



Performance Report for: <http://aubinandwills.com/>

Report generated: Sun, Oct 13, 2024 10:09 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 54%	Structure 77%	L. Contentful Paint 1.8s	T. Blocking Time 296ms	C. Layout Shift 0.33
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Top Issues

High	Avoid enormous network payloads LCP	Total size was 23.6MB
Med-High	Avoid an excessive DOM size TBT	2,237 elements
Med	Use explicit width and height on image elements CLS	1 image found
Med-Low	Avoid large layout shifts CLS	1 element found
Med-Low	Avoid long main-thread tasks TBT	14 long tasks found

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 - 5.76MB



Total Page Requests - 250



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.

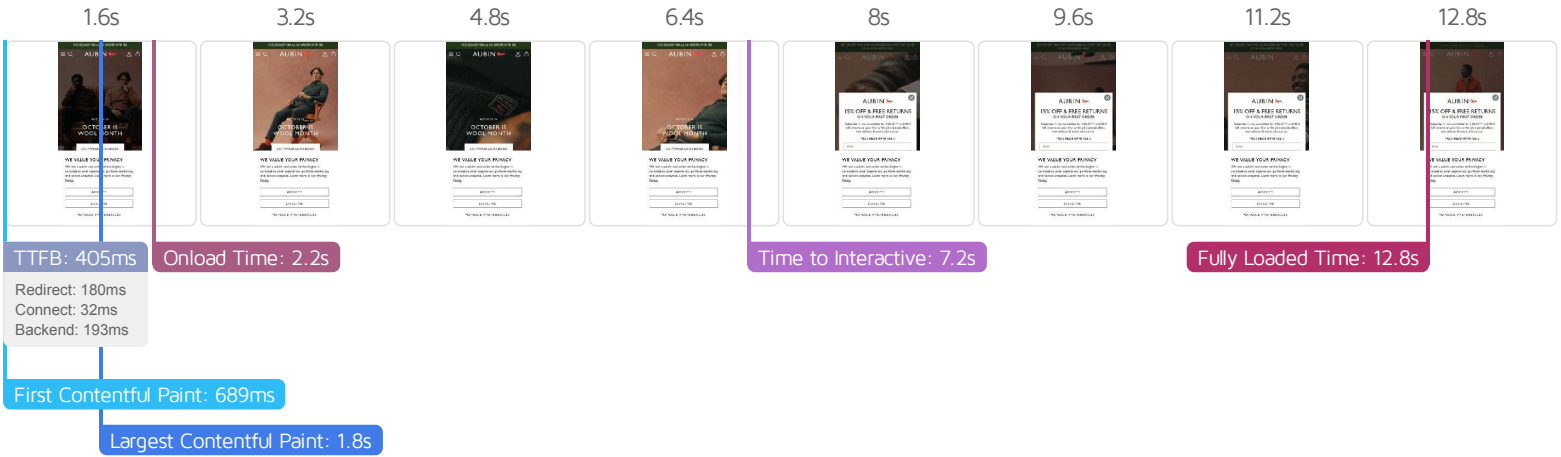
Aubin

/	301	aubinandwills.com	0	178ms				
/	200	aubinandwills.com	62.5KB	481ms				
styles.css?v=4787582110...	200	aubinandwills.com	34.5KB	44ms				
lato_n4.c86cddcf8b15d56...	200	aubinandwills.com	41.2KB	80ms				
lato_n7.f0037142450bd72...	200	aubinandwills.com	40.6KB	79ms				
lato_i4.7307831c0d06d26...	200	aubinandwills.com	43.7KB	86ms				
lato_i7.86965a52f2ddabac...	200	aubinandwills.com	42.6KB	85ms				
futura_n4.df36ce3d9db53...	200	aubinandwills.com	17.7KB	74ms				
vendor.min.js?v=1158951...	200	aubinandwills.com	59.2KB	58ms				
theme.js?v=15132178117...	200	aubinandwills.com	37.3KB	78ms				
js?id=G-NS1SRTZLY0	200	googletagmanager.c...	104KB	177ms				
js?id=AW-10955087888	200	googletagmanager.c...	89.0KB	184ms				
preloads.js?locale=en-GB	200	aubinandwills.com	2.23KB	201ms				
preloads.js?locale=en-GB...	200	shop.app	549B	248ms				
load_feature-f4e7948c1c9...	200	aubinandwills.com	4.12KB	84ms				
storefront-80e528be853ea...	200	aubinandwills.com	19.1KB	86ms				
storefront-banner.js	200	aubinandwills.com	24.4KB	94ms				
klaviyo.js?company_id=X...	200	static.klaviyo.com	2.25KB	86ms				
globo.formbuilder.index.js	200	cdn.shopify.com	5.47KB	81ms				
section-feed.js	200	cdn.shopify.com	3.92KB	79ms				
