GTmetrix
The web should be fast.

Performance Report for:
https://siteground.com/

Report generated: Wed, Aug 29, 2018, 5:18 PM -0500
Test Server Region: 🇨🇦 Vancouver, Canada
Using: 🤖 Chrome (Android, Galaxy Nexus) 62.0.3202.84, PageSpeed 1.15-gt1, YSlow 3.1.8

PageSpeed Score	YSlow Score	Fully Loaded Time	Total Page Size	Requests
E (53%)	D (67%)	16.2s	1.12MB	104

Top 5 Priority Issues

Minimize redirects	F (0)	AVG SCORE: 88%	CONTENT	HIGH
Leverage browser caching	F (0)	AVG SCORE: 60%	SERVER	HIGH
Enable gzip compression	F (0)	AVG SCORE: 86%	SERVER	HIGH
Serve scaled images	F (47)	AVG SCORE: 74%	IMAGES	HIGH
Defer parsing of JavaScript	F (49)	AVG SCORE: 71%	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

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.

History

Page load times

Time to First Byte ■ Onload Time ■ Fully Loaded
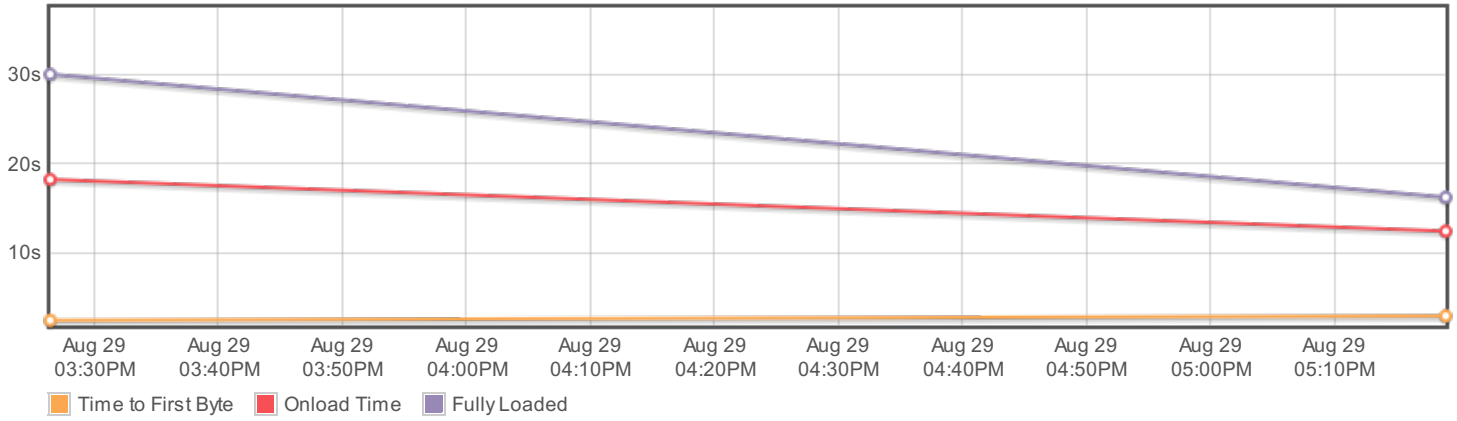
Page sizes and request counts

