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

Report generated:	Tue, Aug 28, 2018, 1:12 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
E (52%) ⌄	**E (53%)** ⌄

Fully Loaded Time	Total Page Size	Requests
7.4s ⌄	1.66MB ⌃	230 ⌄

Top 5 Priority Issues

Issue	Grade		Avg Score	Category	Priority
Minimize redirects	F (0)	⌄	AVG SCORE: 88%	CONTENT	HIGH
Leverage browser caching	F (0)	⌄	AVG SCORE: 60%	SERVER	HIGH
Enable Keep-Alive	F (32)	⌄	AVG SCORE: 97%	SERVER	HIGH
Defer parsing of JavaScript	D (60)	⌄	AVG SCORE: 71%	JS	HIGH
Serve resources from a consistent URL	C (75)	⌄	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.

History

Page load times

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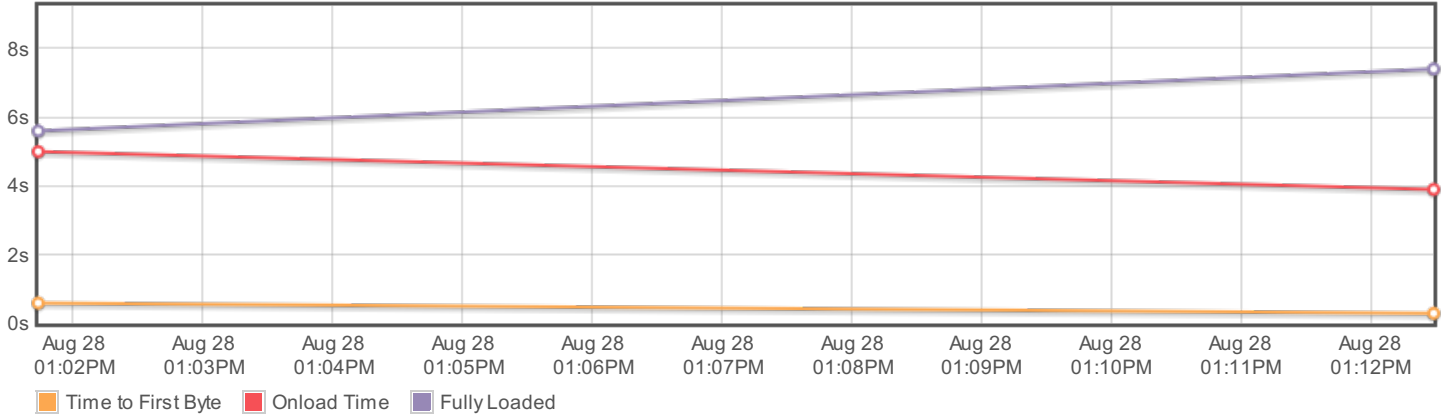
Page sizes and request counts

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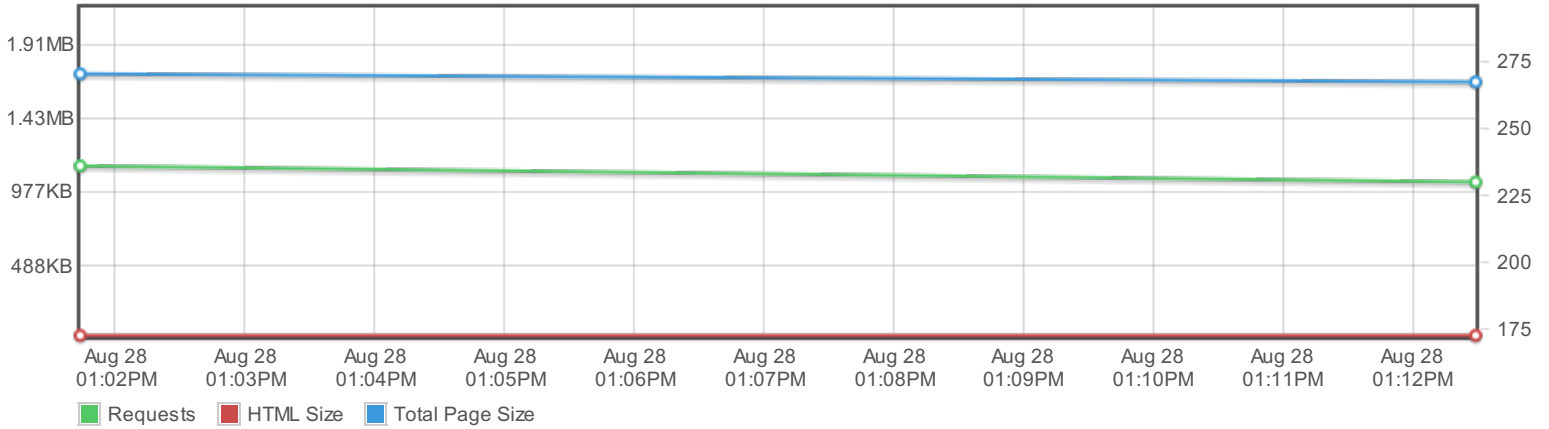
PageSpeed and YSlow scores

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.

