

## Performance Report for: <https://www.volusion.com/v2/>

Report generated: Mon, Jul 30, 2018, 4:50 AM -0500  
 Test Server Region: Dallas, USA  
 Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

PageSpeed Score <b>E (53%)</b> ▼	YSlow Score <b>E (55%)</b> ▼	Fully Loaded Time <b>9.3s</b> ▼	Total Page Size <b>5.69MB</b> ▼	Requests <b>181</b> ▼
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### Top 5 Priority Issues

<b>Minimize redirects</b>	<input type="text" value="F (0)"/>	▼ AVG SCORE: 89%	CONTENT	HIGH
<b>Serve scaled images</b>	<input type="text" value="F (0)"/>	▼ AVG SCORE: 73%	IMAGES	HIGH
<b>Optimize images</b>	<input type="text" value="F (20)"/>	▼ AVG SCORE: 70%	IMAGES	HIGH
<b>Combine images using CSS sprites</b>	<input type="text" value="F (32)"/>	▼ AVG SCORE: 90%	IMAGES	HIGH
<b>Leverage browser caching</b>	<input type="text" value="F (32)"/>	▼ AVG SCORE: 59%	SERVER	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?

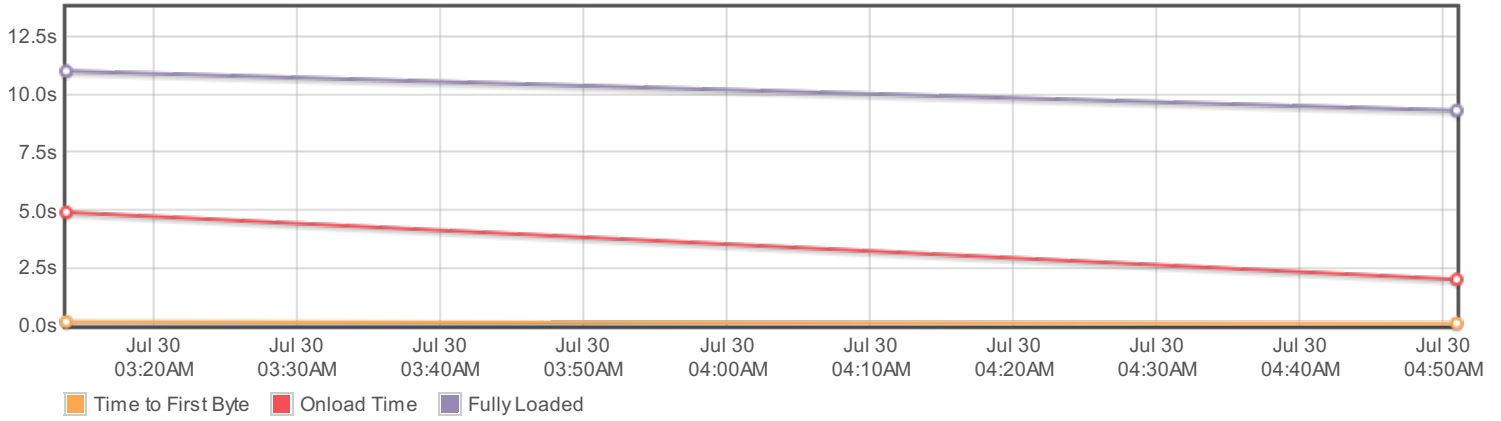
This report covers basic to technical analyses on your page. It is categorized under many headings:

