





Performance Report for:

https://wpengine.com/

Report generated: Wed, Aug 29, 2018, 4:55 PM -0500

Test Server Region: ▶ Vancouver, Canada

PageSpeed 1.15-qt1, YSlow 3.1.8

PageSpeed Score

F(40%) ~

YSlow Score

B(81%) ^

Fully Loaded Time

21.6s ×

Total Page Size

1.27MB ^

Requests

233 **v**

Top 5 Priority Issues

Minimize redirects	F (0)	₩ AVG SCORE: 88%	CONTENT	HIGH
Leverage browser caching	F (0)	➤ AVG SCORE: 60%	SERVER	HIGH
Defer parsing of JavaScript	F (3 <mark>0</mark>)	➤ AVG SCORE: 71%	JS	HIGH
Enable Keep-Alive	F (38)	∨ AVG SCORE: 97%	SERVER	HIGH
Serve resources from a consistent URL	D (63)	➤ AVG SCORE: 89%	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:

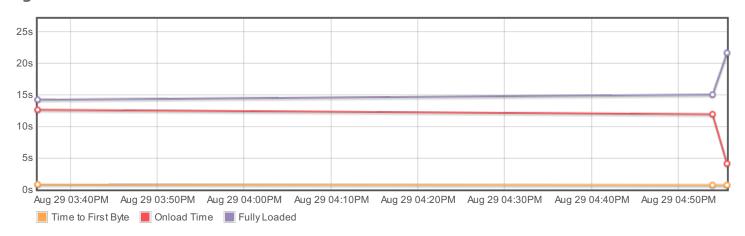
- Executive: Overall score information and Priority Issues
- History: Graphed history of past performance
- Waterfall: Graph of your site's loading timeline
- Technical: In-depth PageSpeed & YSlow information

These will provide you with a snapshot of your performance.

