GTmetrix

The web should be fast.

Performance Report for:

https://pressable.com/

Report generated:	Tue, Aug 28, 2018, 1:14 PM -0500
Test Server Region:	🇺🇸 Dallas, USA
Using:	🌐 Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

PageSpeed Score	YSlow Score		Fully Loaded Time	Total Page Size	Requests
D (61%) ⌄	**D (64%)** ⌄		**2.7s** ⌃	**7.12MB** ⌄	**90** ⌃

Top 5 Priority Issues

Serve scaled images	F (0)	⌄ AVG SCORE: 74%	IMAGES	HIGH
Leverage browser caching	F (22)	⌄ AVG SCORE: 60%	SERVER	HIGH
Optimize images	C (75)	◆ AVG SCORE: 71%	IMAGES	HIGH
Defer parsing of JavaScript	B (87)	⌃ AVG SCORE: 71%	JS	HIGH
Serve resources from a consistent URL	A (90)	◆ 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

GT.net
Performance Hosting

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.

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History
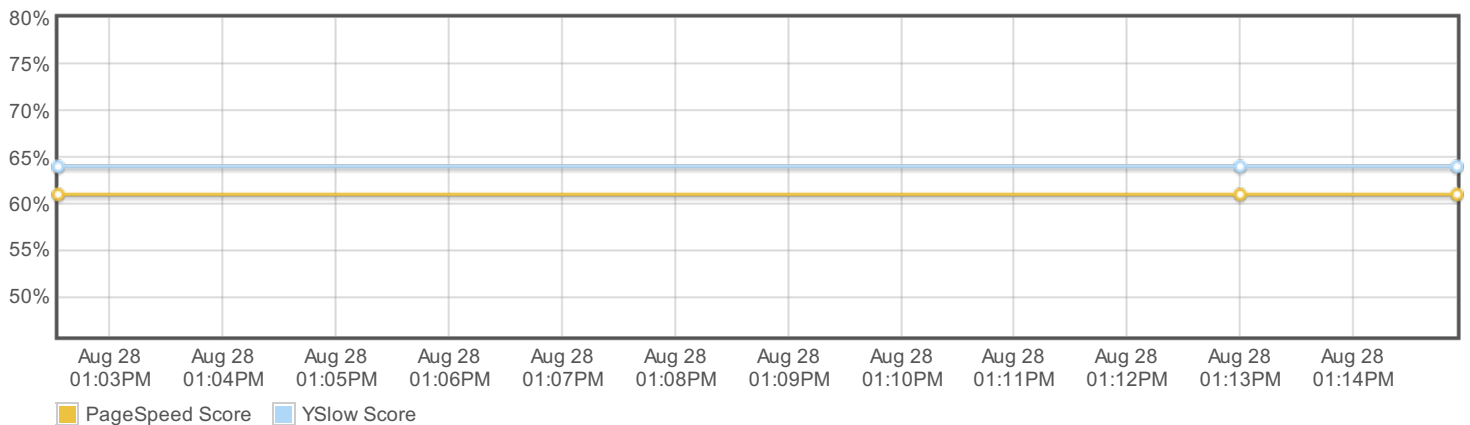
Page load times

Legend:
- Time to First Byte
- Onload Time
- Fully Loaded
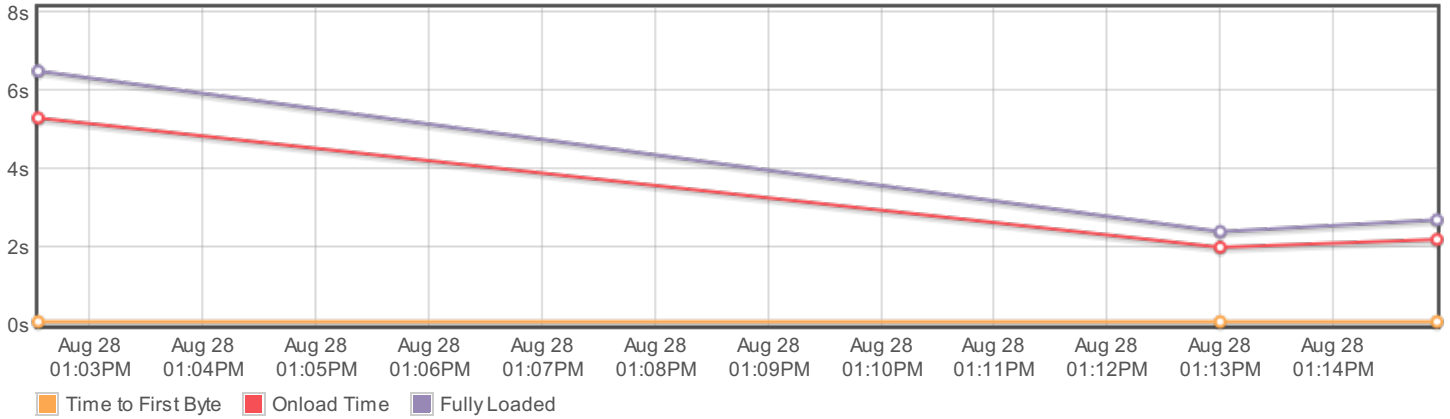
Page sizes and request counts

