GTmetrix
The web should be fast.

Performance Report for:
https://www.ipage.com/

Report generated:	Fri, Dec 7, 2018, 12:51 PM -0600
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
D (62%) ⌄	**E (52%)** ⌄	19.4s ⌄	1.02MB ⌃	109 ⌄

Top 5 Priority Issues

Minimize redirects	F (0)	⌄	AVG SCORE: 89%	CONTENT	HIGH
Defer parsing of JavaScript	F (0)	⌄	AVG SCORE: 71%	JS	HIGH
Leverage browser caching	F (13)	⌄	AVG SCORE: 61%	SERVER	HIGH
Combine images using CSS sprites	E (52)	⌄	AVG SCORE: 90%	IMAGES	HIGH
Serve scaled images	D (69)	◆	AVG SCORE: 73%	IMAGES	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?
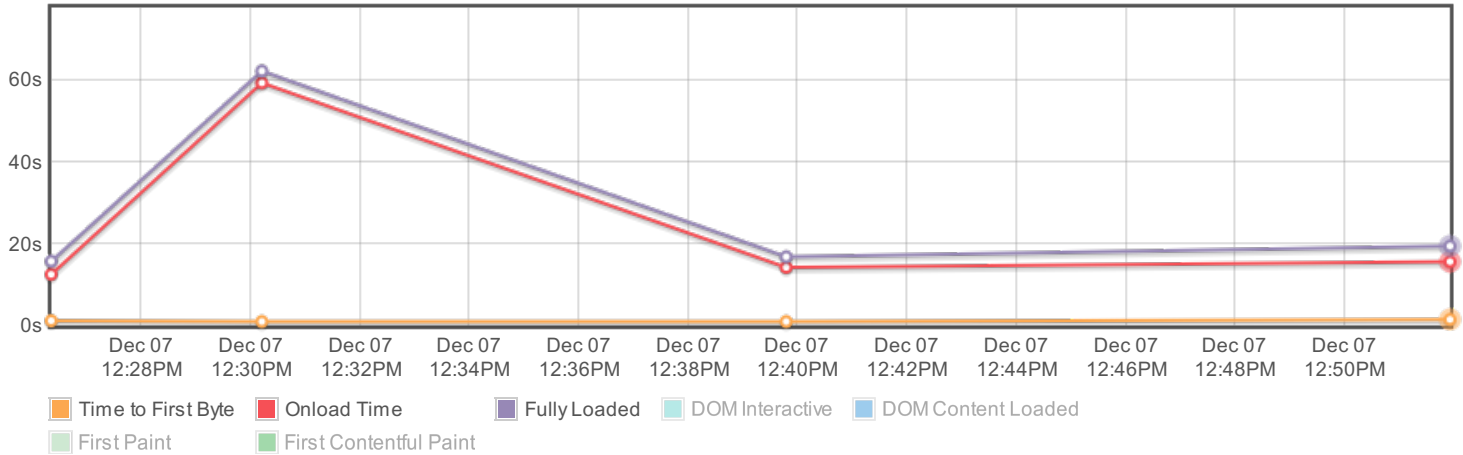
This report covers basic to technical analyses on your page. It is categorized under many headings:

- **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
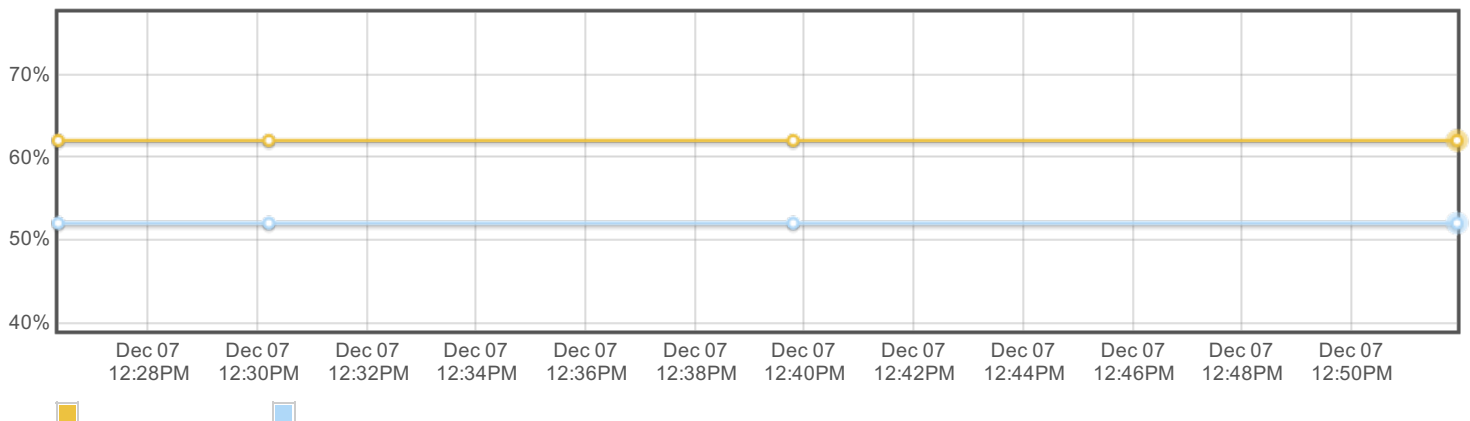

Time to First Byte   Onload Time   Fully Loaded   DOM Interactive   DOM Content Loaded
First Paint   First Contentful Paint