bb27301d1w4f7f79fap829...	200	aubinandwills.com	41.1KB	68ms				
trekkie.storefront.c1258b...	200	aubinandwills.com	24.6KB	73ms				
shop_events_listener-61f...	200	aubinandwills.com	3.42KB	63ms				
shopify-boomerang-1.0.0...	200	aubinandwills.com	19.0KB	75ms				
shopify-perf-kit-1.0.0.min.js	200	aubinandwills.com	6.36KB	64ms				
aubin-logo_420x.png?v=1...	200	aubinandwills.com	9.11KB	62ms				
aubin-logo-white_420x.pn...	200	aubinandwills.com	6.79KB	60ms				
GillSansMTStd-Medium.w...	200	aubinandwills.com	23.8KB	92ms				
POST graphql.json	200	aubinandwills.com	1.93KB	168ms				
fender_analytics.673ab99...	200	static-tracking.klaviy...	11.8KB	25ms				
static.8d136cd44b74e818...	200	static-tracking.klaviy...	280B	25ms				
runtime.c6067c71d376a2a...	200	static.klaviyo.com	7.64KB	54ms				
sharedUtils.3ee3ffff305af...	200	static.klaviyo.com	17.7KB	59ms				
vendors~signup_forms~p...	200	static.klaviyo.com	4.00KB	58ms				
vendors~signup_forms~c...	200	static.klaviyo.com	2.85KB	58ms				
vendors~signup_forms.ff...	200	static.klaviyo.com	4.24KB	57ms				
default~signup_forms~on...	200	static.klaviyo.com	9.14KB	56ms				
signup_forms.a279a1ac6...	200	static.klaviyo.com	5.60KB	52ms				
pixel.modern.js	200	aubinandwills.com	4.68KB	46ms				
onsite.js	200	a.klaviyo.com	33.1KB	71ms				
ZoomyColl.js	200	zoomyapps.com	3.92KB	51ms				
POST produce_batch	200	aubinandwills.com	0	144ms				
POST produce_batch	200	aubinandwills.com	0	138ms				
10955087888?random=17...	200	googleads.g.doublec...	2.25KB	103ms				
10955087888?random=17...	200	googleadservices.com	2.47KB	93ms				
klaviyo.js?company_id=X...	200	static.klaviyo.com	113B	24ms				
POST produce_batch	200	aubinandwills.com	0	126ms				
04_126_1080x.jpg?v=172...	200	aubinandwills.com	247KB	55ms				
POST produce	(canceled)	monorail-edge.shopif...	0	429ms				
OPTIONS produce	200	monorail-edge.shopif...	0	142ms				
onsite?company_id=Xm4...	200	fast.a.klaviyo.com	555B	27ms				
full-forms	200	static-forms.klaviyo.c...	4.86KB	29ms				
media?shop=aubinandwil...	200	d3ejra0xbg20rg.clou...	6.76KB	30ms				