WordPress Hosting, Perfected. WP Engine®

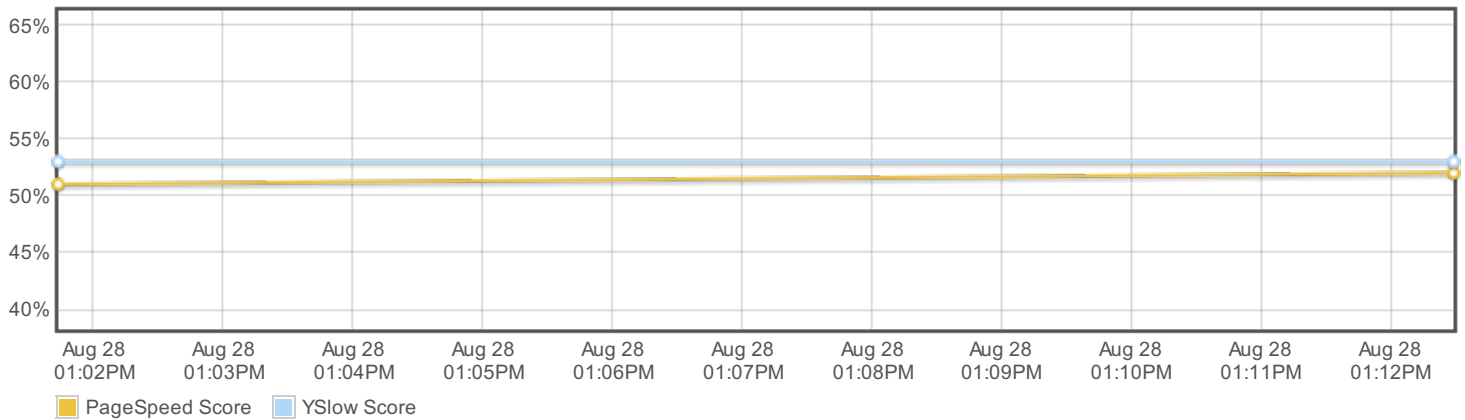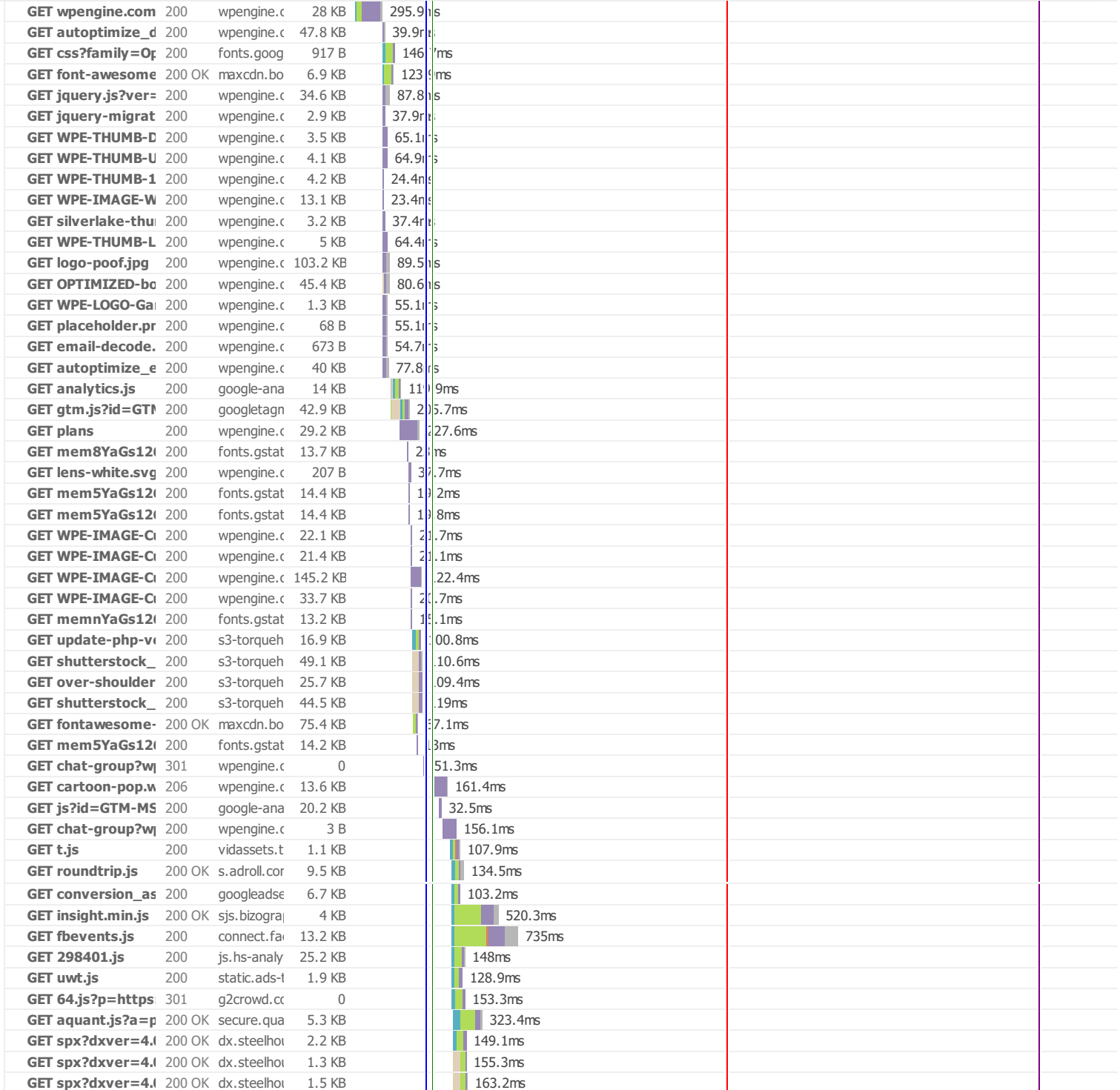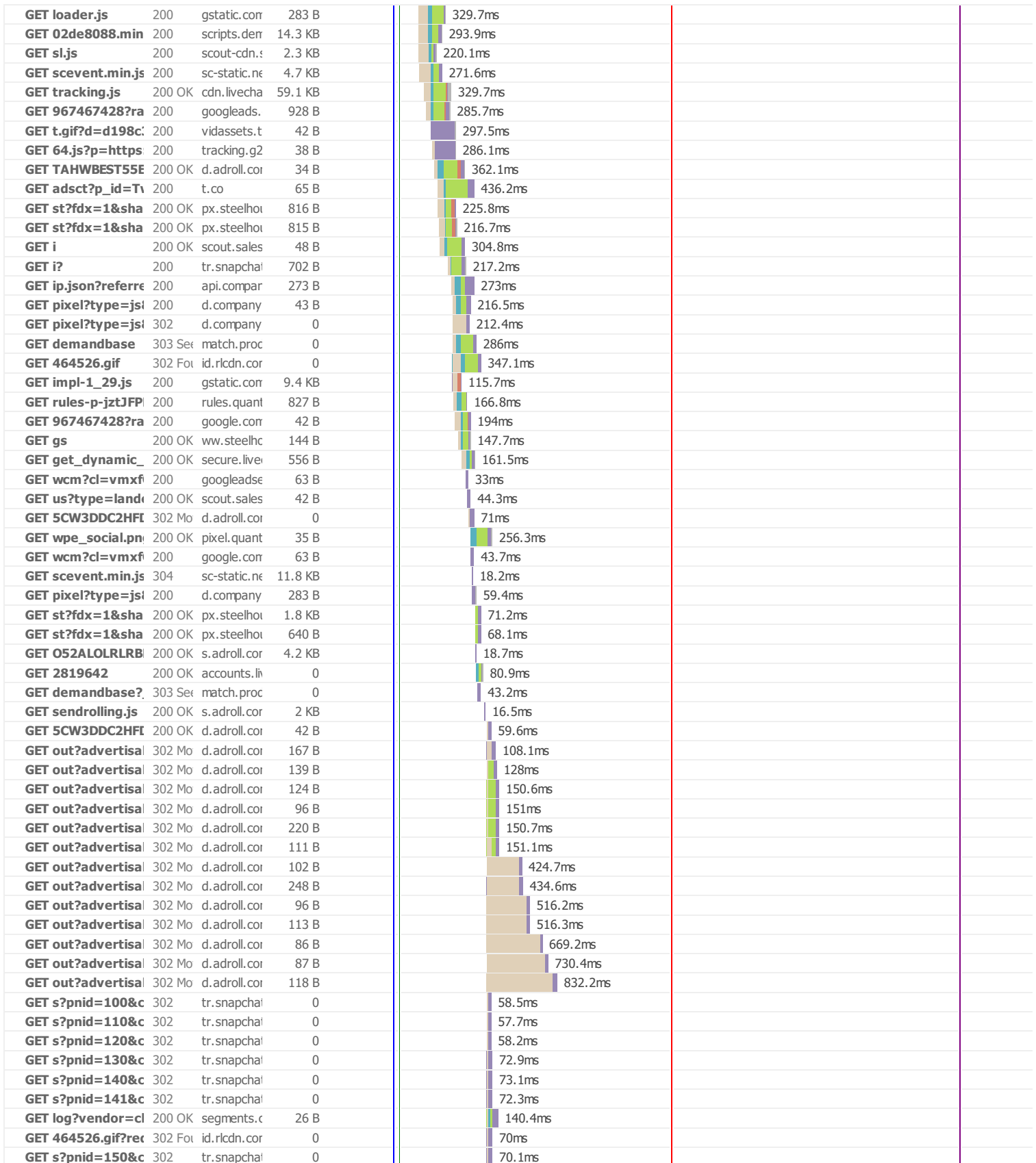|				
GET wpengine.com	200	wpengine.c	28 KB	295.9ms
GET autoptimize_d	200	wpengine.c	47.8 KB	39.9ms
GET css?family=Op	200	fonts.goog	917 B	146.7ms
GET font-awesome	200 OK	maxcdn.bo	6.9 KB	123.9ms
GET jquery.js?ver=	200	wpengine.c	34.6 KB	87.8ms
GET jquery-migrat	200	wpengine.c	2.9 KB	37.9ms
GET WPE-THUMB-D	200	wpengine.c	3.5 KB	65.1ms
GET WPE-THUMB-U	200	wpengine.c	4.1 KB	64.9ms
GET WPE-THUMB-1	200	wpengine.c	4.2 KB	24.4ms
GET WPE-IMAGE-W	200	wpengine.c	13.1 KB	23.4ms
GET silverlake-thu	200	wpengine.c	3.2 KB	37.4ms
GET WPE-THUMB-L	200	wpengine.c	5 KB	64.4ms
GET logo-poof.jpg	200	wpengine.c	103.2 KB	89.5ms
GET OPTIMIZED-bo	200	wpengine.c	45.4 KB	80.6ms
GET WPE-LOGO-Ga	200	wpengine.c	1.3 KB	55.1ms
