	246ms
GET pixel?type=jsi	302	d.company	0	248.2ms
GET demandbase	303 Ser	match.proc	0	350ms
GET 464526.gif	302 For	id.rlcdn.cor	0	371.8ms
GET adsct?p_id=Ti	200	t.co	65 B	353.5ms
GET st?fdx=1&sha	200 OK	px.steelho	818 B	412.6ms
GET st?fdx=1&sha	200 OK	px.steelho	818 B	412.1ms
GET 967467428?ra	200	google.cor	42 B	115.2ms
GET 967467428?ra	200	google.ca	42 B	150ms
GET tr?id=154555	200	facebook.c	44 B	195ms
GET wcm?cl=vmxf	200	googlelead	83 B	57.8ms
GET 5CW3DDC2HFI	302 Mo	d.adroll.cor	0	52.4ms
GET wpe_social.pn	200 OK	pixel.quant	35 B	149.7ms
GET pixel?type=jsi	200	d.company	283 B	476.6ms
GET pixel?type=jsi	200	d.company	283 B	479.6ms
GET us?type=land	200 OK	scout.sales	42 B	91.2ms
GET js?id=GTM-TD	200	google-ana	17.1 KB	72.7ms
GET collect?v=1&_	302	google-ana	417 B	30.7ms
GET collect?v=1&_	200	google-ana	35 B	21.8ms
GET demandbase?	303 Ser	match.proc	0	25.4ms
GET 464526.gif?rec	302 For	id.rlcdn.cor	0	26.7ms
GET i?	200	tr.snapchal	702 B	168.4ms
GET O52ALOLRLRB	200 OK	s.adroll.cor	4.2 KB	25.7ms
GET collect?v=1&a	302	stats.g.doi	364 B	223.8ms
GET log?vendor=cl	200 OK	segments.c	26 B	407.8ms
GET wtk?vendor=li	200 OK	segments.c	26 B	277.3ms
GET tr?id=154555	200	facebook.c	44 B	114.3ms
GET wcm?cl=vmxf	200	google.ca	63 B	120.1ms
GET gs	200 OK	ww.steelhc	144 B	451.5ms
GET sendrolling.js	200 OK	s.adroll.cor	2 KB	25.5ms
GET 72346057770:	200	connect.fai	16.2 KB	74.3ms
GET out?advertisal	302 Mo	d.adroll.cor	167 B	30.2ms
GET out?advertisal	302 Mo	d.adroll.cor	139 B	155.9ms
GET out?advertisal	302 Mo	d.adroll.cor	124 B	171.8ms
GET out?advertisal	302 Mo	d.adroll.cor	96 B	172.7ms
GET out?advertisal	302 Mo	d.adroll.cor	220 B	175.6ms
GET out?advertisal	302 Mo	d.adroll.cor	111 B	172.5ms
GET out?advertisal	302 Mo	d.adroll.cor	102 B	764.6ms
GET 5CW3DDC2HFI	200 OK	d.adroll.cor	42 B	792.8ms
GET out?advertisal	302 Mo	d.adroll.cor	248 B	857.8ms
GET out?advertisal	302 Mo	d.adroll.cor	96 B	859.2ms
GET out?advertisal	302 Mo	d.adroll.cor	113 B	861.1ms
GET out?advertisal	302 Mo	d.adroll.cor	86 B	1.11s
GET out?advertisal	302 Mo	d.adroll.cor	87 B	1.14s
GET out?advertisal	302 Mo	d.adroll.cor	118 B	1.49s
GET ga-audiences?	302	google.cor	0	92.7ms
GET collect?v=1&_	200	google-ana	35 B	28.7ms
GET collect?t=dc&	302	stats.g.doi	366 B	30.5ms
GET sync?uid=N2Q	302	pixel.adver	0	336.6ms
GET rum?cm_dsp_	302 Mo	dsum-sec.c	333 B	340.5ms
GET tap.php?v=19	307 Ter	pixel.rubicc	0	425.7ms
GET pixel?user_id=	200	sync.outbr	18 B	751.6ms
GET rtb-h?taboola	204	trc.taboola	9 B	485.7ms
GET Pug?vcode=bz	200 OK	simage2.pt	1 B	473.6ms
GET ga-audiences?	200	google.ca	42 B	170.9ms