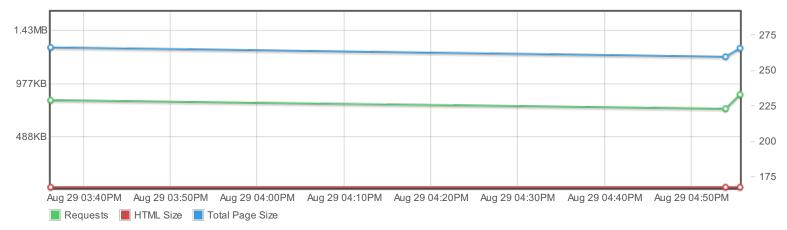


History

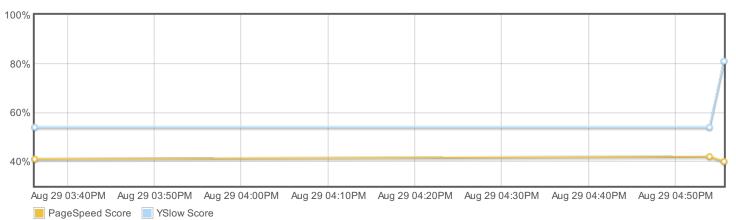
Page load times



Page sizes and request counts

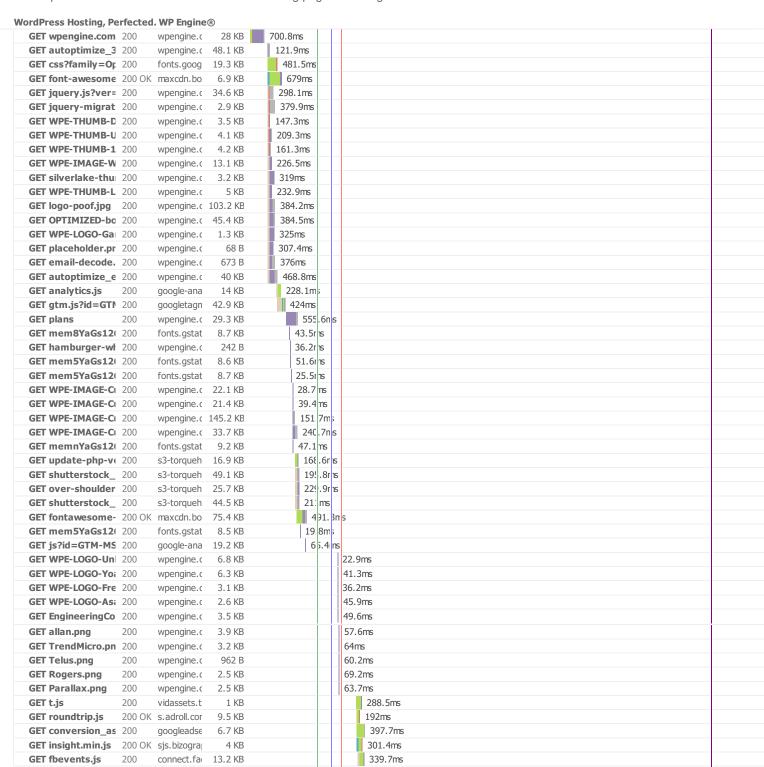


PageSpeed and YSlow scores



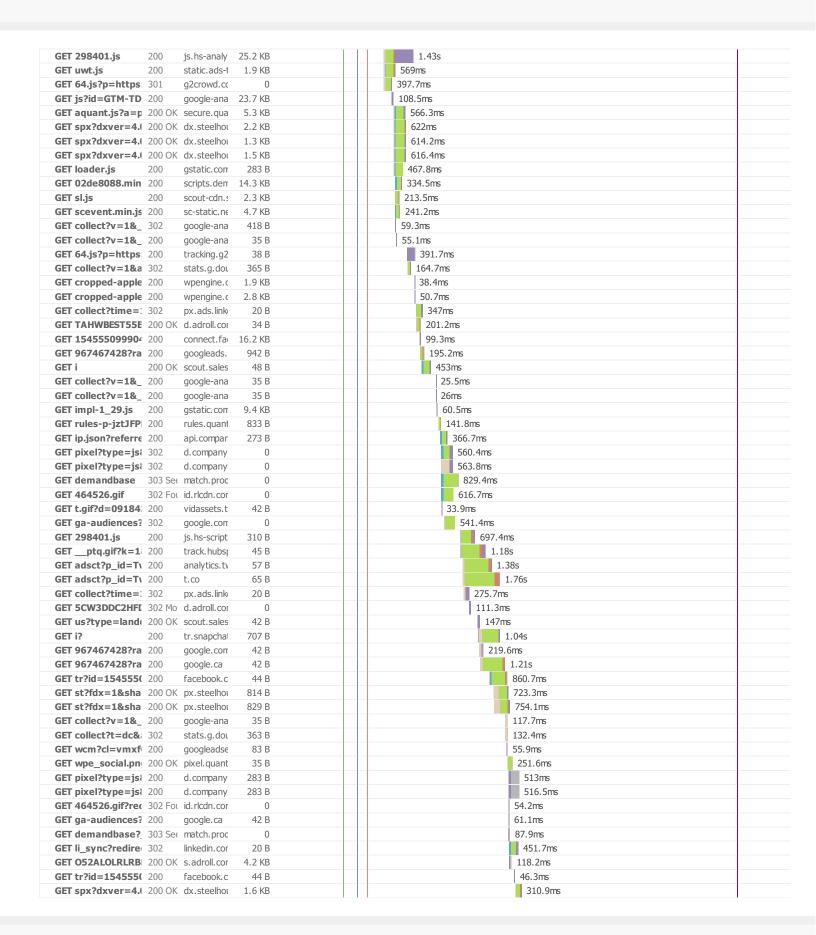


The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.











