



Performance Report for: http://dearfrances.com/

Report generated: Mon, Oct 14, 2024 4:14 AM -0700 (via API)
Test Server Location: London, UK
Using: Chrome 117.0.0.0, Lighthouse 11.0.0
Analysis options: iPhone 13/13 Pro/13 Pro Max

D	Performance 60%	Structure 66%	L. Contentful Paint 4.4s	T. Blocking Time 306ms	C. Layout Shift 0
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Top Issues

Med	Avoid enormous network payloads LCP	Total size was 3.72MB
Med	Avoid an excessive DOM size TBT	1,696 elements
Med	Don't lazy load Largest Contentful Paint image LCP	LCP was lazy loaded
Med	Use explicit width and height on image elements CLS	5 images found
Med	Avoid multiple page redirects FCP LCP	Potential savings of 1.6s

Focus on these audits first

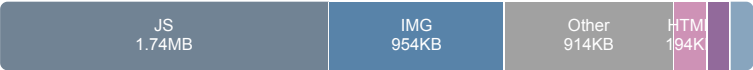
These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

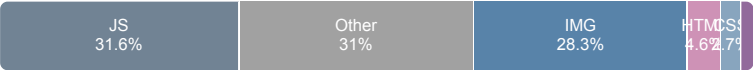
Page Details



Total Page Size - 4.00MB



Total Page Requests - 329



How does this affect me?

Modern web users have a short attention span and expect a fast and seamless website experience. Delivering that fast experience can result in more traffic, more conversions, and more happiness.

As if you didn't need more incentive, **Google use Page Speed and Page Experience (including Web Vitals) signals in their ranking algorithm.**

About TheNextLevel



Take your mobile experience to The Next Level. Design and launch your mobile application within a matter of hours using our app studio. Get access to a wide range of tools to help you engage better with customers from intelligent push messaging powered by AI to community builder giving customers the ability to interact with your brand within your mobile app.

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.

DEAR FRANCES official online store – Dear Frances

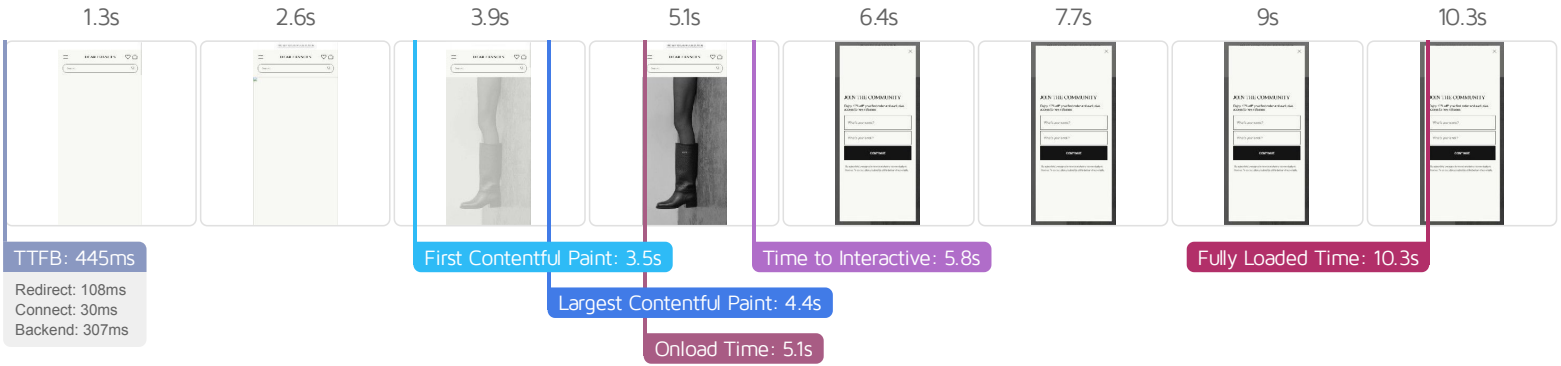
/	301	dearfrances.com	0	107ms					
/	200	dearfrances.com	43.2KB	341ms					
theme.css?v=1260401694...	200	dearfrances.com	40.0KB	46ms					
dearfrances.css?v=11318...	200	dearfrances.com	4.52KB	42ms					
dearfrances.js?v=123102...	200	dearfrances.com	1.89KB	171ms					
preloads.js?locale=en-US	200	dearfrances.com	2.20KB	194ms					
preloads.js?locale=en-US...	200	shop.app	547B	228ms					
load_feature-f4e7948c1c9...	200	dearfrances.com	4.09KB	162ms					
storefront-80e528be853ea...	200	dearfrances.com	19.1KB	186ms					
country_redirect-ed9b0c...	200	light.spicegems.org	24.9KB	579ms					
klaviyo.js?company_id=K...	200	static.klaviyo.com	2.31KB	177ms					
shopify-perf-kit-1.0.0.min.js	200	dearfrances.com	6.36KB	181ms					
header_b32a8254-a383-4c...	200	dearfrances.com	7.72KB	170ms					
df-logo-black_68f91ea1-cf...	200	dearfrances.com	4.16KB	170ms					
desktop-blake_300x300.jp...	200	dearfrances.com	6.34KB	181ms					
mobile-blake_300x300.jpg...	200	dearfrances.com	7.21KB	185ms					
desktop-img2_6fe012ec-0...	200	dearfrances.com	6.77KB	275ms					
harlie-mobile_300x300.jp...	200	dearfrances.com	6.73KB	193ms					
desktop-bags_300x300.jp...	200	dearfrances.com	9.74KB	169ms					
desktop-belts_300x300.jp...	200	dearfrances.com	6.49KB	180ms					
desktop-accs_300x300.jp...	200	dearfrances.com	7.59KB	250ms					
desktop-img4_21445aa4-...	200	dearfrances.com	16.0KB	217ms					
mobile-belts_300x300.jpg...	200	dearfrances.com	5.09KB	170ms					
balla-mobile_f40c10eb-b3...	200	dearfrances.com	11.0KB	185ms					
mobile-img5_1defa0ca-66...	200	dearfrances.com	12.7KB	221ms					
mobile-img6_1d1a971f-63...	200	dearfrances.com	10.6KB	177ms					
mobile-img7_300x300.jpg...	200	dearfrances.com	6.33KB	221ms					
mobile-img8_31c2121d-c...	200	dearfrances.com	14.2KB	209ms					
desktop-img5_47e1b9c7-...	200	dearfrances.com	11.4KB	209ms					
desktop-img6_e0ee1c01-...	200	dearfrances.com	9.9KB	210ms					
desktop-img7_9bf340f4-b...	200	dearfrances.com	6.20KB	184ms					
desktop-img8_ee2a4b2d-...	200	dearfrances.com	12.0KB	242ms					
zz_DF-0224-1-18048_300x...	200	dearfrances.com	3.37KB	176ms					
zz_ICONSCigarBlack2_30...	200	dearfrances.com	6.51KB	220ms					
zz_dear-frances-packshot...	200	dearfrances.com	5.26KB	235ms					
zz_ICONSCadeBootBlack...	200	dearfrances.com	6.03KB	231ms					
zz_0002s_0007_zz_000...	200	dearfrances.com	6.29KB	220ms					
zz_ICONSBallaStrapWeav...	200	dearfrances.com	10.3KB	230ms					
zz_dear-frances-packshot...	200	dearfrances.com	3.68KB	230ms					
zz_ICONSBucketBootCre...	200	dearfrances.com	4.07KB	230ms					
logo-desktop_300x300.pn...	200	dearfrances.com	3.84KB	183ms					
df-logo-black_2.png?v=17...	200	cdn.shopify.com	12.1KB	169ms					
icon-df.svg?v=1659478082	200	cdn.shopify.com	361B	167ms					
iframe_api	200	youtube.com	1.63KB	262ms					
shopify-plyr.css	200	dearfrances.com	4.68KB	91ms					
theme.dearfrances.js?v=1...	200	dearfrances.com	154KB	181ms					
custom-events.js?v=1706...	200	dearfrances.com	1.51KB	157ms					
ld.js?a=64335	200	dynamic.criteo.com	21.5KB	260ms					
3RBN0xM8VY749GJP.js	(canceled)	config.gorgias.io	298B	580ms					
px_MnZre.js	200	xp2023-pix.s3.amaz...	5.28KB	357ms					
bb27301d1w4f7f9fap829...	200	dearfrances.com	41.1KB	123ms					
trekkie.storefront.c1258b...	200	dearfrances.com	24.6KB	100ms					
shop_events_listener-61f...	200	dearfrances.com	3.42KB	98ms					