GET ga-audiences?	302	google.com	0	152.6ms	
GET scevent.min.js	304	sc-static.ne	11.8 KB	140.1ms	
GET st?fdx=1&sha	200 OK	px.steelho	641 B	348.2ms	
GET st?fdx=1&sha	200 OK	px.steelho	1.9 KB	394.9ms	
GET tr?id=723460!	200	facebook.c	44 B	86.3ms	
GET ga-audiences?	200	google.ca	42 B	25.6ms	
GET sync?uid=N2Q	204	pixel.adver	0	73.1ms	
GET rum?cm_dsp_	200 OK	dsum-sec.c	43 B	45.4ms	
GET tap.php?cooki	200 OK	pixel.rubicc	42 B	36.9ms	
GET xuid?mid=471	302	Fo	eb2.3lift.cc	0	576ms
GET s?pnid=100&c	302	tr.snapchai	0	96.4ms	
GET s?pnid=110&c	302	tr.snapchai	0	85.1ms	
GET pixel?id=2498	200 OK	ads.yahoo.	0	290.4ms	
GET sync?dsp_id=	302	Mo	x.bidswitch	0	346.3ms
GET pxj?bidder=17	302	Fo	ib.adnxs.cc	0	350.6ms
GET s?pnid=120&c	302	tr.snapchai	0	102.4ms	
GET s?pnid=130&c	302	tr.snapchai	0	174.1ms	
GET s?pnid=140&c	302	tr.snapchai	0	210.4ms	
GET s?pnid=141&c	302	tr.snapchai	0	213.9ms	
GET s?pnid=150&c	302	tr.snapchai	0	210.3ms	
GET st?fdx=1&sha	200 OK	px.steelho	760 B	350.7ms	
GET generic?ttd_pi	302	match.adsr	305 B	271.4ms	
GET px?_pid=1436	302	Fo	p.adsympt	0	476.3ms
GET fbevents.js	200	connect.fai	42.3 KB	0ms	
GET fbevents.js	200	connect.fai	42.3 KB	0ms	
GET px?_pid=1436	302	Fo	p.adsympt	0	366.7ms
GET evnt?adv=hjtl	302	insight.adsi	0	174.6ms	
GET 377928.gif?pa	307	idsync.rlcdi	0	670ms	
GET sd?id=537103	302	us-u.openx	0	636.7ms	
GET match?rurl=hl	302	Fo	snap.adsrv	0	844.8ms
GET 463676.gif?cre	302	Fo	so.rlcdn.co	0	503.1ms
GET pixel?google_!	302	cm.g.doubl	246 B	356.6ms	
GET sync?dsp_id=	200 OK	x.bidswitch	43 B	70ms	
GET bounce?/pxj?!	200 OK	ib.adnxs.cc	43 B	77.5ms	
GET generic?ttd_pi	302	match.adsr	277 B	49.4ms	
GET x.skimresourc	302	Fo	x.skimresou	0	538ms
GET getdata.xgi?cl	302	r.dlx.addth	0	819.4ms	
GET push?partner_	302	pixel.tapad	0	727.5ms	
GET push?partner_	302	pixel.tapad	0	738.4ms	
GET ds.png?p=077	302	sync.graph	0	778.6ms	
GET xuid?ld=1&mi	200 OK	eb2.3lift.cc	37 B	202.9ms	
GET px?_pid=1436	200 OK	p.adsympt	43 B	189.1ms	
GET px?_pid=1436	200 OK	p.adsympt	43 B	393.6ms	
GET evnt?adv=7sj	302	insight.adsi	0	247.8ms	
GET tdsync?ttdid=3	200 OK	px.steelho	0	615.1ms	
GET generic?ttd_pi	302	Fo	dpm.demde	0	688ms
GET 19632437078!	200	connect.fai	16.2 KB	432.2ms	
GET 24207867952!	200	connect.fai	16.2 KB	398.2ms	
GET px?_pid=1436	200 OK	p.adsympt	43 B	359.5ms	
GET in?google_ula	200 OK	d.adroll.cor	42 B	282ms	
GET getuid?https:/	302	Fo	ib.adnxs.cc	0	286.1ms
GET sd?cc=1&id=5	200	us-u.openx	43 B	232.8ms	
GET sync?pid=532	307	pippio.com	0	399.9ms	
GET p?pnid=110&f	200	tr.snapchai	68 B	208.3ms	
GET p?pnid=120&f	200	tr.snapchai	68 B	202.4ms	
GET appnexus?ttd:	302	match.adsr	279 B	81.8ms	
GET tr?id=196324:	200	facebook.c	44 B	25.5ms	
GET check?partner	302	pixel.tapad	0	30.5ms	

