BrandLume Website Speed Optimization Example

Client: laser4less.com
**Executive Summary**

Performance Report for:
https://laser4less.com/

- **PageSpeed Score**: E (57%)
- **YSlow Score**: D (67%)
- **Fully Loaded Time**: 4.3s
- **Total Page Size**: 1.74MB
- **Requests**: 142

**Top 5 Priority Issues**
- Leverage browser caching
- Inline small JavaScript
- Inline small CSS
- Defer parsing of JavaScript
- Minify JavaScript

**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.

**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.

**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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**BEFORE**

**AFTER**

The Google PageSpeed Score increasing from 57% to 96% and number of requests reducing from 142 to just 56.
Web Speed Test: PingDom

The fully load time reduced from 1.41 s to .534 s with number of requests reducing from 119 to just 58.
Web Speed Test: Local Machine

The fully load time reduced from 9.49 s to 2.13 s with number of requests reducing from 143 to just 29.