css2?family=Kanit:ital,wg...	200	fonts.googleapis.com	1.26KB	78ms
analytics.js	200	aubinandwills.com	7.88KB	56ms
10955087888?random=13...	302	googleads.g.doublec...	42B	22ms
10955087888?random=17...	200	google.com	42B	63ms
10955087888?random=17...	200	google.co.uk	42B	62ms
dd5e1e5d6d1745fc941fa2...	(canceled)	cdn.shopify.com	3.00MB	333ms
POST produce_batch	200	aubinandwills.com	0	126ms
vendors~reviews~atlas~C...	200	static.klaviyo.com	8.16KB	17ms
ClientStore.00ba351e0798...	200	static.klaviyo.com	18.5KB	18ms
10955087888?random=13...	302	google.com	42B	55ms
10955087888?random=13...	302	google.co.uk	42B	25ms
02	302	google.co.uk	0	19ms
POST produce	(canceled)	monorail-edge.shopif...	0	128ms
dd5e1e5d6d1745fc941fa2...	206	cdn.shopify.com	30.6KB	127ms
02	302	google.com	0	23ms
532.6b7731948f1a181190b...	200	static.klaviyo.com	8.82KB	10ms
styles.c55c43061a96111d...	200	static.klaviyo.com	3.57KB	18ms
vendors~Render.0c25648...	200	static.klaviyo.com	13.0KB	39ms
Render.744fc49de038509...	200	static.klaviyo.com	32.2KB	67ms
POST track-analytics?co...	202	a.klaviyo.com	50B	355ms
OPTIONS track-analytics...	200	a.klaviyo.com	0	188ms
POST track-analytics?co...	202	a.klaviyo.com	50B	353ms
OPTIONS track-analytics...	200	a.klaviyo.com	0	202ms
02	200	google.com	42B	75ms
GillSansMTStd-Medium.w...	200	cdn.shopify.com	23.8KB	68ms
script.js?shop=aubinand...	200	geolocation-recomm...	27.5KB	59ms
installed.js?shop=aubina...	200	cdn1.judge.me	58B	68ms
ZoommyOrders.js?shop=...	200	zoomyapps.com	1.22KB	34ms
survey.v3.min.js?v=16576...	200	cdn.shopify.com	6.18KB	57ms
polyfills.legWBDja.js	200	cdn.shopify.com	14.9KB	43ms
POST produce	(canceled)	monorail-edge.shopif...	0	156ms
favicon.png?v=1657284473	200	aubinandwills.com	4.65KB	49ms
browsing_context_sugge...	200	aubinandwills.com	1.37KB	187ms
app.BemU-tkl.js	200	cdn.shopify.com	367KB	89ms
survey.scss.css?v=16146...	200	cdn.shopify.com	2.05KB	46ms
OnePage.DUiBZfqL.js	200	cdn.shopify.com	35.8KB	48ms
index.json?view=haloroar...	200	aubinandwills.com	2.03KB	199ms
POST produce	(canceled)	monorail-edge.shopif...	0	144ms
DeliveryMethodSelectorS...	200	cdn.shopify.com	21.1KB	32ms
useUnauthenticatedError...	200	cdn.shopify.com	1.54KB	77ms
LegacyVaultedShippingM...	200	cdn.shopify.com	1.28KB	51ms
Rollup.DJEK_OtR.js	200	cdn.shopify.com	2.39KB	45ms
SubscriptionPriceBreakd...	200	cdn.shopify.com	3.21KB	34ms
RageClickCapture.Bt65oc...	200	cdn.shopify.com	2.08KB	49ms
ShopPayLogo.CqVb9Kgb.js	200	cdn.shopify.com	2.25KB	29ms
PurchaseOptionsAgreem...	200	cdn.shopify.com	3.13KB	29ms
PickupPointCarrierLogo....	200	cdn.shopify.com	2.48KB	28ms
hooks.PITBmN_2.js	200	cdn.shopify.com	3.83KB	29ms
VaultedPayment.BQ-wph...	200	cdn.shopify.com	39.6KB	43ms
OnePageModal.BU-8NF6...	200	cdn.shopify.com	1.43KB	27ms
useShowShopPayOptin.C...	200	cdn.shopify.com	1.84KB	33ms
Section.C4YAOklc.js	200	cdn.shopify.com	2.06KB	50ms
useGooglePaySdk.OrY8lk...	200	cdn.shopify.com	6.30KB	39ms
ShopPayLoginLoader.C9i...	200	cdn.shopify.com	2.81KB	44ms
publishMessage.CPsQvy...	200	cdn.shopify.com	2.13KB	23ms
PayButtonSection.DJl2ZA...	200	cdn.shopify.com	4.63KB	53ms
context.WjMzC5l2.js	200	cdn.shopify.com	3.36KB	29ms
DutyOptions.0gyWa648.js	200	cdn.shopify.com	4.83KB	35ms
useAmazonContact.Bz1S...	200	cdn.shopify.com	3.62KB	32ms
StockProblemsLineItemLi...	200	cdn.shopify.com	1.77KB	46ms
component-ShopPayVerif...	200	cdn.shopify.com	7.73KB	31ms
index.ajmBaWCC.js	200	cdn.shopify.com	25.9KB	34ms