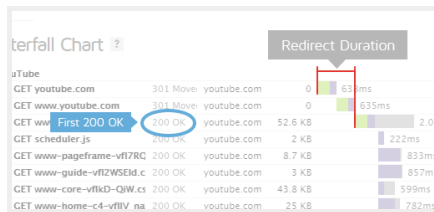


Page Load Timings

RUM Speed Index: 16,289

Redirect 0ms	Connect 129ms	Backend 0.5s	TTFB 0.7s
DOM int. 15.7s	First paint 16.3s	Contentful paint 16.3s	DOM loaded 17.3s (22ms)
Onload 33.0s (231ms)			

Redirect duration



This is the time spent redirecting URLs before the final HTML page is loaded. Common redirects include:

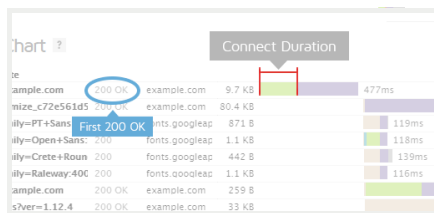
- Redirect from a non-www to www (eg. example.com to www.example.com)
- Redirect to a secure URL (eg. http:// to https://)
- Redirect to set cookies
- Redirect to a mobile version of the site

Some sites may even perform a chain of multiple redirects (eg. non-www to www, then to a secure URL). This timing is the total of all this time that's spent redirecting, or 0 if no redirects occurred.

In the Waterfall Chart, Redirect duration consists of the time from the beginning of the test until just before we start the request of the final HTML page (when we receive the first 200 OK response).

During this time, the browser screen is blank! Ensure that this duration is kept to short by [minimizing your redirects](#).

Connection duration



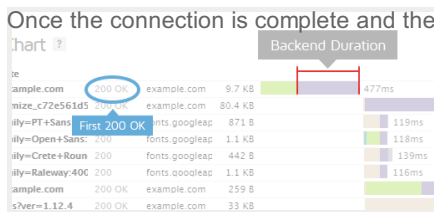
Once any redirects have completed, Connection duration is measured. This is the time spent connecting to the server to make the request to the page.

Technically speaking, this duration is a combination of the blocked time, DNS time, connect time and sending time of the request (rather than *just* connect time). We've combined those components into a single Connection duration to simplify things (as most of these times are usually small).

In the Waterfall Chart, Connection duration consists of everything up to and including the "Sending" time in the final HTML page request (the first 200 OK response).

During this time, the browser screen is still blank! Various causes could contribute to this, including a slow/problematic connection between the test server and site or slow response times from the site.

Backend duration

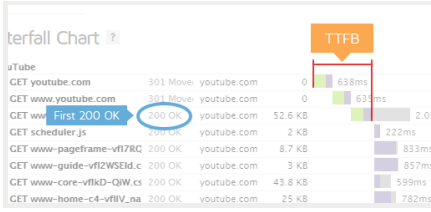


Once the connection is complete and the request is made, the server needs to generate a response for the page. The time it takes to generate the response is known as the Backend duration.

In the Waterfall Chart, Backend duration consists of purple waiting time in the page request.

There are a number of reasons why Backend duration could be slow. We cover this in our ["Why is my page slow"](#) article.

Time to First Byte (TTFB)

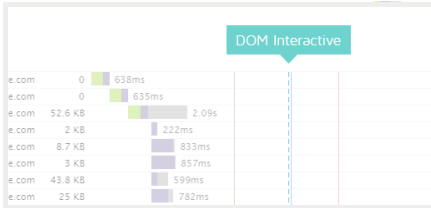


Time to First Byte (TTFB) is the total amount of time spent to receive the first byte of the response once it has been requested. It is the sum of "Redirect duration" + "Connection duration" + "Backend duration". This metric is one of the key indicators of web performance.

In the Waterfall Chart, it is calculated at the start of the test until just before receiving on the page request and represented by the orange line.

Some ways to improve the TTFB include: optimizing application code, implementing caching, fine-tuning your web server configuration, or upgrading server hardware.

