






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

Report generated: Sun, Oct 13, 2024 9:41 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

B

Performance
89%

Structure
78%

L. Contentful Paint
1.1s

T. Blocking Time
213ms

C. Layout Shift
0

Top Issues

High	Avoid enormous network payloads LCP	Total size was 20.3MB
Med	Avoid an excessive DOM size TBT	2,029 elements
Med	Don't lazy load Largest Contentful Paint image LCP	LCP was lazy loaded
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 111KB
Low	Avoid chaining critical requests FCP LCP	4 chains 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 - 16.3MB



Total Page Requests - 161



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.

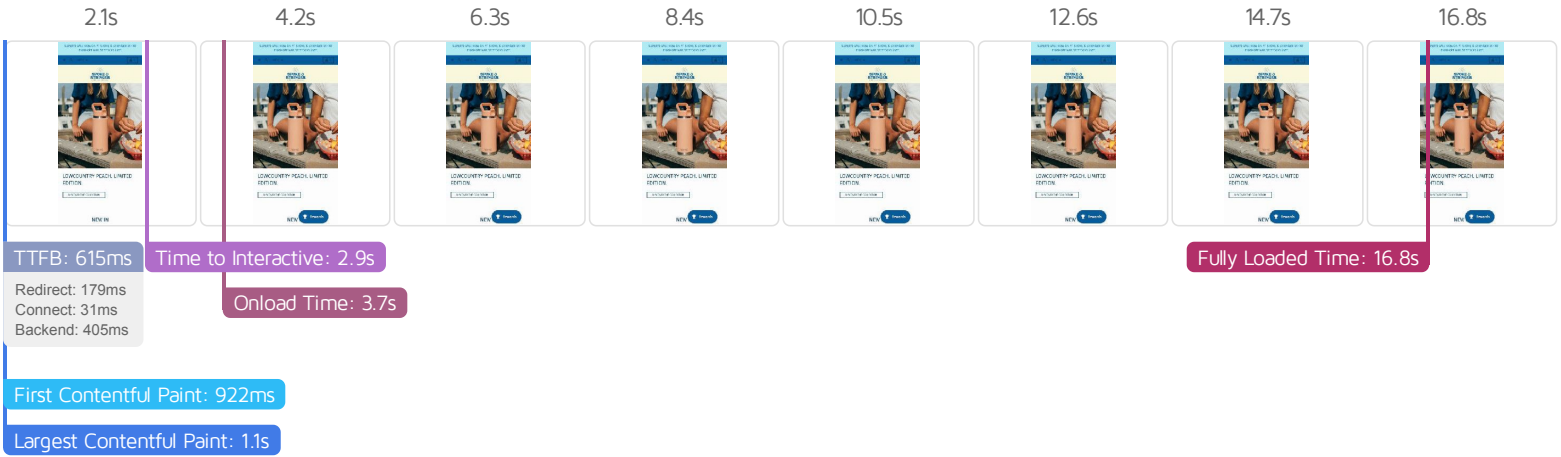
The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