app.DhZMK7-.css	200	cdn.shopify.com	22.8KB						40ms		
OnePage.BL1uXB7_.css	200	cdn.shopify.com	1.76KB						34ms		
dd5e1e5d6d1745fc941fa2...	(incomplete)	cdn.shopify.com	0								>9.2s
DeliveryMethodSelectorS...	200	cdn.shopify.com	2.95KB						32ms		
Rollup.o9Mx-fKL.css	200	cdn.shopify.com	1.08KB						31ms		
SubscriptionPriceBreakd...	200	cdn.shopify.com	833B						41ms		
RageClickCapture.DnkQ4...	200	cdn.shopify.com	845B						34ms		
ShopPayLogo.D_HPU8Dh...	200	cdn.shopify.com	832B						38ms		
PickupPointCarrierLogo....	200	cdn.shopify.com	786B						32ms		
VaultedPayment.Bk8Je7sl...	200	cdn.shopify.com	2.19KB						48ms		
Section.sQehCocD.css	200	cdn.shopify.com	805B						32ms		
ShopPayLoginLoader.CjG...	200	cdn.shopify.com	846B						53ms		
PayButtonSection.DF7trk...	200	cdn.shopify.com	870B						36ms		
DutyOptions.CtZGmwZL....	200	cdn.shopify.com	1.69KB						43ms		
useAmazonContact.D-Ox...	200	cdn.shopify.com	897B						41ms		
StockProblemsLinItemLi...	200	cdn.shopify.com	822B						47ms		
ShopPayVerificationSwitc...	200	cdn.shopify.com	1.41KB						32ms		
lato_n4.c86cddcf8b15d56...	200	fonts.shopifycdn.com	41.2KB						91ms		
lato_n7.f0037142450bd72...	200	fonts.shopifycdn.com	40.6KB						62ms		
aubin-logo_x320.png?v=1...	200	cdn.shopify.com	126KB						44ms		
blank_2000x.jpg?v=16582...	200	cdn.shopify.com	1.81KB						36ms		
POST produce	(canceled)	monorail-edge.shopif...	0						108ms		
POST track-analytics?co...	202	a.klaviyo.com	50B							170ms	
POST track-analytics?co...	202	a.klaviyo.com	50B							163ms	
client.js	200	cdn.shopify.com	195KB							65ms	
3893fd67-92dd-4b18-8197...	200	d3k81ch9hvuct.clou...	142KB							69ms	
POST track-analytics?co...	202	a.klaviyo.com	50B							143ms	
authorize?target_origin=h...	302	aubinandwills.com	0							187ms	
POST produce	(canceled)	monorail-edge.shopif...	0							137ms	
meta.json	200	aubinandwills.com	2.11KB							178ms	
POST produce	(canceled)	monorail-edge.shopif...	0							134ms	
sdk-session?target_origi...	302	shop.app	0							185ms	
sdk-authorize?target_orig...	200	pay.shopify.com	30.9KB							304ms	
POST produce	(canceled)	monorail-edge.shopif...	0							111ms	
payAuthorizeDiscount-f_t...	200	cdn.shopify.com	5.07KB							64ms	
payAuthorizeDiscount-BF...	200	cdn.shopify.com	358B							77ms	
DoubleSpinnerIcon-Mw4x...	200	cdn.shopify.com	231B							80ms	
global--8MXSX_i.css	200	cdn.shopify.com	461B							80ms	
AuthorizeWithConsent-D...	200	cdn.shopify.com	248B							82ms	
useAuthorizeTexts-LTivcf...	200	cdn.shopify.com	448B							75ms	
useEscapeKeypress-CE_...	200	cdn.shopify.com	166B							67ms	
jsx-runtime-D_htPX3Q.js	200	cdn.shopify.com	41.6KB							91ms	
AuthorizeProvider-DGsc2...	200	cdn.shopify.com	634B							81ms	
AnalyticsProvider-DBkI9...	200	cdn.shopify.com	1.10KB							75ms	
browser-CctbTLOA.js	200	cdn.shopify.com	455B							143ms	
CountriesProvider-BrB_E...	200	cdn.shopify.com	353B							78ms	
ErrorBoundary-BHHAUqy...	200	cdn.shopify.com	969B							123ms	
PageLoaded-CMKX_8QO.js	200	cdn.shopify.com	664B							83ms	
DoubleSpinnerIcon-CjFat...	200	cdn.shopify.com	2.42KB							80ms	
analyticsContext-Dd9rvX...	200	cdn.shopify.com	472B							123ms	
flow-CxsOVS4G.js	200	cdn.shopify.com	114B							77ms	
CompactLayoutContext-5...	200	cdn.shopify.com	104B							81ms	
runtime-Msjq6sxE.js	200	cdn.shopify.com	57.5KB							389ms	
global.module-Bonuhu8I.js	200	cdn.shopify.com	731B							440ms	
account-CoqArJwF.js	200	cdn.shopify.com	1.43KB							429ms	
constants-BrNND01K.js	200	cdn.shopify.com	1.14KB							430ms	
AuthorizeWithConsent-B...	200	cdn.shopify.com	4.51KB							377ms	
useAuthorizeTexts-DRjMv...	200	cdn.shopify.com	3.60KB							377ms	
useEscapeKeypress-BEF...	200	cdn.shopify.com	2.33KB							222ms	
string-DYS_qwtr.js	200	cdn.shopify.com	909B							219ms	
Account-C2PrgIdE.js	200	cdn.shopify.com	1.99KB							426ms	
Link-BIRHeTjH.js	200	cdn.shopify.com	1.10KB							235ms	