Legend:
- Requests
- HTML Size
- Total Page Size
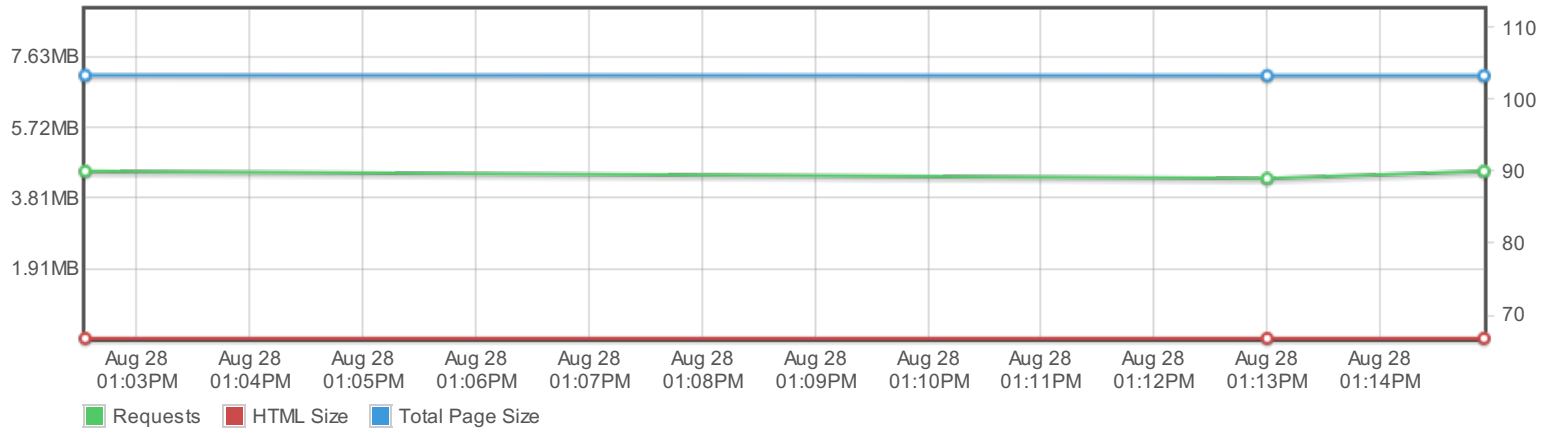
PageSpeed and YSlow scores

Legend:
- PageSpeed Score
- YSlow Score

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.

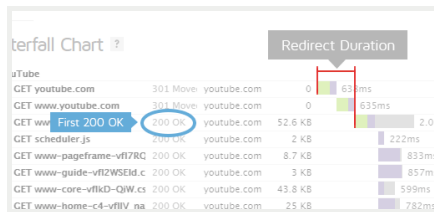**Managed WordPress Hosting from Pressable - More Than Hosting**

