



## Performance Report for: https://www.sm-creative.co.uk/

Report generated: Wed, Nov 4, 2020 5:51 AM -0800  
 Test Server Region: Vancouver, Canada  
 Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.3, YSlow 3.1.8

PageSpeed Score <b>A (98%)</b> ^	YSlow Score <b>B (87%)</b> ^	Fully Loaded Time <b>5.5s</b> ^	Total Page Size <b>810KB</b> ^	Requests <b>47</b> ^
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### Top 5 Priority Issues

Serve scaled images		▲ AVG SCORE: 70%	IMAGES	HIGH
Leverage browser caching		▲ AVG SCORE: 64%	SERVER	HIGH
Optimize images		▲ AVG SCORE: 74%	IMAGES	HIGH
Defer parsing of JavaScript		▲ AVG SCORE: 72%	JS	HIGH
Minify JavaScript		▲ AVG SCORE: 87%	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



GTmetrix is developed by the good folks at **Carbon60**, a Canadian hosting company with over 24 years experience in web technology.

<https://carbon60.com/>

### 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?

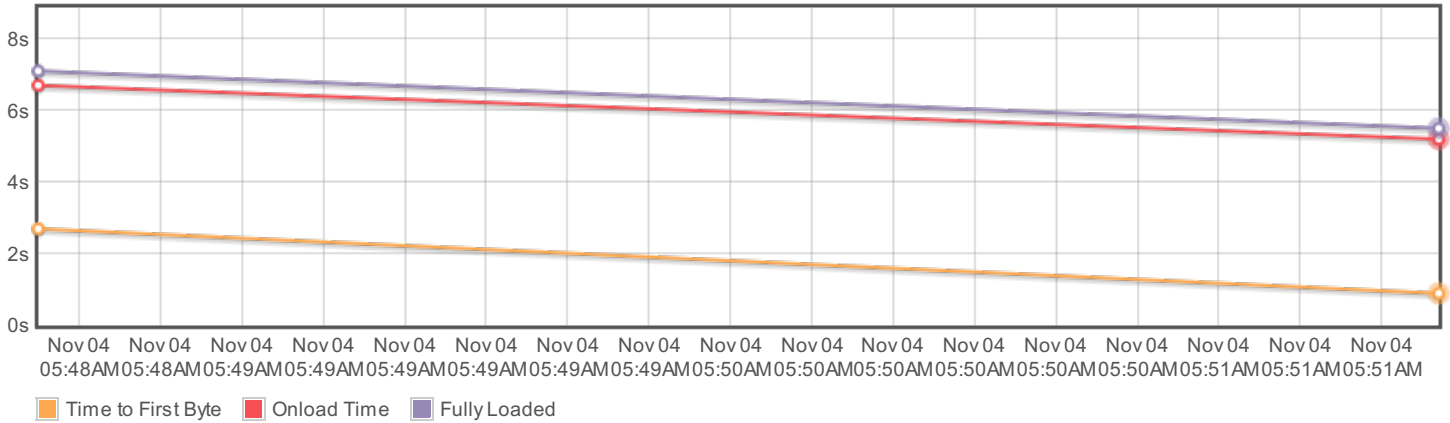
This report covers basic to technical analyses on your page. It is categorized under many headings:

- **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

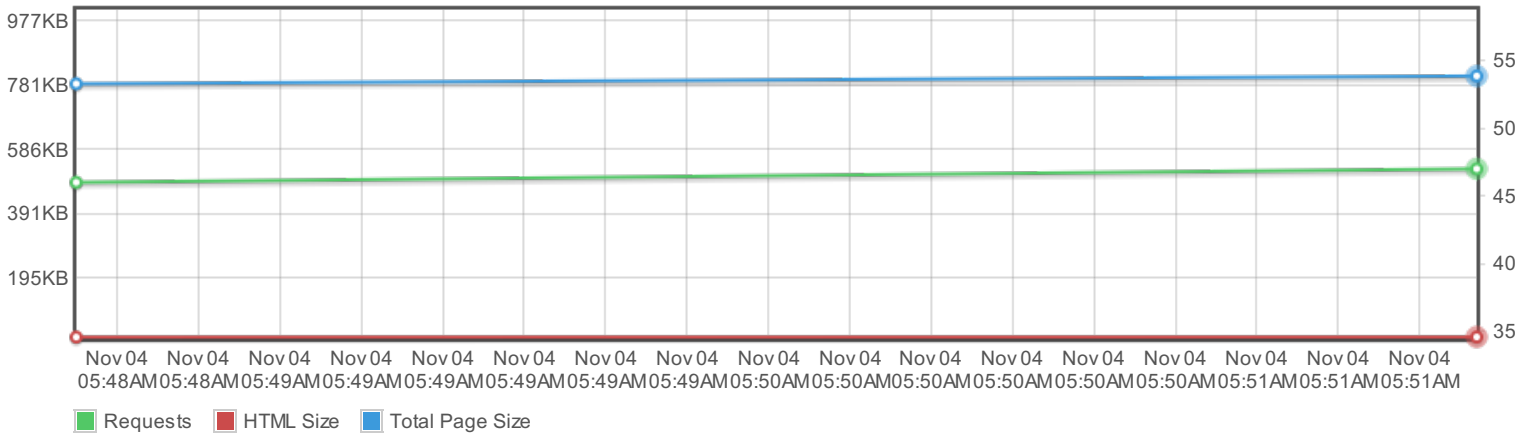
These will provide you with a snapshot of your performance.