iframe_api	200	youtube.com	513B	42ms					
playfairdisplay_n4.9cf7fc...	200	uk.dearfrances.com	26.3KB	206ms					
avenirnext_n4.7fd028759...	200	uk.dearfrances.com	18.3KB	205ms					
avenirnext_n5.972a96b7a...	200	uk.dearfrances.com	20.2KB	177ms					
mobile-blake_300x300.jpg...	200	uk.dearfrances.com	7.22KB	78ms					
harlie-mobile_300x300.jp...	200	uk.dearfrances.com	6.75KB	44ms					
mobile-belts_300x300.jpg...	200	uk.dearfrances.com	5.11KB	44ms					
dante-mobile_300x300.jp...	200	uk.dearfrances.com	7.92KB	44ms					
balla-mobile_300x300.jpg...	200	uk.dearfrances.com	11.0KB	77ms					
mobile-img5_1c417e49-b...	200	uk.dearfrances.com	12.8KB	65ms					
mobile-img6_69948b24-e...	200	uk.dearfrances.com	10.6KB	117ms					
mobile-img7_300x300.jpg...	200	uk.dearfrances.com	6.36KB	99ms					
mobile-img8_6e34ea73-8e...	200	uk.dearfrances.com	14.2KB	77ms					
zz_DF-0224-1-18048_300x...	200	uk.dearfrances.com	3.37KB	97ms					
zz_ICONSCigarBlack2_30...	200	uk.dearfrances.com	6.53KB	77ms					
zz_dear-frances-packshot...	200	uk.dearfrances.com	5.27KB	77ms					
zz_ICONSCadeBootBlack...	200	uk.dearfrances.com	6.06KB	134ms					
zz_0002s_0007_zz_000...	200	uk.dearfrances.com	6.29KB	97ms					
zz_ICONSBallaStrapWeav...	200	uk.dearfrances.com	10.4KB	119ms					
zz_dear-frances-packshot...	200	uk.dearfrances.com	3.70KB	118ms					
zz_ICONSBucketBootCre...	200	uk.dearfrances.com	4.09KB	115ms					
shopify-plyr.css	200	uk.dearfrances.com	4.67KB	90ms					
theme.dearfrances.js?v=1...	200	uk.dearfrances.com	154KB	125ms					
custom-events.js?v=1706...	200	uk.dearfrances.com	1.54KB	96ms					
ld.js?a=64335	200	dynamic.criteo.com	0	86ms					
3RBN0xM8VY749GJP.js	(canceled)	config.gorgias.io	298B	344ms					
fender_analytics.673ab99...	200	static-tracking.klaviy...	0	61ms					
static.8d136cd44b74e818...	200	static-tracking.klaviy...	0	61ms					
runtime.c6067c71d376a2a...	200	static.klaviyo.com	0	61ms					
sharedUtils.3ee3ffff305af...	200	static.klaviyo.com	0	61ms					
vendors~signup_forms~p...	200	static.klaviyo.com	0	61ms					
vendors~signup_forms~c...	200	static.klaviyo.com	0	62ms					
vendors~signup_forms.ff...	200	static.klaviyo.com	0	61ms					
default~signup_forms~on...	200	static.klaviyo.com	0	63ms					
signup_forms.a279a1ac6...	200	static.klaviyo.com	0	62ms					
vendors~signup_forms~p...	200	static-tracking.klaviy...	0	87ms					
post_identification_sync.f...	200	static-tracking.klaviy...	0	87ms					
pixel.modern.js	200	uk.dearfrances.com	4.67KB	34ms					
pixel.modern.js	200	uk.dearfrances.com	2.47KB	33ms					
modern/	200	uk.dearfrances.com	22.8KB	33ms					
modern/	200	uk.dearfrances.com	22.9KB	47ms					
modern/	200	uk.dearfrances.com	23.0KB	49ms					
modern/	200	uk.dearfrances.com	22.9KB	38ms					
POST produce_batch	200	uk.dearfrances.com	0	129ms					
analytics.js	200	google-analytics.com	0	2ms					
events.js?sdkid=CN34Q9...	200	analytics.tiktok.com	1.81KB	95ms					
worker.modern.js	200	uk.dearfrances.com	22.5KB	40ms					
worker.modern.js	200	uk.dearfrances.com	22.5KB	42ms					
worker.modern.js	200	uk.dearfrances.com	22.5KB	50ms					
POST produce_batch	200	uk.dearfrances.com	0	128ms					
POST produce_batch	200	uk.dearfrances.com	0	131ms					
POST produce_batch	200	uk.dearfrances.com	0	137ms					
onsite?company_id=Ui25ha	200	fast.a.klaviyo.com	422B	33ms					
full-forms	200	static-forms.klaviyo.c...	7.95KB	47ms					
js?id=G-T7ES0LHDYD	200	googletagmanager.c...	108KB	94ms					
fbevents.js	200	connect.facebook.net	57.7KB	431ms					
mobile-blake_1080x.jpg?...	200	uk.dearfrances.com	205KB	68ms					
POST produce_batch	200	uk.dearfrances.com	0	130ms					
main.MTdkNGE4ZTU0Mg.js	200	analytics.tiktok.com	93.4KB	57ms					
css2?family=Kanit:ital,wg...	200	fonts.googleapis.com	1.26KB	83ms					
event?a=64335&v=5.27.0...	302	sslwidget.criteo.com	0	15ms					
consent-tracking-api.js	200	uk.dearfrances.com	5.27KB	28ms					

consent-tracking-api.js	200	cdn.shopify.com	0	2ms				
www-widgetapi.js	200	youtube.com	0	2ms				
portable-wallets.en.js	200	uk.dearfrances.com	50.3KB	30ms				
cart.js	200	uk.dearfrances.com	1.54KB	160ms				
gtm.js?id=GTM-PLS9P86	200	googletagmanager.c...	100KB	88ms				
syncframe?topUrl=uk.dea...	200	gum.criteo.com	5.88KB	35ms				
event?a=64335&v=5.27.0...	200	widget.us.criteo.com	3.96KB	91ms				
json?origin=onetag&v=1...	200	gum.criteo.com	908B	17ms				
1530264467269851?v=2.9....	200	connect.facebook.net	13.7KB	177ms				
identify_7bf75739.js	200	analytics.tiktok.com	38.6KB	17ms				
POST enrich_ipv6	200	analytics-ipv6.tiktok...	751B	359ms				
POST pixel	200	analytics.tiktok.com	876B	146ms				
uwt.js	200	static.ads-twitter.com	15.1KB	28ms				
destination?id=AW-85204...	200	googletagmanager.c...	87.2KB	35ms				
bat.js	200	bat.bing.com	14.1KB	60ms				
sdk.js?sdkid=BQP99P0Q...	200	analytics.tiktok.com	2.65KB	117ms				
widget.min.js	200	cdn1.stamped.io	28.8KB	45ms				
harlie-mobile_1080x.jpg?...	200	uk.dearfrances.com	85.2KB	38ms				
POST produce	(canceled)	monorail-edge.shopif...	0	397ms				
OPTIONS produce	200	monorail-edge.shopif...	0	102ms				
POST produce_batch	200	uk.dearfrances.com	0	148ms				
vendors~reviews~atlas~C...	200	static.klaviyo.com	8.16KB	7ms				
ClientStore.00ba351e0798...	200	static.klaviyo.com	18.5KB	8ms				
destination?id=G-T7ES0L...	200	googletagmanager.c...	108KB	44ms				
POST act	200	analytics.tiktok.com	720B	187ms				
tr?id=1530264467269851...	200	facebook.com	273B	46ms				
adsct?bci=3&eci=2&even...	200	t.co	43B	250ms				
adsct?bci=3&eci=2&even...	200	analytics.twitter.com	43B	219ms				
25069475.js	200	bat.bing.com	420B	23ms				
widget.min.css	200	cdn1.stamped.io	18.4KB	9ms				
main.MTdKNGE4ZTU0MA.js	200	analytics.tiktok.com	93.1KB	17ms				
532.6b7731948f1a181190b...	200	static.klaviyo.com	8.82KB	7ms				
styles.c55c43061a96111d...	200	static.klaviyo.com	3.57KB	6ms				
vendors~Render.0c25648...	200	static.klaviyo.com	13.0KB	15ms				
Render.744fc49de038509...	200	static.klaviyo.com	32.2KB	18ms				
POST track-analytics?co...	202	a.klaviyo.com	50B	407ms				
OPTIONS track-analytics...	200	a.klaviyo.com	0	191ms				
POST track-analytics?co...	202	a.klaviyo.com	50B	338ms				
OPTIONS track-analytics...	200	a.klaviyo.com	0	197ms				
852049776?random=1728...	200	googleads.g.doublec...	2.42KB	50ms				
0?ti=25069475&Ver=2&mi...	204	bat.bing.com	287B	27ms				
852049776?random=1728...	200	google.com	42B	49ms				
852049776?random=1728...	200	google.co.uk	42B	58ms				
identify_7bf75739.js	200	analytics.tiktok.com	38.6KB	13ms				
POST pixel	200	analytics.tiktok.com	881B	206ms				
app.js?shop=dear-france...	200	gcc.metizapps.com	4.32KB	518ms				
script.js?shop=dear-franc...	200	geolocation-recomm...	1.44KB	221ms				
swym-shopify.js?shop=d...	200	swymv3pro-01.azure...	62.1KB	138ms				
happyreturns-script-tag?...	302	unpkg.com	0	135ms				
avada-seo-installed.js?sh...	200	seo.apps.avada.io	95B	43ms				
module.js?shop=dear-fra...	200	cdn1.avada.io	0.98KB	113ms				
01GYCCNZWK026XRRE8...	(canceled)	config.gorgias.chat	0	451ms				
polyfills.legWBDja.js	200	cdn.shopify.com	14.9KB	31ms				
pixel?google_nid=cjp&go...	302	cm.g.doubleclick.net	332B	126ms				
sync?dsp_id=46&user_id...	200	x.bidswitch.net	43B	134ms				
getuid?https://dis.criteo.c...	307	ib.adnxs.com	0	141ms				
redir?partnerid=79&partn...	200	rtb-csync.smartadser...	152B	130ms				
rtb-h?taboola_hm=k-Self...	200	sync-t1.taboola.com	98B	129ms				
sync?uid=732efe97317e6...	200	visitor.omnitagjs.com	49B	142ms				
rum?cm_dsp_id=20&exte...	302	r.casalemedia.com	0	116ms				
sync?c=8&r=1&a=1&u=ht...	302	gum.criteo.com	0	171ms				
9.gif?puid=k-wZ2nSQAD0...	200	id5-sync.com	43B	217ms				