Requests ■ HTML Size ■ Total Page Size

PageSpeed and YSlow scores

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.
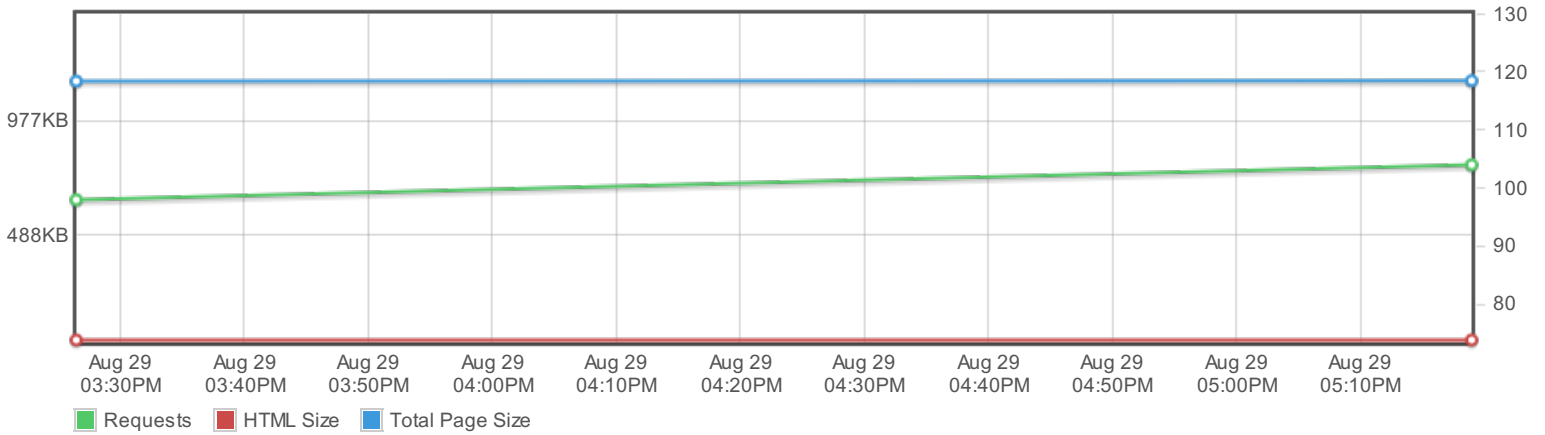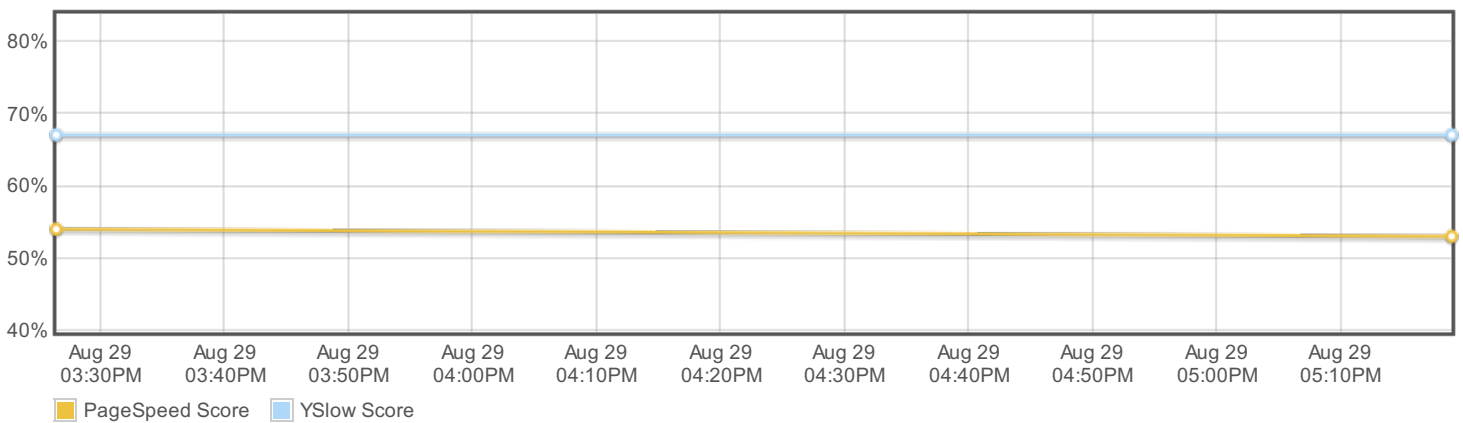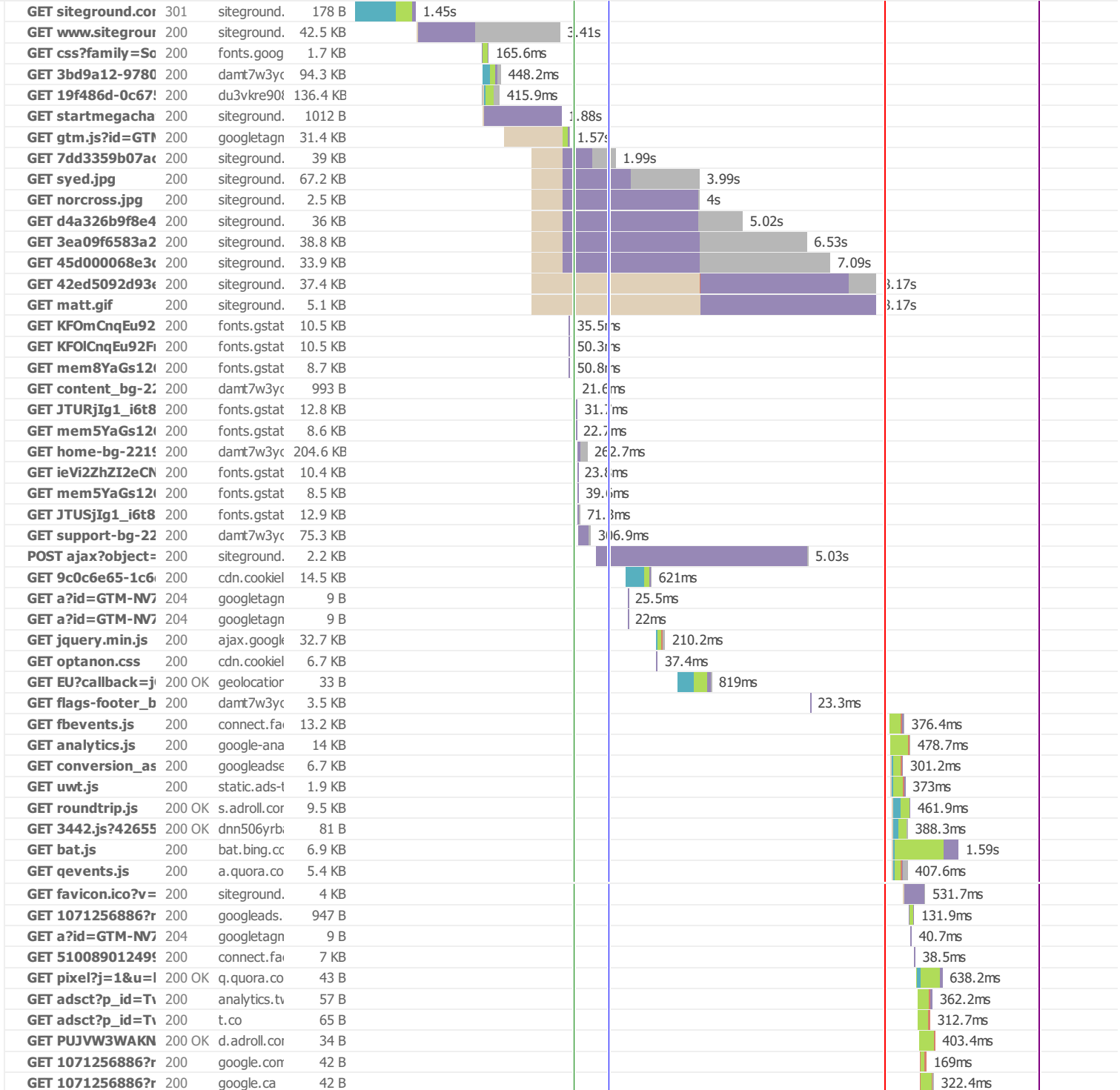