- **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

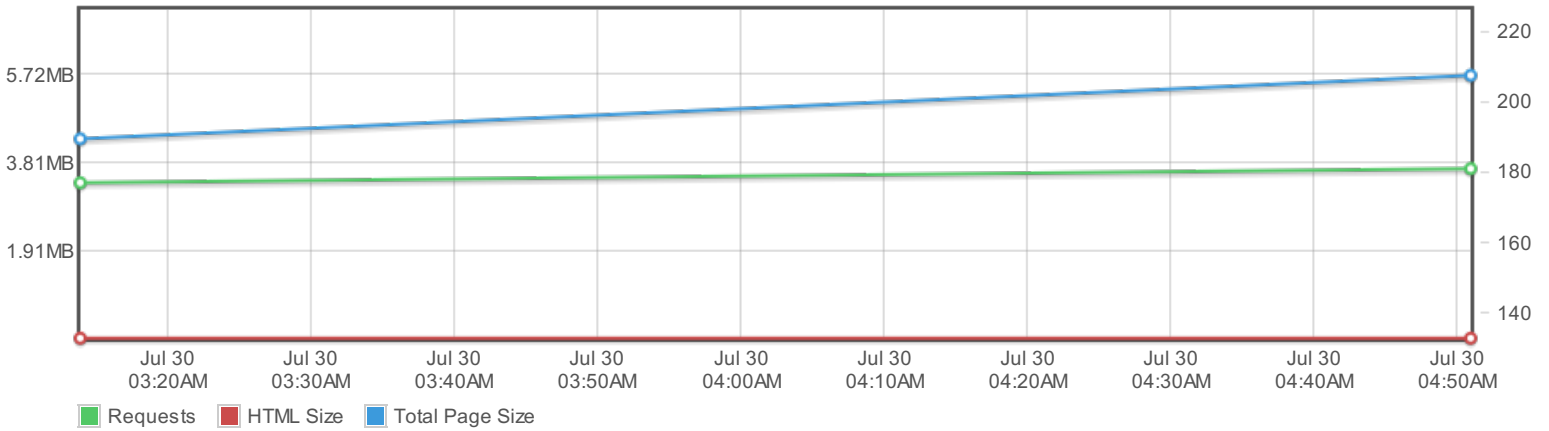
These will provide you with a snapshot of your performance.