match?publisher_dsp_id...	200	ad.360yield.com	43B		206ms	
sync?realm=criteo&uid=k...	200	matching.ivitrack.com	42B		178ms	
cksync.php?cs=3&type=c...	200	contextual.media.net	60B		305ms	
push?partner=criteo&part...	200	exchange.mediavine...	882B		252ms	
1017?vk=k-mRymjQAD0u...	200	jadservice.postrelease...	43B		267ms	
cookie-sync?p=criteo&ui...	200	sync.outbrain.com	0		547ms	
Pug?vcode=bz0yJnR5cG...	200	simage2.pubmatic.com	225B		302ms	
tap.php?v=6434&nid=214...	204	pixel.rubiconproject....	0		341ms	
v1?source_id=7658cb1d7...	(canceled)	match.sharethrough....	0		5.2s	
um?eid=80&uid=k-1UQgy...	200	criteo-sync.teads.tv	23B		383ms	
sync?UICR=k-WaZvuAAD...	200	criteo-partners.tremo...	43B		557ms	
xuid?mid=2711&xuid=k-j...	200	eb2.3lift.com	37B		393ms	
m?dt_id=8664&ext_id=k...	204	ad.yieldlab.net	0		430ms	
sync?id=k-DQf2BQAD0u...	200	sync-criteo.ads.yield...	38B		470ms	
put?d=d53&uid=k-oAnKV...	204	e1.emxdgt.com	44B		471ms	
k-dnvsPgAD0uNr4CdOCZ...	302	sync.1rx.io	0		508ms	
POST act	200	analytics.tiktok.com	877B		141ms	
rum?cm_dsp_id=20&exte...	200	r.casalemedia.com	43B		35ms	
cookiematch.aspx?id=&C...	200	dis.criteo.com	43B		30ms	
bounce?%2Fgetuid%3Fht...	302	ib.adnxs.com	0		22ms	
ibs:dpid=28645&dpuuid=...	302	dpm.demdex.net	0		81ms	
POST metrics	200	otlp-http-production....	21B		122ms	
OPTIONS metrics	204	otlp-http-production....	0		68ms	
df-logo-icon-noborder-bla...	200	uk.dearfrances.com	1.91KB		42ms	
POST produce_batch	200	uk.dearfrances.com	0		157ms	
cookiematch.aspx?appnx...	200	dis.criteo.com	43B		29ms	
happyreturns-script-tag	302	unpkg.com	0		29ms	
app.CBTi4rg4.js	200	cdn.shopify.com	367KB		92ms	
demconf.jpg?et:ibs%7Cd...	200	dpm.demdex.net	59B		32ms	
happyreturns-script-tag@...	302	unpkg.com	0		26ms	
POST checkAndGet?pid=...	200	swymstore-v3pro-01....	1.53KB		472ms	
setuid?entity=52&code=k...	200	ib.adnxs.com	43B		15ms	
k-dnvsPgAD0uNr4CdOCZ...	302	sync.1rx.io	0		23ms	
index.js	200	unpkg.com	3.30KB		32ms	
OnePage.BwplTLKg.js	200	cdn.shopify.com	35.8KB		49ms	
RX-b3f90e07-3e6f-445e-b...	200	sync.targeting.unruly...	43B		46ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	21.0KB		30ms	
useUnauthenticatedError...	200	cdn.shopify.com	1.53KB		29ms	
LegacyVaultedShippingM...	200	cdn.shopify.com	1.28KB		37ms	
Rollup.C3L5PRtn.js	200	cdn.shopify.com	2.39KB		58ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	3.22KB		32ms	
RageClickCapture.DJgQS...	200	cdn.shopify.com	2.08KB		35ms	
ShopPayLogo.CQP4cpv4.js	200	cdn.shopify.com	2.25KB		32ms	
swym-shopify.js?shop=d...	200	swymv3pro-01.azure...	367B		159ms	
OPTIONS swym-shopify.j...	200	swymv3pro-01.azure...	0		152ms	
apps.bundle.js?v=3.114.1	200	procdn.swymrelay.com	45.6KB		29ms	
PurchaseOptionsAgreem...	200	cdn.shopify.com	3.13KB		34ms	
loadStrings1.js?v=3.114.1	200	procdn.swymrelay.com	9.50KB		12ms	
5905.js?v=3.114.1	200	procdn.swymrelay.com	1.31KB		8ms	
4980.js?v=3.114.1	200	procdn.swymrelay.com	2.47KB		8ms	
secondaryStyles.js?v=3.1...	200	procdn.swymrelay.com	6.29KB		8ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	2.48KB		32ms	
POST collect?pid=KrzTfk...	200	swymstore-v3pro-01....	588B		157ms	
hooks.cUQo04SP.js	200	cdn.shopify.com	3.83KB		27ms	
VaultedPayment.C-gnuR5...	200	cdn.shopify.com	39.6KB		27ms	
OnePageModal.jCPgLEjd.js	200	cdn.shopify.com	1.42KB		22ms	
useShowShopPayOptin.D...	200	cdn.shopify.com	1.84KB		39ms	
Section.Cgkq2SCR.js	200	cdn.shopify.com	2.06KB		36ms	
useGooglePaySdk.CjSCf...	200	cdn.shopify.com	6.31KB		30ms	
ShopPayLoginLoader.-Lx...	200	cdn.shopify.com	2.79KB		28ms	
publishMessage.BSCaMlj...	200	cdn.shopify.com	2.13KB		55ms	
new-arrivals	200	uk.dearfrances.com	52.4KB		851ms	

/	200	uk.dearfrances.com	1.64KB						177ms	
PayButtonSection.CbQyR...	200	cdn.shopify.com	4.63KB						46ms	
context.nPi2KOI1.js	200	cdn.shopify.com	3.35KB						92ms	
DutyOptions.DEvLP76I.js	200	cdn.shopify.com	4.83KB						30ms	
useAmazonContact.DubE...	200	cdn.shopify.com	3.59KB						30ms	
StockProblemsLinItemLi...	200	cdn.shopify.com	1.78KB						29ms	
component-ShopPayVerif...	200	cdn.shopify.com	7.74KB						41ms	
index.COuagLzQ.js	200	cdn.shopify.com	25.8KB						39ms	
app.DhZZMK7-.css	200	cdn.shopify.com	22.8KB						24ms	
OnePage.BL1uXB7_.css	200	cdn.shopify.com	1.76KB						34ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	2.95KB						29ms	
Rollup.o9Mx-fKL.css	200	cdn.shopify.com	1.08KB						37ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	838B						24ms	
RageClickCapture.DnkQ4...	200	cdn.shopify.com	842B						29ms	
ShopPayLogo.D_HPU8Dh...	200	cdn.shopify.com	834B						25ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	789B						26ms	
VaultedPayment.Bk8Je7sl...	200	cdn.shopify.com	2.19KB						27ms	
Section.sQehCocD.css	200	cdn.shopify.com	816B						31ms	
ShopPayLoginLoader.CjG...	200	cdn.shopify.com	851B						32ms	
PayButtonSection.DF7trk...	200	cdn.shopify.com	878B						43ms	
DutyOptions.CtZGmwZL....	200	cdn.shopify.com	1.69KB						38ms	
useAmazonContact.D-Ox...	200	cdn.shopify.com	898B						28ms	
StockProblemsLinItemLi...	200	cdn.shopify.com	830B						28ms	
ShopPayVerificationSwitc...	200	cdn.shopify.com	1.40KB						37ms	
playfairdisplay_n4.9cf7fc...	200	fonts.shopifycdn.com	25.5KB						71ms	
playfairdisplay_n7.1e0ea1...	200	fonts.shopifycdn.com	27.4KB						57ms	
df-logo-black_9a855b6b-9...	200	cdn.shopify.com	22.8KB						31ms	
empty.html	200	static.criteo.net	449B							69ms
329 Requests 4.00MB (10.6MB Uncompressed) Fully Loaded 10.3s (Onload 5.1s)										



Performance Metrics

First Contentful Paint How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.	Much longer than recommended 3.5s	Time to Interactive How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.	Longer than recommended 5.8s
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	Longer than recommended 3.8s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	Longer than recommended 306ms
Largest Contentful Paint How long it takes for the largest element of content (i.e., a hero image) to be painted on your page. A good user experience is 1.2s or less.	Much longer than recommended 4.4s	Cumulative Layout Shift How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.	Good - Nothing to do here 0

Browser Timings

Redirect	108ms	Connect	30ms	Backend	307ms
TTFB	445ms	DOM Int.	3.3s	DOM Loaded	3.4s
First Paint	3.5s	Onload	5.1s	Fully Loaded	10.3s

IMPACT AUDIT

Med

Avoid enormous network payloads LCP

Total size was 3.72MB

Large network payloads cost users real money and are highly correlated with long load times.

URL	TRANSFER SIZE
https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.CBTi4rg4.js	367KB
https://uk.dearfrances.com/cdn/shop/files/mobile-blake_1080x.jpg?v=1728481135	205KB
https://dearfrances.com/cdn/shop/t/69/assets/theme.dearfrances.js?v=184116879718159908551728319579	154KB
https://uk.dearfrances.com/cdn/shop/t/84/assets/theme.dearfrances.js?v=184116879718159908551728319580	154KB
https://www.googletagmanager.com/gtag/js?id=G-T7ES0LHDYD	108KB
https://www.googletagmanager.com/gtag/destination?id=G-T7ES0LHDYD&l=dataLayer&cx=c	108KB
https://www.googletagmanager.com/gtm.js?id=GTM-PLS9P86	101KB
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mg.js	94.1KB
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0MA.js	93.7KB
https://www.googletagmanager.com/gtag/destination?id=AW-852049776&l=dataLayer&cx=c	87.5KB

Med

Avoid an excessive DOM size TBT

1,696 elements

A large DOM will increase memory usage, cause longer style calculations, and produce costly layout reflows.

STATISTIC	ELEMENT	VALUE
Total DOM Elements		1696
Maximum DOM Depth	a.search__input-close > svg > g > path <path d="M10.714 1.2861-9.428 9.428M1.286 1.28619.428 9.428" stroke-width=".85714">	20
Maximum Child Elements	Currency ... <ul class="drawer-menu__list drawer-menu__list--sub drawer-menu__list--country-select...">	76

Med

Don't lazy load Largest Contentful Paint image LCP

LCP was lazy loaded

Above-the-fold images that are lazily loaded render later in the page lifecycle, which can delay the largest contentful paint.

ELEMENT
section.video-hero > div.video-hero__inner > div.image > img.image__img <pre></pre>

Med

Use explicit width and height on image elements CLS

5 images found

Set an explicit width and height on image elements to reduce layout shifts and improve CLS.

FAILING ELEMENTS

```
a.block > div.slideshow-split__image > div.image > img.image__img

```

```
a.block > div.slideshow-split__image > div.image > img.image__img

```

```
a.block > div.slideshow-split__image > div.image > img.image__img

```

```
a.block > div.slideshow-split__image > div.image > img.image__img

```

```
Dear Frances

```

Med

Avoid multiple page redirects FCP LCP

Potential savings of 1.6s

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
• http://dearfrances.com/	106ms
• https://dearfrances.com/	1.5s
• https://uk.dearfrances.com/	0ms

Med-Low

Reduce JavaScript execution time TBT

2.5s spent executing JavaScript

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this.

URL	TOTAL CPU TIME	SCRIPT EVALUATION	SCRIPT PARSE
• https://uk.dearfrances.com/cdn/shop/t/84/assets/theme.dearfrances.js?v=184116879718159908551728319580	1.7s	519ms	9ms
• Unattributable	1.2s	53ms	0ms
• https://uk.dearfrances.com/	516ms	98ms	32ms
• https://uk.dearfrances.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	307ms	272ms	7ms
• https://dearfrances.com/cdn/shop/t/69/assets/theme.dearfrances.js?v=184116879718159908551728319579	277ms	122ms	13ms
• https://dearfrances.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	201ms	152ms	6ms
• https://dearfrances.com/	177ms	98ms	21ms
• https://swymv3pro-01.azureedge.net/code/swym-shopify.js?shop=dear-frances-3.myshopify.com	158ms	130ms	4ms
• https://www.googletagmanager.com/gtag/js?id=G-T7ES0LHDYD	149ms	143ms	5ms
• https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore.dd9d02dd9fc376e8dd48.js	123ms	109ms	0ms
• https://www.googletagmanager.com/gtm.js?id=GTM-PLS9P86	113ms	99ms	5ms
• https://www.googletagmanager.com/gtag/destination?id=G-T7ES0LHDYD&l=dataLayer&cx=c	102ms	76ms	13ms
• https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mg.js	97ms	76ms	5ms
• https://www.google-analytics.com/analytics.js	87ms	27ms	1ms
• https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0MA.js	86ms	66ms	5ms
• https://dearfrances.com/cdn/shopifycloud/boomerang/shopify-boomerang-1.0.0.min.js	83ms	81ms	1ms
• https://uk.dearfrances.com/cdn/shopifycloud/boomerang/shopify-boomerang-1.0.0.min.js	79ms	77ms	1ms
• https://www.googletagmanager.com/gtag/destination?id=AW-852049776&l=dataLayer&cx=c	64ms	54ms	7ms
• https://dynamic.criteo.com/js/ld/ld.js?a=64335	58ms	55ms	3ms
• https://uk.dearfrances.com/wpm@b27301d1w4f7f79fap82969c05mefc5317e/custom/web-pixel-5963889@2/sandbox/modern/	53ms	25ms	5ms
• https://static.klaviyo.com/onsite/js/sharedUtils.3ee3ffff305afeb8e5df.js?cb=1&v2-route=1	52ms	41ms	0ms

Med-Low

Serve static assets with an efficient cache policy

Potential savings of 215KB

A long cache lifetime can speed up repeat visits to your page.

