

Performance Report for: <https://insightlead.com/>

Report generated: Thu, Mar 11, 2021 8:56 AM -0800

Test Server Location: Vancouver, Canada

Using: Chrome (Desktop) 86.0.4240.193, Lighthouse 6.3.0

A	Performance	Structure	L. Contentful Paint	T. Blocking Time	C. Layout Shift
	97%	92%	1.1s	15ms	0.01

Top Issues

IMPACT	AUDIT	
Med-Low	Use a Content Delivery Network (CDN)	21 resources found
Low	Defer offscreen images	Potential savings of 478 KiB
Low	Use passive listeners to improve scrolling performance	
Low	Reduce JavaScript execution time	1.2 s
Low	Avoid an excessive DOM size	666 elements

Page Details



Total Page Size - 1.67MB

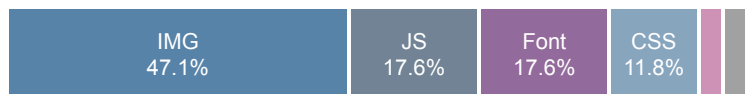


How does this affect me?

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.**

Total Page Requests - 34



About GTmetrix

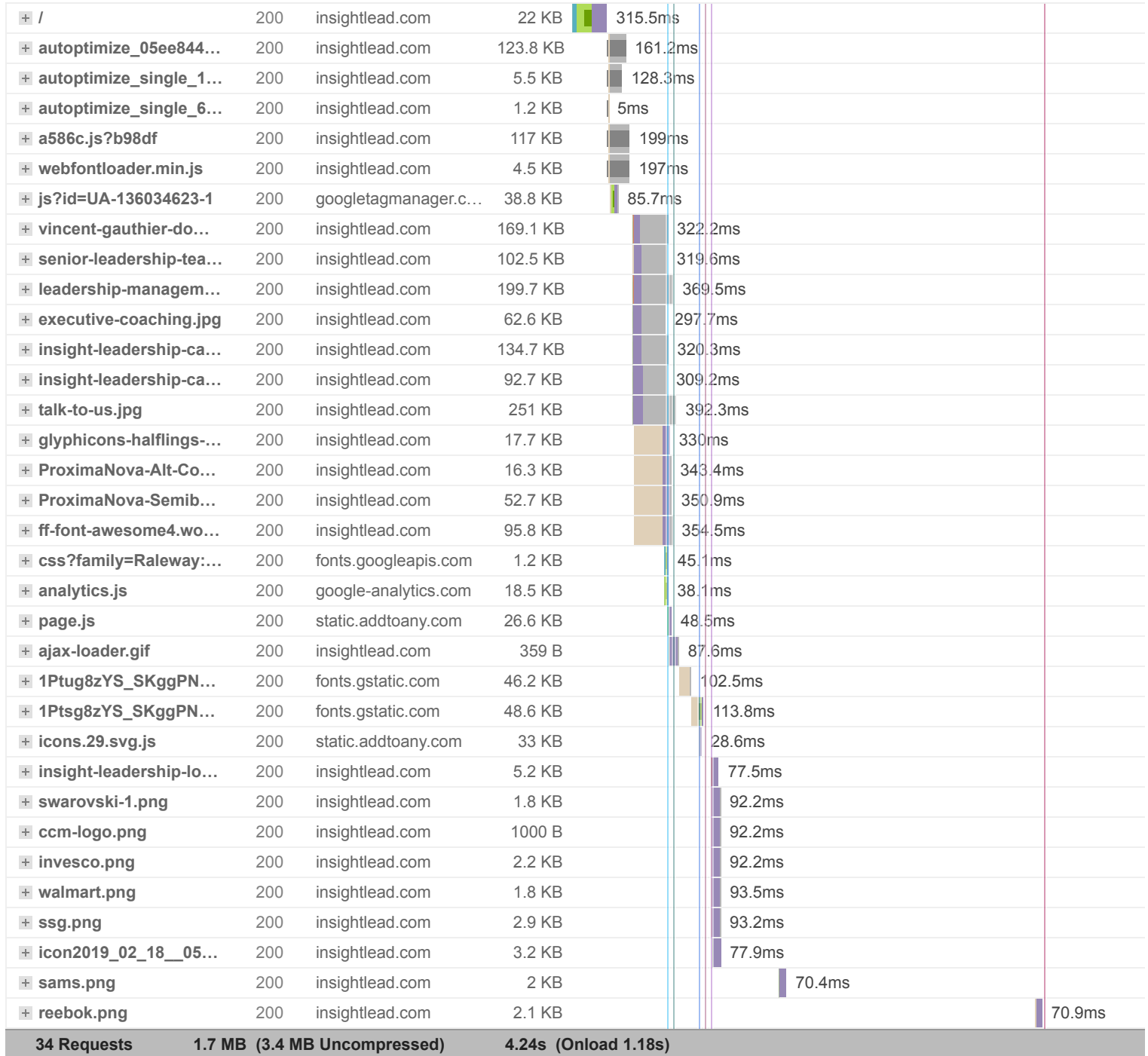


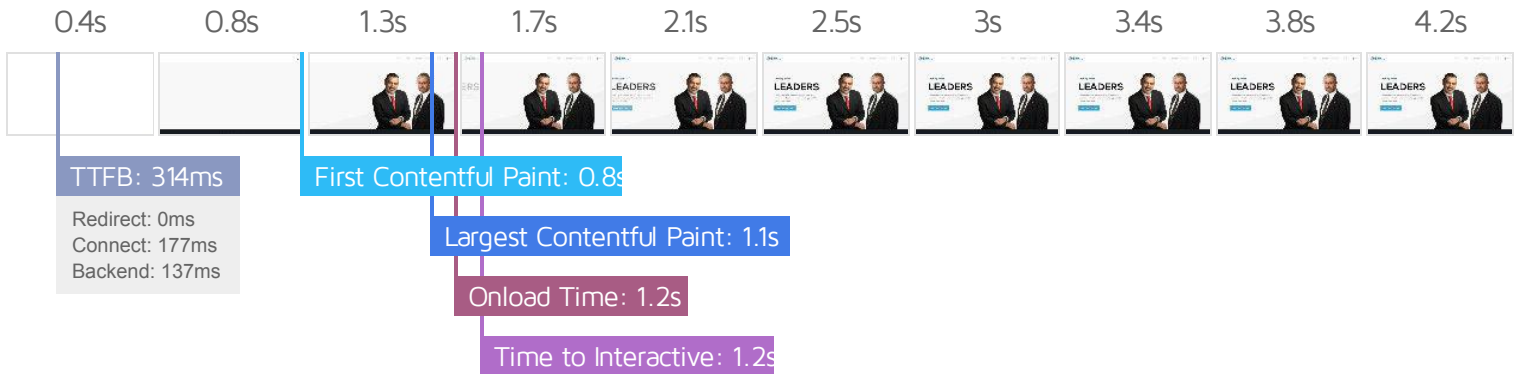
GTmetrix is developed by the good folks at **Carbon60**, a Canadian hosting company with over 25 years experience in web technology.

<https://carbon60.com/>

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.

Home - Insight Leadership





Performance Metrics

<h3>First Contentful Paint</h3> <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>0.8s</p>	<h3>Time to Interactive</h3> <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>1.2s</p>
<h3>Speed Index</h3> <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>1.1s</p>	<h3>Total Blocking Time</h3> <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>15ms</p>