Page sizes and request counts

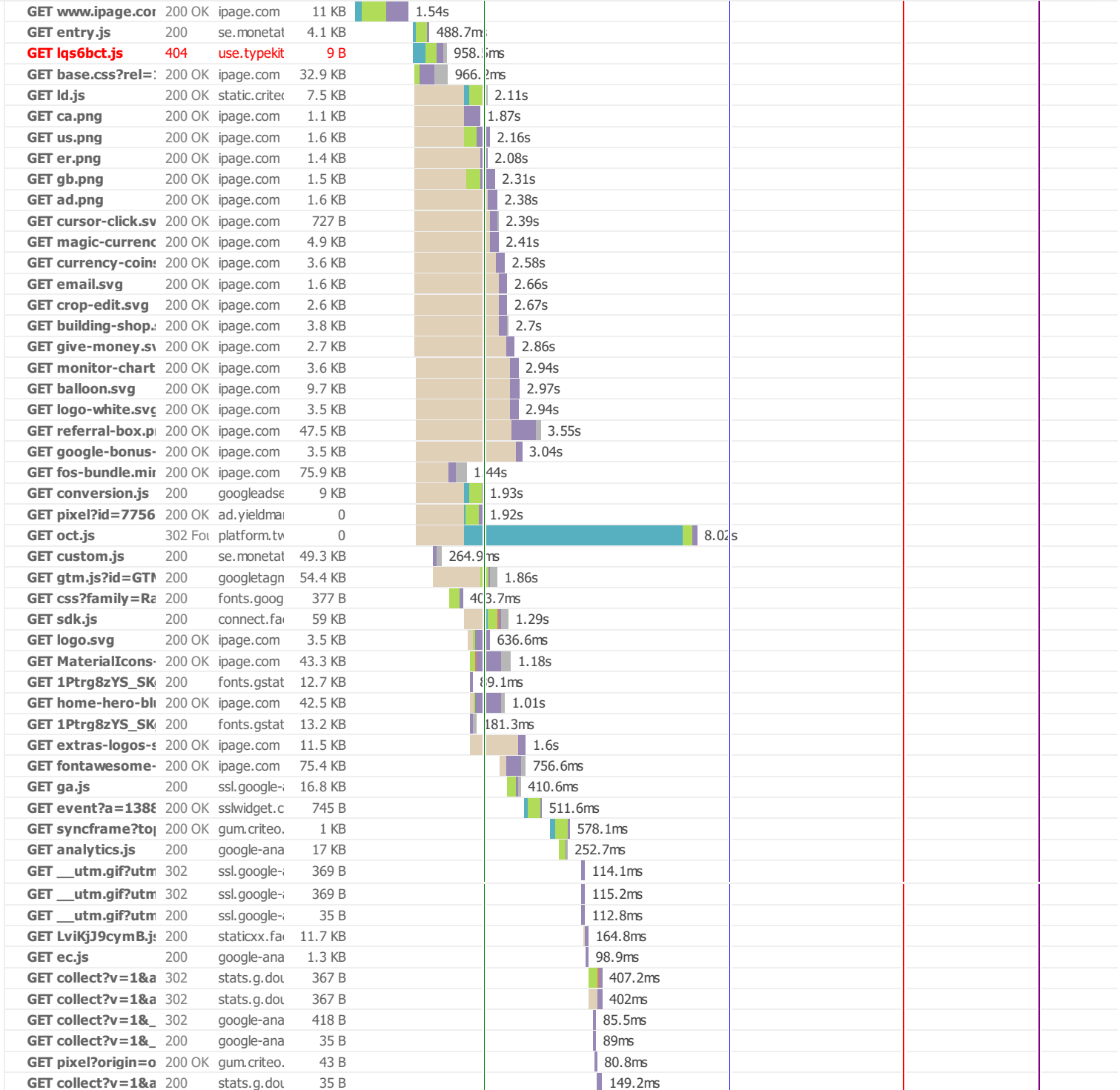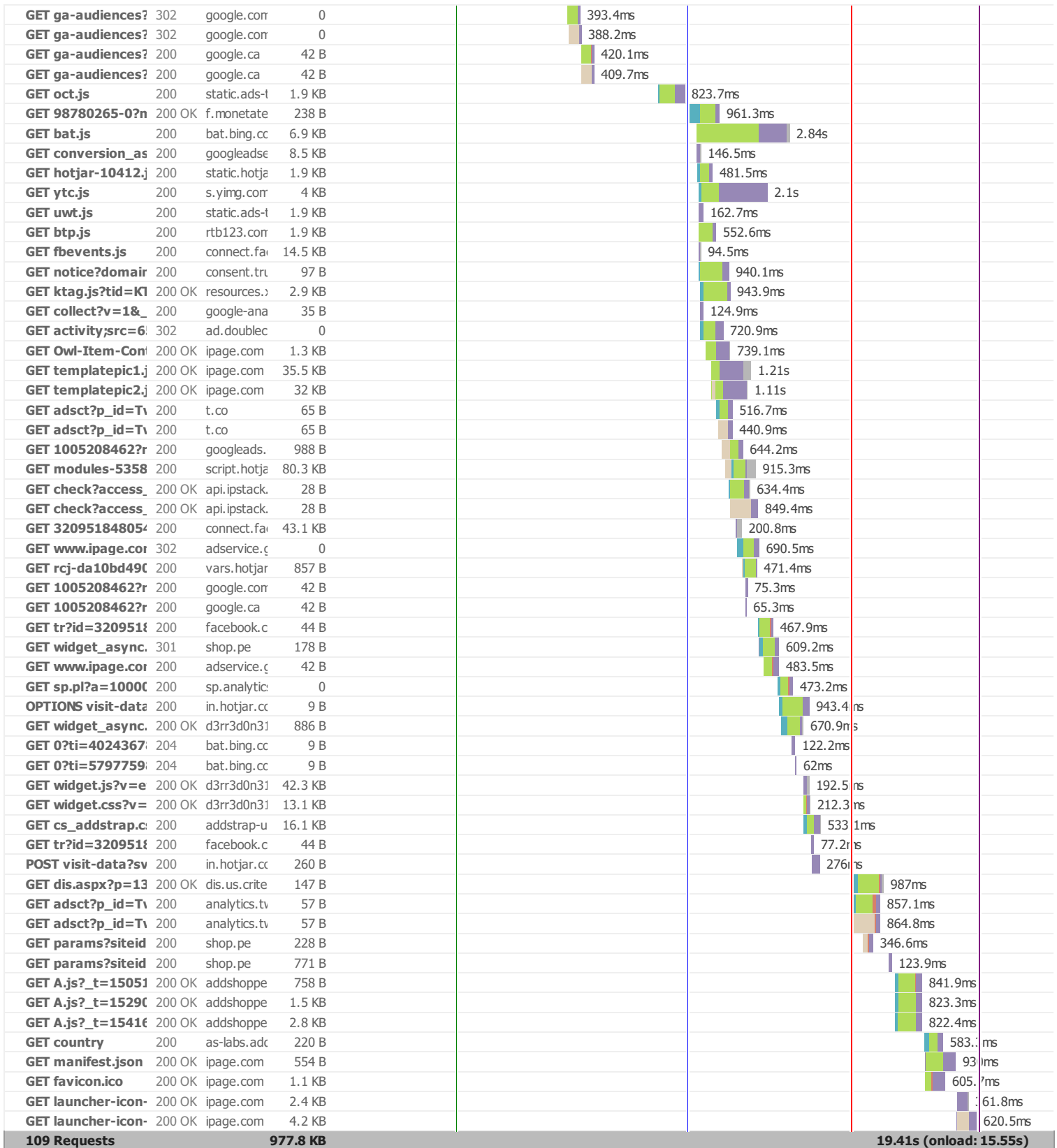Requests   