			· ·
GET st?fdx=1&sha 200 OK px	s.steelhoı 782 E	3	319.6ms
	ogle.com 0		23.1ms
GET wtk?vendor=li 200 OK se	5		247.1ms
	ogle.ca 63 E		128.7ms
	3		626.7ms
			-
GET log?vendor=cl 200 OK se	-		196.9ms
GET sendrolling.js 200 OK s.			30.6ms
	nnect.fa 15.2 KE		72.5ms
GET out?advertisa 302 Mo d.			91.8ms
GET out?advertisa 302 Mo d.			220.3ms
GET out?advertisa 302 Mo d.			250.4ms
GET out?advertisa 302 Mo d.	adroll.cor 96 E	3	252.9ms
GET out?advertisa 302 Mo d.	adroll.cor 220 E	3	245.2ms
GET out?advertisa l 302 Mo d.	adroll.cor 111 E	3	254.8ms
GET out?advertisa l 302 Mo d.	adroll.cor 102 E	3	934.4ms
GET 5CW3DDC2HFI 200 OK d.	adroll.cor 42 E	3	945.6ms
GET out?advertisal 302 Mo d.	adroll.coi 248 E	3	998.1ms
GET out?advertisal 302 Mo d.	adroll.cor 96 E	3	999.2ms
GET out?advertisal 302 Mo d.	adroll.cor 113 E	3	1.18s
GET out?advertisal 302 Mo d.			1.45s
GET out?advertisa 302 Mo d.			1.75s
GET out?advertisa 302 Mo d.			1.96s
	oogle.ca 42 E		141.3ms
	-static.ne 11.8 KE		118.6ms
-			114.6ms
			322.1ms
			<u> </u>
	atch.adsr 305 E		377.1ms
GET px?_pid=1436 302 Fot p.	, .		686.5ms
GET evnt?adv=7sj 302 ins	sight.ads C)	418.8ms
GET tr?id=723460! 200 fa	cebook.c 44 E	3	50.2ms
GET rum?cm_dsp_ 302 Mo ds	sum-sec.c 333 E	3	378.1ms
GET Pug?vcode=b2 200 OK sir	mage2.pı 1 E	3	511.4ms
GET tap.php?v=19 307 Ter pix	xel.rubicc C)	1.43s
GET pixel?user_id= 200 sy	nc.outbra 18 E	3	833ms
GET rtb-h?taboola_ 204 tro	c.taboola 9 E	3	520.5ms
GET st?fdx=1&sha 200 OK px	c.steelhot 20 E	3	416.3ms
GET sync?uid=ZTE: 204 pix	xel.adver 0)	38.2ms
GET s?pnid=100&c 302 tr.	.snapchal C)	108ms
•	atch.adsr 367 E	3	25.1ms
-	.snapchal C		124.1ms
GET generic?ttd_pi 302 For dp			498.4ms
GET rum?cm_dsp_ 200 OK ds			126.6ms
	snapchal 0		108ms
•	snapchal 0		100.6ms
	snapchal 0		90.9ms
			90.5filb 430.6ms
•			-
GET xuid?mid=471 302 Fot et			939.6ms
GET px?_pid=1436 200 OK p.			259ms
•	.snapchal 0		412.4ms
GET pixel?id=2498 200 OK ac			429.2ms
GET sync?dsp_id= 4 302 Mo x.			512.9ms
GET s?pnid=160&c 302 tr.	snapchal 0)	399.7ms
GET st?fdx=1&sha 200 OK px	steelhou 1.9 KE	3	474.7ms
GET st?fdx=1&sha 200 OK px	steelhoı 641 E	3	631.9ms
GET tap.php?v=89: 307 Ter pix	xel.rubicc 0		1.04s
GET pxj?bidder=17 302 Fot ib.	.adnxs.cc 0	1	725.8ms
GET 377928.gif?pa : 307 ids	sync.rlcdi 0)	820.3ms
GET match?rurl=hi 302 Foi sn	nap.adsrv C	1	729ms