GET pressable.com	200	pressable.c	15.5 KB	129.6ms
GET css?family=Ba	200	fonts.goog	548 B	99.2ms
GET all.js	200	pro.fontaw	850.5 KB	801.6ms
GET gdc_custom_s	200	ra9il9yc8yx	363 B	91.1ms
GET pressable-loac	200	ra9il9yc8yx	387 B	105.5ms
GET dashicons.min	200	ra9il9yc8yx	28 KB	110ms
GET social-icons.cs	200	ra9il9yc8yx	572 B	91.6ms
GET font-awesome	200	cdn.jsdeliv	6.9 KB	99.5ms
GET main.min.css?	200	ra9il9yc8yx	21.4 KB	105.1ms
GET css?family=Op	200	fonts.goog	817 B	102.6ms
GET font-awesome	200	ra9il9yc8yx	4.9 KB	117.7ms
GET pika.min.css?4	200	ra9il9yc8yx	5.8 KB	117.7ms
GET pressed-micro	200	ra9il9yc8yx	10.2 KB	117.4ms
GET jetpack.css?ve	200	ra9il9yc8yx	11.6 KB	117.5ms
GET jquery.js?ver=	200	ra9il9yc8yx	33.1 KB	126.1ms
GET jquery-migrat	200	ra9il9yc8yx	3.9 KB	124.5ms
GET modernizr.min	200	ra9il9yc8yx	4.1 KB	124.4ms
GET pressable.com	200	pressable.c	1.4 KB	40ms
GET love-pressable	200	ra9il9yc8yx	2.6 KB	261.9ms
GET ceo.png	200	ra9il9yc8yx	2.1 MB	667.9ms
GET server.png	200	ra9il9yc8yx	363.8 KB	313.7ms
GET gtm.js?id=GTN	200	googletagn	26 KB	327.4ms
GET AG-logo.png	200	ra9il9yc8yx	11.4 KB	257.1ms
GET WinningWP.pn	200	ra9il9yc8yx	20 KB	257.4ms
GET logo-twistedp	200	ra9il9yc8yx	51 KB	263.5ms
GET laughing-squic	200	ra9il9yc8yx	168.9 KB	298.7ms
GET 2019-TTT-Bad	200	ra9il9yc8yx	42.4 KB	263.9ms
GET valet-black.pn	200	pressable.c	12.9 KB	29.1ms
GET laughing-squic	200	pressable.c	166.1 KB	85.8ms
GET whirlpoolcorpc	200	pressable.c	8.7 KB	29.8ms
GET esteelauder_lc	200	pressable.c	7.6 KB	63.4ms
GET vertical_logo_	200	pressable.c	34.9 KB	85.8ms
GET american-geni	200	pressable.c	6.8 KB	62.1ms
GET devicepx-jetpa	200	s0.wp.com	3.1 KB	172.4ms
GET gprofiles.js?ve	200	secure.grav	6.6 KB	232ms
GET wpgroho.js?ve	200	ra9il9yc8yx	498 B	183ms
GET facebook-emb	200	ra9il9yc8yx	417 B	183ms
GET wp-gallery-cus	200	ra9il9yc8yx	544 B	182.9ms
GET scripts.min.js?	200	ra9il9yc8yx	15.3 KB	185.6ms
GET wp-embed.mir	200	ra9il9yc8yx	760 B	185.5ms
GET e-201835.js	200	stats.wp.cc	2.8 KB	296ms
GET wp-emoji-rele	200	pressable.c	4.4 KB	23.7ms
GET 7cHpv4kjgoGq	200	fonts.gstat	19.4 KB	29.4ms
GET loader.js	200	static.olark	2 KB	18.3ms
GET logo.png	200	ra9il9yc8yx	1.6 KB	11.1ms
GET mem5YaGs12(	200	fonts.gstat	14.2 KB	14.6ms
GET 7cHqv4kjgoGc	200	fonts.gstat	19.8 KB	16.3ms
GET hero-image.jp	200	pressableri	162.9 KB	187.8ms
GET 7cHqv4kjgoGc	200	fonts.gstat	19.8 KB	19.1ms
GET 7cHqv4kjgoGc	200	fonts.gstat	20 KB	21ms
GET wordpress-cor	200	ra9il9yc8yx	116.6 KB	17.8ms
GET mem5YaGs12(	200	fonts.gstat	14.4 KB	21.4ms