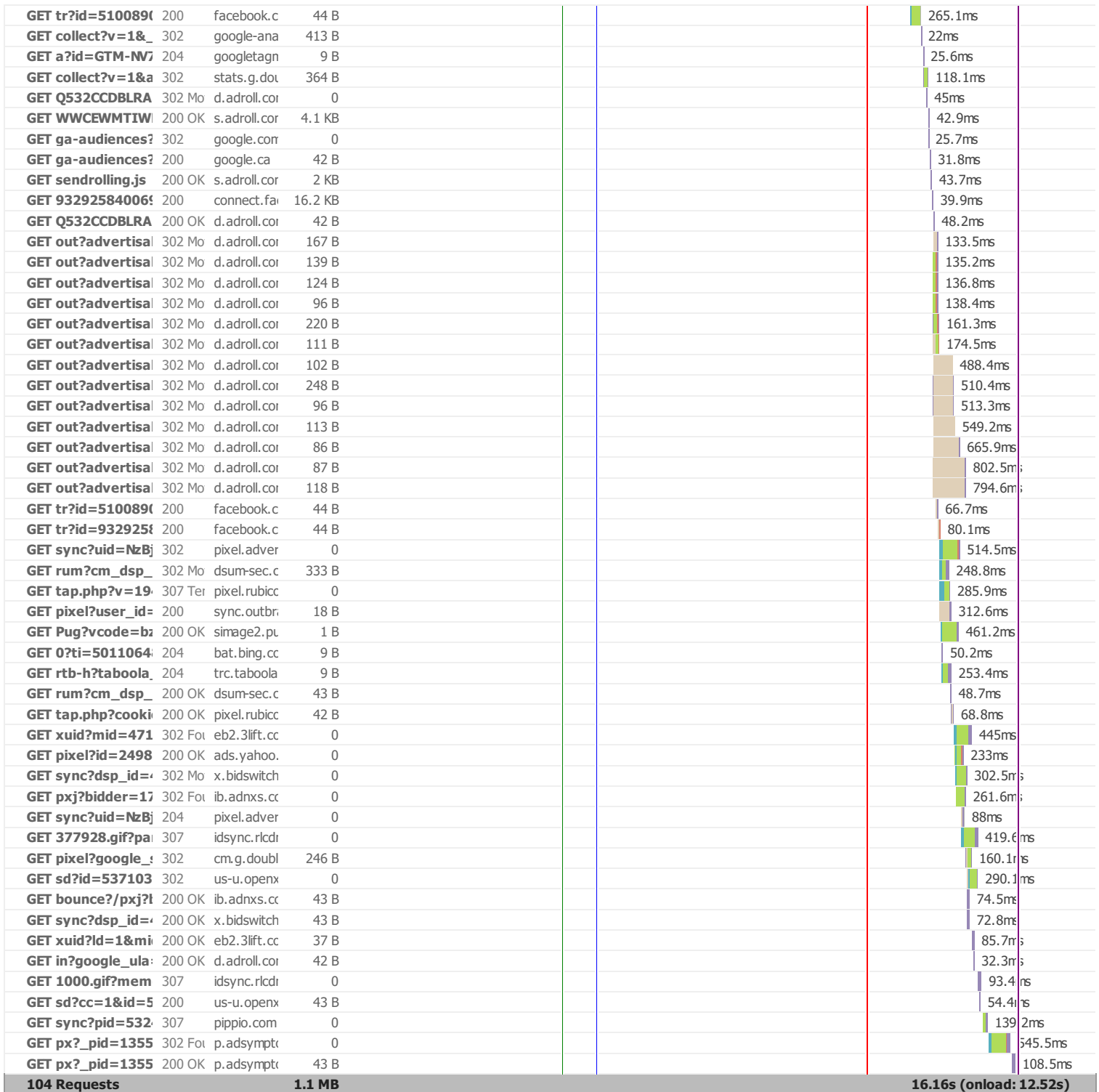
**SiteGround: Web Hosting Services Crafted with Care!**

