



BrandLume Website Speed Optimization Example

Client: laser4less.com

The Google PageSpeed Score increasing from 57% to 96% and number of requests reducing from 142 to just 56.

BEFORE

AFTER



The web should be fast.

Executive Summary



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

Report generated: Fri, Feb 8, 2019, 9:32 AM -0800
 Test Server Region: Vancouver, Canada
 Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

PageSpeed Score E (57%) ▾	YSlow Score D (67%) ◆	Fully Loaded Time 4.3s ▲	Total Page Size 1.74MB ▲	Requests 142 ▾
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Top 5 Priority Issues

Issue	Score	Avg Score	Category	Priority
Leverage browser caching	F (0)	61%	SERVER	HIGH
Inline small JavaScript	F (32)	95%	JS	HIGH
Inline small CSS	D (60)	96%	CSS	HIGH
Defer parsing of JavaScript	D (62)	71%	JS	HIGH
Minify JavaScript	B (81)	89%	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 **GT.net**, a Vancouver-based performance hosting company with over 23 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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Latest Performance Report for: https://laser4less.com/

Report generated: Tue, Mar 19, 2019 11:33 AM -0700
 Test Server Region: Vancouver, Canada
 Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you're running WordPress
[Have a look at our WP optimization tips.](#)

Performance Scores

PageSpeed Score A (96%) ▲	YSlow Score B (88%) ▲
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Page Details

Fully Loaded Time 4.1s ▲	Total Page Size 1.73MB ▲	Requests 56 ▲
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PageSpeed YSlow Waterfall Timings Video History

RECOMMENDATION	GRADE	TYPE	PRIORITY
▼ Leverage browser caching	C (75)	SERVER	HIGH
▼ Specify a cache validator	A (94)	SERVER	HIGH
▼ Minify JavaScript	A (95)	JS	HIGH
▼ Specify image dimensions	A (99)	IMAGES	MEDIUM
▼ Minify HTML	A (99)	CONTENT	LOW
▼ Minify CSS	A (99)	CSS	HIGH
▼ Optimize images	A (99)	IMAGES	HIGH
▼ Avoid bad requests	A (100)	CONTENT	HIGH
▼ Avoid landing page redirects	A (100)	SERVER	HIGH
▼ Defer parsing of JavaScript	A (100)	JS	HIGH
▼ Enable gzip compression	A (100)	SERVER	HIGH
▼ Enable Keep-Alive	A (100)	SERVER	HIGH
▼ Inline small CSS	A (100)	CSS	HIGH
▼ Inline small JavaScript	A (100)	JS	HIGH
▼ Minimize redirects	A (100)	CONTENT	HIGH
▼ Minimize request size	A (100)	CONTENT	HIGH
▼ Optimize the order of styles and scripts	A (100)	CSS/JS	HIGH
▼ Put CSS in the document head	A (100)	CSS	HIGH
▼ Serve resources from a consistent URL	A (100)	CONTENT	HIGH
▼ Serve scaled images	A (100)	IMAGES	HIGH
▼ Combine images using CSS sprites	A (100)	IMAGES	HIGH
▼ Avoid CSS @import	A (100)	CSS	MEDIUM
▼ Prefer asynchronous resources	A (100)	JS	MEDIUM
▼ Specify a Vary: Accept-Encoding header	A (99)	SERVER	LOW

What do my scores mean?

Rules are sorted in order of impact upon score. Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page. The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

[Learn more about PageSpeed/YSlow scores and how they affect performance.](#)

Need optimization help?

Read our [how to guides](#) and [optimization explained articles](#) for additional direction on improving your page performance.

Want an expert to help you with optimization? We can recommend partners to further assist you with optimizing your site. [Contact us](#) and we'll point you in the right direction.

Re-Test

Compare

Page Settings

Monitor

Set Up Alerts

Download PDF

Share This Report



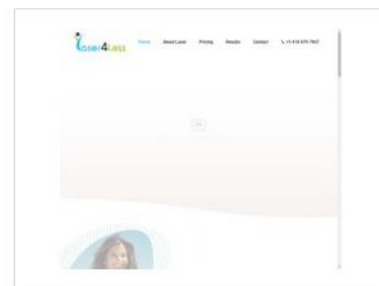
Web Speed Test: PingDom

The fully load time reduced from 1.41 s to .534 s with number of requests reducing from 119 to just 58.