GET demconf.jpg?€	302 Fot	dpm.demde	0			92.7ms	
GET 463676.gif?cre	302 Fot	so.rlcdn.co	0			359.1ms	
GET x.skimresourc	302 Fot	x.skimresou	0			520.2ms	
GET sd?id=537103	302	us-u.openx	0			435.1ms	
GET sync?dsp_id=4	200 OK	x.bidswitch	43 B			61.1ms	
GET generic?ttd_pi	302	match.adsr	281 B			39.9ms	
GET fbevents.js	200	connect.fa	43.1 KB			0ms	
GET fbevents.js	200	connect.fa	43.1 KB			0ms	
GET px?_pid=1436	200 OK	p.adsvmpt(43 B			117.8ms	
GET evnt?adv=hjtl		insight.ads	0			65.2ms	
GET tap.php?cooki		_	42 B			586.8ms	
GET rum?cm_dsp_			43 B			150.5ms	
GET getdata.xgi?cl		r.dlx.addth	0			851.8ms	
GET push?partner_		pixel.tapad	0			572.8ms	
GET push?partner_		pixel.tapad	0			583.5ms	
GET pixel?google_s		cm.g.doubl	246 B			660.6ms	
GET ds.png?p=077		sync.graph	0			839.5ms	
GET px?_pid=1532		, , ,	0		-	241.5ms	
				ļ	-		
GET bounce?/pxj?l			43 B			285.7ms	
GET p?rand=15355		tr.snapcha	68 B		_	621.4ms	
GET xuid?ld=1&mi			37 B			335.3ms	
GET sd?cc=1&id=5		us-u.openx	43 B			431.7ms	
GET sync?pid=532	307	pippio.com	0			973.6ms	
GET p?rand=15355	200	tr.snapcha	68 B			627.1ms	
GET v1?esig=1~fa	302 Fot	ads.yahoo.	0			284.6ms	
GET px?_pid=1436	200 OK	p.adsympto	43 B			740.5ms	
GET tap.php?cooki	302 Fot	pixel.rubicc	0			538.9ms	
GET p?rand=15355	200	tr.snapcha	0			611.6ms	
GET 242078679522	200	connect.fa	16.2 KB			476.8ms	
GET 196324370780	200	connect.fa	16.2 KB			436.9ms	
GET rightmedia?xic	302	match.adsr	341 B			269.3ms	
GET us?type=tick8	200 OK	scout.sales	42 B			559.9ms	
GET p?rand=15355	200	tr.snapcha	0			295.3ms	
GET in?google_ula:	200 OK	d.adroll.cor	42 B			167.4ms	
GET rubicon	302	match.adsr	263 B			127ms	
GET check?partner	302	pixel.tapad	0			152.1ms	
GET check?partner	302	pixel.tapad	0			36.8ms	
GET getuid?https:/	302 Fot		0			63.9ms	
GET px?_pid=1355			0			101ms	
GET sync?uid=a0c:		pixel.adver	0			58.4ms	
GET o?rand=15355		tr.snapchal	68 B			109.1ms	
GET p.png?p=0773		hparg.blue	95 B			405.7ms	
GET generic?ttd pi		match.adsr	593 B			126.6ms	
GET generic?ttd_pi		match.adsr	593 B		-	96.8ms	
GET tr?id=1963243		facebook.c	44 B		-	31.1ms	
GET appnexus?ttd:		match.adsr	189 B			47.5ms	
GET 20931?id=1d1			0			463.1ms	
GET 20931?Id=1d1 GET tr?id=2420786		facebook.c	44 B			44ms	
GET tr?id=2420786		facebook.c	44 B			48.9ms	
GET receive?partn		pixel.tapad	0			21.3ms	
GET receive?partn		pixel.tapad	0 60 B			30.3ms	
GET p?rand=15355		tr.snapchal	68 B		_	65.2ms	
GET setuid?entity=			43 B		_	85.8ms	
GET p?rand=15355		tr.snapcha	0		_	95.1ms	
GET p?rand=15355		tr.snapcha	0		_	76.7ms	
GET 20932?dt=0&i		_	0			183.6ms	
GET px?_pid=1047		p.adsympto	43 B			92.8ms	
POST p	200	tr.snapcha	0			87.2ms	
GET tr?id=1963243	200	facebook.c	44 B			29.8ms	



233 Requests		1.3 MB	21.56s (onload:	. 4 2261
GET 5CW3DDC2HFI 200 0	K d.adroll.com	42 B		26.9ms
GET collect?v=1& _ 200	google-ana	35 B	27.6ms	
GET us?type=tick8 200 0	K scout.sales	42 B	95.5ms	
GET tr?id=242078 200	facebook.c	44 B	25.1ms	

Page Load Timings

Page Load Timings

RUM Speed Index: 3,099

Redirect	Connect	Backend	TTFB
Oms	119ms	0.5s	0.7s
DOM int.	First paint	Contentful paint	DOM loaded
2.8s	3.1s	3.1s	3.7s (22ms)
Onload 4.1s (103ms)			

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 relation is example.com | 9.7 KB | 477ms | 477

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 is our "Why is my page slow" article.