Request	Status	Host	Size	Time
GET siteground.con	301	siteground.	178 B	1.45s
GET www.sitegroun	200	siteground.	42.5 KB	3.41s
GET css?family=So	200	fonts.goog	1.7 KB	165.6ms
GET 3bd9a12-9780	200	damt7w3yc	94.3 KB	448.2ms
GET 19f486d-0c67!	200	du3vkre90!	136.4 KB	415.9ms
GET startmegacha	200	siteground.	1012 B	1.88s
GET gtm.js?id=GTN	200	googletagn	31.4 KB	1.57s
GET 7dd3359b07ac	200	siteground.	39 KB	1.99s
GET syed.jpg	200	siteground.	67.2 KB	3.99s
GET norcross.jpg	200	siteground.	2.5 KB	4s
GET d4a326b9f8e4	200	siteground.	36 KB	5.02s
GET 3ea09f6583a2	200	siteground.	38.8 KB	6.53s
GET 45d000068e3c	200	siteground.	33.9 KB	7.09s
GET 42ed5092d93e	200	siteground.	37.4 KB	8.17s
GET matt.gif	200	siteground.	5.1 KB	8.17s
GET KFOmCnqEu92	200	fonts.gstat	10.5 KB	35.5ms
GET KFOlCnqEu92Fi	200	fonts.gstat	10.5 KB	50.3ms
GET mem8YaGs12(	200	fonts.gstat	8.7 KB	50.8ms
GET content_bg-22	200	damt7w3yc	993 B	21.6ms
GET JTURjIg1_i6t8	200	fonts.gstat	12.8 KB	31.7ms
GET mem5YaGs12(	200	fonts.gstat	8.6 KB	22.7ms
GET home-bg-2219	200	damt7w3yc	204.6 KB	262.7ms
GET ieVi2ZhZI2eCN	200	fonts.gstat	10.4 KB	23.8ms
GET mem5YaGs12(	200	fonts.gstat	8.5 KB	39.6ms
GET JTUSjIg1_i6t8	200	fonts.gstat	12.9 KB	71.3ms
GET support-bg-22	200	damt7w3yc	75.3 KB	306.9ms
POST ajax?object=	200	siteground.	2.2 KB	5.03s
GET 9c0c6e65-1c6	200	cdn.cookiel	14.5 KB	621ms
GET a?id=GTM-NV7	204	googletagn	9 B	25.5ms
GET a?id=GTM-NV7	204	googletagn	9 B	22ms
GET jquery.min.js	200	ajax.google	32.7 KB	210.2ms
GET optanon.css	200	cdn.cookiel	6.7 KB	37.4ms
GET EU?callback=j	200 OK	geolocatior	33 B	819ms
GET flags-footer_b	200	damt7w3yc	3.5 KB	23.3ms
GET fbevents.js	200	connect.fac	13.2 KB	376.4ms
GET analytics.js	200	google-ana	14 KB	478.7ms
GET conversion_as	200	googleadse	6.7 KB	301.2ms
GET uwt.js	200	static.ads-t	1.9 KB	373ms
GET roundtrip.js	200 OK	s.adroll.cor	9.5 KB	461.9ms
GET 3442.js?42655	200 OK	dnn506yrba	81 B	388.3ms
GET bat.js	200	bat.bing.cc	6.9 KB	1.59s
GET qevents.js	200	a.quora.co	5.4 KB	407.6ms
GET favicon.ico?v=	200	siteground.	4 KB	531.7ms
GET 1071256886?r	200	googleads.	947 B	131.9ms
GET a?id=GTM-NV7	204	googletagn	9 B	40.7ms
GET 510089012499	200	connect.fac	7 KB	38.5ms
GET pixel?j=1&u=l	200 OK	q.quora.co	43 B	638.2ms
GET adsct?p_id=Tv	200	analytics.tv	57 B	362.2ms
GET adsct?p_id=Tv	200	t.co	65 B	312.7ms
GET PUJVW3WAKN	200 OK	d.adroll.cor	34 B	403.4ms
GET 1071256886?r	200	google.com	42 B	169ms
GET 1071256886?r	200	google.ca	42 B	322.4ms