HTML Size   Total Page Size
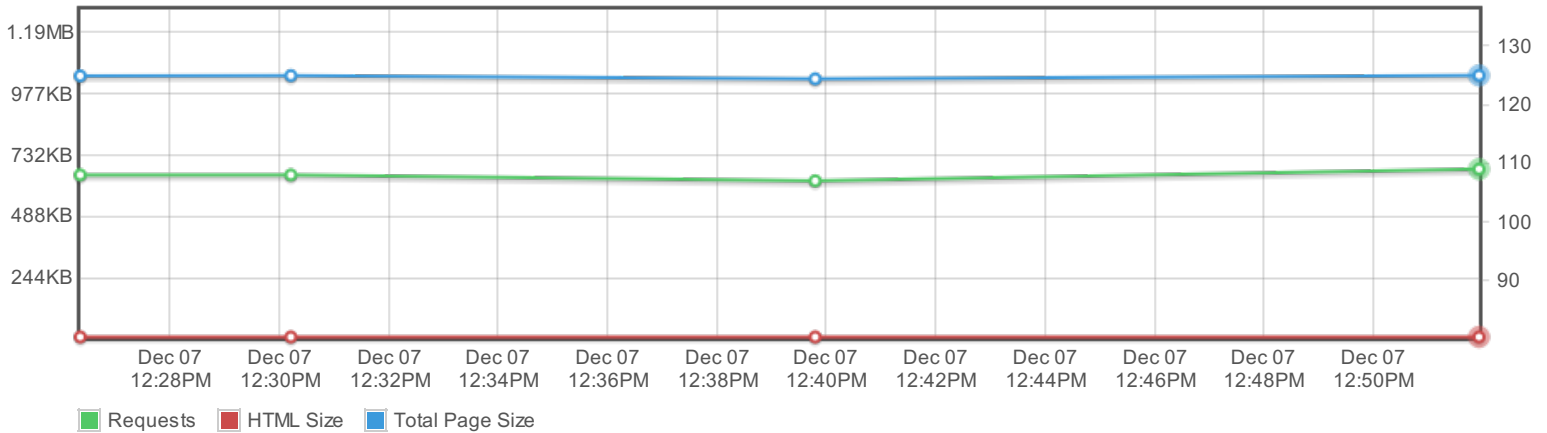
PageSpeed and YSlow scores