GET placeholder.pr	200	wpengine.c	68 B	55.1ms
GET email-decode.	200	wpengine.c	673 B	54.7ms
GET autoptimize_e	200	wpengine.c	40 KB	77.8ms
GET analytics.js	200	google-ana	14 KB	110.9ms
GET gtm.js?id=GTM	200	googletagm	42.9 KB	205.7ms
GET plans	200	wpengine.c	29.2 KB	227.6ms
GET mem8YaGs120	200	fonts.gstat	13.7 KB	2.ms
GET lens-white.svg	200	wpengine.c	207 B	37.7ms
GET mem5YaGs120	200	fonts.gstat	14.4 KB	19.2ms
GET mem5YaGs120	200	fonts.gstat	14.4 KB	19.8ms
GET WPE-IMAGE-C	200	wpengine.c	22.1 KB	21.7ms
GET WPE-IMAGE-C	200	wpengine.c	21.4 KB	21.1ms
GET WPE-IMAGE-C	200	wpengine.c	145.2 KB	122.4ms
GET WPE-IMAGE-C	200	wpengine.c	33.7 KB	20.7ms
GET memnYaGs120	200	fonts.gstat	13.2 KB	19.1ms
GET update-php-ve	200	s3-torqueh	16.9 KB	100.8ms
GET shutterstock_	200	s3-torqueh	49.1 KB	110.6ms
GET over-shoulder	200	s3-torqueh	25.7 KB	109.4ms
GET shutterstock_	200	s3-torqueh	44.5 KB	119ms