URL	CACHE TTL	TRANSFER SIZE
• https://cdn1.stamped.io/files/widget.min.js	none	28.8KB
• https://cdn1.stamped.io/files/widget.min.css	none	18.4KB
• https://xp2023-pix.s3.amazonaws.com/px_MnZre.js	none	5.28KB
• https://gcc.metizapps.com/assets/js/app.js?shop=dear-frances-3.myshopify.com	none	4.53KB
• https://lid5-sync.com/s/966/9.gif?puuid=k-wZ2nSQAD0uNr4CdOCZp_f4FLjJnrsERKviG3Pg	none	1.00KB
• https://criteo-partners.tremorhub.com/sync?UICR=k-WaZvuAAD0uNr4CdOCZp_f4FLjJnsuXuBIHLrOQ	none	400B
• https://sync.targeting.unrulymedia.com/csync/RX-b3f90e07-3e6f-445e-b9cc-45cc88d23eb7-003	none	378B
• https://www.facebook.com/tr/?id=1530264467269851&ev=PageView&dl=https%3A%2F%2Fuk.dearfrances.com%2F&rl=https%3A%2F%2Fdearfrances.com%2F&if=false&ts=1728904469135&sw=390&sh=844&v=2.9.170&r=stable&a=shopify_web_pixel&ec=0&o=12318&fbp=fb.1.1728904469129.410433196881603140&ler=other&cdl=API_unavailable&it=1728904468737&coo=false&dpo=&eid=sh-8abc97f6-289C-4043-5698-B29903F07144&exp=h3&rqm=GET	none	273B
• https://ad.360yield.com/match?publisher_dsp_id=38&external_user_id=k-URFGlgAD0uNr4CdOCZp_f4FLjJluJyHdF9111w	none	199B
• https://rtb-csync.smartadserver.com/redirect?partnerid=79&partneruserid=k-Ki41GQAD0uNr4CdOCZp_f4FLjJlFwDld5S9zvA	none	163B
• https://sync-t1.taboola.com/sg/criteortb-network/1/rtb-h/?taboola_hm=k-SelcfAAD0uNr4CdOCZp_f4FLjJk0AiCbcFEPag	none	98B
• https://sync-criteo.ads.yieldmo.com/sync?id=k-DQf2BQAD0uNr4CdOCZp_f4FLjJmju5m3GE5JwA&pn_id=criteo&ext=1	none	38B
• https://shop.app/checkouts/internal/preloads.js?locale=en-US&shop_id=111633466	60 seconds	547B
• https://shop.app/checkouts/internal/preloads.js?locale=en-GB&shop_id=10885878	60 seconds	295B
• https://uk.dearfrances.com/cdn/shopifycloud/portable-wallets/latest/portable-wallets.en.js	5 minutes	50.3KB
• https://connect.facebook.net/en_US/fbevents.js	20 minutes	60.1KB
• https://connect.facebook.net/signals/config/1530264467269851?v=2.9.170&r=stable&domain=uk.dearfrances.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C3%2C3%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C11%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	20 minutes	13.7KB
• https://dearfrances.com/cdn/shopifycloud/shopify-plyr/v1.0/shopify-plyr.css	60 minutes	4.69KB
• https://uk.dearfrances.com/cdn/shopifycloud/shopify-plyr/v1.0/shopify-plyr.css	60 minutes	4.68KB
• https://seo_apps.avada.io/scripttag/avada-seo-installed.js?shop=dear-frances-3.myshopify.com	60 minutes	446B
• https://www.google-analytics.com/analytics.js	2 hours	0B
• https://dynamic.criteo.com/js/ld/ld.js?a=64335	3 hours	21.5KB
• https://dynamic.criteo.com/js/ld/ld.js?a=64335	3 hours	0B
• https://matching.iviltrack.com/sync?realm=criteo&uid=k-JuiJzgAD0uNr4CdOCZp_f4FLjJlG5qOZP94hNg	24 hours	265B
• https://swymv3pro-01.azureedge.net/code/swym-shopify.js?shop=dear-frances-3.myshopify.com	7 days	62.6KB
• https://uk.dearfrances.com/cdn/fonts/playfair_display/playfairdisplay_n4.9cf7fc4f6a5a48eb27738cad395f0eba18922755.woff2?h10=c2cuZGVhcmZyYW5jZXMuY29t&h11=anAuZGVhcmZyYW5jZXMuY29t&h12=c2UuZGVhcmZyYW5jZXMuY29t&h13=Y24uZGVhcmZyYW5jZXMuY29t&h14=bnouZGVhcmZyYW5jZXMuY29t&h15=ZGUuZGVhcmZyYW5jZXMuY29t&h16=ZnluZGVhcmZyYW5jZXMuY29t&h17=bmwuZGVhcmZyYW5jZXMuY29t&h18=c2EuZGVhcmZyYW5jZXMuY29t&h19=ZGVhcmZyYW5jZXMuY29t&h20=ZGVhcmZyYW5jZXMuY29t&h21=ZGVhcmZyYW5jZXMuY29t&h22=ZGVhcmZyYW5jZXMuY29t&h23=ZGVhcmZyYW5jZXMuY29t&h24=ZGVhcmZyYW5jZXMuY29t&h25=ZGVhcmZyYW5jZXMuY29t&h26=ZGVhcmZyYW5jZXMuY29t&h27=ZGVhcmZyYW5jZXMuY29t&h28=ZGVhcmZyYW5jZXMuY29t&h29=ZGVhcmZyYW5jZXMuY29t&h30=ZGVhcmZyYW5jZXMuY29t&h31=ZGVhcmZyYW5jZXMuY29t&h32=ZGVhcmZyYW5jZXMuY29t&h33=ZGVhcmZyYW5jZXMuY29t&h34=ZGVhcmZyYW5jZXMuY29t&h35=ZGVhcmZyYW5jZXMuY29t&h36=ZGVhcmZyYW5jZXMuY29t&h37=ZGVhcmZyYW5jZXMuY29t&h38=ZGVhcmZyYW5jZXMuY29t&h39=ZGVhcmZyYW5jZXMuY29t&h40=ZGVhcmZyYW5jZXMuY29t&h41=ZGVhcmZyYW5jZXMuY29t&h42=ZGVhcmZyYW5jZXMuY29t&h43=ZGVhcmZyYW5jZXMuY29t&h44=ZGVhcmZyYW5jZXMuY29t&h45=ZGVhcmZyYW5jZXMuY29t&h46=ZGVhcmZyYW5jZXMuY29t&h47=ZGVhcmZyYW5jZXMuY29t&h48=ZGVhcmZyYW5jZXMuY29t&h49=ZGVhcmZyYW5jZXMuY29t&h50=ZGVhcmZyYW5jZXMuY29t&h51=ZGVhcmZyYW5jZXMuY29t&h52=ZGVhcmZyYW5jZXMuY29t&h53=ZGVhcmZyYW5jZXMuY29t&h54=ZGVhcmZyYW5jZXMuY29t&h55=ZGVhcmZyYW5jZXMuY29t&h56=ZGVhcmZyYW5jZXMuY29t&h57=ZGVhcmZyYW5jZXMuY29t&h58=ZGVhcmZyYW5jZXMuY29t&h59=ZGVhcmZyYW5jZXMuY29t&h60=ZGVhcmZyYW5jZXMuY29t&h61=ZGVhcmZyYW5jZXMuY29t&h62=ZGVhcmZyYW5jZXMuY29t&h63=ZGVhcmZyYW5jZXMuY29t&h64=ZGVhcmZyYW5jZXMuY29t&h65=ZGVhcmZyYW5jZXMuY29t&h66=ZGVhcmZyYW5jZXMuY29t&h67=ZGVhcmZyYW5jZXMuY29t&h68=ZGVhcmZyYW5jZXMuY29t&h69=ZGVhcmZyYW5jZXMuY29t&h70=ZGVhcmZyYW5jZXMuY29t&h71=ZGVhcmZyYW5jZXMuY29t&h72=ZGVhcmZyYW5jZXMuY29t&h73=ZGVhcmZyYW5jZXMuY29t&h74=ZGVhcmZyYW5jZXMuY29t&h75=ZGVhcmZyYW5jZXMuY29t&h76=ZGVhcmZyYW5jZXMuY29t&h77=ZGVhcmZyYW5jZXMuY29t&h78=ZGVhcmZyYW5jZXMuY29t&h79=ZGVhcmZyYW5jZXMuY29t&h80=ZGVhcmZyYW5jZXMuY29t&h81=ZGVhcmZyYW5jZXMuY29t&h82=ZGVhcmZyYW5jZXMuY29t&h83=ZGVhcmZyYW5jZXMuY29t&h84=ZGVhcmZyYW5jZXMuY29t&h85=ZGVhcmZyYW5jZXMuY29t&h86=ZGVhcmZyYW5jZXMuY29t&h87=ZGVhcmZyYW5jZXMuY29t&h88=ZGVhcmZyYW5jZXMuY29t&h89=ZGVhcmZyYW5jZXMuY29t&h90=ZGVhcmZyYW5jZXMuY29t&h91=ZGVhcmZyYW5jZXMuY29t&h92=ZGVhcmZyYW5jZXMuY29t&h93=ZGVhcmZyYW5jZXMuY29t&h94=ZGVhcmZyYW5jZXMuY29t&h95=ZGVhcmZyYW5jZXMuY29t&h96=ZGVhcmZyYW5jZXMuY29t&h97=ZGVhcmZyYW5jZXMuY29t&h98=ZGVhcmZyYW5jZXMuY29t&h99=ZGVhcmZyYW5jZXMuY29t&h100=ZGVhcmZyYW5jZXMuY29t	30 days	26.3KB
• https://dearfrances.com/cdn/fonts/avenir_next/avenirnext_n5.972a96b7a049f12c89d6d1cd0e1b6c9211f7ba14.woff2?h1=ZGVhcmZyYW5jZXMuY29t&h2=ZGVhcmZyYW5jZXMuY28udWs&h3=ZGVhcmZyYW5jZXMuY29t&h4=ZGVhcmZyYW5jZXMuY29t&h5=ZGVhcmZyYW5jZXMuY29t&h6=ZGVhcmZyYW5jZXMuY29t&h7=ZGVhcmZyYW5jZXMuY29t&h8=ZGVhcmZyYW5jZXMuY29t&h9=ZGVhcmZyYW5jZXMuY29t&h10=ZGVhcmZyYW5jZXMuY29t&h11=ZGVhcmZyYW5jZXMuY29t&h12=ZGVhcmZyYW5jZXMuY29t&h13=ZGVhcmZyYW5jZXMuY29t&h14=ZGVhcmZyYW5jZXMuY29t&h15=ZGVhcmZyYW5jZXMuY29t&h16=ZGVhcmZyYW5jZXMuY29t&h17=ZGVhcmZyYW5jZXMuY29t&h18=ZGVhcmZyYW5jZXMuY29t&h19=ZGVhcmZyYW5jZXMuY29t&h20=ZGVhcmZyYW5jZXMuY29t&h21=ZGVhcmZyYW5jZXMuY29t&h22=ZGVhcmZyYW5jZXMuY29t&h23=ZGVhcmZyYW5jZXMuY29t&h24=ZGVhcmZyYW5jZXMuY29t&h25=ZGVhcmZyYW5jZXMuY29t&h26=ZGVhcmZyYW5jZXMuY29t&h27=ZGVhcmZyYW5jZXMuY29t&h28=ZGVhcmZyYW5jZXMuY29t&h29=ZGVhcmZyYW5jZXMuY29t&h30=ZGVhcmZyYW5jZXMuY29t&h31=ZGVhcmZyYW5jZXMuY29t&h32=ZGVhcmZyYW5jZXMuY29t&h33=ZGVhcmZyYW5jZXMuY29t&h34=ZGVhcmZyYW5jZXMuY29t&h35=ZGVhcmZyYW5jZXMuY29t&h36=ZGVhcmZyYW5jZXMuY29t&h37=ZGVhcmZyYW5jZXMuY29t&h38=ZGVhcmZyYW5jZXMuY29t&h39=ZGVhcmZyYW5jZXMuY29t&h40=ZGVhcmZyYW5jZXMuY29t&h41=ZGVhcmZyYW5jZXMuY29t&h42=ZGVhcmZyYW5jZXMuY29t&h43=ZGVhcmZyYW5jZXMuY29t&h44=ZGVhcmZyYW5jZXMuY29t&h45=ZGVhcmZyYW5jZXMuY29t&h46=ZGVhcmZyYW5jZXMuY29t&h47=ZGVhcmZyYW5jZXMuY29t&h48=ZGVhcmZyYW5jZXMuY29t&h49=ZGVhcmZyYW5jZXMuY29t&h50=ZGVhcmZyYW5jZXMuY29t&h51=ZGVhcmZyYW5jZXMuY29t&h52=ZGVhcmZyYW5jZXMuY29t&h53=ZGVhcmZyYW5jZXMuY29t&h54=ZGVhcmZyYW5jZXMuY29t&h55=ZGVhcmZyYW5jZXMuY29t&h56=ZGVhcmZyYW5jZXMuY29t&h57=ZGVhcmZyYW5jZXMuY29t&h58=ZGVhcmZyYW5jZXMuY29t&h59=ZGVhcmZyYW5jZXMuY29t&h60=ZGVhcmZyYW5jZXMuY29t&h61=ZGVhcmZyYW5jZXMuY29t&h62=ZGVhcmZyYW5jZXMuY29t&h63=ZGVhcmZyYW5jZXMuY29t&h64=ZGVhcmZyYW5jZXMuY29t&h65=ZGVhcmZyYW5jZXMuY29t&h66=ZGVhcmZyYW5jZXMuY29t&h67=ZGVhcmZyYW5jZXMuY29t&h68=ZGVhcmZyYW5jZXMuY29t&h69=ZGVhcmZyYW5jZXMuY29t&h70=ZGVhcmZyYW5jZXMuY29t&h71=ZGVhcmZyYW5jZXMuY29t&h72=ZGVhcmZyYW5jZXMuY29t&h73=ZGVhcmZyYW5jZXMuY29t&h74=ZGVhcmZyYW5jZXMuY29t&h75=ZGVhcmZyYW5jZXMuY29t&h76=ZGVhcmZyYW5jZXMuY29t&h77=ZGVhcmZyYW5jZXMuY29t&amp		