Spoke & Stringer | Start Your Adventure

/	301	spokeandstringer.com	0	178ms			
/	200	spokeandstringer.com	36.7KB	584ms			
base.css?v=12983871101...	200	spokeandstringer.com	0	20ms			
global.js?v=90021326747...	200	spokeandstringer.com	0	18ms			
Website_Logo_Header_5...	200	spokeandstringer.com	18.6KB	80ms			
preloads.js?locale=en-GB	200	spokeandstringer.com	1.95KB	137ms			
preloads.js?locale=en-GB...	200	shop.app	551B	164ms			
load_feature-f4e7948c1c9...	200	spokeandstringer.com	4.08KB	140ms			
storefront-80e528be853ea...	200	spokeandstringer.com	19.1KB	156ms			
styles.css?3341	200	spokeandstringer.com	81B	42ms			
scripts.js?3341	200	spokeandstringer.com	918B	143ms			
firasans_n4.086e8d87137...	200	spokeandstringer.com	26.0KB	96ms			
firasans_n3.9e4ad146653...	200	spokeandstringer.com	25.6KB	53ms			
klaviyo.js?company_id=T...	200	static.klaviyo.com	1.96KB	60ms			
bb27301d1w4f779fap829...	200	spokeandstringer.com	41.1KB	85ms			
trekkie.storefront.c1258b...	200	spokeandstringer.com	24.6KB	63ms			
shop_events_listener-61f...	200	spokeandstringer.com	3.42KB	63ms			
shopify-boomerang-1.0.0...	200	spokeandstringer.com	19.0KB	41ms			
shopify-perf-kit-1.0.0.min.js	200	spokeandstringer.com	6.36KB	72ms			
custom-content.css?v=81...	200	spokeandstringer.com	1.21KB	51ms			
9a15cb71d2ad478ba79fa9...	(canceled)	cdn.shopify.com	14.0MB				16.1s
YETI_WHSL_Lifestyle_Pe...	200	spokeandstringer.com	50.2KB	52ms			
Ciele.png?v=1727374646...	200	spokeandstringer.com	116KB	62ms			
Yogi_Bare.png?v=169934...	200	spokeandstringer.com	51.8KB	51ms			
Deus.png?v=1727374608...	200	spokeandstringer.com	93.8KB	135ms			
TF_2.png?v=1727376076...	200	spokeandstringer.com	181KB	60ms			
fender_analytics.673ab99...	200	static-tracking.klaviy...	11.8KB	49ms			
static.8d136cd44b74e818...	200	static-tracking.klaviy...	280B	49ms			
runtime.c6067c71d376a2a...	200	static.klaviyo.com	7.64KB	24ms			
sharedUtils.3ee3ffff305af...	200	static.klaviyo.com	17.7KB	23ms			
pixel.modern.js	200	spokeandstringer.com	2.46KB	31ms			
modern/	200	spokeandstringer.com	22.8KB	31ms			
POST produce_batch	200	spokeandstringer.com	0	119ms			
analytics.js	200	google-analytics.com	20.5KB	55ms			
js?id=AW-941676574	200	googletagmanager.c...	85.1KB	81ms			
main.js	200	static.growave.io	147KB	76ms			
worker.modern.js	200	spokeandstringer.com	22.4KB	35ms			
gtm.js?id=GTM-PBJ4343	200	googletagmanager.c...	89.9KB	34ms			
POST produce_batch	200	spokeandstringer.com	0	133ms			
POST produce_batch	200	spokeandstringer.com	0	131ms			
POST produce_batch	200	spokeandstringer.com	0	128ms			
analytics.js	200	spokeandstringer.com	7.88KB	41ms			
consent-tracking-api.js	200	cdn.shopify.com	4.45KB	43ms			
POST produce_batch	200	spokeandstringer.com	0	156ms			
POST proxy?x-gw-curren...	201	spokeandstringer.com	1.18KB	451ms			
4078.js	200	static.growave.io	12.2KB	10ms			
616.js	200	static.growave.io	6.49KB	10ms			
4291.js	200	static.growave.io	5.63KB	10ms			
6355.js	200	static.growave.io	4.07KB	18ms			
4468.js	200	static.growave.io	1.68KB	18ms			
9602.js	200	static.growave.io	4.11KB	17ms			
8117.js	200	static.growave.io	8.05KB	21ms			
3117.js	200	static.growave.io	5.71KB	24ms			