GET fontawesome-	200 OK	maxcdn.bo	75.4 KB	87.1ms
GET mem5YaGs120	200	fonts.gstat	14.2 KB	13ms
GET chat-group?wp	301	wpengine.c	0	151.3ms
GET cartoon-pop.w	206	wpengine.c	13.6 KB	161.4ms
GET js?id=GTM-MS	200	google-ana	20.2 KB	32.5ms
GET chat-group?wp	200	wpengine.c	3 B	156.1ms
GET t.js	200	vidassets.t	1.1 KB	107.9ms
GET roundtrip.js	200 OK	s.adroll.com	9.5 KB	134.5ms
GET conversion_as	200	googleadse	6.7 KB	103.2ms
GET insight.min.js	200 OK	sjs.bizogra	4 KB	520.3ms
GET fbevents.js	200	connect.fa	13.2 KB	735ms
GET 298401.js	200	js.hs-analy	25.2 KB	148ms
GET uwt.js	200	static.ads-t	1.9 KB	128.9ms
GET 64.js?p=https	301	g2crowd.co	0	153.3ms
GET aquant.js?a=p	200 OK	secure.qua	5.3 KB	323.4ms
GET spx?dxver=4.	200 OK	dx.steelhou	2.2 KB	149.1ms
GET spx?dxver=4.	200 OK	dx.steelhou	1.3 KB	155.3ms
GET spx?dxver=4.	200 OK	dx.steelhou	1.5 KB	163.2ms