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.

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Request	Status	Host	Size	Time
GET www.ipage.cor	200 OK	ipage.com	11 KB	1.54s
GET entry.js	200	se.monetat	4.1 KB	488.7ms
GET lqs6bct.js	404	use.typekit	9 B	958.5ms
GET base.css?rel=:	200 OK	ipage.com	32.9 KB	966.2ms
GET ld.js	200 OK	static.critec	7.5 KB	2.11s
GET ca.png	200 OK	ipage.com	1.1 KB	1.87s
GET us.png	200 OK	ipage.com	1.6 KB	2.16s
GET er.png	200 OK	ipage.com	1.4 KB	2.08s
GET gb.png	200 OK	ipage.com	1.5 KB	2.31s
GET ad.png	200 OK	ipage.com	1.6 KB	2.38s
GET cursor-click.sv	200 OK	ipage.com	727 B	2.39s
GET magic-currenc	200 OK	ipage.com	4.9 KB	2.41s
GET currency-coins	200 OK	ipage.com	3.6 KB	2.58s
GET email.svg	200 OK	ipage.com	1.6 KB	2.66s
GET crop-edit.svg	200 OK	ipage.com	2.6 KB	2.67s
GET building-shop.	200 OK	ipage.com	3.8 KB	2.7s
GET give-money.sv	200 OK	ipage.com	2.7 KB	2.86s
GET monitor-chart	200 OK	ipage.com	3.6 KB	2.94s
GET balloon.svg	200 OK	ipage.com	9.7 KB	2.97s
GET logo-white.svg	200 OK	ipage.com	3.5 KB	2.94s
GET referral-box.p	200 OK	ipage.com	47.5 KB	3.55s
GET google-bonus-	200 OK	ipage.com	3.5 KB	3.04s
GET fos-bundle.mir	200 OK	ipage.com	75.9 KB	1.44s
GET conversion.js	200	googleadse	9 KB	1.93s
GET pixel?id=7756	200 OK	ad.yieldmar	0	1.92s
GET oct.js	302 Fou	platform.tw	0	8.02s
GET custom.js	200	se.monetat	49.3 KB	264.9ms
GET gtm.js?id=GTI	200	googletagn	54.4 KB	1.86s
GET css?family=Ra	200	fonts.goog	377 B	403.7ms
GET sdk.js	200	connect.fa	59 KB	1.29s
GET logo.svg	200 OK	ipage.com	3.5 KB	636.6ms
GET MaterialIcons-	200 OK	ipage.com	43.3 KB	1.18s
GET 1Ptrg8zYS_SK	200	fonts.gstat	12.7 KB	89.1ms
GET home-hero-blu	200 OK	ipage.com	42.5 KB	1.01s
GET 1Ptrg8zYS_SK	200	fonts.gstat	13.2 KB	181.3ms
GET extras-logos-s	200 OK	ipage.com	11.5 KB	1.6s
GET fontawesome-	200 OK	ipage.com	75.4 KB	756.6ms
GET ga.js	200	ssl.google-	16.8 KB	410.6ms
GET event?a=138{	200 OK	sslwidget.c	745 B	511.6ms
GET syncframe?toı	200 OK	gum.criteo.	1 KB	578.1ms
GET analytics.js	200	google-ana	17 KB	252.7ms
GET __utm.gif?utm	302	ssl.google-	369 B	114.1ms
GET __utm.gif?utm	302	ssl.google-	369 B	115.2ms
GET __utm.gif?utm	200	ssl.google-	35 B	112.8ms
GET LviKjJ9cymB.j:	200	staticxx.fa	11.7 KB	164.8ms
GET ec.js	200	google-ana	1.3 KB	98.9ms
GET collect?v=1&a	302	stats.g.dou	367 B	407.2ms
GET collect?v=1&a	302	stats.g.dou	367 B	402ms
GET collect?v=1&_	302	google-ana	418 B	85.5ms
GET collect?v=1&_	200	google-ana	35 B	89ms
GET pixel?origin=o	200 OK	gum.criteo.	43 B	80.8ms
GET collect?v=1&a	200	stats.g.dou	35 B	149.2ms