URL	CACHE TTL	TRANSFER SIZE
https://dearfrances.com/cdn/fonts/avenir_next/avenirnext_n4.7fd0287595be20cd5a683102bf49d073b6abf144.woff2?h1=ZGVhcmZyYW5jZXMuY29t&h2=ZGVhcmZyYW5jZXMuY28udWs&h3=ZGVhcmZyYW5jZXMuYWNjb3VudC5teXNob3BpZnkuY29t&hmac=0b7c92b6fe8c66b42e292197aa2017d50420e2cd66d649c89561b44f88120438	30 days	18.3KB
https://cdn1.avada.io/flying-pages/module.js?shop=dear-frances-3.myshopify.com	31 days	1.69KB

Med-Low

Use a Content Delivery Network (CDN)

23 resources found

CDNs can give an equally fast web experience to your users across the globe.

URL
https://light.spicegems.org/0/js/scripttags/dearfrances-us/country_redirect_ed9b0c04bacd39b496e2aee159e83b88.min.js?v=38&shop=dearfrances-us.myshopify.com
https://dynamic.criteo.com/js/ld/ld.js?a=64335
https://light.spicegems.org/0/js/scripttags/dear-frances-3/country_redirect_9cd0badea518c04c012b134a6ed65e5e.min.js?v=31&shop=dear-frances-3.myshopify.com
https://widget.us.criteo.com/event?a=64335&v=5.27.0&otl=1&p0=e%3Dce%26m%3D%255B%252523%252523Email%252520Address%252523%252523%255D%26h%3D%2523%2523Hash%2520Method%2523%2523&p1=e%3Dexd%26site_type%3Dm%26ref%3Dhttps%253A%252F%252Fdearfrances.com&p2=e%3Dvpg&p3=e%3Ddis&adce=1&bu ndle=TZWeUF92WXR5VzVgRDJzYTNHeExkWmNpeCUyRjZwVkJdJzRnkIMkZ1TVdXUnlrRm5iWHNMc296elNoMCUyQnBnJTJCWWNYdk1NbklGS2tMaTBoamRDd0FHZDg 4bmZRaoZpZkZPdXdYcTSMXZPNXBteFI5NTJvdHk4TzcwOXVgMlhZblJocXR0JTJGQWtjQnhVJTJGcDU0aFU4VHlPR3pmdXBHbmclM0QIM0Q&tld=dearfrances.com&dy=1& fu=https%253A%252F%252Fdearfrances.com%252F&pu=https%253A%252F%252Fdearfrances.com%252F&ceid=5fb3d9dd-a223-4d76-ada3-c470b1827af7
https://analytics.twitter.com/i/adsct?bci=3&eci=2&event_id=d1a9e9c7-8b60-4ef3-9d28-f141b0224a0c&events=%5B%5B%22pageview%22%2C%7B%7D%5D%5D&integration=a dvertiser&p_id=Twitter&p_user_id=0&pl_id=de2b0ea3-4731-49e1-b281-c10cc6a889e2&tw_document_href=https%3A%2F%2Fuk.dearfrances.com%2Fwpm%40b27301d1w4f7f 79fap82969c05mefc5317e%2Fcustom%2Fweb-pixel-5963889%402%2Fsandbox%2Fmodern%2F&tw_document_referrer=https%3A%2F%2Fdearfrances.com%2F&tw_iframe_s tatus=1&tw_order_quantity=0&tw_sale_amount=0&txn_id=o3ay1&type=javascript&version=2.3.30
https://www.google.co.uk/pagead/1p-user-list/852049776/?random=1728904469393&cv=11&fst=1728903600000&bg=ffffff&guid=ON&async=1&gtm=45be4a90v9179959678z88 10338760za201zb810338760&gcd=1313131111&dma=0&tag_exp=101533422~101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fuk.dearfrances.com%2Fwpm %40b27301d1w4f7f79fap82969c05mefc5317e%2Fcustom%2Fweb-pixel-5963889%402%2Fsandbox%2Fmodern%2F&ref=https%3A%2F%2Fdearfrances.com%2F&top=http s%3A%2F%2Fuk.dearfrances.com&label=pds-CNzG5nEQ8P6klgM&hn=www.googleadservices.com&frm=2&tiba=DEAR%20FRANCES%20official%20online%20store%20E 2%80%93%20Dear%20Frances&npa=0&pscdl=noapi&aid=1269031624.1728904469&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&rfmt=3&fnt=3&is_vt c=1&cid=CAQSGwDpaXnflRrg3bFJOtuuww2-2EQQsaiwb28Hlw&random=98954130&rmt_tld=1&ipr=y
https://gcc.metizapps.com/assets/js/app.js?shop=dear-frances-3.myshopify.com
https://seo.apps.avada.io/scripttag/avada-seo-installed.js?shop=dear-frances-3.myshopify.com
https://rtb-csync.smartadserver.com/rtb-h/?partnerid=79&partneruserid=k-Ki41GQAD0uNr4CdOCZp_f4FLjJlfwDld5S9zvA
https://sync-t1.taboola.com/sg/criteortb-network/1/rtb-h/?taboola_hm=k-SelcfAAD0uNr4CdOCZp_f4FLjJk0AiCbcFEPag
https://visitor.omnitagjs.com/visitor/sync?uid=732efe97317e6352de4c1caf24b5064b&name=CRITEO&visitor=k-CJTUIAAD0uNr4CdOCZp_f4FLjJla_9Zosrml1A
https://id5-sync.com/s/966/9.gif?puuid=k-wZ2nSQAD0uNr4CdOCZp_f4FLjJnrsERKviG3Pg
https://ad.360yield.com/match?publisher_dsp_id=38&external_user_id=k-URFglgAD0uNr4CdOCZp_f4FLjJluJyHdF9111w
https://exchange.mediavine.com/usersync/push?partner=criteo&partnerId=k-dGHpwgAD0uNr4CdOCZp_f4FLjJkzQ8b6Nie8jw
https://jadservice.postrelease.com/suid/1017?vk=k-mRymjQAD0uNr4CdOCZp_f4FLjJl38MM8FkGG3g
https://sync.outbrain.com/cookie-sync?p=criteo&uid=k-vgTT-QAD0uNr4CdOCZp_f4FLjJkYHMPi3JQjA&initiator=partner
https://criteo-partners.tremorhub.com/sync?UICR=k-WaZvuAAD0uNr4CdOCZp_f4FLjJnsuXuBIHLrOQ
https://sync-criteo.ads.yieldmo.com/sync?id=k-DQf2BQAD0uNr4CdOCZp_f4FLjJmju5m3GE5JwA&pn_id=criteo&ext=1
https://e1.emxdgt.com/put?d=d53&uid=k-oAnKVwAD0uNr4CdOCZp_f4FLjJkXJdEpgZjD-g
https://dis.criteo.com/dis/rtb/google/cookieidmatch.aspx?id=CriteoUserld=k-9MwUwAAD0uNr4CdOCZp_f4FLjJkgEThWl728jw&google_error=3
https://dis.criteo.com/dis/rtb/appnexus/cookieidmatch.aspx?appnxsid=185417026369309203
https://dpm.demdex.net/demconf.jpg?et:ibs%7cdta:dpid=28645&dpuuid=AsNhMPGkME5QJ1zzIHAEFYlrdMvqiE6F
https://sync.targeting.unrulymedia.com/csync/RX-b3f90e07-3e6f-445e-b9cc-45cc88d23eb7-003

Med-Low	Avoid CSS @import FCP LCP	1 resource found
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Using CSS @import in an external stylesheet can add additional delays during the loading of a web page.