GET loader.js	200	gstatic.com	283 B		329.7ms
GET 02de8088.min	200	scripts.dem	14.3 KB		293.9ms
GET sl.js	200	scout-cdn.s	2.3 KB		220.1ms
GET scevent.min.js	200	sc-static.ne	4.7 KB		271.6ms
GET tracking.js	200 OK	cdn.livecha	59.1 KB		329.7ms
GET 967467428?ra	200	googleads.	928 B		285.7ms
GET t.gif?d=d198c:	200	vidassets.t	42 B		297.5ms
GET 64.js?p=https:	200	tracking.g2	38 B		286.1ms
GET TAHWBEST55E	200 OK	d.adroll.co	34 B		362.1ms
GET adsct?p_id=Tv	200	t.co	65 B		436.2ms
GET st?fdx=1&sha	200 OK	px.steelhou	816 B		225.8ms
GET st?fdx=1&sha	200 OK	px.steelhou	815 B		216.7ms
GET i	200 OK	scout.sales	48 B		304.8ms
GET i?	200	tr.snapchat	702 B		217.2ms
GET ip.json?referre	200	api.compar	273 B		273ms
GET pixel?type=js!	200	d.company	43 B		216.5ms
GET pixel?type=js!	302	d.company	0		212.4ms
GET demandbase	303 Se	match.prod	0		286ms
GET 464526.gif	302 Fou	id.rlcdn.cor	0		347.1ms
GET impl-1_29.js	200	gstatic.com	9.4 KB		115.7ms
GET rules-p-jztJFP	200	rules.quant	827 B		166.8ms
GET 967467428?ra	200	google.com	42 B		194ms
GET gs	200 OK	ww.steelho	144 B		147.7ms
GET get_dynamic_	200 OK	secure.live	556 B		161.5ms
GET wcm?cl=vmxf	200	googleadse	63 B		33ms
GET us?type=land	200 OK	scout.sales	42 B		44.3ms
GET 5CW3DDC2HFI	302 Mo	d.adroll.co	0		71ms
GET wpe_social.pn	200 OK	pixel.quant	35 B		256.3ms
GET wcm?cl=vmxf	200	google.com	63 B		43.7ms
GET scevent.min.js	304	sc-static.ne	11.8 KB		18.2ms
GET pixel?type=js!	200	d.company	283 B		59.4ms
GET st?fdx=1&sha	200 OK	px.steelhou	1.8 KB		71.2ms
GET st?fdx=1&sha	200 OK	px.steelhou	640 B		68.1ms
GET O52ALOLRLRB	200 OK	s.adroll.cor	4.2 KB		18.7ms
GET 2819642	200 OK	accounts.liv	0		80.9ms
GET demandbase?	303 Se	match.prod	0		43.2ms
GET sendrolling.js	200 OK	s.adroll.cor	2 KB		16.5ms
GET 5CW3DDC2HFI	200 OK	d.adroll.co	42 B		59.6ms
GET out?advertisa	302 Mo	d.adroll.cor	167 B		108.1ms
GET out?advertisa	302 Mo	d.adroll.cor	139 B		128ms
GET out?advertisa	302 Mo	d.adroll.cor	124 B		150.6ms
GET out?advertisa	302 Mo	d.adroll.cor	96 B		151ms
GET out?advertisa	302 Mo	d.adroll.cor	220 B		150.7ms
GET out?advertisa	302 Mo	d.adroll.cor	111 B		151.1ms
GET out?advertisa	302 Mo	d.adroll.cor	102 B		424.7ms
GET out?advertisa	302 Mo	d.adroll.cor	248 B		434.6ms
GET out?advertisa	302 Mo	d.adroll.cor	96 B		516.2ms
GET out?advertisa	302 Mo	d.adroll.cor	113 B		516.3ms
GET out?advertisa	302 Mo	d.adroll.cor	86 B		669.2ms
GET out?advertisa	302 Mo	d.adroll.cor	87 B		730.4ms
GET out?advertisa	302 Mo	d.adroll.cor	118 B		832.2ms
GET s?pnid=100&c	302	tr.snapchat	0		58.5ms
GET s?pnid=110&c	302	tr.snapchat	0		57.7ms
GET s?pnid=120&c	302	tr.snapchat	0		58.2ms
GET s?pnid=130&c	302	tr.snapchat	0		72.9ms
GET s?pnid=140&c	302	tr.snapchat	0		73.1ms
GET s?pnid=141&c	302	tr.snapchat	0		72.3ms
GET log?vendor=cl	200 OK	segments.c	26 B		140.4ms
GET 464526.gif?red	302 Fou	id.rlcdn.cor	0		70ms
GET s?pnid=150&c	302	tr.snapchat	0		70.1ms