GET ga-audiences?	302	google.com	0	393.4ms
GET ga-audiences?	302	google.com	0	388.2ms
GET ga-audiences?	200	google.ca	42 B	420.1ms
GET ga-audiences?	200	google.ca	42 B	409.7ms
GET oct.js	200	static.ads-t	1.9 KB	823.7ms
GET 98780265-0?r	200 OK	f.monetate	238 B	961.3ms
GET bat.js	200	bat.bing.cc	6.9 KB	2.84s
GET conversion_as	200	googleadse	8.5 KB	146.5ms
GET hotjar-10412.j	200	static.hotja	1.9 KB	481.5ms
GET ytc.js	200	s.yimg.com	4 KB	2.1s
GET uwt.js	200	static.ads-t	1.9 KB	162.7ms
GET btp.js	200	rtb123.com	1.9 KB	552.6ms
GET fbevents.js	200	connect.fa	14.5 KB	94.5ms
GET notice?domair	200	consent.tru	97 B	940.1ms
GET ktag.js?tid=K1	200 OK	resources.x	2.9 KB	943.9ms
GET collect?v=1&_	200	google-ana	35 B	124.9ms
GET activity;src=6	302	ad.doublec	0	720.9ms
GET Owl-Item-Con	200 OK	ipage.com	1.3 KB	739.1ms
GET templatepic1.j	200 OK	ipage.com	35.5 KB	1.21s
GET templatepic2.j	200 OK	ipage.com	32 KB	1.11s
GET adsct?p_id=Tv	200	t.co	65 B	516.7ms
GET adsct?p_id=Tv	200	t.co	65 B	440.9ms
GET 1005208462?r	200	googleads.	988 B	644.2ms
GET modules-5358	200	script.hotja	80.3 KB	915.3ms
GET check?access_	200 OK	api.ipstack.	28 B	634.4ms
GET check?access_	200 OK	api.ipstack.	28 B	849.4ms
GET 32095184805	200	connect.fa	43.1 KB	200.8ms
GET www.ipage.cor	302	adservice.g	0	690.5ms
GET rcj-da10bd49C	200	vars.hotjar	857 B	471.4ms
GET 1005208462?r	200	google.com	42 B	75.3ms
GET 1005208462?r	200	google.ca	42 B	65.3ms
GET tr?id=3209518	200	facebook.c	44 B	467.9ms
GET widget_async.	301	shop.pe	178 B	609.2ms
GET www.ipage.cor	200	adservice.g	42 B	483.5ms
GET sp.pl?a=10000	200	sp.analytic	0	473.2ms
OPTIONS visit-data	200	in.hotjar.cc	9 B	943.4ms
GET widget_async.	200 OK	d3rr3d0n31	886 B	670.9ms
GET 0?ti=4024367	204	bat.bing.cc	9 B	122.2ms
GET 0?ti=5797759	204	bat.bing.cc	9 B	62ms
GET widget.js?v=e	200 OK	d3rr3d0n31	42.3 KB	192.5ms
GET widget.css?v=	200 OK	d3rr3d0n31	13.1 KB	212.3ms
GET cs_addstrap.c	200	addstrap-u	16.1 KB	533.1ms
GET tr?id=3209518	200	facebook.c	44 B	77.2ms
POST visit-data?sv	200	in.hotjar.cc	260 B	276ms
GET dis.aspx?p=13	200 OK	dis.us.crite	147 B	987ms
GET adsct?p_id=Tv	200	analytics.tv	57 B	857.1ms
GET adsct?p_id=Tv	200	analytics.tv	57 B	864.8ms
GET params?siteid	200	shop.pe	228 B	346.6ms
GET params?siteid	200	shop.pe	771 B	123.9ms
GET A.js?_t=15051	200 OK	addshoppe	758 B	841.9ms
GET A.js?_t=15290	200 OK	addshoppe	1.5 KB	823.3ms
GET A.js?_t=15416	200 OK	addshoppe	2.8 KB	822.4ms
GET country	200	as-labs.ad	220 B	583.ms
GET manifest.json	200 OK	ipage.com	554 B	93 ms
GET favicon.ico	200 OK	ipage.com	1.1 KB	605.7ms
GET launcher-icon-	200 OK	ipage.com	2.4 KB	61.8ms
GET launcher-icon-	200 OK	ipage.com	4.2 KB	620.5ms
109 Requests		**977.8 KB**		**19.41s (onload: 15.55s)**