7134.js	200	static.growave.io	5.88KB			24ms	
3795.js	200	static.growave.io	5.30KB			24ms	
564.js	200	static.growave.io	5.16KB			24ms	
3481.js	200	static.growave.io	18.0KB			29ms	
InstagramApplication.js	200	static.growave.io	53.8KB			36ms	
9501.js	200	static.growave.io	18.8KB			28ms	
4805.js	200	static.growave.io	4.23KB			28ms	
LoginApplication.js	200	static.growave.io	18.0KB			25ms	
239.js	200	static.growave.io	4.96KB			25ms	
NudgesApplication.js	200	static.growave.io	19.7KB			28ms	
2221.js	200	static.growave.io	15.0KB			26ms	
RewardsApplication.js	200	static.growave.io	16.4KB			25ms	
consent-tracking-api.js	200	spokeandstringer.com	5.24KB			40ms	
fbevents.js	200	connect.facebook.net	57.7KB			1.2s	
POST landing?gcs=G111...	302	google.com	42B			50ms	
941676574?random=1728...	200	googleadservices.com	2.54KB			58ms	
insight.min.js	200	snap.licdn.com	14.3KB			42ms	
POST produce	(canceled)	monorail-edge.shopif...	0			305ms	
OPTIONS produce	200	monorail-edge.shopif...	0			126ms	
POST produce	(canceled)	monorail-edge.shopif...	0			304ms	
OPTIONS produce	200	monorail-edge.shopif...	0			125ms	
landing?gcs=G111&gcd=...	200	googleads.g.doublec...	42B			50ms	
941676574?random=2859...	302	googleads.g.doublec...	42B			24ms	
collect?v=2&fmt=js&pid=...	200	px.ads.linkedin.com	664B			160ms	
941676574?random=2859...	302	google.com	42B			43ms	
isAllowed?x-gw-current-a...	200	spokeandstringer.com	917B			295ms	
getProgramsStatus?x-gw...	200	spokeandstringer.com	1.00KB			297ms	
getSettings?x-gw-current...	200	spokeandstringer.com	1.17KB			371ms	
941676574?random=2859...	200	google.co.uk	42B			48ms	
POST produce_batch	200	spokeandstringer.com	0			132ms	
POST wa/	204	px.ads.linkedin.com	198B			152ms	
5177.js	200	static.growave.io	2.05KB			10ms	
3679.js	200	static.growave.io	9.9KB			15ms	
5703.js	200	static.growave.io	3.40KB			12ms	
9657.js	200	static.growave.io	3.43KB			13ms	
7063.js	200	static.growave.io	5.36KB			13ms	
1903.js	200	static.growave.io	20.5KB			18ms	
RewardsPopUpWidget.js	200	static.growave.io	9.59KB			13ms	
6069.js	200	static.growave.io	4.92KB			11ms	
RewardsVerifyAccountMo...	200	static.growave.io	4.04KB			13ms	
816.js	200	static.growave.io	3.17KB			10ms	
657.js	200	static.growave.io	3.63KB			9ms	
9078.js	200	static.growave.io	4.61KB			15ms	
291.js	200	static.growave.io	5.61KB			14ms	
9502.js	200	static.growave.io	18.9KB			11ms	
8329.js	200	static.growave.io	4.13KB			11ms	
7308.js	200	static.growave.io	4.65KB			10ms	
RewardsWaysToEarnPag...	200	static.growave.io	10.9KB			13ms	
2722.js	200	static.growave.io	2.50KB			17ms	
3316.js	200	static.growave.io	4.99KB			20ms	
706.js	200	static.growave.io	4.17KB			10ms	
RewardsWaysToSpendPa...	200	static.growave.io	8.61KB			8ms	
4633.js	200	static.growave.io	4.13KB			22ms	
RewardsCustomerRewar...	200	static.growave.io	6.83KB			20ms	
firasans_n7.74c2469af2e6...	200	spokeandstringer.com	27.3KB			134ms	
154897756109229?v=2.9.1...	200	connect.facebook.net	13.1KB			411ms	
724086734766509?v=2.9.1...	200	connect.facebook.net	3.63KB			233ms	
tr?id=154897756109229&...	200	facebook.com	269B			243ms	
tr?id=724086734766509&...	200	facebook.com	99B			77ms	
webinterpret-loader.js?sh...	(failed)	cdn-webstores.webi...	0			30ms	
e500d13411166c2432e382...	200	chimpstatic.com	4.55KB			145ms	
instafeed-67c2609cd93b8...	200	cdn.nfcube.com	11.3KB			65ms	

ssw-empty.js?shop=spok...	200	img0.socialshopwav...	370B				138ms	
polyfills.legWBDja.js	200	cdn.shopify.com	14.9KB				58ms	
2_bec58138-a9f0-4a71-91f...	200	spokeandstringer.com	1.85KB				44ms	
app.BemU-tkl.js	200	cdn.shopify.com	367KB				55ms	
OnePage.DUiBZfqL.js	200	cdn.shopify.com	35.8KB				46ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	21.1KB				41ms	
useUnauthenticatedError...	200	cdn.shopify.com	1.53KB				25ms	
LegacyVaultedShippingM...	200	cdn.shopify.com	1.28KB				31ms	
Rollup.DJEK_OtR.js	200	cdn.shopify.com	2.39KB				31ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	3.22KB				31ms	
RageClickCapture.Bt65oc...	200	cdn.shopify.com	2.08KB				53ms	
ShopPayLogo.CqVb9Kgb.js	200	cdn.shopify.com	2.24KB				29ms	
PurchaseOptionsAgreem...	200	cdn.shopify.com	3.13KB				29ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	2.48KB				39ms	
hooks.PITBmN_2.js	200	cdn.shopify.com	3.83KB				25ms	
VaultedPayment.BQ-wph...	200	cdn.shopify.com	39.6KB				54ms	
OnePageModal.BU-8NF6...	200	cdn.shopify.com	1.43KB				47ms	
useShowShopPayOptin.C...	200	cdn.shopify.com	1.83KB				29ms	
Section.C4YAOKlc.js	200	cdn.shopify.com	2.07KB				28ms	
useGooglePaySdk.OrY8lk...	200	cdn.shopify.com	6.31KB				47ms	
ShopPayLoginLoader.C9i...	200	cdn.shopify.com	2.81KB				32ms	
publishMessage.CPsQvy...	200	cdn.shopify.com	2.13KB				26ms	
PayButtonSection.DJl2ZA...	200	cdn.shopify.com	4.63KB				27ms	
context.WjMzC5l2.js	200	cdn.shopify.com	3.36KB				28ms	
DutyOptions.0gyWa648.js	200	cdn.shopify.com	4.83KB				34ms	
useAmazonContact.Bz1S...	200	cdn.shopify.com	3.62KB				26ms	
StockProblemsLinItemLi...	200	cdn.shopify.com	1.78KB				25ms	
component-ShopPayVerif...	200	cdn.shopify.com	7.73KB				33ms	
POST storefront?x-gw-cu...	(incomplete)	spokeandstringer.com	0					>12.1s
index.ajmBaWCC.js	200	cdn.shopify.com	25.9KB				34ms	
app.DhZZMK7-.css	200	cdn.shopify.com	22.8KB				28ms	
OnePage.BL1uXB7_.css	200	cdn.shopify.com	1.76KB				26ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	2.94KB				31ms	
Rollup.o9Mx-fKL.css	200	cdn.shopify.com	1.07KB				40ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	832B				32ms	
RageClickCapture.DnkQ4...	200	cdn.shopify.com	843B				30ms	
ShopPayLogo.D_HPU8Dh...	200	cdn.shopify.com	830B				51ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	785B				30ms	
VaultedPayment.Bk8Je7sl...	200	cdn.shopify.com	2.20KB				32ms	
Section.sQehCocD.css	200	cdn.shopify.com	814B				28ms	
ShopPayLoginLoader.CjG...	200	cdn.shopify.com	845B				28ms	
PayButtonSection.DF7trk...	200	cdn.shopify.com	877B				23ms	
DutyOptions.CtZGmwZL....	200	cdn.shopify.com	1.69KB				28ms	
useAmazonContact.D-Ox...	200	cdn.shopify.com	894B				31ms	
StockProblemsLinItemLi...	200	cdn.shopify.com	826B				30ms	
ShopPayVerificationSwitc...	200	cdn.shopify.com	1.40KB				27ms	
161 Requests	16.3MB (19.2MB Uncompressed)	Fully Loaded 16.8s (Onload 3.7s)						