VisibilityTransition-DUf-3...	200	cdn.shopify.com	827B							368ms	
AutoSubmitForm-BapuA...	200	cdn.shopify.com	766B							363ms	
AuthorizeConfirm-Dvxix7l...	200	cdn.shopify.com	800B							364ms	
POST /	202	sessions.bugsnap.com	21B							288ms	
OPTIONS /	200	sessions.bugsnap.com	0							153ms	
countryschemas.en-b304...	200	cdn.shopify.com	21.5KB							42ms	
POST produce	(canceled)	monorail-edge.shopif...	0							229ms	
OPTIONS produce	200	monorail-edge.shopif...	0							121ms	
POST produce	(canceled)	monorail-edge.shopif...	0							124ms	
POST produce	(canceled)	monorail-edge.shopif...	0							122ms	
POST produce	(canceled)	monorail-edge.shopif...	0								111ms
250 Requests 5.76MB (28.1MB Uncompressed) Fully Loaded 12.8s (Onload 2.2s)											



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.	Good - Nothing to do here 688ms	Time to Interactive How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.	Much longer than recommended 7.2s
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	Much longer than recommended 7.3s	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 296ms
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.	Longer than recommended 1.8s	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.	Much more than recommended 0.33

Browser Timings

Redirect	180ms	Connect	32ms	Backend	193ms
TTFB	405ms	First Paint	689ms	DOM Int.	1.3s
DOM Loaded	1.4s	Onload	2.2s	Fully Loaded	12.8s

IMPACT AUDIT

High

Avoid enormous network payloads LCP

Total size was 23.6MB

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

URL	TRANSFER SIZE
https://cdn.shopify.com/videos/c/o/v/dd5e1e5d6d1745fc941fa2c1386caf35.mp4	14.8MB
https://cdn.shopify.com/videos/c/o/v/dd5e1e5d6d1745fc941fa2c1386caf35.mp4	6.01MB
https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.BemU-tkl.js	367KB
https://aubinandwills.com/cdn/shop/files/04_126_1080x.jpg?v=1728069424	248KB
https://cdn.shopify.com/shopifycloud/shop-js/client.js	195KB
https://d3k81ch9hvuctc.cloudfront.net/company/Xm4L5j/images/3893fd67-92dd-4b18-8197-5b6720ecc2ae.png	142KB
https://cdn.shopify.com/s/files/1/0652/5249/1519/files/aubin-logo_x320.png?v=1657276847	126KB
https://www.googletagmanager.com/gtag/js?id=G-NS1SRTZLY0	104KB
https://www.googletagmanager.com/gtag/js?id=AW-10955087888	89.1KB
https://aubinandwills.com/	62.5KB

Med-High

Avoid an excessive DOM size TBT

2,237 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		2237
Maximum DOM Depth	div.menu-promotion__image > div.rimage-outer-wrapper > div.rimage-wrapper > img.rimage__image 	18
Maximum Child Elements	form#localization_form_footer > div.selectors-form__item > div.disclosure > ul#country-list-footer <ul id="country-list-footer" class="disclosure-list" data-disclosure-list="">	234

Med

Use explicit width and height on image elements CLS

1 image found

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

FAILING ELEMENTS
div.needsclick > div.needsclick > div.needsclick > img.needsclick

Med-Low

Avoid large layout shifts CLS

1 element found

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

ELEMENT

CLS CONTRIBUTION

AUTUMN 24 OCTOBER IS WOOL MONTH KNITWEAR LOOKBOOK The Americans, it seems, are...
<main id="content" role="main">

0.37

Med-Low

Avoid long main-thread tasksTBT

14 long tasks found

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

URL	START TIME	DURATION
• https://cdn.shopify.com/shopifycloud/shop-js/client.js	6.9s	122ms
• https://aubinandwills.com/cdn/shop/t/53/assets/vendor.min.js?v=11589511144441591071728488797	1.4s	102ms
• https://www.googletagmanager.com/gtag/js?id=G-NS1SRTZLY0	2.2s	80ms
• https://aubinandwills.com/cdn/shop/t/53/assets/vendor.min.js?v=11589511144441591071728488797	740ms	77ms
• https://aubinandwills.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	1.5s	75ms
• https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore_dd9d02dd9fc376e8dd48.js	6.8s	71ms
• https://aubinandwills.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	6.8s	68ms
• https://aubinandwills.com/	575ms	66ms
• https://aubinandwills.com/	1.7s	65ms
• https://aubinandwills.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	897ms	63ms
• https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js	2.0s	56ms
• https://www.googletagmanager.com/gtag/js?id=AW-10955087888	1.1s	54ms
• https://aubinandwills.com/cdn/shop/t/53/assets/vendor.min.js?v=11589511144441591071728488797	7.1s	54ms
• https://aubinandwills.com/	1.9s	51ms

Med-Low

Avoid CSS @importFCPLCP

1 resource found

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;0,600;0,700;0,800;0,900&display=swap>

Low

Use passive listeners to improve scrolling performance

2 event listeners not passive

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

URL	LOCATION
• https://aubinandwills.com/cdn/shop/t/53/assets/vendor.min.js?v=11589511144441591071728488797	Line:1
• https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore_dd9d02dd9fc376e8dd48.js	Line:0