Page Load Timings

RUM Speed Index: 4,244

Redirect 0ms	Connect 0.9s	Backend 0.6s	TTFB 1.5s
First paint 3.6s	Contentful paint 3.6s	DOM int. 10.6s	DOM loaded 10.6s (173ms)
Onload 15.6s (387ms)			

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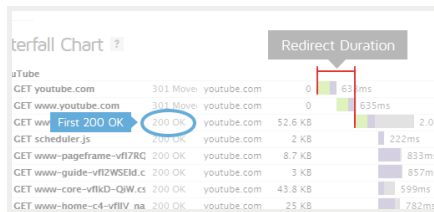
This is the time spent redirecting URLs before the final HTML page is loaded. Common redirects include:

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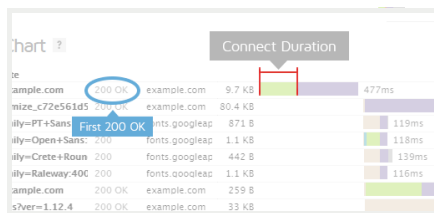
Once any redirects have completed, Connection duration is measured. This is the time spent connecting to the server to make the request to the page.

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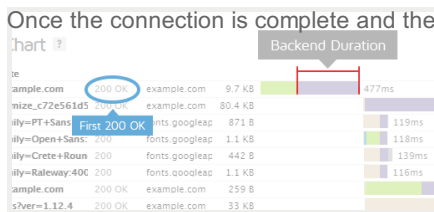
Once the connection is complete and the request is made, the server needs to generate a response for the page. The time it takes to generate the response is known as the Backend duration.

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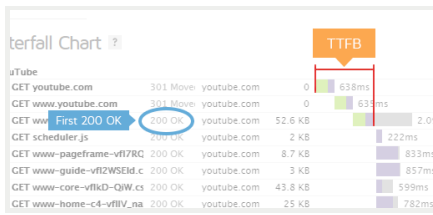
Time to First Byte (TTFB) is the total amount of time spent to receive the first byte of the response once it has been requested. It is the sum of "Redirect duration" + "Connection duration" + "Backend duration". This metric is one of the key indicators of web performance.

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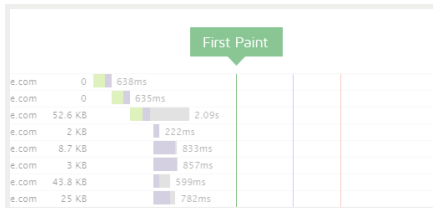
First paint time is the first point at which the browser does any sort of rendering on the page. Depending on the structure of the page, this first paint could just be displaying the background colour (including white), or it could be a majority of the page being rendered.

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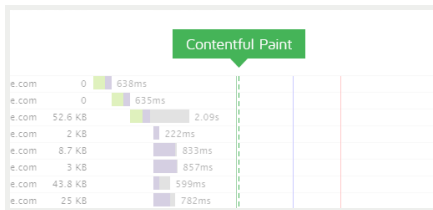
First Contentful Paint is triggered when any *content* is painted - i.e. something defined in the DOM (Document Object Model). This could be text, an image or canvas render.

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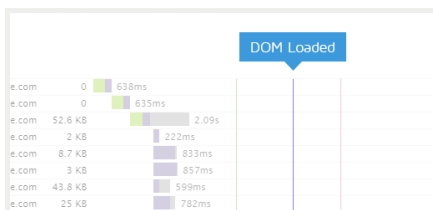
DOM interactive time
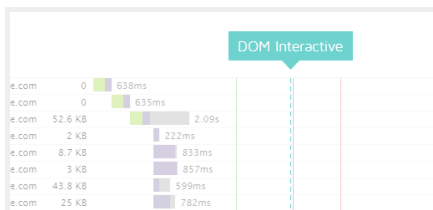
DOM interactive time is the point at which the browser has finished loading and parsing HTML, and the DOM (Document Object Model) has been built. The DOM is how the browser internally structures the HTML so that it can render it.