# History

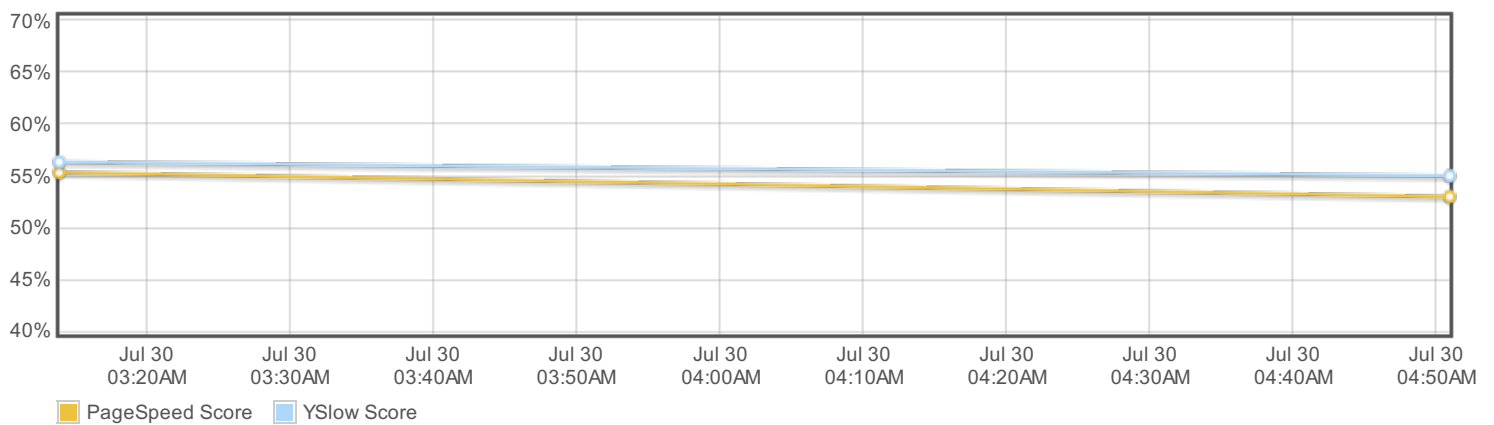
## Page load times



## Page sizes and request counts



## PageSpeed and YSlow scores

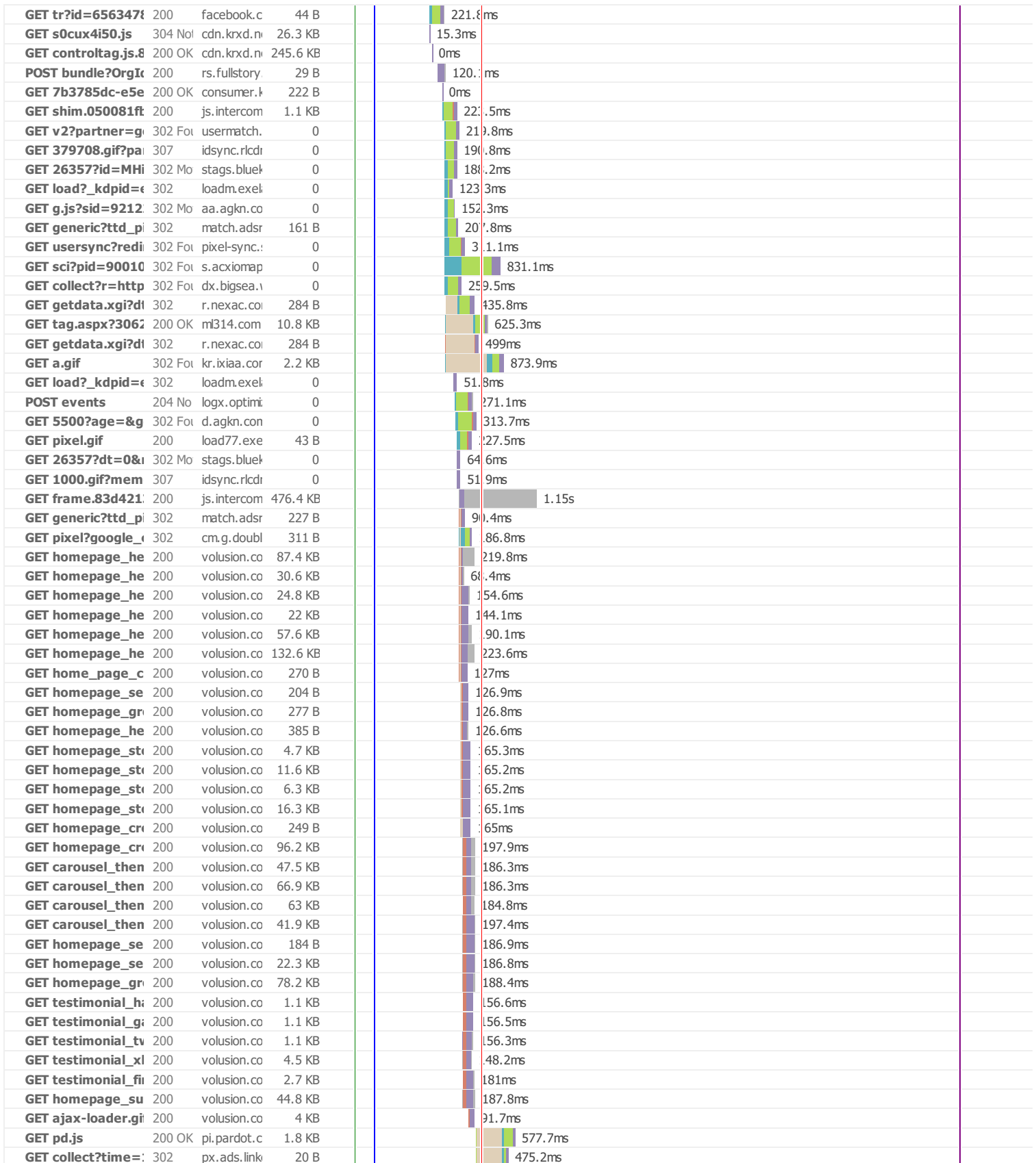


## Waterfall Chart

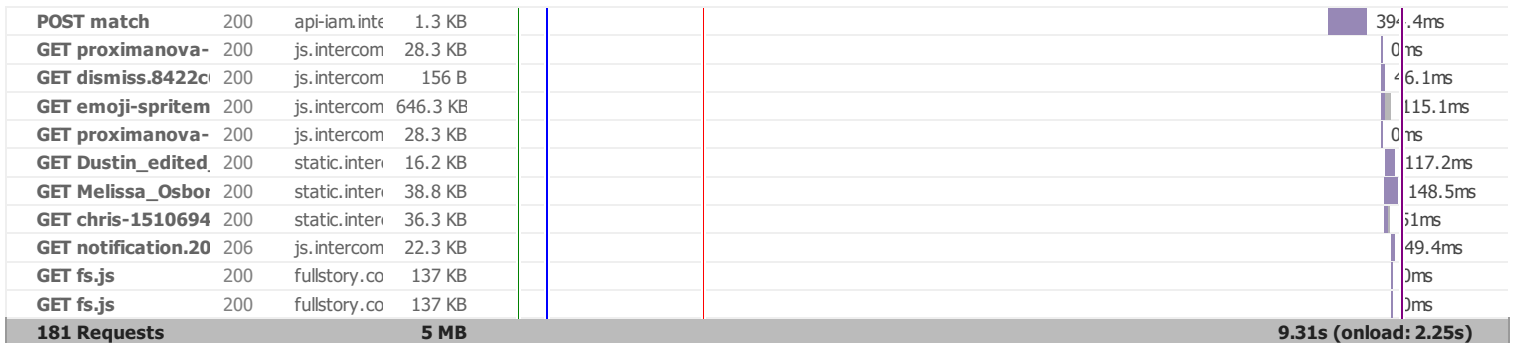
The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