Low

Serve static assets with an efficient cache policy

Potential savings of 56.1KB

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

URL	CACHE TTL	TRANSFER SIZE
• https://www.google.com/well-known/private-click-measurement/trigger-attribution/01/02	none	18B
• https://shop.app/checkouts/internal/preloads.js?locale=en-GB&shop_id=65252491519	60 seconds	549B
• https://zooomyapps.com/wishlist/ZoomyColl.js	2 minutes	3.92KB
• https://zooomyapps.com/wishlist/ZoomyOrders.js?shop=aubinandwills.myshopify.com	2 minutes	1.22KB
• https://aubinandwills.com/cdn/shopifycloud/media-analytics/v0.1/analytics.js	60 minutes	7.88KB
• https://a.klaviyo.com/media/js/onsite/onsite.js	24 hours	33.1KB
• https://cdn1.judge.me/assets/installed.js?shop=aubinandwills.myshopify.com	7 days	423B
• https://d3k81ch9hvuct.cloudfront.net/company/Xm4L5j/images/3893fd67-92dd-4b18-8197-5b6720ecc2ae.png	30 days	142KB
• https://aubinandwills.com/cdn/fonts/lat/lat_i4.7307831c0d06d264a76f2f7310f8a29d0507d6d0.woff2?h1=YXViaW5hbmR3aWxscy5hY2NvdW50Lm15c2hvcGlmeS5jb20&h2=YXViaW5hbmR3aWxscy5jb20&hmac=ba8188845266abb22a45c95b2793abac05db7cbeb3f7592a85299fa94a8a539a	30 days	44.3KB
• https://aubinandwills.com/cdn/fonts/lat/lat_i7.86965a52f2ddabac45abc106c3d0cc22ac7b57bb.woff2?h1=YXViaW5hbmR3aWxscy5hY2NvdW50Lm15c2hvcGlmeS5jb20&h2=YXViaW5hbmR3aWxscy5jb20&hmac=58a1458927ba87795007c9b67db331b7a0b1510027094869b8f8c7fb11094eccd	30 days	43.3KB
• https://aubinandwills.com/cdn/fonts/lat/lat_n4.c86cddcf8b15d564761aaa71b6201ea326f3648b.woff2?h1=YXViaW5hbmR3aWxscy5hY2NvdW50Lm15c2hvcGlmeS5jb20&h2=YXViaW5hbmR3aWxscy5jb20&hmac=893e810b07f941941a62b2d2641b338eef913b36087c496b5f8d2fd0f3c74618	30 days	41.6KB
• https://aubinandwills.com/cdn/fonts/lat/lat_n7.f0037142450bd729bdf6ba826f5fcd80f2787ba.woff2?h1=YXViaW5hbmR3aWxscy5hY2NvdW50Lm15c2hvcGlmeS5jb20&h2=YXViaW5hbmR3aWxscy5jb20&hmac=a8eba94130e6888a24d4450550eb24474bdb45505451c43897284b58b29a3208	30 days	41.1KB
• https://aubinandwills.com/cdn/fonts/futura/futura_n4.df36ce3d9db534a4d7947f4aa825495ed740e410.woff2?h1=YXViaW5hbmR3aWxscy5hY2NvdW50Lm15c2hvcGlmeS5jb20&h2=YXViaW5hbmR3aWxscy5jb20&hmac=48fd1929501b3e3e8a43c81362cf704497bc032c1248d4fcd8bbe8ab1b2a664	30 days	18.3KB

Low

Reduce JavaScript execution time

TBT

1.1s 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
• Unattributable	796ms	50ms	0ms
• https://aubinandwills.com/	686ms	67ms	13ms
• https://aubinandwills.com/cdn/shop/t/53/assets/vendor.min.js?v=11589511144441591071728488797	489ms	194ms	3ms
• https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore.dd9d02dd9fc376e8dd48.js	214ms	167ms	0ms
• https://static.klaviyo.com/onsite/js/default~signup_forms~onsite-triggering.53d3566884aa6645184a.js?cb=1&v2-route=1	124ms	121ms	0ms
• https://cdn.shopify.com/shopifycloud/shop-js/client.js	124ms	71ms	29ms
• https://aubinandwills.com/cdn/shopifycloud/boomerang/shopify-boomerang-1.0.0.min.js	88ms	59ms	2ms
• https://aubinandwills.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	79ms	20ms	2ms
• https://www.googletagmanager.com/gtag/js?id=AW-10955087888	78ms	72ms	4ms
• https://www.googletagmanager.com/gtag/js?id=G-NS1SRTZLY0	69ms	60ms	5ms
• https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js	56ms	46ms	9ms
• https://aubinandwills.com/cdn/s/trekkie.storefront.c1258b47cccb7bc2aeeae253b8999e078bd2f6b.min.js	54ms	49ms	3ms