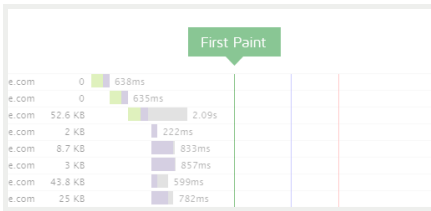
DOM interactive time



DOM interactive time is the point at which the browser has finished loading and parsing HTML, and the DOM (Document Object Model) has been built. The DOM is how the browser internally structures the HTML so that it can render it.

DOM interactive time isn't marked in the Waterfall Chart as it's usually very close in timing to DOM content loaded.

First paint time



First paint time is the first point at which the browser does any sort of rendering on the page. Depending on the structure of the page, this first paint could just be displaying the background colour (including white), or it could be a majority of the page being rendered.

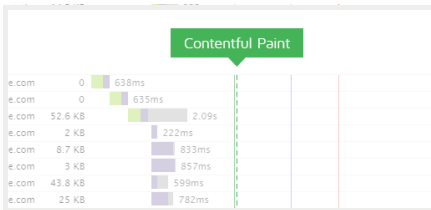
In the Waterfall Chart, it is represented by the green line.

This timing is of significance because until this point, the browser will have only shown a blank page and this change gives the user an indication that the page is loading. However, we don't know how much of the page was rendered with this paint, so having an early first paint doesn't necessarily

indicate a fast loading page.

If the browser does not perform a paint (ie. the html results in a blank page), then the paint timings may be missing.

First contentful paint time



First Contentful Paint is triggered when any *content* is painted - i.e. something defined in the DOM (Document Object Model). This could be text, an image or canvas render.

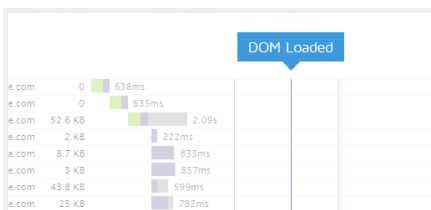
This timing aims to be more representative of your user's experience, as it flags when actual content has been loaded in the page, and not just any change - but it may often be the same time as First Paint.

Because the focus is on content, the idea is that this metric gives you an idea of when your user receives consumable information (text, visuals, etc) - much more useful for performance assessment

than when a background has changed or a style has been applied.

If the browser does not perform a paint (ie. the html results in a blank page), then the paint timings may be missing.

DOM content loaded time



DOM content loaded time (DOM loaded or DOM ready for short) is the point at which the DOM is ready (ie. DOM interactive) and there are no stylesheets blocking JavaScript execution.

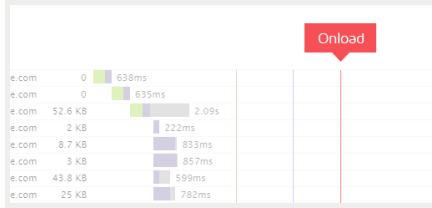
If there are no stylesheets blocking JavaScript execution and there is no parser blocking JavaScript, then this will be the same as DOM interactive time.

In the Waterfall Chart, it is represented by the blue line.

The time in brackets is the time spent executing JavaScript triggered by the DOM content loaded event. Many JavaScript frameworks use this event as a starting point to begin execution of their code.

Since this event is often used by JavaScript as the starting point and delays in this event mean delays in rendering, it's important to make sure that [style and script order is optimized](#) and that [parsing of JavaScript is deferred](#).

■ Onload time



Onload time occurs when the processing of the page is complete and all the resources on the page (images, CSS, etc.) have finished downloading. This is also the same time that DOM complete occurs and the JavaScript window.onload event fires.

Note that there may be JavaScript that initiates subsequent requests for more resources, hence the reason why Fully loaded timing is preferred.

In the Waterfall Chart, it is represented by the red line.

The time in brackets is the time spent executing JavaScript triggered by the Onload event.

Note that Onload time was the previous default for when to stop the test prior to February 8th, 2017.