Request	Status	Host	Size	Time
GET tr?id=510089(	200	facebook.c	44 B	265.1ms
GET collect?v=1&_	302	google-ana	413 B	22ms
GET a?id=GTM-NV7	204	googletagn	9 B	25.6ms
GET collect?v=1&a	302	stats.g.dou	364 B	118.1ms
GET Q532CCDBLRA	302 Mo	d.adroll.cor	0	45ms
GET WWCEWMTIW	200 OK	s.adroll.cor	4.1 KB	42.9ms
GET ga-audiences?	302	google.com	0	25.7ms
GET ga-audiences?	200	google.ca	42 B	31.8ms
GET sendrolling.js	200 OK	s.adroll.cor	2 KB	43.7ms
GET 93292584006!	200	connect.fa	16.2 KB	39.9ms
GET Q532CCDBLRA	200 OK	d.adroll.cor	42 B	48.2ms
GET out?advertisa	302 Mo	d.adroll.cor	167 B	133.5ms
GET out?advertisa	302 Mo	d.adroll.cor	139 B	135.2ms
GET out?advertisa	302 Mo	d.adroll.cor	124 B	136.8ms
GET out?advertisa	302 Mo	d.adroll.cor	96 B	138.4ms
GET out?advertisa	302 Mo	d.adroll.cor	220 B	161.3ms
GET out?advertisa	302 Mo	d.adroll.cor	111 B	174.5ms
GET out?advertisa	302 Mo	d.adroll.cor	102 B	488.4ms
GET out?advertisa	302 Mo	d.adroll.cor	248 B	510.4ms
GET out?advertisa	302 Mo	d.adroll.cor	96 B	513.3ms
GET out?advertisa	302 Mo	d.adroll.cor	113 B	549.2ms
GET out?advertisa	302 Mo	d.adroll.cor	86 B	665.9ms
GET out?advertisa	302 Mo	d.adroll.cor	87 B	802.5ms
GET out?advertisa	302 Mo	d.adroll.cor	118 B	794.6ms
GET tr?id=510089(	200	facebook.c	44 B	66.7ms
GET tr?id=932925	200	facebook.c	44 B	80.1ms
GET sync?uid=NzBj	302	pixel.adver	0	514.5ms
GET rum?cm_dsp_	302 Mo	dsum-sec.c	333 B	248.8ms
GET tap.php?v=19	307 Tel	pixel.rubic	0	285.9ms
GET pixel?user_id=	200	sync.outbr	18 B	312.6ms
GET Pug?vcode=b;	200 OK	simage2.pu	1 B	461.2ms
GET 0?ti=5011064	204	bat.bing.cc	9 B	50.2ms
GET rtb-h?taboola	204	trc.taboola	9 B	253.4ms
GET rum?cm_dsp_	200 OK	dsum-sec.c	43 B	48.7ms
GET tap.php?cooki	200 OK	pixel.rubic	42 B	68.8ms
GET xuid?mid=471	302 Fou	eb2.3lift.cc	0	445ms
GET pixel?id=2498	200 OK	ads.yahoo.	0	233ms
GET sync?dsp_id=	302 Mo	x.bidswitch	0	302.5ms
GET pxj?bidder=17	302 Fou	ib.adnxs.cc	0	261.6ms
GET sync?uid=NzBj	204	pixel.adver	0	88ms
GET 377928.gif?pa	307	idsync.rlcd	0	419.6ms
GET pixel?google_:	302	cm.g.doubl	246 B	160.1ms
GET sd?id=537103	302	us-u.openx	0	290.1ms
GET bounce?/pxj?t	200 OK	ib.adnxs.cc	43 B	74.5ms
GET sync?dsp_id=	200 OK	x.bidswitch	43 B	72.8ms
GET xuid?ld=1&mi	200 OK	eb2.3lift.cc	37 B	85.7ms
GET in?google_ula	200 OK	d.adroll.cor	42 B	32.3ms
GET 1000.gif?mem	307	idsync.rlcd	0	93.4ms
GET sd?cc=1&id=5	200	us-u.openx	43 B	54.4ms
GET sync?pid=532	307	pippio.com	0	139.2ms
GET px?_pid=1355	302 Fou	p.adsympto	0	545.5ms
GET px?_pid=1355	200 OK	p.adsympto	43 B	108.5ms
104 Requests			**1.1 MB**	**16.16s (onload: 12.52s)**