Low

Use a Content Delivery Network (CDN)

1 resource found

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

URL
• https://www.google.co.uk/pagead/1p-user-list/10955087888/?random=1728839352964&cv=11&fst=1728838800000&bg=ffffff&guid=ON&async=1&gtm=45be4a90v893154242za200&gcd=13131313111&dma=0&tag_exp=101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Faubinandwills.com%2F&hn=www.googleadservices.com&frm=0&ti_ba=Aubin&npa=0&pscdl=noapi&avid=901833551.1728839353&uaa=&uab=&uafvl=&uamb=0&uam=&uapv=&uaw=0&fdr=QA&data=event%3Dgtag.config&rfmt=3&fmt=3&is_vtc=1&cid=CAQSGwDpaXnflElaS5sqbLdk4G2uHEHtwE7hc_WIDA&random=112617995&rmt_tld=1&iprv=

Low

Avoid chaining critical requests

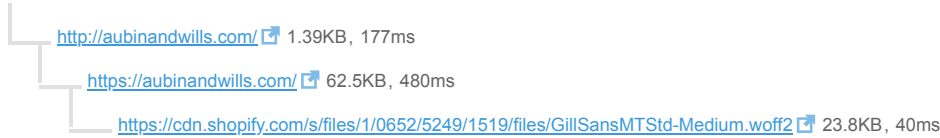
FCP LCP

1 chain 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: 2.1s

INITIAL NAVIGATION



Low

Properly size images

Potential savings of 154KB

Serve images that are appropriately-sized to save cellular data and improve load time.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://d3k81ch9hvuctc.cloudfront.net/company/Xm4L5j/images/3893fd67-92dd-4b18-8197-5b6720ecc2ae.png	142KB	141KB
https://aubinandwills.com/cdn/shop/files/aubin-logo_420x.png?v=1657276847	8.19KB	7.16KB
https://aubinandwills.com/cdn/shop/files/aubin-logo-white_420x.png?v=1657287202	5.89KB	5.15KB

Low

Reduce unused JavaScript LCP

Potential savings of 257KB

Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://cdn.shopify.com/shopifycloud/shop-js/client.js	195KB	81.2KB
https://www.googletagmanager.com/gtag/js?id=G-NS1SRTZLY0	104KB	49.8KB
https://aubinandwills.com/cdn/shop/t/53/assets/vendor.min.js?v=11589511144441591071728488797	59.8KB	39.4KB
https://www.googletagmanager.com/gtag/js?id=AW-10955087888	89.1KB	35.4KB
https://aubinandwills.com/cdn/shop/t/53/assets/theme.js?v=151321781178054263321728488797	38.1KB	30.1KB
...	38.1KB	30.1KB
https://a.klaviyo.com/media/js/onsite/onsite.js	33.1KB	21.3KB

Low

Reduce unused CSS FCP LCP

Potential savings of 30.4KB

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://aubinandwills.com/cdn/shop/t/53/assets/styles.css?v=47875821103010546261728665700	35.3KB	30.4KB

Low

Serve images in next-gen formats

Potential savings of 82.5KB

Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://d3k81ch9hvuctc.cloudfront.net/company/Xm4L5j/images/3893fd67-92dd-4b18-8197-5b6720ecc2ae.png	142KB	82.5KB

Low

Avoid multiple page redirects FCP LCP

Potential savings of 178ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
http://aubinandwills.com/ https://aubinandwills.com/	178ms
	0ms

Low

Avoid non-composited animations

CLS

5 animated elements found

Animations which are not composited can be janky and increase CLS.

ELEMENT	NAME
@aubinandwills	
	
Unsupported CSS Property: text-decoration-color	text-decoration-color
FREE DELIVERY ON ALL UK ORDERS OVER £80.	
<div class="announcement">	
Unsupported CSS Property: visibility	visibility
Effect has unsupported timing parameters	visibility
15% OFF & FREE RETURNS ON YOUR FIRST ORDER Subscribe to our newsletter for 1...	
<div data-testid="POPOP" class="needsclick kl-private-reset-css-Xuajsl" style="flex: 1 1 0%;">	
Unsupported CSS Property: visibility	klaviyo-fadeinup
div.container > div.announcement-bar__middle > div.announcement-bar__announcements > div.announcement	
<div class="announcement announcement--inactive">	
Unsupported CSS Property: visibility	visibility
Effect has unsupported timing parameters	visibility
div.container > div.announcement-bar__middle > div.announcement-bar__announcements > div.announcement	
<div class="announcement announcement--inactive">	
Unsupported CSS Property: visibility	visibility
Effect has unsupported timing parameters	visibility