PageSpeed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Minimize redirects	F (0)	▼ AVG SCORE: 89%	CONTENT	HIGH
Leverage browser caching	F (0)	▼ AVG SCORE: 59%	SERVER	HIGH
Defer parsing of JavaScript	F (29)	▼ AVG SCORE: 70%	JS	HIGH
Enable Keep-Alive	F (45)	▼ AVG SCORE: 96%	SERVER	HIGH
Serve resources from a consistent URL	D (63)	▼ AVG SCORE: 88%	CONTENT	HIGH
Serve scaled images	C (70)	◆ AVG SCORE: 73%	IMAGES	HIGH
Specify a cache validator	C (72)	▼ AVG SCORE: 94%	SERVER	HIGH
Optimize the order of styles and scripts	B (83)	▼ AVG SCORE: 94%	CSS/JS	HIGH
Optimize images	A (91)	▲ AVG SCORE: 70%	IMAGES	HIGH
Minimize request size	A (92)	◆ AVG SCORE: 96%	CONTENT	HIGH
Minify JavaScript	A (95)	▲ AVG SCORE: 88%	JS	HIGH
Specify image dimensions	A (95)	◆ AVG SCORE: 98%	IMAGES	MEDIUM
Minify HTML	A (99)	◆ AVG SCORE: 98%	CONTENT	LOW
Minify CSS	A (99)	◆ AVG SCORE: 95%	CSS	HIGH
Enable gzip compression	A (99)	▲ AVG SCORE: 85%	SERVER	HIGH
Remove query strings from static resources	A (93)	◆ AVG SCORE: 88%	CONTENT	LOW
Specify a Vary: Accept-Encoding header	A (93)	◆ AVG SCORE: 96%	SERVER	LOW
Avoid bad requests	A (100)	◆ AVG SCORE: 98%	CONTENT	HIGH
Avoid landing page redirects	A (100)	◆ AVG SCORE: 98%	SERVER	HIGH
Inline small CSS	A (100)	◆ AVG SCORE: 96%	CSS	HIGH
Inline small JavaScript	A (100)	▲ AVG SCORE: 94%	JS	HIGH
Put CSS in the document head	A (100)	◆ AVG SCORE: 100%	CSS	HIGH
Combine images using CSS sprites	A (100)	▲ AVG SCORE: 90%	IMAGES	HIGH
Avoid CSS @import	A (100)	◆ AVG SCORE: 98%	CSS	MEDIUM
Prefer asynchronous resources	A (100)	◆ AVG SCORE: 100%	JS	MEDIUM
Specify a character set early	A (100)	◆ AVG SCORE: 100%	CONTENT	MEDIUM
Avoid a character set in the meta tag	A (100)	◆ AVG SCORE: 100%	CONTENT	LOW

Avoid Plugins

A (100)

◆ AVG SCORE: 100%

CONTENT

LOW

YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Add Expires headers	F (0)	▼ AVG SCORE: 26%	SERVER	HIGH
Make fewer HTTP requests	F (0)	▼ AVG SCORE: 32%	CONTENT	HIGH
Use a Content Delivery Network (CDN)	F (0)	▼ AVG SCORE: 21%	SERVER	MEDIUM
Avoid URL redirects	F (0)	▼ AVG SCORE: 88%	CONTENT	MEDIUM
Use cookie-free domains	F (0)	▼ AVG SCORE: 50%	COOKIE	LOW
Reduce DNS lookups	F (0)	▼ AVG SCORE: 69%	CONTENT	LOW
Compress components with gzip	B (89)	◆ AVG SCORE: 86%	SERVER	HIGH
Minify JavaScript and CSS	A (90)	▲ AVG SCORE: 71%	CSS/JS	MEDIUM
Reduce the number of DOM elements	B (89)	◆ AVG SCORE: 92%	CONTENT	LOW
Make AJAX cacheable	A (100)	◆ AVG SCORE: 100%	JS	MEDIUM
Remove duplicate JavaScript and CSS	A (100)	◆ AVG SCORE: 100%	CSS/JS	MEDIUM
Avoid AlphasLoader filter	A (100)	◆ AVG SCORE: 99%	CSS	MEDIUM
Avoid HTTP 404 (Not Found) error	A (100)	◆ AVG SCORE: 98%	CONTENT	MEDIUM
Use GET for AJAX requests	A (100)	◆ AVG SCORE: 100%	JS	LOW
Avoid CSS expressions	A (100)	◆ AVG SCORE: 99%	CSS	LOW
Reduce cookie size	A (100)	◆ AVG SCORE: 100%	COOKIE	LOW
Make favicon small and cacheable	A (100)	◆ AVG SCORE: 100%	IMAGES	LOW
Configure entity tags (ETags)	A (100)	▲ AVG SCORE: 91%	SERVER	LOW
Make JavaScript and CSS external	(n/a)		CSS/JS	MEDIUM