Page Load Timings

RUM Speed Index: 5,383

Redirect 1.5s	Connect 57ms	Backend 1.3s	TTFB 2.9s
First paint 5.1s	Contentful paint 5.1s	DOM int. 5.5s	DOM loaded 5.5s (449ms)
Onload 12.4s (157ms)			

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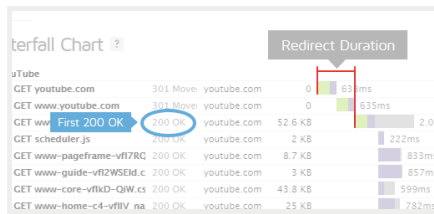
This is the time spent redirecting URLs before the final HTML page is loaded. Common redirects include:

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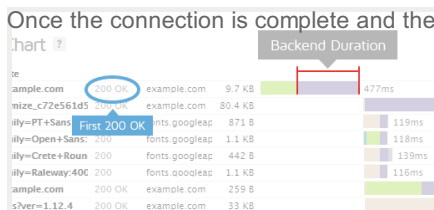
Once the connection is complete and the request is made, the server needs to generate a response for the page. The time it takes to generate the response is known as the Backend duration.

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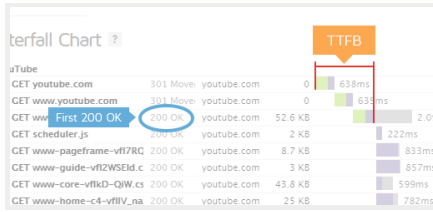
Time to First Byte (TTFB) is the total amount of time spent to receive the first byte of the response once it has been requested. It is the sum of "Redirect duration" + "Connection duration" + "Backend duration". This metric is one of the key indicators of web performance.

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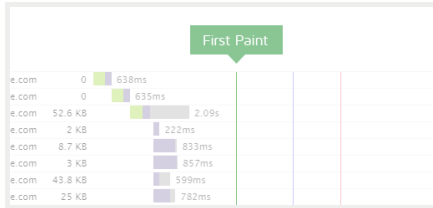
First paint time is the first point at which the browser does any sort of rendering on the page. Depending on the structure of the page, this first paint could just be displaying the background colour (including white), or it could be a majority of the page being rendered.

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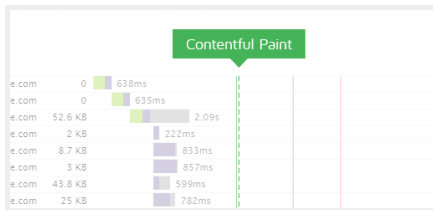
First Contentful Paint is triggered when any *content* is painted - i.e. something defined in the DOM (Document Object Model). This could be text, an image or canvas render.