STYLESHEETS WITH @IMPORT STATEMENTS AND THE STYLESHEETS THEY IMPORT

<https://fonts.googleapis.com/css2?family=Kanit:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800;0,900&family=Poppins:ital,wght@0,100;0,200;0,300;0,400;0,500;0,60 0;0,700;0,800;0,900&display=swap>

Low	Reduce unused JavaScript LCP	Potential savings of 571KB
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Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://dearfrances.com/cdn/shop/t/69/assets/theme.dearfrances.js?v=184116879718159908551728319579	154KB	91.6KB
https://uk.dearfrances.com/cdn/shop/t/84/assets/theme.dearfrances.js?v=184116879718159908551728319580	154KB	89.7KB
...	154KB	89.7KB
https://www.googletagmanager.com/gtag/destination?id=G-T7ES0LHDYD&l=dataLayer&cx=c	108KB	51.1KB
https://www.googletagmanager.com/gtag/js?id=G-T7ES0LHDYD	108KB	49.7KB
https://www.googletagmanager.com/gtm.js?id=GTM-PLS9P86	101KB	49.0KB
https://www.googletagmanager.com/gtag/destination?id=AW-852049776&l=dataLayer&cx=c	87.5KB	42.9KB
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0MA.js	93.7KB	41.4KB
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mg.js	94.1KB	41.4KB
https://uk.dearfrances.com/cdn/shopifycloud/portable-wallets/latest/portable-wallets.en.js	50.3KB	35.2KB
https://swymv3pro-01.azureedge.net/code/swym-shopify.js?shop=dear-frances-3.myshopify.com	62.6KB	30.8KB
https://cdn1.stamped.io/files/widget.min.js	28.8KB	26.8KB
https://connect.facebook.net/en_US/fbevents.js	60.1KB	21.2KB

Low

Allow back/forward cache restoration

1 failure reason

Many navigations are performed by going back to a previous page, or forwards again. The back/forward cache (bfcache) can speed up these return navigations.

FAILURE REASON	FAILURE TYPE
Pages that have inflight fetch() or XHR are not currently eligible for back/forward cache. https://uk.dearfrances.com/	Pending browser support

Low

Use passive listeners to improve scrolling performance

1 event listener not passive

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance.

URL	LOCATION
https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore.dd9d02dd9fc376e8dd48.js	Line:0

Low

Avoid long main-thread tasks TBT

20 long tasks found

Lists the longest tasks on the main thread, useful for identifying worst contributors to input delay.

URL	START TIME	DURATION
https://dearfrances.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	-428ms	184ms
https://uk.dearfrances.com/cdn/shop/t/84/assets/theme_dearfrances.js?v=184116879718159908551728319580	3.4s	161ms
https://uk.dearfrances.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	1.0s	144ms
https://uk.dearfrances.com/	-714ms	126ms
https://www.googletagmanager.com/gtag/js?id=G-T7ES0LHDYD	2.2s	111ms
https://dearfrances.com/cdn/shop/t/69/assets/dearfrances.js?v=123102590056599270921720451244	-196ms	105ms
https://uk.dearfrances.com/cdn/shop/t/84/assets/dearfrances.js?v=123102590056599270921720451244	1.8s	98ms
https://www.googletagmanager.com/gtag/destination?id=G-T7ES0LHDYD&l=dataLayer&cx=c	3.1s	89ms
https://www.google-analytics.com/analytics.js	1.7s	87ms
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mg.js	2.4s	84ms
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0MA.js	3.3s	65ms
https://uk.dearfrances.com/cdn/shop/t/84/assets/theme_dearfrances.js?v=184116879718159908551728319580	4.2s	64ms
https://www.googletagmanager.com/gtag/destination?id=AW-852049776&l=dataLayer&cx=c	3.0s	61ms
https://uk.dearfrances.com/	799ms	60ms
https://swymv3pro-01.azureedge.net/code/swym-shopify.js?shop=dear-frances-3.myshopify.com	4.0s	60ms
https://dearfrances.com/cdn/shop/t/69/assets/theme_dearfrances.js?v=184116879718159908551728319579	-584ms	55ms
https://uk.dearfrances.com/cdn/shop/t/84/assets/theme_dearfrances.js?v=184116879718159908551728319580	1.5s	54ms
https://www.googletagmanager.com/gtm.js?id=GTM-PLS9P86	2.5s	54ms
https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore_dd9d02dd9fc376e8dd48.js	3.6s	53ms
https://dearfrances.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	547ms	53ms

Low

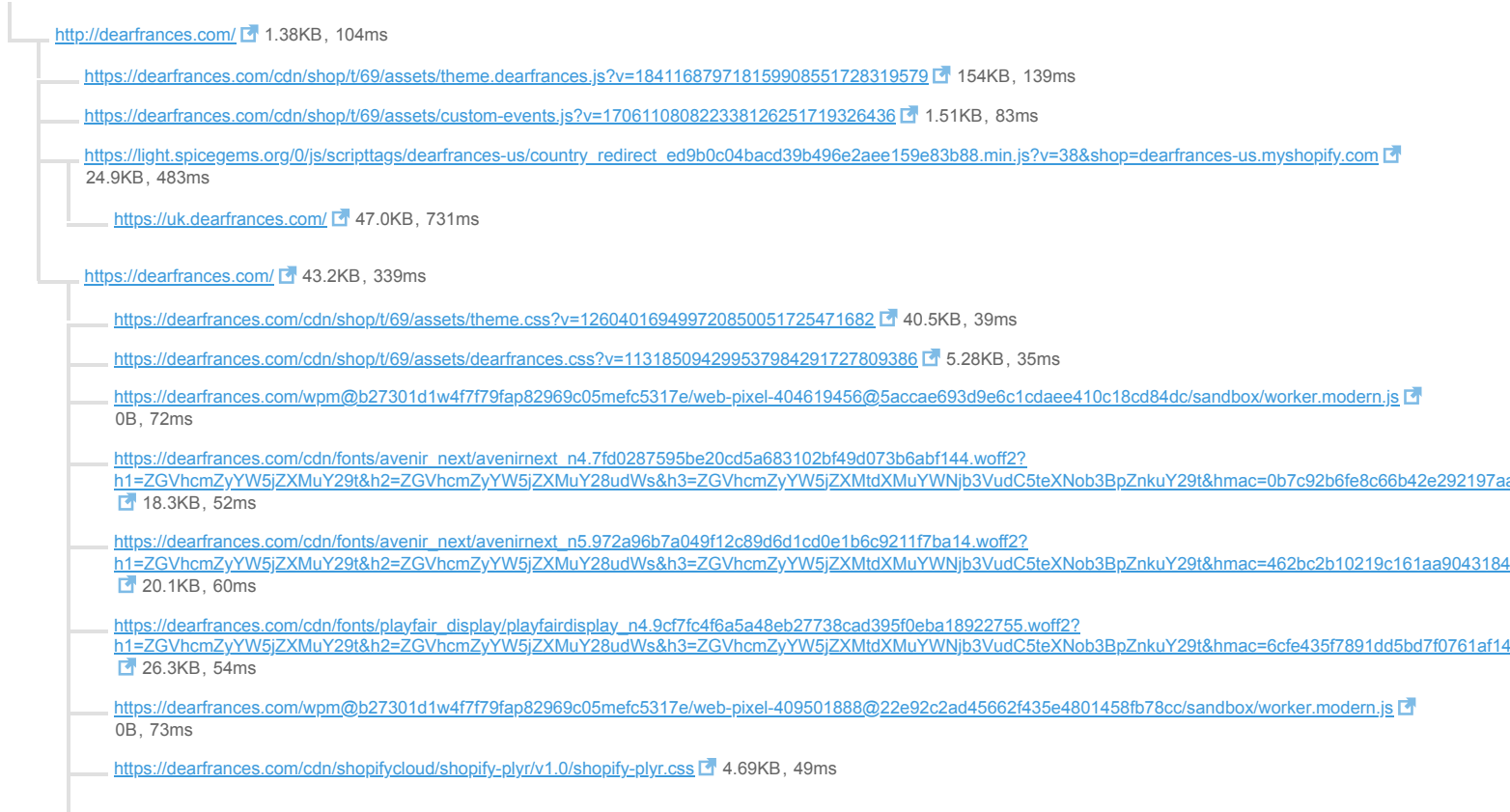
Avoid chaining critical requestsFCPLCP

13 chains found

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load.

Maximum critical path latency: 2.3s

INITIAL NAVIGATION



Low

Ensure text remains visible during webfont load FCP LCP

3 fonts found

Leverage the `font-display` CSS feature to ensure text is user-visible while webfonts are loading.