### Ecommerce Advisors says...

Method	Status	Host	Size	Time
GET v2	200	volusion.co	25.7 KB	114.8ms
GET global-admin-i	200	volusion.co	122 KB	118.5ms
GET global-ows.mi	200	volusion.co	6.6 KB	80.4ms
GET ows-main.css?	200	volusion.co	184.7 KB	41.3ms
GET icon?family=M	200	fonts.goog	317 B	116ms
GET 8461460092.js	200	cdn.optimiz	135.6 KB	293.6ms
GET color-logo.svg	200	volusion.co	1 KB	17.2ms
GET homepage_en	200	volusion.co	584 B	16.6ms
GET gtm.js?id=GT	200	googletagn	36.6 KB	187.3ms
GET 34113B_26_0.	200	volusion.co	33.9 KB	25ms
GET fontawesome-	200	volusion.co	75.4 KB	36.5ms
GET 34113B_25_0.	200	volusion.co	31.7 KB	22.1ms
GET fUHRq6tzZclQ	200	fonts.gstat	48.1 KB	31ms
GET 34113B_24_0.	200	volusion.co	31.1 KB	20.1ms
GET homepage_cr	200	volusion.co	150.5 KB	29.5ms
GET homepage_se	200	volusion.co	53.8 KB	27ms
GET homepage_sp	200	volusion.co	88.9 KB	27.1ms
GET homepage_gr	200	volusion.co	154.7 KB	26.3ms
GET homepage_pl	200	volusion.co	14.8 KB	13.8ms
GET homepage_la	200	volusion.co	23.9 KB	13.6ms
GET try-it_feature	200	volusion.co	22.9 KB	13.1ms
GET dc.js	200	stats.g.doi	16.7 KB	68ms
GET a387132995.h	200 OK	a38713299	750 B	186.2ms
GET swap.js	200	cdn.callrail	13.5 KB	80.7ms
GET fbevents.js	200	connect.fai	13 KB	214ms
GET ldclient.min.js	200	app.launch	6.8 KB	90.4ms
GET analytics.js	200	google-ana	14 KB	56.8ms
GET loader.js	200	gstatic.cor	283 B	86.3ms
GET fs.js	200	fullstory.co	43.2 KB	115.1ms
GET get-loader.js?	200	loader.wise	6.2 KB	108.8ms
GET geoip2.js	200	js.maxmind	1.5 KB	53.7ms
GET core.js	200 OK	s.pining.co	43.9 KB	171.5ms
GET insight.min.js	200 OK	snap.licdn.	4 KB	103.5ms
GET s0cux4i50.js	200 OK	cdn.krxd.ni	7.2 KB	150.3ms
GET linkid.js	200	google-ana	856 B	15.7ms
GET impl-1_29.js	200	gstatic.cor	9.4 KB	12.8ms
POST my-wisepop:	200	popup.wise	104 B	121.7ms
POST page	200	rs.fullstory	1.5 KB	344.2ms
OPTIONS eyJrZXki	200	app.launch	9 B	67.5ms
OPTIONS 57fd2a01	200	app.launch	9 B	69ms
GET me?referrer=l	200 OK	geoip-js.m	1.4 KB	277.5ms
GET controltag.js.8	200 OK	cdn.krxd.ni	78.3 KB	34.8ms
GET wcm?cl=mmS	200	googleadse	63 B	88.2ms
GET v3?tid=26212	200 OK	ct.pinteresi	35 B	115.3ms
GET 65634785782	200	connect.fai	16.2 KB	57.6ms
GET eyJrZXkiOiIxIr	200	app.launch	722 B	68.7ms
GET 57fd2a01760c	200	app.launch	107 B	20.1ms
GET 126410.js?v=1	200	app.wisepc	10.3 KB	63ms
GET 7b3785dc-e5e	200 OK	consumer.k	185 B	105.1ms
GET proxy.3d2100	200 OK	cdn.krxd.ni	525 B	22.8ms
GET hbi672s6	302	widjet.inte	0	187.2ms
GET wcm?cl=mmS	200	google.cor	63 B	100.7ms





