

Performance Report for: <https://inspiredlabs.co.uk/>

Report generated: Thu, Oct 26, 2017, 5:48 AM -0700

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 58.0.3029.96, PageSpeed 1.15-gt1, YSlow 3.1.8

PageSpeed Score A (100%)	YSlow Score A (91%)	Fully Loaded Time 2.4s	Total Page Size 3.76MB	Requests 34
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Top 3 Priority Issues

Minify HTML	A (98)	AVG SCORE: 98%	CONTENT	LOW
Optimize images	A (99)	AVG SCORE: 68%	IMAGES	HIGH
Minify JavaScript	A (99)	AVG SCORE: 88%	JS	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 21 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?

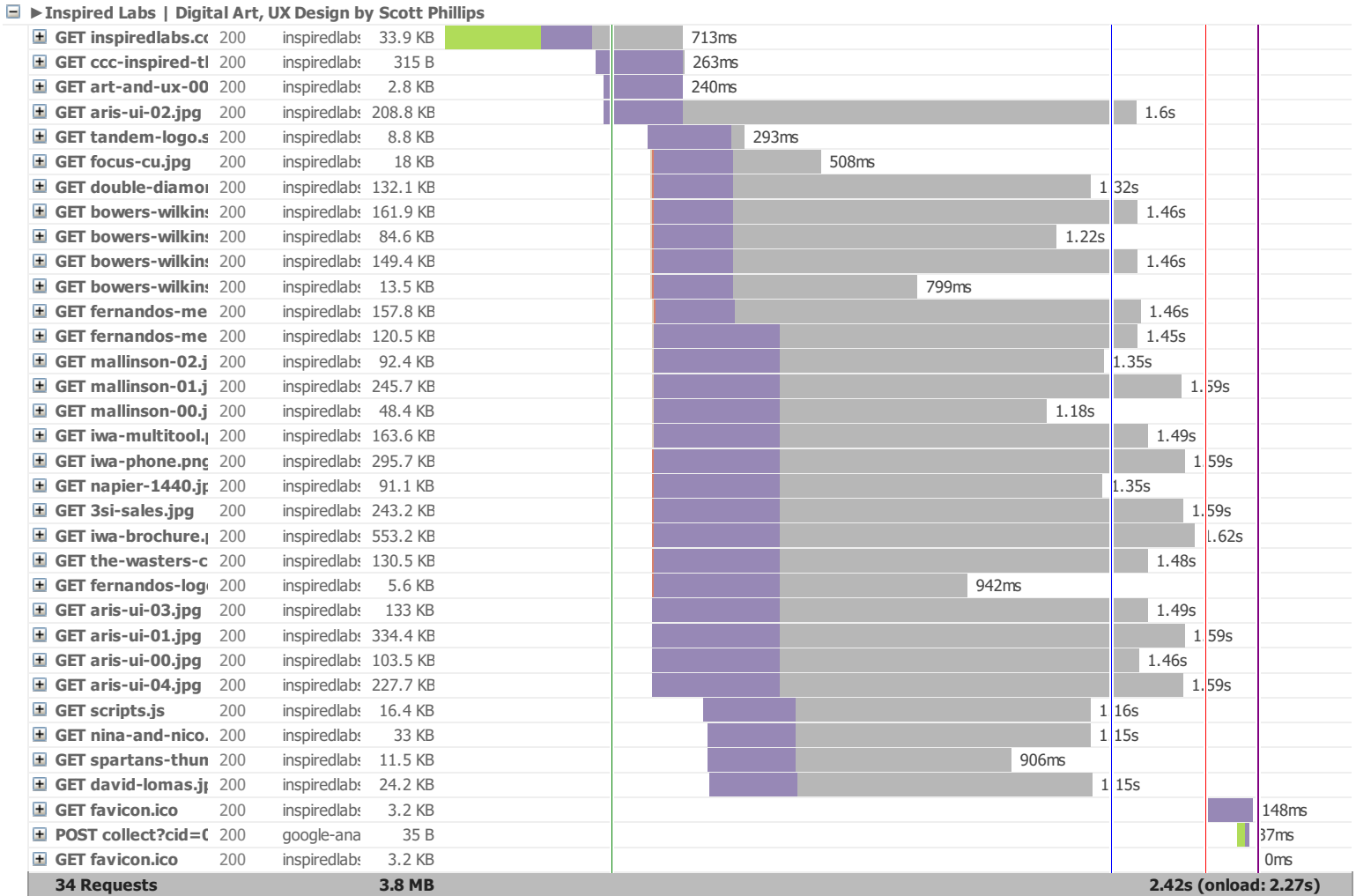
This report covers basic to technical analyses on your page. It is categorized under many headings:

- **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.

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.