BEFORE

The screenshot shows the Pingdom Website Speed Test interface. The URL input field contains "https://laser4less.com/". The "Test from" dropdown is set to "North America - USA - Washington D.C.". A green "START TEST" button is visible. Below the input fields, there is a banner with the text "The internet is fragile. Be the first to know when your site is in danger." and a "START YOUR FREE 14-DAY TRIAL" button. An illustration of a computer monitor with a red exclamation mark is also present.

Your Results:



Performance grade	Page size
D 70	2.1 MB
Load time	Requests
1.41 s	119

Improve page performance

GRADE	SUGGESTION
F 0	Make fewer HTTP requests
F 0	Compress components with gzip
F 0	Add Expires headers
B 90	Reduce DNS lookups
A 95	Use cookie-free domains
A 100	Avoid empty src or href
A 100	Put JavaScript at bottom

Response codes

RESPONSE CODE	RESPONSES
200 OK	119

AFTER

The screenshot shows the Pingdom Website Speed Test interface after optimization. The URL input field contains "https://laser4less.com/". The "Test from" dropdown is set to "North America - USA - Washington D.C.". A green "START TEST" button is visible. Below the input fields, there is a banner with the text "The internet is fragile. Be the first to know when your site is in danger." and a "START YOUR FREE 14-DAY TRIAL" button. An illustration of a computer monitor with a red exclamation mark is also present.

Your Results:



Performance grade	Page size
B 81	2.0 MB
Load time	Requests
534 ms	58

Improve page performance

GRADE	SUGGESTION
F 34	Compress components with gzip
F 40	Use cookie-free domains
F 45	Add Expires headers
D 65	Reduce DNS lookups
B 88	Make fewer HTTP requests
A 100	Avoid empty src or href
A 100	Put JavaScript at bottom

Response codes

RESPONSE CODE	RESPONSES
200 OK	58

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

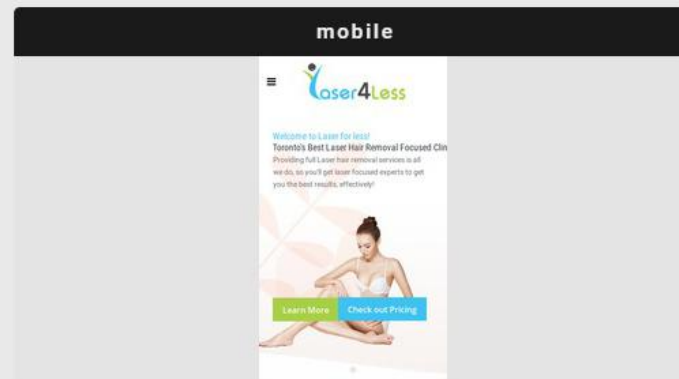
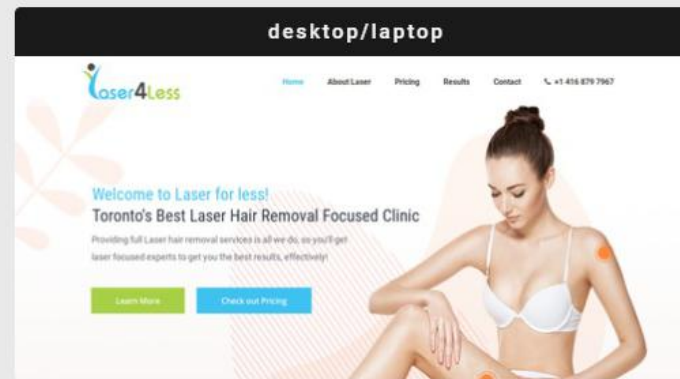
BEFORE

Website speed test.