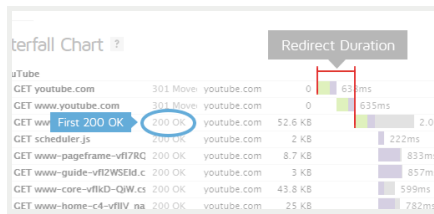


## Page Load Timings

RUM Speed Index: 847

Redirect 0ms	Connect 48ms	Backend 50ms	TTFB 98ms
First paint 371ms	Contentful paint 371ms	DOM int. 0.6s	DOM loaded 0.6s (80ms)
Onload 2.0s (297ms)			

### Redirect duration



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

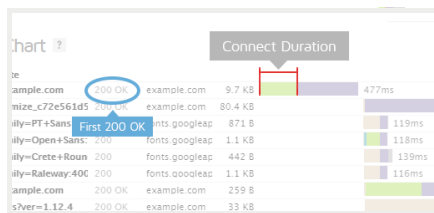
- Redirect from a non-www to www (eg. example.com to www.example.com)
- Redirect to a secure URL (eg. http:// to https://)
- Redirect to set cookies
- Redirect to a mobile version of the site

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



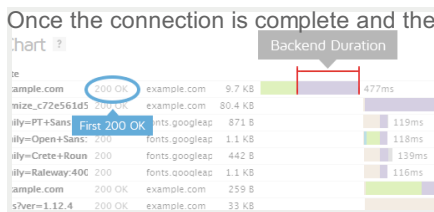
Once any redirects have completed, Connection duration is measured. This is the time spent connecting to the server to make the request to the page.

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

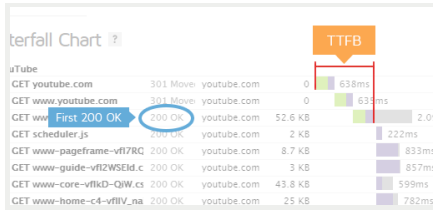


Once the connection is complete and the request is made, the server needs to generate a response for the page. The time it takes to generate the response is known as the Backend duration.

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)

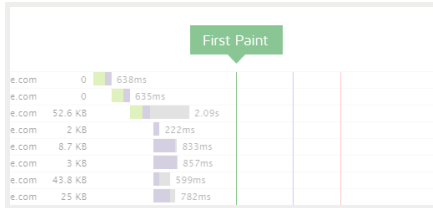


Time to First Byte (TTFB) is the total amount of time spent to receive the first byte of the response once it has been requested. It is the sum of "Redirect duration" + "Connection duration" + "Backend duration". This metric is one of the key indicators of web performance.

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.

## 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.

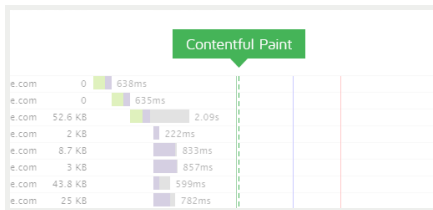
In the Waterfall Chart, it is represented by the green line.

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.

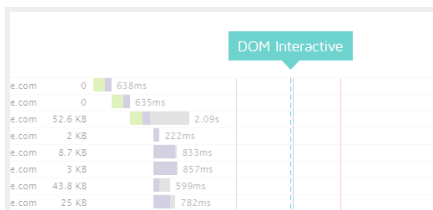
This timing aims to be more representative of your user's experience, as it flags when actual content has been loaded in the page, and not just any change - but it may often be the same time as First Paint.

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.

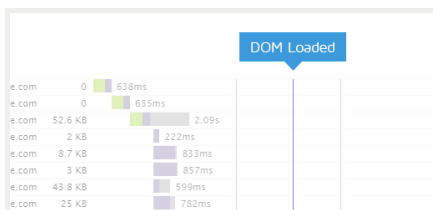
## DOM interactive time



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.