N/A

Avoid serving legacy JavaScript to modern browsers

TBT

Potential savings of 303B

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://aubinandwills.com/cdn/shopifycloud/shopify/assets/shopify_pay/storefront-80e528be853eac23af2454534897ca9536b1d3d04aa043b042f34879a3c111c8.js?v=20220906	123B
Line:1 Column:15384	@babel/plugin-transform-classes
Line:1 Column:18677	@babel/plugin-transform-regenerator
https://aubinandwills.com/cdn/shopifycloud/shopify/assets/shop_events_listener-61fa9e0a912c675e178777d2b27f6cbd482f8912a6b0aa31fa3515985a8cd626.js	71B
Line:0 Column:400	@babel/plugin-transform-classes
https://static.klaviyo.com/onsite/js/vendors~signup_forms.ffb16c5d33241b7ebc9d.js?cb=1&v2-route=1	58B
Line:1 Column:2166	@babel/plugin-transform-classes
https://static.klaviyo.com/onsite/js/vendors~Render.0c25648017ae73d787f3.js	51B
Line:0 Column:2424	@babel/plugin-transform-classes

N/A

Reduce initial server response time

FCP

LCP

Root document took 36ms

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

URL	TIME SPENT
https://aubinandwills.com/	36ms
N/A Largest Contentful Paint element LCP	1,810 ms

This is the largest contentful element painted within the viewport.

ELEMENT

```
div#section-id-template--18519372103935__165944537459a41f5a > div.height--fixed > a > div.video-container__fallback
<div class="video-container__fallback rimage-outer-wrapper rimage-background fade-in l..." data-
bgset="//aubinandwills.com/cdn/shop/files/04_126_180x.jpg?w=1728069424 180w 240h,..." data-parent-fit="cover"
style="background-image: url(&quot;https://aubinandwills.com/cdn/shop/files/04_126_540...&quot;);">
```

PHASE	% OF LCP	TIMING
TTFB	14%	249ms
Load Delay	54%	969ms
Load Time	3%	52ms
Render Delay	30%	534ms

Category	Item	Value
N/A	Reduce the impact of third-party code	TBT
	Third-party code blocked the main thread for 3ms	

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	194KB	3ms
• https://www.googletagmanager.com/gtag/js?id=AW-10955087888	89.1KB	3ms
• https://www.googletagmanager.com/gtag/js?id=G-NS1SRTZLY0	104KB	0ms
KLAVIYO	197KB	0ms
• https://static.klaviyo.com/onsite/js/default~signup_forms~onsite-triggering.53d3566884aa6645184a.js?cb=1&v2-route=1	9.65KB	0ms
• https://a.klaviyo.com/media/js/onsite/onsite.js	33.1KB	0ms
• https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js	32.5KB	0ms
• https://static.klaviyo.com/onsite/js/ClientStore.00ba351e0798f9eafd68.js	18.8KB	0ms
• https://static.klaviyo.com/onsite/js/sharedUtils.3ee3ffff305afeb8e5df.js?cb=1&v2-route=1	18.0KB	0ms
• Other resources	85.3KB	0ms
SHOPIFY	22.2MB	0ms
• https://cdn.shopify.com/videos/c/o/v/dd5e1e5d6d1745fc941fa2c1386caf35.mp4	20.8MB	0ms
• Other resources	1.40MB	0ms
CLOUDFRONT.NET	149KB	0ms
• https://d3k81ch9hvuctc.cloudfront.net/company/Xm4L5j/images/3893fd67-92dd-4b18-8197-5b6720ec2ae.png	142KB	0ms
GOOGLE/DOUBLECLICK ADS	6.34KB	0ms
ZOOOMYAPPS.COM	5.13KB	0ms
SHOP.APP	4.42KB	0ms
OTHER GOOGLE APIS/SDKS	1.77KB	0ms
GOOGLE FONTS	1.26KB	0ms
JUDGE.ME	423B	0ms
BUGSNAG	131B	0ms

N/A

Minimize main-thread work

TBT

Main-thread busy for 3.1s

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	1.2s
Other	1.1s
Style & Layout	491ms
Rendering	104ms
Script Parsing & Compilation	103ms
Parse HTML & CSS	61ms
Garbage Collection	41ms

N/A

User Timing marks and measures

6 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:pixel:register:500728063:app	Measure	959ms	371ms
shopify.content_for_header.start	Mark	481ms	0ms
shopify.content_for_header.end	Mark	530ms	0ms
wpm:start	Mark	562ms	0ms
wpm:pixel:register:started:500728063:app	Mark	959ms	0ms
wpm:pixel:register:completed:500728063:app	Mark	1.3s	0ms

N/A

Eliminate render-blocking resources

FCP

LCP

Nothing to do here, good job!