Time to First Byte (TTFB)



Page Load Timings

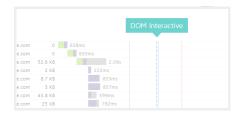


Time to First Byte (TTFB) is the total amount of time spent to receive the first byte of the response once it has been requested. It is the sum of "Redirect duration" + "Connection duration" + "Backend duration". This metric is one of the key indicators of web performance.

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 a early first paint doesn't necessarily

indicate a fast loading page.

If the browser does not perform a paint (ie. the html results in an 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.

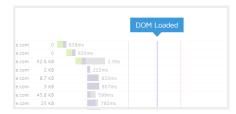
This timing aims to be more representative of your user's experience, as it flags when actual content has been loaded in the page, and not just any change - but it may often be the same time as First Paint.

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 an 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.



Page Load Timings

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 <u>style and script order is optimized</u> and that <u>parsing of JavaScript is deferred</u>.

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 Feburary 8th, 2017.



PageSpeed Recommendations

PageSpeed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Minimize redirects	F (0)	∨ AVG SCORE: 88%	CONTENT	HIGH
Leverage browser caching	F (0)	➤ AVG SCORE: 60%	SERVER	HIGH
Defer parsing of JavaScript	F (30)	∨ AVG SCORE: 71%	JS	HIGH
Enable Keep-Alive	F (38)	∨ AVG SCORE: 97%	SERVER	HIGH
Serve resources from a consistent URL	D (63)	∨ AVG SCORE: 89%	CONTENT	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
Minimize request size	B (89)	→ AVG SCORE: 96%	CONTENT	HIGH
Optimize images	A (91)	AVG SCORE: 71%	IMA GES	HIGH
Minify JavaScript	A (95)	AVG SCORE: 89%	JS	HIGH
Specify image dimensions	A (95)	♦ AVG SCORE: 98%	IMA GES	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: 86%	SERVER	HIGH
Remove query strings from static resources	A (93)	♦ AVG SCORE: 88%	CONTENT	LOW
Specify a Vary: Accept-Encoding header	A (95)	♦ 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: 95%	JS	HIGH
Put CSS in the document head	A (100)	♦ AVG SCORE: 100%	CSS	HIGH
Serve scaled images	A (100)	AVG SCORE: 74%	IMA GES	HIGH
Combine images using CSS sprites	A (100)	▲ AVG SCORE: 90%	IMA GES	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



PageSpeed Recommendations

Avoid Plugins

A (100)

A VG SCORE: 100%

CONTENT

LOW



YSlow Recommendations

YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Add Expires headers	F (34)	AVG SCORE: 25%	SERVER	HIGH
Use cookie-free domains	F (0)	₩ AVG SCORE: 50%	COOKIE	LOW
Reduce DNS lookups	F (0)	₩ AVG SCORE: 68%	CONTENT	LOW
Make fewer HTTP requests	B (80)	▲ AVG SCORE: 33%	CONTENT	HIGH
Reduce the number of DOM elements	B (89)	♦ AVG SCORE: 92%	CONTENT	LOW
Compress components with gzip	A (100)	AVG SCORE: 87%	SERVER	HIGH
Use a Content Delivery Network (CDN)	A (100)	AVG SCORE: 23%	SERVER	MEDIUM
Minify JavaScript and CSS	A (100)	▲ AVG SCORE: 72%	CSS/JS	MEDIUM
Avoid URL redirects	A (100)	AVG SCORE: 87%	CONTENT	MEDIUM
Make AJAX cacheable	A (100)	♦ AVG SCORE: 100%	JS	MEDIUM
Remove duplicate JavaScript and CSS	A (100)	♦ AVG SCORE: 100%	CSS/JS	MEDIUM
Avoid AlphalmageLoader 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: 98%	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