## History

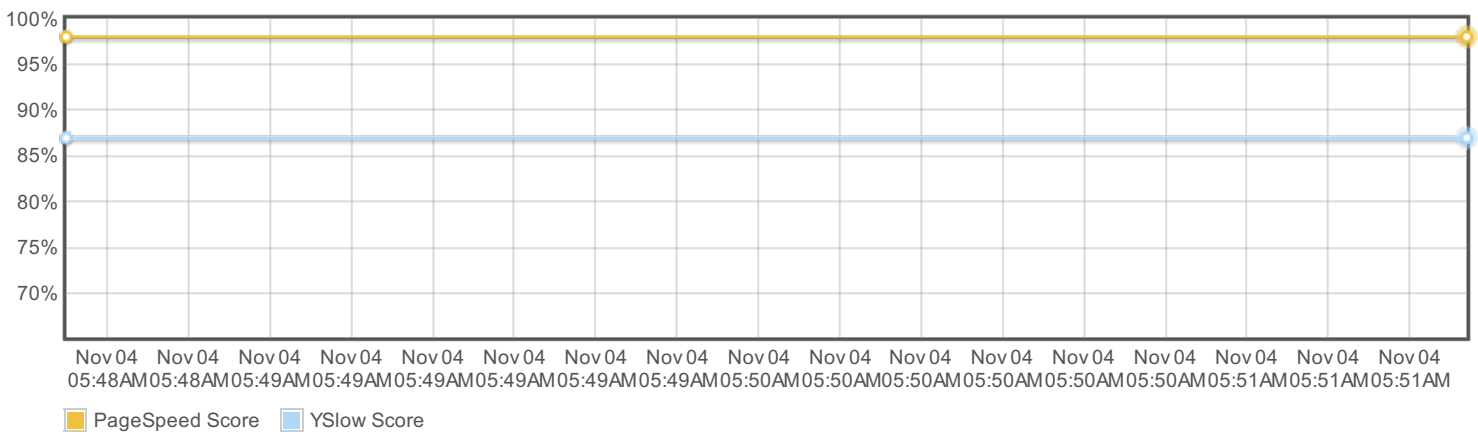
### Page load times



### Page sizes and request counts



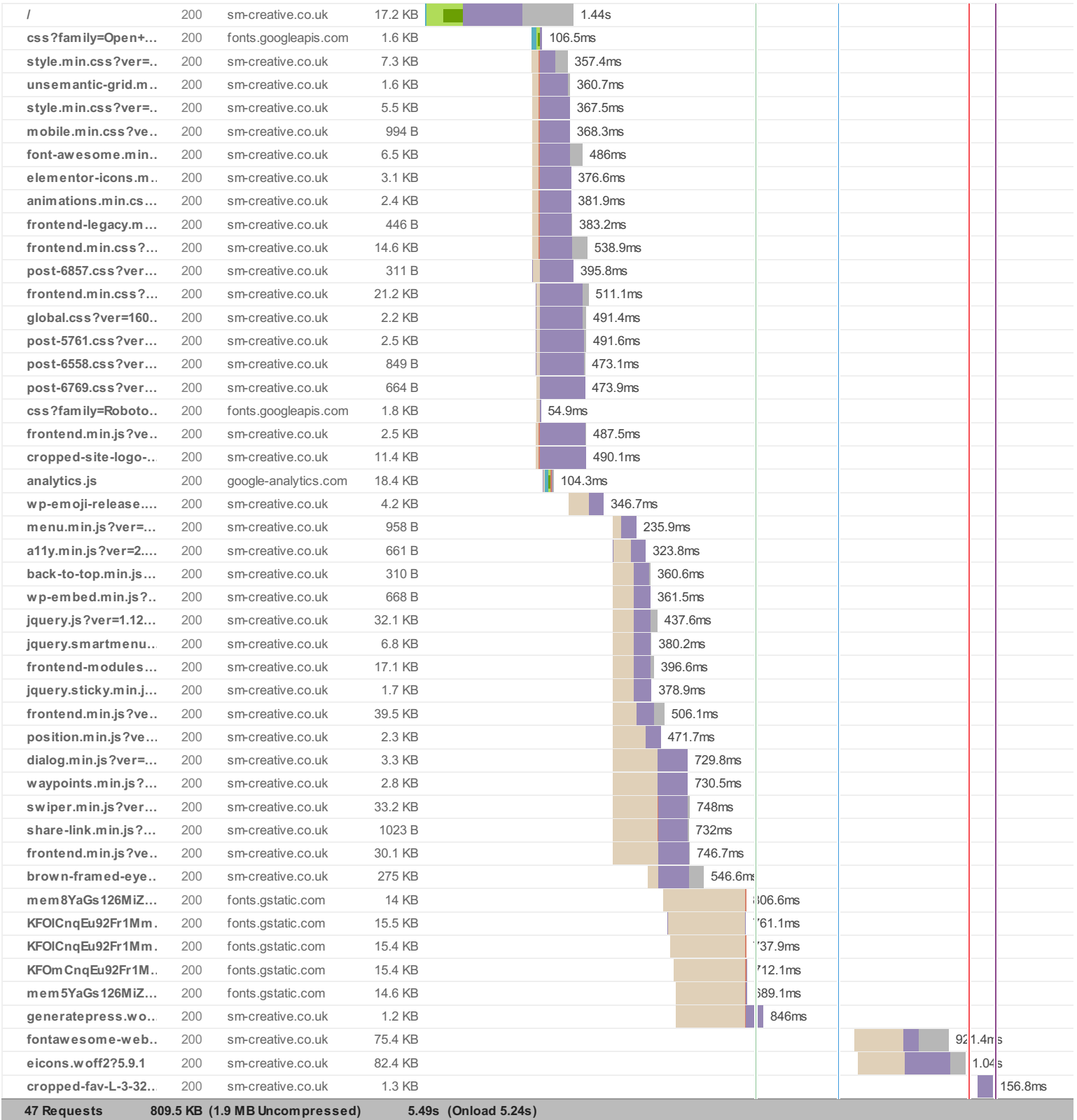
### PageSpeed and YSlow scores



## 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.

SM Creative



## PageSpeed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Serve scaled images	A (91)	▲ AVG SCORE: 70%	IMAGES	HIGH
Leverage browser caching	A (96)	▲ AVG SCORE: 64%	SERVER	HIGH
Optimize images	A (97)	▲ AVG SCORE: 74%	IMAGES	HIGH
Defer parsing of JavaScript	A (99)	▲ AVG SCORE: 72%	JS	HIGH
Minify JavaScript	A (99)	▲ AVG SCORE: 87%	JS	HIGH
Minify CSS	A (99)	◆ AVG SCORE: 96%	CSS	HIGH
Avoid bad requests	A (100)	◆ AVG SCORE: 98%	CONTENT	HIGH
Avoid landing page redirects	A (100)	◆ AVG SCORE: 98%	SERVER	HIGH
Enable compression	A (100)	▲ AVG SCORE: 88%	SERVER	HIGH
Enable Keep-Alive	A (100)	◆ AVG SCORE: 99%	SERVER	HIGH
Inline small CSS	A (100)	◆ AVG SCORE: 99%	CSS	HIGH
Inline small JavaScript	A (100)	◆ AVG SCORE: 99%	JS	HIGH
Minimize redirects	A (100)	▲ AVG SCORE: 89%	CONTENT	HIGH
Minimize request size	A (100)	◆ AVG SCORE: 99%	CONTENT	HIGH
Put CSS in the document head	A (100)	◆ AVG SCORE: 100%	CSS	HIGH
Serve resources from a consistent URL	A (100)	▲ AVG SCORE: 91%	CONTENT	HIGH
Specify a cache validator	A (100)	◆ AVG SCORE: 95%	SERVER	HIGH
Combine images using CSS sprites	A (100)	◆ AVG SCORE: 98%	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
Specify image dimensions	A (100)	◆ AVG SCORE: 98%	IMAGES	MEDIUM
Avoid a character set in the meta tag	A (100)	◆ AVG SCORE: 100%	CONTENT	LOW

## YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
<a href="#">Use a Content Delivery Network (CDN)</a>	F (0)	▼ AVG SCORE: 32%	SERVER	MEDIUM
<a href="#">Add Expires headers</a>	D (67)	▲ AVG SCORE: 33%	SERVER	HIGH
<a href="#">Make fewer HTTP requests</a>	A (91)	▲ AVG SCORE: 75%	CONTENT	HIGH
<a href="#">Compress components</a>	A (100)	▲ AVG SCORE: 91%	SERVER	HIGH
<a href="#">Minify JavaScript and CSS</a>	A (100)	▲ AVG SCORE: 73%	CSS/JS	MEDIUM
<a href="#">Avoid URL redirects</a>	A (100)	▲ AVG SCORE: 87%	CONTENT	MEDIUM
<a href="#">Make AJAX cacheable</a>	A (100)	◆ AVG SCORE: 100%	JS	MEDIUM
<a href="#">Remove duplicate JavaScript and CSS</a>	A (100)	◆ AVG SCORE: 100%	CSS/JS	MEDIUM
<a href="#">Avoid AlphasLoader filter</a>	A (100)	◆ AVG SCORE: 99%	CSS	MEDIUM
<a href="#">Avoid HTTP 404 (Not Found) error</a>	A (100)	◆ AVG SCORE: 98%	CONTENT	MEDIUM
<a href="#">Reduce the number of DOM elements</a>	A (100)	▲ AVG SCORE: 90%	CONTENT	LOW
<a href="#">Use cookie-free domains</a>	A (100)	▲ AVG SCORE: 59%	COOKIE	LOW
<a href="#">Use GET for AJAX requests</a>	A (100)	◆ AVG SCORE: 100%	JS	LOW
<a href="#">Avoid CSS expressions</a>	A (100)	◆ AVG SCORE: 100%	CSS	LOW
<a href="#">Reduce DNS lookups</a>	A (100)	▲ AVG SCORE: 73%	CONTENT	LOW
<a href="#">Reduce cookie size</a>	A (100)	◆ AVG SCORE: 100%	COOKIE	LOW
<a href="#">Make favicon small and cacheable</a>	A (100)	◆ AVG SCORE: 100%	IMAGES	LOW
<a href="#">Configure entity tags (ETags)</a>	A (100)	◆ AVG SCORE: 97%	SERVER	LOW
<a href="#">Make JavaScript and CSS external</a>	(n/a)		CSS/JS	MEDIUM