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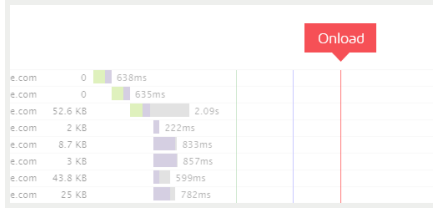
Onload time occurs when the processing of the page is complete and all the resources on the page (images, CSS, etc.) have finished downloading. This is also the same time that DOM complete occurs and the JavaScript window.onload event fires.

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: 89%	CONTENT	HIGH
Defer parsing of JavaScript	F (0)	⌄ AVG SCORE: 71%	JS	HIGH
Leverage browser caching	F (13)	⌄ AVG SCORE: 61%	SERVER	HIGH
Combine images using CSS sprites	E (52)	⌄ AVG SCORE: 90%	IMAGES	HIGH
Serve scaled images	D (69)	◆ AVG SCORE: 73%	IMAGES	HIGH
Serve resources from a consistent URL	C (71)	⌄ AVG SCORE: 89%	CONTENT	HIGH
Enable gzip compression	C (79)	◆ AVG SCORE: 82%	SERVER	HIGH
Enable Keep-Alive	B (83)	⌄ AVG SCORE: 97%	SERVER	HIGH
Avoid bad requests	B (87)	⌄ AVG SCORE: 98%	CONTENT	HIGH
Specify a cache validator	B (87)	⌄ AVG SCORE: 94%	SERVER	HIGH
Minimize request size	A (90)	⌄ AVG SCORE: 96%	CONTENT	HIGH
Optimize images	A (92)	⌃ AVG SCORE: 71%	IMAGES	HIGH
Avoid CSS @import	A (92)	⌄ AVG SCORE: 98%	CSS	MEDIUM
Minify JavaScript	A (95)	⌃ AVG SCORE: 89%	JS	HIGH
Specify image dimensions	A (96)	◆ 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 character set early	A (99)	◆ AVG SCORE: 100%	CONTENT	MEDIUM
Specify a Vary: Accept-Encoding header	C (74)	⌄ AVG SCORE: 96%	SERVER	LOW
Remove query strings from static resources	A (91)	◆ AVG SCORE: 88%	CONTENT	LOW
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
Optimize the order of styles and scripts	A (100)	◆ AVG SCORE: 95%	CSS/JS	HIGH
Put CSS in the document head	A (100)	◆ AVG SCORE: 100%	CSS	HIGH
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

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

YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Add Expires headers	F (0)	❤ AVG SCORE: 26%	SERVER	HIGH
Make fewer HTTP requests	F (0)	❤ AVG SCORE: 32%	CONTENT	HIGH
Use a Content Delivery Network (CDN)	F (0)	❤ AVG SCORE: 23%	SERVER	MEDIUM
Avoid URL redirects	F (0)	❤ AVG SCORE: 89%	CONTENT	MEDIUM
Use cookie-free domains	F (0)	❤ AVG SCORE: 52%	COOKIE	LOW
Reduce DNS lookups	F (0)	❤ AVG SCORE: 69%	CONTENT	LOW
Minify JavaScript and CSS	D (60)	❤ AVG SCORE: 71%	CSS/JS	MEDIUM
Compress components with gzip	B (89)	◆ AVG SCORE: 86%	SERVER	HIGH
Configure entity tags (ETags)	C (78)	❤ AVG SCORE: 92%	SERVER	LOW
Avoid HTTP 404 (Not Found) error	A (95)	◆ AVG SCORE: 98%	CONTENT	MEDIUM
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
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: 99%	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