GET generic?ttd_pi	302	match.adsr	305 B	178.3ms
GET px?_pid=1436	302 Fou	p.adsympto	0	270.2ms
GET fbevents.js	200	connect.fac	43.1 KB	0ms
GET fbevents.js	200	connect.fac	43.1 KB	0ms
GET px?_pid=1436	302 Fou	p.adsympto	0	239.2ms
GET evnt?adv=hjtl	302	insight.adsr	0	431ms
GET get_static_co	200 OK	secure.live	5.8 KB	339.1ms
GET 15455509990	200	connect.fac	16.2 KB	396.6ms
GET 19632437078	200	connect.fac	16.2 KB	565.4ms
GET 463676.gif?cre	302 Fou	so.rlcdn.co	0	281.3ms
GET match?rurl=ht	302 Fou	snap.adsrv	0	210.3ms
GET x.skimresourc	302 Fou	x.skimresou	0	281.2ms
GET 24207867952	200	connect.fac	16.2 KB	545.3ms
GET wtk?vendor=li	200 OK	segments.c	26 B	63.6ms
GET getdata.xgi?ch	302	r.dlx.addth	0	257ms
GET push?partner_	302	pixel.tapad	0	137.2ms
GET ds.png?p=077	302	sync.graph	0	155.2ms
GET push?partner_	302	pixel.tapad	0	137ms
GET sync?uid=ZTN	302	pixel.adver	0	254ms
GET rum?cm_dsp_	302 Mo	dsum-sec.c	333 B	194.4ms
GET tap.php?v=19	307 Ter	pixel.rubico	0	337ms
GET Pug?vcode=bz	200 OK	simage2.pu	1 B	270.8ms
GET pixel?user_id=	200	sync.outbra	18 B	185.7ms
GET rtb-h?taboola_	204	trc.taboola	9 B	158.6ms
GET generic?ttd_pi	302	match.adsr	277 B	48.1ms
GET tdsync?tdid=4	200 OK	px.steelhou	0	114.8ms
GET px?_pid=1436	200 OK	p.adsympto	43 B	39.3ms
GET px?_pid=1436	200 OK	p.adsympto	43 B	68.6ms
GET check?partner	302	pixel.tapad	0	53.4ms
GET check?partner	302	pixel.tapad	0	52.4ms
GET p.png?p=0773	302	hparg.blue	95 B	115.3ms
GET p?pnid=100&p	200	tr.snapchat	0	57ms
GET generic?ttd_pi	302	match.adsr	547 B	55.3ms
GET generic?ttd_pi	302	match.adsr	547 B	54.2ms
GET rum?cm_dsp_	200 OK	dsum-sec.c	43 B	65.1ms
GET xuid?mid=471	302 Fou	eb2.3lift.co	0	207.7ms
GET pixel?id=2498	200 OK	ads.yahoo.	0	194.9ms
GET localization.en	200 OK	secure.live	2.7 KB	39.8ms
GET ping?t=15354	200 OK	secure.live	73 B	31.6ms
GET open_chat.cgi	200 OK	secure.live	383 B	125.5ms
GET chat_widget_i	200 OK	secure.live	0	36.6ms
GET p?pnid=110&p	200	tr.snapchat	68 B	40.8ms
GET p?pnid=120&p	200	tr.snapchat	68 B	40.4ms
GET sync?uid=ZTN	204	pixel.adver	0	69.7ms
GET o?pnid=130&	200	tr.snapchat	68 B	38.9ms
GET receive?partn	302	pixel.tapad	0	46.4ms
GET receive?partn	302	pixel.tapad	0	53.2ms
GET livechat-circle	200 OK	cdn.livecha	2.9 KB	60.5ms
GET cJZKeOuBrn4k	200	fonts.gstat	13.7 KB	29.7ms
GET rum?cm_dsp_	200 OK	dsum-sec.c	43 B	60.5ms
GET sync?dsp_id=4	302 Mo	x.bidswitch	0	364.6ms
GET pxj?bidder=17	200 OK	ib.adnxs.co	0	216.8ms
GET p?pnid=150&p	200	tr.snapchat	68 B	89.1ms
GET tap.php?cooki	200 OK	pixel.rubico	42 B	68.6ms
GET xuid?ld=1&mi	200 OK	eb2.3lift.co	37 B	63.8ms
GET 377928.gif?pa	307	idsync.rlcdn	0	199.5ms
GET p?pnid=141&p	200	tr.snapchat	0	69.5ms
GET p?pnid=140&p	200	tr.snapchat	0	69.2ms