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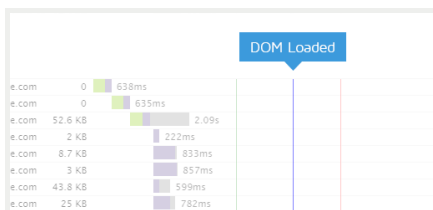
DOM interactive time
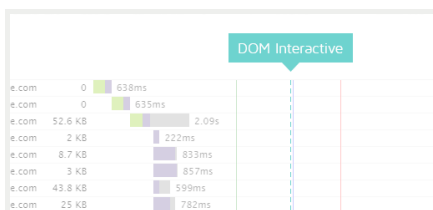
DOM interactive time is the point at which the browser has finished loading and parsing HTML, and the DOM (Document Object Model) has been built. The DOM is how the browser internally structures the HTML so that it can render it.

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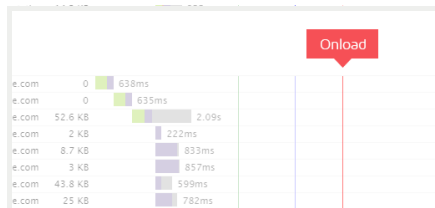
Onload time occurs when the processing of the page is complete and all the resources on the page (images, CSS, etc.) have finished downloading. This is also the same time that DOM complete occurs and the JavaScript window.onload event fires.

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.

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
Enable gzip compression	F (0)	⌄ AVG SCORE: 86%	SERVER	HIGH
Serve scaled images	F (47)	⌄ AVG SCORE: 74%	IMAGES	HIGH
Defer parsing of JavaScript	F (49)	⌄ AVG SCORE: 71%	JS	HIGH
Optimize images	B (83)	⌃ AVG SCORE: 71%	IMAGES	HIGH
Optimize the order of styles and scripts	B (83)	⌄ AVG SCORE: 94%	CSS/JS	HIGH
Specify a cache validator	B (87)	⌄ AVG SCORE: 94%	SERVER	HIGH
Minimize request size	A (95)	◆ AVG SCORE: 96%	CONTENT	HIGH
Minify JavaScript	A (97)	⌃ AVG SCORE: 89%	JS	HIGH
Specify image dimensions	A (99)	◆ AVG SCORE: 98%	IMAGES	MEDIUM
Minify HTML	A (99)	◆ AVG SCORE: 98%	CONTENT	LOW
Minify CSS	A (99)	◆ AVG SCORE: 95%	CSS	HIGH
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
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
Put CSS in the document head	A (100)	◆ AVG SCORE: 100%	CSS	HIGH
Remove query strings from static resources	A (98)	⌃ AVG SCORE: 88%	CONTENT	LOW
Serve resources from a consistent URL	A (100)	⌃ AVG SCORE: 89%	CONTENT	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
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

Avoid Plugins   A (100)   ◆ AVG SCORE: 100%   CONTENT   LOW

YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Add Expires headers	F (0)	⌄ AVG SCORE: 25%	SERVER	HIGH
Use a Content Delivery Network (CDN)	F (10)	⌄ AVG SCORE: 23%	SERVER	MEDIUM
Reduce DNS lookups	F (0)	⌄ AVG SCORE: 68%	CONTENT	LOW
Compress components with gzip	D (67)	⌄ AVG SCORE: 87%	SERVER	HIGH
Use cookie-free domains	E (55)	◆ AVG SCORE: 50%	COOKIE	LOW
Minify JavaScript and CSS	C (70)	◆ AVG SCORE: 72%	CSS/JS	MEDIUM
Make fewer HTTP requests	B (88)	⌃ AVG SCORE: 33%	CONTENT	HIGH
Avoid URL redirects	A (90)	◆ AVG SCORE: 87%	CONTENT	MEDIUM
Reduce cookie size	B (89)	⌄ AVG SCORE: 100%	COOKIE	LOW
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 GET for AJAX requests	A (100)	◆ AVG SCORE: 100%	JS	LOW
Avoid CSS expressions	A (100)	◆ AVG SCORE: 98%	CSS	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