URL	POTENTIAL SAVINGS
https://uk.dearfrances.com/cdn/fonts/playfair_display/playfairdisplay_n4.9cf7fc4f6a5a48eb27738cad395f0eba18922755.woff2?h10=c2cuZGVhcmZyYW5jZXMuY29t&h11=anAuZGVhcmZyYW5jZXMuY29t&h12=c2UuZGVhcmZyYW5jZXMuY29t&h13=Y24uZGVhcmZyYW5jZXMuY29t&h14=bnouZGVhcmZyYW5jZXMuY29t&h15=ZGUuZGVhcmZyYW5jZXMuY29t&h16=ZnluZGVhcmZyYW5jZXMuY29t&h17=bmwuZGVhcmZyYW5jZXMuY29t&h18=c2EuZGVhcmZyYW5jZXMuY29t&h1=ZGVhcmZyYW5jZXMuY29t&h2=dWsuZGVhcmZyYW5jZXMuY29t&h3=YXUuZGVhcmZyYW5jZXMuY29t&h4=ZXUuZGVhcmZyYW5jZXMuY29t&h5=cm93LmRlYXJmcmFuY2VzLmNvbQ&h6=Y2EuZGVhcmZyYW5jZXMuY29t&h7=aGsuZGVhcmZyYW5jZXMuY29t&h8=Y2guZGVhcmZyYW5jZXMuY29t&h9=bm8uZGVhcmZyYW5jZXMuY29t&hmac=18f44c8289036f1f7af7ffa6a235293e348f99e40ac8423d4ed6284dce6f9529 https://uk.dearfrances.com/cdn/fonts/avenir_next/avenirnext_n4.7fd0287595be20cd5a683102bf49d073b6abf144.woff2?h10=c2cuZGVhcmZyYW5jZXMuY29t&h11=anAuZGVhcmZyYW5jZXMuY29t&h12=c2UuZGVhcmZyYW5jZXMuY29t&h13=Y24uZGVhcmZyYW5jZXMuY29t&h14=bnouZGVhcmZyYW5jZXMuY29t&h15=ZGUuZGVhcmZyYW5jZXMuY29t&h16=ZnluZGVhcmZyYW5jZXMuY29t&h17=bmwuZGVhcmZyYW5jZXMuY29t&h18=c2EuZGVhcmZyYW5jZXMuY29t&h1=ZGVhcmZyYW5jZXMuY29t&h2=dWsuZGVhcmZyYW5jZXMuY29t&h3=YXUuZGVhcmZyYW5jZXMuY29t&h4=ZXUuZGVhcmZyYW5jZXMuY29t&h5=cm93LmRlYXJmcmFuY2VzLmNvbQ&h6=Y2EuZGVhcmZyYW5jZXMuY29t&h7=aGsuZGVhcmZyYW5jZXMuY29t&h8=Y2guZGVhcmZyYW5jZXMuY29t&h9=bm8uZGVhcmZyYW5jZXMuY29t&hmac=97af3e80358c49cef3ef00bed02daaa7d96cbd04d7fde45e731c1dbdf9153564 https://uk.dearfrances.com/cdn/fonts/avenir_next/avenirnext_n5.972a96b7a049f12c89d6d1cd0e1b6c9211f7ba14.woff2?h10=c2cuZGVhcmZyYW5jZXMuY29t&h11=anAuZGVhcmZyYW5jZXMuY29t&h12=c2UuZGVhcmZyYW5jZXMuY29t&h13=Y24uZGVhcmZyYW5jZXMuY29t&h14=bnouZGVhcmZyYW5jZXMuY29t&h15=ZGUuZGVhcmZyYW5jZXMuY29t&h16=ZnluZGVhcmZyYW5jZXMuY29t&h17=bmwuZGVhcmZyYW5jZXMuY29t&h18=c2EuZGVhcmZyYW5jZXMuY29t&h1=ZGVhcmZyYW5jZXMuY29t&h2=dWsuZGVhcmZyYW5jZXMuY29t&h3=YXUuZGVhcmZyYW5jZXMuY29t&h4=ZXUuZGVhcmZyYW5jZXMuY29t&h5=cm93LmRlYXJmcmFuY2VzLmNvbQ&h6=Y2EuZGVhcmZyYW5jZXMuY29t&h7=aGsuZGVhcmZyYW5jZXMuY29t&h8=Y2guZGVhcmZyYW5jZXMuY29t&h9=bm8uZGVhcmZyYW5jZXMuY29t&hmac=0f5b996a79709151a6d393bd565c73d3d0e7ee04dc380341b623405223856f5f	102ms 101ms 74ms

Low

Minify JavaScript FCP LCP

Potential savings of 4.78KB

Minifying JavaScript files can reduce payload sizes and script parse time.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://gcc.metizapps.com/assets/js/app.js?shop=dear-frances-3.myshopify.com	4.53KB	2.44KB
inline: window.sgrc_localization = { "co...	5.41KB	2.34KB

Low

Reduce unused CSS FCP LCP

Potential savings of 67.8KB

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://uk.dearfrances.com/cdn/shop/t/84/assets/theme.css?v=126040169499720850051725471682	40.7KB	37.0KB
https://cdn1.stamped.io/files/widget.min.css	18.4KB	18.4KB
.swym-ui-component *,.swym-ui-component .swym-is-button,.swym-ui-component .swym-is-anchor,.swym-ui...	12.6KB	12.4KB

N/A

Minimize main-thread work TBT

Main-thread busy for 6.6s

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this.

CATEGORY	TIME SPENT
Script Evaluation	3.0s
Other	2.3s
Style & Layout	646ms
Script Parsing & Compilation	230ms
Parse HTML & CSS	165ms
Rendering	138ms
Garbage Collection	112ms

N/A

Avoid large layout shifts

CLS

1 element found

These DOM elements contribute most to the CLS of the page.

ELEMENT	CLS CONTRIBUTION
NEW <div class="video-hero__content animation__staggered-children-fade-in">	0.00

N/A

Largest Contentful Paint element

LCP

2,860 ms

This is the largest contentful element painted within the viewport.

ELEMENT
section.video-hero > div.video-hero__inner > div.image > img.image__img

PHASE	% OF LCP	TIMING
TTFB	2%	70ms
Load Delay	54%	1.6s
Load Time	2%	65ms
Render Delay	41%	1.2s

N/A

Reduce initial server response time

FCP

LCP

Root document took 17ms

Keep the server response time for the main document short because all other requests depend on it.

N/A

Avoid serving legacy JavaScript to modern browsers TBT

Potential savings of 32.0KB

Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers.

URL	POTENTIAL SAVINGS
https://connect.facebook.net/en_US/fbevents.js	10.5KB
Line:23 Column:2302	@babel/plugin-transform-class
Line:270 Column:9361	Array.prototype.filter
Line:270 Column:15478	Array.from
Line:270 Column:17228	Array.prototype.map
Line:270 Column:18020	Array.prototype.find
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0MA.js	10.5KB
Line:1 Column:7085	@babel/plugin-transform-class
Line:1 Column:288565	Object.defineProperty
Line:1 Column:289054	Object.entries
Line:1 Column:289831	Object.freeze
Line:1 Column:291634	Object.getPrototypeOf
Line:1 Column:292335	Object.getPrototypeOf

	ypeOf	
	f	
Line:1 Column:292608	Object.prototype	
Line:1 Column:292766	Object.prototype.constructor	
Line:1 Column:292918	Object.prototype.constructor.prototype	
Line:1 Column:293045	Object.keys	
Line:1 Column:293222	Object.prototype.constructor.prototype.constructor	
Line:1 Column:293420	Object.prototype.constructor.prototype.constructor.prototype	
Line:1 Column:293926	Object.prototype.constructor.prototype.constructor.prototype.constructor	
Line:1 Column:293993	Object.prototype.constructor.prototype.constructor.prototype.constructor.prototype	
https://analytics.tiktok.com/i18n/pixel/static/main.MTdkNGE4ZTU0Mg.js		10.5KB
	@babel/plugin-transform-orm-classes	
Line:1 Column:7085		
Line:1 Column:290369	Object.defineProperty	
Line:1 Column:290858	Object.entries	
Line:1 Column:291635	Object.freeze	
Line:1 Column:293438	Object.get	

URL	POTENTIAL SAVINGS
	etOw nPro pert yDes crip tors
Line:1 Column:294139	Obje ct.g etPr otot ypeO f
Line:1 Column:294412	Obje ct.i sExt ensi ble
Line:1 Column:294570	Obje ct.i sFro zen
Line:1 Column:294722	Obje ct.i sSea led
Line:1 Column:294849	Obje ct.k eys
Line:1 Column:295026	Obje ct.p reve ntEx tens ions
Line:1 Column:295224	Obje ct.s eal
Line:1 Column:295730	Obje ct.s etPr otot ypeO f
Line:1 Column:295797	Obje ct.v alue s
https://uk.dearfrances.com/cdn/shopifycloud/shopify/assets/shopify_pay/storefront-80e528be853eac23af2454534897ca9536b1d3d04aa043b042f34879a3c111c8.js?v=20220906	123B
Line:1 Column:15384	@bab el/p lugi n-tr ansf orm- clas ses
Line:1 Column:18677	@bab el/p lugi n-tr ansf orm- rege

URL	POTENTIAL SAVINGS
	nera tor
https://uk.dearfrances.com/cdn/shopifycloud/shopify/assets/shop_events_listener-61fa9e0a912c675e178777d2b27f6cbd482f8912a6b0aa31fa3515985a8cd626.js	71B
Line:0 Column:400	@bab el/p lugi n-tr ansf orm- clas ses
https://analytics.tiktok.com/i18n/pixel/static/identify_7bf75739.js	54B
Line:0 Column:102498	@bab el/p lugi n-tr ansf orm- clas ses
https://analytics.tiktok.com/i18n/pixel/static/identify_7bf75739.js	54B
Line:0 Column:102498	@bab el/p lugi n-tr ansf orm- clas ses
https://uk.dearfrances.com/cdn/shop/t/84/assets/theme.dearfrances.js?v=184116879718159908551728319580	50B
Line:142 Column:325	@bab el/p lugi n-tr ansf orm- clas ses
https://static.klaviyo.com/onsite/js/vendors~Render.0c25648017ae73d787f3.js	50B
Line:0 Column:2424	@bab el/p lugi n-tr ansf orm- clas ses
https://procdn.swymrelay.com/code/v3/apps.bundle.js?v=3.114.1	49B
Line:1 Column:2304	@bab el/p lugi n-tr ansf orm- clas ses
https://connect.facebook.net/signals/config/1530264467269851?v=2.9.170&r=stable&domain=uk.dearfrances.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2	44B

URL	POTENTIAL SAVINGS
C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112 Line:19 Column:2057	@bab el/p lugi n-tr ansf orm- clas ses
https://static.klaviyo.com/onsite/js/vendors~signup_forms.ffb16c5d33241b7ebc9d.js?cb=1&v2-route=1 Line:1 Column:2166	7B @bab el/p lugi n-tr ansf orm- clas ses
N/A User Timing marks and measures 58 user timings	

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences.