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Request	Status	Host	Size	Time
GET servers.jpg	200	ra9il9yc8yx	68.3 KB	21.9ms
GET agencies-dev:	200	ra9il9yc8yx	741.8 KB	230.4ms
GET woocommerce	200	ra9il9yc8yx	487.4 KB	74.9ms
GET enterprise.png	200	ra9il9yc8yx	902.1 KB	258.9ms
GET t.gif?_en=pre:	200	pixel.wp.cc	43 B	26.9ms
GET sdk.js?_=1535	200	connect.fa	69.7 KB	1.11s
GET g.gif?v=ext&j:	200	pixel.wp.cc	50 B	23.8ms
GET app.js	200	static.olark	17.9 KB	14.3ms
GET 8030-464-10-!	200	static.olark	4.2 KB	20.8ms
GET c?c=create&s	200	nrpc.olark.	673 B	133.3ms
GET application2.js	200	static.olark	273.4 KB	86.5ms
GET geo	200	public-api.v	137 B	58.4ms
GET hovercard.min	200	secure.grav	1.6 KB	13.1ms
GET services.min.c	200	secure.grav	532 B	13.1ms
GET storage.html?	200	static.olark	157 B	12ms
GET analytics.js	200	google-ana	14 KB	75.6ms
GET b6e93478-07b	200 OK	cdn.mouse	451 B	67.9ms
GET hotjar-836883	200 OK	static.hotja	1.7 KB	591.7ms
GET conversion_as	200	googleadse	6.7 KB	87.8ms
GET storage.js?v=	200	static.olark	28.1 KB	12.2ms
GET 842214080?ra	200	googleadse	1 KB	30.9ms
GET visits?_callbac	200	api.olark.cc	99 B	65.6ms
GET jquery.js	200	static.olark	32.4 KB	13.2ms
GET 842214080?ra	302	googleads.	42 B	84.7ms
GET log.png?versio	200	log.olark.cc	67 B	64.7ms
GET 842214080?ra	200	google.com	42 B	87.8ms
GET QX17B8fU-Vm.	200	staticxx.fa	12.7 KB	202.9ms
GET theme.css	200	static.olark	14.3 KB	11.9ms
GET log.png?versio	200	log.olark.cc	67 B	30.4ms
GET modules-3c0a	200 OK	script.hotja	80.1 KB	69ms
GET rcj-da10bd490	200 OK	vars.hotjar	857 B	78ms
OPTIONS visit-data	200	in.hotjar.cc	9 B	365.9ms
GET cropped-butto	200	ra9il9yc8yx	1.1 KB	11.5ms
GET font-hotjar_5.	200 OK	static.hotja	2.4 KB	44.1ms
GET cropped-butto	200	ra9il9yc8yx	9.6 KB	13ms
GET button-light-b	200	ra9il9yc8yx	2.4 KB	11.6ms
GET button-light-b	200	ra9il9yc8yx	2.4 KB	11.2ms
POST visit-data?sv	200	in.hotjar.cc	101 B	121.4ms

90 Requests   **7.1 MB**   **2.73s (onload: 2.2s)**

Page Load Timings

RUM Speed Index: 524

Redirect	Connect	Backend	TTFB
0ms	76ms	34ms	110ms
First paint	Contentful paint	DOM int.	DOM loaded
480ms	480ms	0.6s	1.2s (44ms)
Onload			
2.2s (6ms)			

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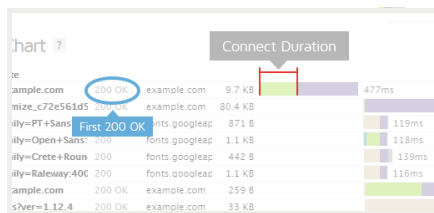
Once any redirects have completed, Connection duration is measured. This is the time spent connecting to the server to make the request to the page.

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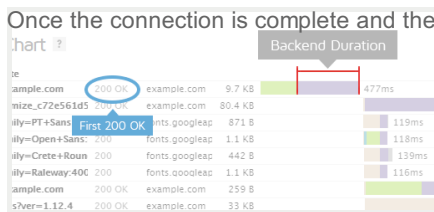
Once the connection is complete and the request is made, the server needs to generate a response for the page. The time it takes to generate the response is known as the Backend duration.

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 is our "Why is my page slow" article.

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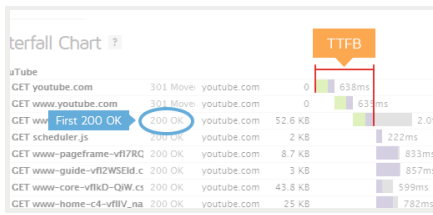
Time to First Byte (TTFB) is the total amount of time spent to receive the first byte of the response once it has been requested. It is the sum of "Redirect duration" + "Connection duration" + "Backend duration". This metric is one of the key indicators of web performance.

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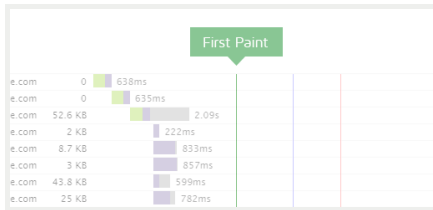
First paint time is the first point at which the browser does any sort of rendering on the page. Depending on the structure of the page, this first paint could just be displaying the background colour (including white), or it could be a majority of the page being rendered.

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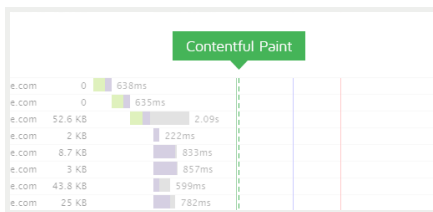
First Contentful Paint is triggered when any *content* is painted - i.e. something defined in the DOM (Document Object Model). This could be text, an image or canvas render.