## 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.

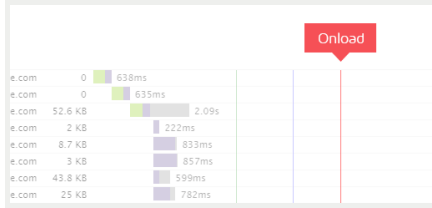
In the Waterfall Chart, it is represented by the blue line.

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	<div style="width: 0%;"><span>F (0)</span></div>	▼ AVG SCORE: 89%	CONTENT	HIGH
Serve scaled images	<div style="width: 0%;"><span>F (0)</span></div>	▼ AVG SCORE: 73%	IMAGES	HIGH
Optimize images	<div style="width: 20%;"><span>F (20)</span></div>	▼ AVG SCORE: 70%	IMAGES	HIGH
Combine images using CSS sprites	<div style="width: 32%;"><span>F (32)</span></div>	▼ AVG SCORE: 90%	IMAGES	HIGH
Leverage browser caching	<div style="width: 32%;"><span>F (32)</span></div>	▼ AVG SCORE: 59%	SERVER	HIGH
Minify JavaScript	<div style="width: 49%;"><span>F (49)</span></div>	▼ AVG SCORE: 88%	JS	HIGH
Defer parsing of JavaScript	<div style="width: 64%;"><span>D (64)</span></div>	▼ AVG SCORE: 70%	JS	HIGH
Enable gzip compression	<div style="width: 74%;"><span>C (74)</span></div>	▼ AVG SCORE: 85%	SERVER	HIGH
Specify a cache validator	<div style="width: 87%;"><span>B (87)</span></div>	▼ AVG SCORE: 94%	SERVER	HIGH
Serve resources from a consistent URL	<div style="width: 92%;"><span>A (92)</span></div>	◆ AVG SCORE: 88%	CONTENT	HIGH
Minimize request size	<div style="width: 92%;"><span>A (92)</span></div>	◆ AVG SCORE: 96%	CONTENT	HIGH
Specify image dimensions	<div style="width: 98%;"><span>A (98)</span></div>	◆ AVG SCORE: 98%	IMAGES	MEDIUM
Minify CSS	<div style="width: 99%;"><span>A (99)</span></div>	◆ AVG SCORE: 95%	CSS	HIGH
Specify a character set early	<div style="width: 99%;"><span>A (99)</span></div>	◆ AVG SCORE: 100%	CONTENT	MEDIUM
Minify HTML	<div style="width: 99%;"><span>A (99)</span></div>	◆ AVG SCORE: 98%	CONTENT	LOW
Remove query strings from static resources	<div style="width: 88%;"><span>B (88)</span></div>	◆ AVG SCORE: 88%	CONTENT	LOW
Specify a Vary: Accept-Encoding header	<div style="width: 93%;"><span>A (93)</span></div>	◆ AVG SCORE: 96%	SERVER	LOW
Avoid bad requests	<div style="width: 100%;"><span>A (100)</span></div>	◆ AVG SCORE: 98%	CONTENT	HIGH
Avoid landing page redirects	<div style="width: 100%;"><span>A (100)</span></div>	◆ AVG SCORE: 98%	SERVER	HIGH
Enable Keep-Alive	<div style="width: 100%;"><span>A (100)</span></div>	◆ AVG SCORE: 96%	SERVER	HIGH
Inline small CSS	<div style="width: 100%;"><span>A (100)</span></div>	◆ AVG SCORE: 96%	CSS	HIGH
Inline small JavaScript	<div style="width: 100%;"><span>A (100)</span></div>	▲ AVG SCORE: 94%	JS	HIGH
Optimize the order of styles and scripts	<div style="width: 100%;"><span>A (100)</span></div>	▲ AVG SCORE: 94%	CSS/JS	HIGH
Put CSS in the document head	<div style="width: 100%;"><span>A (100)</span></div>	◆ AVG SCORE: 100%	CSS	HIGH
Avoid CSS @import	<div style="width: 100%;"><span>A (100)</span></div>	◆ AVG SCORE: 98%	CSS	MEDIUM
Prefer asynchronous resources	<div style="width: 100%;"><span>A (100)</span></div>	◆ AVG SCORE: 100%	JS	MEDIUM
Avoid a character set in the meta tag	<div style="width: 99%;"><span>A (99)</span></div>	◆ AVG SCORE: 100%	CONTENT	LOW

## YSlow Recommendations

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