Request	Status	Host	Size	Time
GET 72346057770:	200	connect.fa	16.2 KB	396.6ms
GET tr?id=154555(	200	facebook.c	44 B	574.9ms
GET sd?id=537103	302	us-u.openx	0	295.8ms
GET pixel?google_:	302	cm.g.doubl	246 B	102.2ms
GET tr?id=196324:	200	facebook.c	44 B	173.5ms
GET sync?pid=532<	307	pippio.com	0	101ms
GET sync?dsp_id=<	200 OK	x.bidswitch	43 B	121.9ms
GET tr?id=242078(	200	facebook.c	44 B	194.5ms
GET tr?id=242078(	200	facebook.c	44 B	194.8ms
GET sd?cc=1&id=5	200	us-u.openx	43 B	77ms
GET in?google_ula	200 OK	d.adroll.cor	42 B	49.3ms
GET embedded.20:	200 OK	cdn.livecha	128.4 KB	36.4ms
GET tr?id=154555(	200	facebook.c	44 B	170ms
GET pixel?google_r	302	cm.g.doubl	325 B	37.7ms
GET tr?id=72346C!	200	facebook.c	44 B	167.!ms
GET ddp?pid=2&m	307	pippio.com	0	48.7ms
GET 396926.gif?pa	200	idsync.rlcdr	42 B	57.8ms
POST p	200	tr.snapchat	0	50.9ms
GET ASU.png	200	wpengine.c	3.7 KB	22.3ms
GET InvestigationI	200	wpengine.c	3.3 KB	22.1ms
GET ArnetteEyewe	200	wpengine.c	3.4 KB	22.1ms
GET HelloFresh.png	200	wpengine.c	2.4 KB	28.4ms
GET AFV.png	200	wpengine.c	5.1 KB	28.4ms
GET ThomsonReut	200	wpengine.c	2.6 KB	28.1ms
GET TrendMicro.pn	200	wpengine.c	3.2 KB	28.2ms
GET UnderArmour.	200	wpengine.c	2.1 KB	28.1ms
GET TexasAMUnive	200	wpengine.c	1 KB	28.1ms
GET logo-poof.mp4	206	wpengine.c	47.7 KB	844.3ms
GET 298401.js	200	js.hs-script	310 B	138.9ms
GET __ptq.gif?k=1:	200	track.hubs|	45 B	156ms
GET adsct?p_id=Tv	200	analytics.tv	57 B	278.4ms
GET collect?time=:	302	px.ads.link	20 B	131.3ms
GET livechat-circle	200 OK	cdn.livecha	2.9 KB	0ms
GET 9k-RPmcnxYEl	200	themes.goc	41.4 KB	166.6ms
GET wkfQbvfT_02e	200	themes.goc	40.7 KB	104.6ms
GET collect?time=:	302	px.ads.link	20 B	41.7ms
GET cJZKeOuBrn4k	200	fonts.gstat	13.7 KB	0ms
GET k3k702ZOKiLJ(	200	fonts.gstat	14.4 KB	14ms
GET cropped-apple	200	wpengine.c	729 B	17.8ms
GET spx?dxver=4.(	200 OK	dx.steelhou	1.6 KB	71.6ms
GET st?fdx=1&sha	200 OK	px.steelhou	730 B	89.2ms
GET li_sync?redire	302	linkedin.cor	20 B	93.4ms
POST wpengine.cor	200	wpengine.c	27.9 KB	767.8ms
GET message.ogg	206 Pai	cdn.livecha	11.5 KB	23.2ms
GET generic?ttd_pi	302	match.adsr	277 B	64.3ms
GET px?_pid=1436	200 OK	p.adsympto	43 B	58ms
GET evnt?adv=7sjl	302	insight.ads	0	82.1ms
GET cropped-apple	200	wpengine.c	1.9 KB	57.7ms
GET collect?time=:	200	px.ads.link	20 B	57.3ms
GET st?fdx=1&sha	200 OK	px.steelhou	20 B	113.5ms
GET logo-poof.mp4	206	wpengine.c	32.8 KB	0ms
GET tdsync?tdid=4	200 OK	px.steelhou	0	98.9ms
GET v1?esig=1~fac	302 Fou	ads.yahoo.	0	62.8ms
GET tr?id=196324:	200	facebook.c	44 B	169.6ms
GET logo-poof.mp4	206	wpengine.c	416.8 KB	0ms
GET tr?id=242078(	200	facebook.c	44 B	169.4ms
GET rightmedia?xi(	302	match.adsr	263 B	433.3ms
GET sync?uid=42f(	204	pixel.adver	0	69.6ms
GET us?type=tick8	200 OK	scout.sales	42 B	177.8ms