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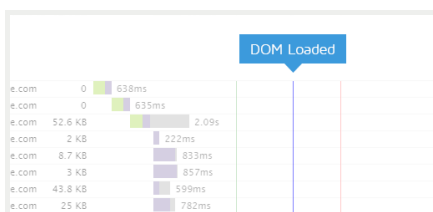
DOM interactive time
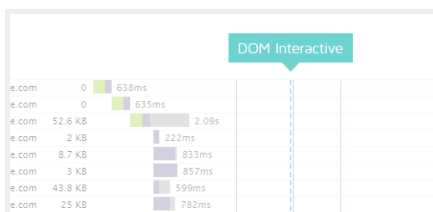
DOM interactive time is the point at which the browser has finished loading and parsing HTML, and the DOM (Document Object Model) has been built. The DOM is how the browser internally structures the HTML so that it can render it.

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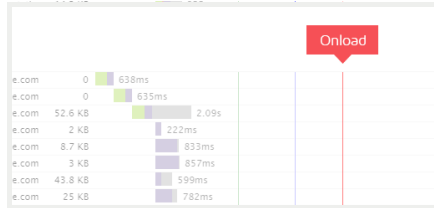
Onload time occurs when the processing of the page is complete and all the resources on the page (images, CSS, etc.) have finished downloading. This is also the same time that DOM complete occurs and the JavaScript window.onload event fires.

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 Feburary 8th, 2017.

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PageSpeed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Serve scaled images	F (0)	⌄ AVG SCORE: 74%	IMAGES	HIGH
Leverage browser caching	F (22)	⌄ AVG SCORE: 60%	SERVER	HIGH
Optimize images	C (75)	◆ AVG SCORE: 71%	IMAGES	HIGH
Defer parsing of JavaScript	B (87)	⌃ AVG SCORE: 71%	JS	HIGH
Serve resources from a consistent URL	A (90)	◆ AVG SCORE: 89%	CONTENT	HIGH
Minimize redirects	A (92)	◆ AVG SCORE: 88%	CONTENT	HIGH
Optimize the order of styles and scripts	A (92)	◆ AVG SCORE: 94%	CSS/JS	HIGH
Minify JavaScript	A (94)	◆ AVG SCORE: 89%	JS	HIGH
Specify a cache validator	A (96)	◆ AVG SCORE: 94%	SERVER	HIGH
Minify HTML	A (98)	◆ AVG SCORE: 98%	CONTENT	LOW
Minify CSS	A (98)	◆ AVG SCORE: 95%	CSS	HIGH
Specify image dimensions	A (99)	◆ AVG SCORE: 98%	IMAGES	MEDIUM
Specify a character set early	A (99)	◆ AVG SCORE: 100%	CONTENT	MEDIUM
Remove query strings from static resources	C (75)	⌄ 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
Enable gzip compression	A (100)	⌃ AVG SCORE: 86%	SERVER	HIGH
Enable Keep-Alive	A (100)	◆ AVG SCORE: 97%	SERVER	HIGH
Inline small CSS	A (100)	◆ AVG SCORE: 96%	CSS	HIGH
Inline small JavaScript	A (100)	◆ AVG SCORE: 95%	JS	HIGH
Minimize request size	A (100)	◆ AVG SCORE: 96%	CONTENT	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
Avoid a character set in the meta tag	A (99)	◆ AVG SCORE: 100%	CONTENT	LOW

YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Add Expires headers	F (0)	⌄ AVG SCORE: 25%	SERVER	HIGH
Make fewer HTTP requests	F (0)	⌄ AVG SCORE: 33%	CONTENT	HIGH
Use a Content Delivery Network (CDN)	F (0)	⌄ AVG SCORE: 23%	SERVER	MEDIUM
Reduce DNS lookups	F (0)	⌄ AVG SCORE: 68%	CONTENT	LOW
Minify JavaScript and CSS	A (90)	⌃ AVG SCORE: 72%	CSS/JS	MEDIUM
Avoid URL redirects	A (90)	◆ AVG SCORE: 87%	CONTENT	MEDIUM
Compress components with gzip	A (100)	⌃ AVG SCORE: 87%	SERVER	HIGH
Make AJAX cacheable	A (100)	◆ AVG SCORE: 100%	JS	MEDIUM
Remove duplicate JavaScript and CSS	A (100)	◆ AVG SCORE: 100%	CSS/JS	MEDIUM
Avoid AlphaImageLoader filter	A (100)	◆ AVG SCORE: 99%	CSS	MEDIUM
Avoid HTTP 404 (Not Found) error	A (100)	◆ AVG SCORE: 98%	CONTENT	MEDIUM
Reduce the number of DOM elements	A (100)	⌃ AVG SCORE: 92%	CONTENT	LOW
Use cookie-free domains	A (100)	⌃ AVG SCORE: 50%	COOKIE	LOW
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