Page Load Timings



Registered users have access to performance timings!

Access our unique visualization of advanced timings like TTFB, DOM interactive, First paint, RUM Speed Index and more.

[Log in](#)

or

[Create an Account](#)

PageSpeed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Minify HTML	A (98)	⬇️ AVG SCORE: 98%	CONTENT	LOW
<p>Minify HTML for the following resources to reduce their size by 3.1KiB (9% reduction).</p> <ul style="list-style-type: none"> Minifying https://inspiredlabs.co.uk/ could save 3.1KiB (9% reduction) after compression. See optimized version. 				
Optimize images	A (99)	⬆️ AVG SCORE: 68%	IMAGES	HIGH
<p>Optimize the following images to reduce their size by 200B (2% reduction).</p> <ul style="list-style-type: none"> Losslessly compressing https://inspiredlabs.co.uk/images/focus-cu.jpg could save 200B (2% reduction). See optimized version. 				
Minify JavaScript	A (99)	⬆️ AVG SCORE: 88%	JS	HIGH
<p>Minify JavaScript for the following resources to reduce their size by 6B (1% reduction).</p> <ul style="list-style-type: none"> Minifying https://inspiredlabs.co.uk/js/scripts.js could save 6B (1% reduction) after compression. See optimized version. 				
Avoid bad requests	A (100)	⬆️ AVG SCORE: 97%	CONTENT	HIGH
<p>You scored 100% on this recommendation - nothing to do here!</p>				
Avoid landing page redirects	A (100)	⬆️ AVG SCORE: 98%	SERVER	HIGH
<p>You scored 100% on this recommendation - nothing to do here!</p>				
Defer parsing of JavaScript	A (100)	⬆️ AVG SCORE: 69%	JS	HIGH
<p>You scored 100% on this recommendation - nothing to do here!</p>				
Enable gzip compression	A (100)	⬆️ AVG SCORE: 83%	SERVER	HIGH
<p>You scored 100% on this recommendation - nothing to do here!</p>				
Enable Keep-Alive	A (100)	⬆️ AVG SCORE: 95%	SERVER	HIGH
<p>You scored 100% on this recommendation - nothing to do here!</p>				
Inline small CSS	A (100)	⬆️ AVG SCORE: 96%	CSS	HIGH

You scored 100% on this recommendation - nothing to do here!

Inline small JavaScript

A (100)

AVG SCORE: 95%

JS

HIGH

You scored 100% on this recommendation - nothing to do here!

Leverage browser caching

A (100)

AVG SCORE: 57%

SERVER

HIGH

You scored 100% on this recommendation - nothing to do here!

Minify CSS

A (100)

AVG SCORE: 95%

CSS

HIGH

You scored 100% on this recommendation - nothing to do here!

Minimize redirects

A (100)

AVG SCORE: 85%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

Minimize request size

A (100)

AVG SCORE: 96%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

Optimize the order of styles and scripts

A (100)

AVG SCORE: 95%

CSS/JS

HIGH

You scored 100% on this recommendation - nothing to do here!

Put CSS in the document head

A (100)

AVG SCORE: 100%

CSS

HIGH

You scored 100% on this recommendation - nothing to do here!

Serve resources from a consistent URL

A (100)

AVG SCORE: 87%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

Serve scaled images

A (100)

AVG SCORE: 73%

IMAGES

HIGH

You scored 100% on this recommendation - nothing to do here!

Specify a cache validator

A (100)

AVG SCORE: 95%

SERVER

HIGH

You scored 100% on this recommendation - nothing to do here!

Combine images using CSS sprites

A (100)

AVG SCORE: 88%

IMAGES

HIGH

You scored 100% on this recommendation - nothing to do here!

Avoid CSS @import

A (100)

◆ AVG SCORE: 98%

CSS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Prefer asynchronous resources

A (100)

◆ AVG SCORE: 100%

JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Specify a character set early

A (100)

◆ AVG SCORE: 100%

CONTENT

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Specify image dimensions

A (100)

◆ AVG SCORE: 98%

IMAGES

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Avoid a character set in the meta tag

A (100)

◆ AVG SCORE: 100%

CONTENT

LOW

You scored 100% on this recommendation - nothing to do here!

Remove query strings from static resources

A (100)

▲ AVG SCORE: 88%

CONTENT

LOW

You scored 100% on this recommendation - nothing to do here!

Specify a Vary: Accept-Encoding header

A (100)

◆ AVG SCORE: 95%

SERVER

LOW

You scored 100% on this recommendation - nothing to do here!

YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Use a Content Delivery Network (CDN)	F (0)	▼ AVG SCORE: 15%	SERVER	MEDIUM

Using a CDN YSlow doesn't recognize? Specify your CDNs in your [User Settings](#).