GET ping?t=15354 200 OK secure.live 40 B 48ms

Page Load Timings

RUM Speed Index: 822

Redirect	Connect	Backend	TTFB
0ms	69ms	202ms	271ms
DOM int.	DOM loaded	First paint	Contentful paint
0.5s	0.7s (9ms)	0.8s	0.8s
Onload			
3.9s (122ms)			

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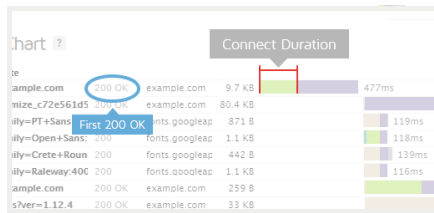
Once any redirects have completed, Connection duration is measured. This is the time spent connecting to the server to make the request to the page.

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.
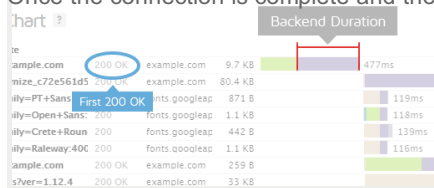
In the Waterfall Chart, Backend duration consists of purple waiting time in the page request.

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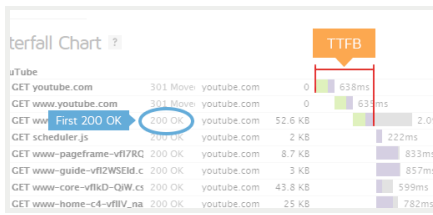
Time to First Byte (TTFB) is the total amount of time spent to receive the first byte of the response once it has been requested. It is the sum of "Redirect duration" + "Connection duration" + "Backend duration". This metric is one of the key indicators of web performance.

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.

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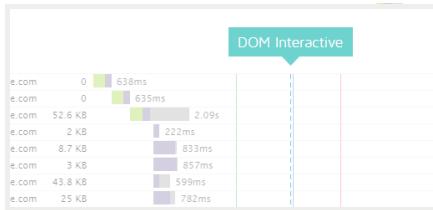
DOM interactive time is the point at which the browser has finished loading and parsing HTML, and the DOM (Document Object Model) has been built. The DOM is how the browser internally structures the HTML so that it can render it.

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
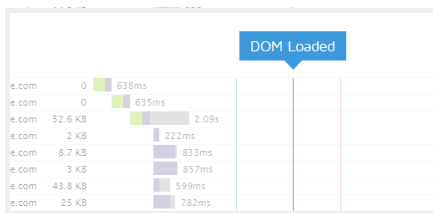
DOM content loaded time (DOM loaded or DOM ready for short) is the point at which the DOM is ready (ie. DOM interactive) and there are no stylesheets blocking JavaScript execution.

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.

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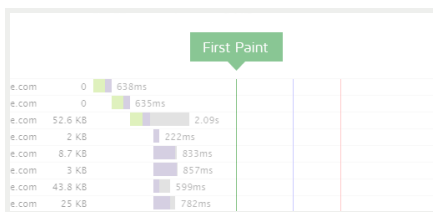
First paint time is the first point at which the browser does any sort of rendering on the page. Depending on the structure of the page, this first paint could just be displaying the background colour (including white), or it could be a majority of the page being rendered.

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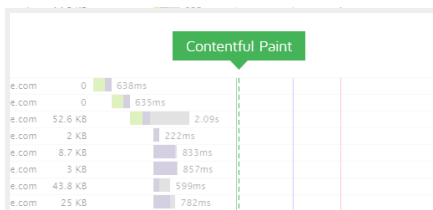
First Contentful Paint is triggered when any *content* is painted - i.e. something defined in the DOM (Document Object Model). This could be text, an image or canvas render.

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.

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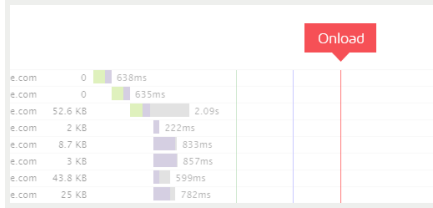
Onload time occurs when the processing of the page is complete and all the resources on the page (images, CSS, etc.) have finished downloading. This is also the same time that DOM complete occurs and the JavaScript window.onload event fires.

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 Keep-Alive	F (32)	AVG SCORE: 97%	SERVER	HIGH
Defer parsing of JavaScript	D (60)	AVG SCORE: 71%	JS	HIGH
Serve resources from a consistent URL	C (75)	AVG SCORE: 89%	CONTENT	HIGH
Specify a cache validator	C (77)	AVG SCORE: 94%	SERVER	HIGH
Optimize the order of styles and scripts	B (83)	AVG SCORE: 94%	CSS/JS	HIGH
Minimize request size	A (90)	AVG SCORE: 96%	CONTENT	HIGH
Optimize images	A (92)	AVG SCORE: 71%	IMAGES	HIGH
Minify JavaScript	A (95)	AVG SCORE: 89%	JS	HIGH
Specify image dimensions	A (95)	AVG SCORE: 98%	IMAGES	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 (91)	AVG SCORE: 88%	CONTENT	LOW
Specify a Vary: Accept-Encoding header	A (94)	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%	IMAGES	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

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
Avoid URL redirects	F (0)	AVG SCORE: 87%	CONTENT	MEDIUM
Use cookie-free domains	F (0)	AVG SCORE: 50%	COOKIE	LOW
Reduce DNS lookups	F (0)	AVG SCORE: 68%	CONTENT	LOW
Compress components with gzip	B (89)	AVG SCORE: 87%	SERVER	HIGH
Configure entity tags (ETags)	C (78)	AVG SCORE: 91%	SERVER	LOW
Minify JavaScript and CSS	A (90)	AVG SCORE: 72%	CSS/JS	MEDIUM
Reduce the number of DOM elements	B (89)	AVG SCORE: 92%	CONTENT	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
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
Make JavaScript and CSS external	(n/a)		CSS/JS	MEDIUM