https://laser4less.com/ Test Now

- Test Location:
- New York (USA)
 - San Francisco (USA)
 - Toronto (Canada)
 - Singapore (Singapore)
 - London (UK)
 - Amsterdam (Netherlands)
 - Frankfurt (Germany)
 - Bangalore (India)

https://laser4less.com/					
REQUESTS	TOTAL SIZE	CONTENT VISIBLE ?	FULLY LOADED	OPTIM. SCORE ?	SPEED SCORE ?
143	2989 kb	4.12 s	9.49 s	74.12%	25.62%



request waterfall		
Request	Source	Size
laser4less.com	laser4less.com	0 b
laser4less.com	laser4less.com	95.4 kb
css?family=Raleway:100,200,300,400,500,600,7...	fonts.googleapis.com	55.5 kb
layerslider.css?ver=6.7.6	laser4less.com	3.6 kb
style.min.css?ver=5.0.3	laser4less.com	3.9 kb
styles.css?ver=5.1.1	laser4less.com	558 b
settings.css?ver=5.4.8	laser4less.com	9.0 kb
superfish.css?ver=5.0.3	laser4less.com	1.0 kb
jquery.qtip.css?ver=5.0.3	laser4less.com	2.4 kb
style.css?ver=5.0.3	laser4less.com	4.9 kb
event_template.css?ver=5.0.3	laser4less.com	1.5 kb
responsive.css?ver=5.0.3	laser4less.com	1.3 kb
css?family=Lato%3A400%2C700&ver=5.0.3	fonts.googleapis.com	1.5 kb
style.css?ver=5.0.3	laser4less.com	315 b

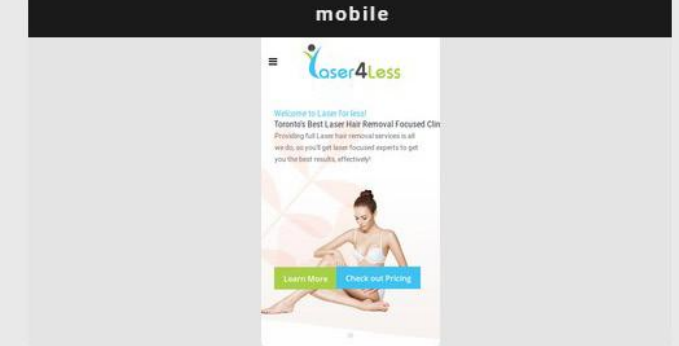
AFTER

Website speed test.

https://laser4less.com/ Test Now

- Test Location:
- New York (USA)
 - San Francisco (USA)
 - Toronto (Canada)
 - Singapore (Singapore)
 - London (UK)
 - Amsterdam (Netherlands)
 - Frankfurt (Germany)
 - Bangalore (India)

https://laser4less.com/				
REQUESTS	TOTAL SIZE	CONTENT VISIBLE ?	FULLY LOADED	OPTIM. SCORE ?
29	3843 kb	1.87 s	2.13 s	74/100



request waterfall		
Request	Source	Size
laser4less.com	laser4less.com	0 b
laser4less.com	laser4less.com	74.4 kb
rocket-loader.min.js	ajax.cloudflare.com	3.7 kb
6l0ua.css	laser4less.com	1633.9 kb
dkihe.js	laser4less.com	94.9 kb
js?id=AW-765982634	www.googletagmanager.com	23.8 kb
Laser4Less-Logo-200px-min.png	laser4less.com	1.8 kb
dummy.png	laser4less.com	68 b
Laser4less-home-picture2-min.png	laser4less.com	91.2 kb
soprano-min.png	laser4less.com	87.9 kb
Laser4less-FAQ-min.png	laser4less.com	123.3 kb
Laser4Less-Logo-130px-min.png	laser4less.com	1.2 kb
api.js?render=6LcUeIUAAAAAA2auyqaBV6bBi...	www.google.com	477 b
js?key=AlzaSyAmRxpisXe3hMa6xzx9v8PYEVjt...	maps.googleapis.com	32.5 kb
autoptimize_4042265c24be8535e3a1bc4471b8...	laser4less.com	1292.9 kb
slider-back.jpg	laser4less.com	12.6 kb