There are 26 static components that are not on CDN.

- <https://inspiredlabs.co.uk/images/aris-ui-02.jpg>
- <https://inspiredlabs.co.uk/images/focus-cu.jpg>
- <https://inspiredlabs.co.uk/images/double-diamond.png>
- <https://inspiredlabs.co.uk/images/bowers-wilkins-photo-02.jpg>
- <https://inspiredlabs.co.uk/images/bowers-wilkins-photo-01.jpg>
- <https://inspiredlabs.co.uk/images/bowers-wilkins-photo-00.jpg>
- <https://inspiredlabs.co.uk/images/bowers-wilkins-still.png>
- <https://inspiredlabs.co.uk/images/fernandos-menu-ext.jpg>
- <https://inspiredlabs.co.uk/images/fernandos-menu-int.jpg>
- <https://inspiredlabs.co.uk/images/mallinson-02.jpg>
- <https://inspiredlabs.co.uk/images/mallinson-01.jpg>
- <https://inspiredlabs.co.uk/images/mallinson-00.jpg>
- <https://inspiredlabs.co.uk/images/iwa-multitool.png>
- <https://inspiredlabs.co.uk/images/iwa-phone.png>
- <https://inspiredlabs.co.uk/images/napier-1440.jpg>
- <https://inspiredlabs.co.uk/images/3si-sales.jpg>
- <https://inspiredlabs.co.uk/images/iwa-brochure.png>
- <https://inspiredlabs.co.uk/images/the-wasters-characters.jpg>
- <https://inspiredlabs.co.uk/images/aris-ui-03.jpg>
- <https://inspiredlabs.co.uk/images/aris-ui-01.jpg>
- <https://inspiredlabs.co.uk/images/aris-ui-00.jpg>
- <https://inspiredlabs.co.uk/images/aris-ui-04.jpg>
- <https://inspiredlabs.co.uk/js/scripts.js>
- <https://inspiredlabs.co.uk/images/nina-and-nico.jpg>
- <https://inspiredlabs.co.uk/images/spartans-thumb.jpg>
- <https://inspiredlabs.co.uk/images/david-lomas.jpg>

Reduce the number of DOM elements	B (89)	◆ AVG SCORE: 92%	CONTENT	LOW
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There are 925 DOM elements on the page

Add Expires headers	A (100)	▲ AVG SCORE: 24%	SERVER	HIGH
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You scored 100% on this recommendation - nothing to do here!

Make fewer HTTP requests	A (100)	▲ AVG SCORE: 32%	CONTENT	HIGH
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You scored 100% on this recommendation - nothing to do here!

Compress components with gzip	A (100)	▲ AVG SCORE: 83%	SERVER	HIGH
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You scored 100% on this recommendation - nothing to do here!

Minify JavaScript and CSS	A (100)	▲ AVG SCORE: 71%	CSS/JS	MEDIUM
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You scored 100% on this recommendation - nothing to do here!

Avoid URL redirects

A (100)

▲ AVG SCORE: 85%

CONTENT

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Make AJAX cacheable

A (100)

◆ AVG SCORE: 100%

JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Remove duplicate JavaScript and CSS

A (100)

◆ AVG SCORE: 100%

CSS/JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Avoid AlphasLoader filter

A (100)

◆ AVG SCORE: 99%

CSS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Avoid HTTP 404 (Not Found) error

A (100)

◆ AVG SCORE: 98%

CONTENT

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Use cookie-free domains

A (100)

▲ AVG SCORE: 45%

COOKIE

LOW

You scored 100% on this recommendation - nothing to do here!

Use GET for AJAX requests

A (100)

◆ AVG SCORE: 100%

JS

LOW

You scored 100% on this recommendation - nothing to do here!

Avoid CSS expressions

A (100)

◆ AVG SCORE: 99%

CSS

LOW

You scored 100% on this recommendation - nothing to do here!

Reduce DNS lookups

A (100)

▲ AVG SCORE: 69%

CONTENT

LOW

- inspiredlabs.co.uk: 27 components, 4071.4K (51.3K GZip)
- www.google-analytics.com: 1 component, 0.03K

Reduce cookie size

A (100)

◆ AVG SCORE: 100%

COOKIE

LOW

You scored 100% on this recommendation - nothing to do here!

Make favicon small and cacheable

A (100)

AVG SCORE: 100%

IMAGES

LOW

You scored 100% on this recommendation - nothing to do here!

Configure entity tags (ETags)

A (100)

AVG SCORE: 88%

SERVER

LOW

You scored 100% on this recommendation - nothing to do here!

Make JavaScript and CSS external

(n/a)

CSS/JS

MEDIUM

Only consider this if your property is a common user home page.

- There is a total of 15 inline css
- There is a total of 1 inline script