NAME	TYPE	START TIME	DURATION
wpm:page:session	Measure	-962ms	1.5s
wpm:pixel:register:509509824:app	Measure	-378ms	464ms
wpm:pixel:register:215711936:app	Measure	-376ms	459ms
wpm:completed	Measure	752ms	1.6s
wpm:pixel:register:871924094:app	Measure	1.1s	538ms
wpm:pixel:register:323321969:app	Measure	1.1s	1.3s
wpm:pixel:register:153387121:app	Measure	1.1s	547ms
wpm:pixel:register:67305585:app	Measure	1.1s	1.2s
wpm:pixel:register:5931121:custom	Measure	1.1s	951ms
wpm:pixel:register:5963889:custom	Measure	1.1s	956ms
wpm:pixel:register:7274609:custom	Measure	1.1s	957ms
wpm:pixel:register:shopify-app-pixel:app	Measure	1.1s	1.0s
wpm:pixel:register:shopify-custom-pixel:custom	Measure	1.1s	960ms
shopify.content_for_header.start	Mark	-1.0s	0ms
shopify.content_for_header.end	Mark	-1.0s	0ms

NAME	TYPE	START TIME	DURATION
wpm:start	Mark	-962ms	0ms
wpm:pixel:register:started:509509824:app	Mark	-378ms	0ms
wpm:pixel:register:started:409501888:app	Mark	-376ms	0ms
wpm:pixel:register:started:404619456:app	Mark	-376ms	0ms
wpm:pixel:register:started:215711936:app	Mark	-376ms	0ms
wpm:pixel:register:started:96665792:app	Mark	-374ms	0ms
wpm:pixel:register:started:9568448:custom	Mark	-374ms	0ms
wpm:pixel:register:started:10191040:custom	Mark	-373ms	0ms
wpm:pixel:register:started:11698368:custom	Mark	-373ms	0ms
wpm:pixel:register:started:16220352:custom	Mark	-373ms	0ms
wpm:pixel:register:started:shopify-app-pixel:app	Mark	-373ms	0ms
wpm:pixel:register:started:shopify-custom-pixel:custom	Mark	-373ms	0ms
wpm:pixel:register:completed:215711936:app	Mark	83ms	0ms
wpm:pixel:register:completed:509509824:app	Mark	86ms	0ms
wpm:page:unload	Mark	550ms	0ms
shopify.content_for_header.start	Mark	717ms	0ms
shopify.content_for_header.end	Mark	722ms	0ms
wpm:start	Mark	752ms	0ms
wpm:pixel:register:started:871924094:app	Mark	1.1s	0ms
wpm:pixel:register:started:323321969:app	Mark	1.1s	0ms
wpm:pixel:register:started:153387121:app	Mark	1.1s	0ms
wpm:pixel:register:started:67305585:app	Mark	1.1s	0ms
wpm:pixel:register:started:5931121:custom	Mark	1.1s	0ms
wpm:pixel:register:started:5963889:custom	Mark	1.1s	0ms
wpm:pixel:register:started:7274609:custom	Mark	1.1s	0ms
wpm:pixel:register:started:shopify-app-pixel:app	Mark	1.1s	0ms
wpm:pixel:register:started:shopify-custom-pixel:custom	Mark	1.1s	0ms

NAME	TYPE	START TIME	DURATION
wpm:pixel:register:completed:871924094:app	Mark	1.6s	0ms
wpm:pixel:register:completed:153387121:app	Mark	1.6s	0ms
wpm:pixel:register:completed:5931121:custom	Mark	2.0s	0ms
wpm:pixel:register:completed:5963889:custom	Mark	2.0s	0ms
wpm:pixel:register:completed:7274609:custom	Mark	2.0s	0ms
wpm:pixel:register:completed:shopify-custom-pixel:custom	Mark	2.0s	0ms
wpm:pixel:register:completed:shopify-app-pixel:app	Mark	2.1s	0ms
wpm:pixel:register:completed:67305585:app	Mark	2.3s	0ms
wpm:pixel:register:completed:323321969:app	Mark	2.3s	0ms
wpm:pixels:resolved	Mark	2.3s	0ms
fbevents:start:unwantedDataProcessing_1530264467269851	Mark	2.8s	0ms
fbevents:end:unwantedDataProcessing_1530264467269851	Mark	2.8s	0ms
fbevents:start:unwantedParamsProcessing_1530264467269851	Mark	2.8s	0ms
fbevents:start:validateUrlProcessing_1530264467269851	Mark	2.8s	0ms
fbevents:end:validateUrlProcessing_1530264467269851	Mark	2.8s	0ms
fbevents:start:standardParamChecksProcessing_1530264467269851	Mark	2.8s	0ms

N/A

Reduce the impact of third-party code TBT

Third-party code blocked the main thread for 80ms

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading.

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
GOOGLE TAG MANAGER	404KB	74ms
• https://www.googletagmanager.com/gtag/js?id=G-T7ES0LHDYD	108KB	60ms
• https://www.googletagmanager.com/gtag/destination?id=G-T7ES0LHDYD&l=dataLayer&cx=c	108KB	12ms
• https://www.googletagmanager.com/gtag/destination?id=AW-852049776&l=dataLayer&cx=c	87.5KB	1ms
• https://www.googletagmanager.com/gtm.js?id=GTM-PLS9P86	101KB	0ms
GOOGLE ANALYTICS	0B	3ms
TIKTOK	276KB	3ms
• https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mg.js	94.1KB	3ms
• https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0MA.js	93.7KB	0ms
• https://analytics.tiktok.com/i18n/pixel/static/identify_7bf75739.js	78.3KB	0ms
SHOPIFY	703KB	0ms
• https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.CBTi4rg4.js	367KB	0ms
• https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/VaultedPayment.C-gnuR57.js	39.6KB	0ms
• https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/OnePage.BwplTLKg.js	35.8KB	0ms
• Other resources	260KB	0ms
KLAVIYO	118KB	0ms
• https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js	32.5KB	0ms
• https://static.klaviyo.com/onsite/js/ClientStore.00ba351e0798f9eafdf68.js	18.8KB	0ms
• https://static.klaviyo.com/onsite/js/vendors~Render.0c25648017ae73d787f3.js	13.5KB	0ms
• https://static-tracking.klaviyo.com/onsite/js/fender_analytics.673ab9965e3fc6bf229e.js?cb=1&v2-route=1	12.3KB	0ms
• https://static.klaviyo.com/onsite/js/532.6b7731948f1a181190b2.css	9.27KB	0ms
• Other resources	31.7KB	0ms
FACEBOOK	74.0KB	0ms
• https://connect.facebook.net/en_US/fbevents.js	60.1KB	0ms
• https://connect.facebook.net/signals/config/1530264467269851?v=2.9.170&r=stable&domain=uk.dearfrances.com&hmc=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	13.7KB	0ms
SWYMRCLAY.COM	68.2KB	0ms
• https://procdn.swymrelay.com/code/v3/apps.bundle.js?v=3.114.1	46.0KB	0ms
• https://procdn.swymrelay.com/code/v3/loadStrings1.js?v=3.114.1	9.63KB	0ms
• https://procdn.swymrelay.com/code/v3/secondaryStyles.js?v=3.114.1	6.41KB	0ms
• Other resources	6.16KB	0ms
AZURE WEB SERVICES	62.9KB	0ms
• https://swymv3pro-01.azureedge.net/code/swym-shopify.js?shop=dear-frances-3.myshopify.com	62.9KB	0ms
STAMPED.IO	47.2KB	0ms
• https://cdn1.stamped.io/files/widget.min.js	28.8KB	0ms
• https://cdn1.stamped.io/files/widget.min.css	18.4KB	0ms
CRITEO	42.3KB	0ms
• https://dynamic.criteo.com/js/ld/ld.js?a=64335	21.5KB	0ms
• https://gum.criteo.com/syncframe?topUrl=dearfrances.com&origin=onetag	6.09KB	0ms
• https://gum.criteo.com/syncframe?topUrl=uk.dearfrances.com&origin=onetag	5.88KB	0ms
• Other resources	8.86KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
SPICEGEMS.ORG	37.1KB	0ms
• https://light.spicegems.org/0/js/scripttags/dearfrances-us/country_redirect_ed9b0c04bacd39b496e2ae159e83b88.min.js?v=38&shop=dearfrances-us.myshopify.com	24.9KB	0ms
• https://light.spicegems.org/0/js/scripttags/dear-frances-3/country_redirect_9cd0badea518c04c012b134a6ed65e5e.min.js?v=31&shop=dear-frances-3.myshopify.com	12.2KB	0ms
TWITTER ONLINE CONVERSION TRACKING	15.8KB	0ms
• https://static.ads-twitter.com/uwt.js	15.4KB	0ms
BING ADS	15.2KB	0ms
• https://bat.bing.com/bat.js	14.5KB	0ms
AMAZON WEB SERVICES	5.28KB	0ms
• https://xp2023-pix.s3.amazonaws.com/px_MnZre.js	5.28KB	0ms
METIZAPPS.COM	4.53KB	0ms
• https://gcc.metizapps.com/assets/js/app.js?shop=dear-frances-3.myshopify.com	4.53KB	0ms
UNPKG	3.85KB	0ms
GOOGLE/DOUBLECLICK ADS	3.27KB	0ms
APPNEXUS	2.27KB	0ms
YOUTUBE	2.13KB	0ms
AVADA.IO	2.12KB	0ms
GOOGLE FONTS	1.26KB	0ms
INDEX EXCHANGE	1.24KB	0ms
ADOBE TAG MANAGER	1.23KB	0ms
ID5 IDENTITY CLOUD	1.00KB	0ms
OTHER GOOGLE APIS/SDKS	910B	0ms
MEDIAVINE	882B	0ms
SHOP.APP	842B	0ms
MEDIA.NET	759B	0ms
TIKTOKW.US	751B	0ms
BURST MEDIA	721B	0ms
TWITTER SHORT URL	629B	0ms
GORGAS.IO	485B	0ms
NATIVO	422B	0ms
TREMOR VIDEO	400B	0ms
UNRULY MEDIA	378B	0ms
ADYOULIKE	343B	0ms
IVI	265B	0ms
RUBICON PROJECT	239B	0ms
YIELDLAB	235B	0ms
PUBMATIC	225B	0ms
OUTBRAIN	218B	0ms
IMPROVE DIGITAL	199B	0ms
GORGAS.CHAT	189B	0ms
BIDSWITCH	183B	0ms
SMART ADSEVER	163B	0ms
TEADS	163B	0ms
TRIPLELIFT	140B	0ms
TABOOLA	98B	0ms
EMX DIGITAL	44B	0ms
YIELDMO	38B	0ms
SHARETHROUGH	0B	0ms

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles.

Resources that **may** be contributing to render-blocking include:

URL	TRANSFER SIZE	DOWNLOAD TIME
https://uk.dearfrances.com/cdn/shop/t/84/assets/theme.css?v=126040169499720850051725471682	40.7KB	153ms