<h3>Largest Contentful Paint</h3> <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>1.1s</p>	<h3>Cumulative Layout Shift</h3> <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>0.01</p>

Browser Timings

Redirect	0ms	Connect	177ms	Backend	137ms
TTFB	314ms	DOM Int.	0.5s	First Paint	0.8s
DOM Loaded	0.9s	Onload	1.2s	Fully Loaded	4.2s

IMPACT	AUDIT	
Med-Low	Use a Content Delivery Network (CDN)	21 resources found
Low	Defer offscreen images	Potential savings of 478 KiB
Low	Use passive listeners to improve scrolling performance	
Low	Reduce JavaScript execution time	1.2 s
Low	Avoid an excessive DOM size	666 elements
Low	Serve static assets with an efficient cache policy	2 resources found
Low	Avoid enormous network payloads	Total size was 1,708 KiB
Low	Ensure text remains visible during webfont load	
Low	Avoid long main-thread tasks	3 long tasks found
Low	Remove unused CSS	Potential savings of 119 KiB
Low	Reduce initial server response time	Root document took 140 ms
Low	Avoid large layout shifts	5 elements found
Low	Avoid non-composited animations	3 animated elements found
Low	Avoid chaining critical requests	2 chains found
Low	Remove unused JavaScript	Potential savings of 87 KiB
N/A	Largest Contentful Paint element	1 element found

N/A	Minimize main-thread work	2.5 s
N/A	Reduce the impact of third-party code	Third-party code blocked the main thread for 0 ms
N/A	Replace large JavaScript libraries with smaller alternatives	0 large libraries found
N/A	User Timing marks and measures	