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 922ms	Time to Interactive How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.	OK, but consider improvement 2.9s
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	Good - Nothing to do here 1.1s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	OK, but consider improvement 213ms
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.	Good - Nothing to do here 1.1s	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	179ms	Connect	31ms	Backend	405ms
TTFB	615ms	First Paint	922ms	DOM Int.	1.3s
DOM Loaded	1.3s	Onload	3.7s	Fully Loaded	16.8s

IMPACT AUDIT

High

Avoid enormous network payloads LCP

Total size was 20.3MB

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/9a15cb71d2ad478ba79fa9548e50a05b.mp4	18.0MB
https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.BemU-tkl.js	367KB
https://spokeandstringer.com/cdn/shop/collections/TF_2.png?v=1727376076&width=1280	181KB
https://static.growave.io/growave-build-1e55648/main.js	147KB
https://spokeandstringer.com/cdn/shop/collections/Ciele.png?v=1727374646&width=1280	116KB
https://spokeandstringer.com/cdn/shop/collections/Deus.png?v=1727374608&width=1280	93.8KB
https://www.googletagmanager.com/gtm.js?id=GTM-PBJ4343	90.2KB
https://www.googletagmanager.com/gtag/js?id=AW-941676574	85.8KB
https://connect.facebook.net/en_US/fbevents.js	60.1KB
https://static.growave.io/growave-build-1e55648/InstagramApplication.js	53.8KB

Med

Avoid an excessive DOM size TBT

2,029 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		2029
Maximum DOM Depth	summary.header-menu-child__link-item > div.header-menu__summary-container > svg.icon > path <path d="M31.3 192h257.3c17.8 0 26.7 21.5 14.1 34.1L174.1 354.8c-7.8 7.8-20.5 7.8-2...">	19
Maximum Child Elements	Afghanistan (AFN ﷂ) ... <ul id="HeaderTopCurrencyList" role="list" class="disclosure__list" hidden="" data-accordion-panel="" data-accordion-level="1">	201

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
div.image-with-text > div.image-with-text__contain > div.image-with-text__image-contain > img.image-with-text__image

Med-Low

Serve static assets with an efficient cache policy

Potential savings of 111KB

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

URL	CACHE TTL	TRANSFER SIZE
https://px.ads.linkedin.com/collect?v=2&fmt=js&pid=1808858&time=1728837680600&url=https%3A%2F%2Fspokeandstringer.com%2F	none	664B
https://www.facebook.com/tr/?id=154897756109229&ev=PageView&dl=https%3A%2F%2Fspokeandstringer.com%2F&rl=if=fals&ts=1728837681809&sw=390&sh=844&v=2.9.170&r=stable&a=shopify_web_pixel&ec=0&o=12318&fbp=fb.1.1728837681807.3334882980210195&ler=empty&cdl=API_unavailable&it=1728837681380&coo=false&dpo=&eid=sh-86c17dbb-1B0E-47B0-7BE2-325FEFC8846C&rqm=GET	none	269B
https://www.facebook.com/tr/?id=724086734766509&ev=PageView&dl=https%3A%2F%2Fspokeandstringer.com%2F&rl=if=fals&ts=1728837682051&sw=390&sh=844&v=2.9.170&r=stable&a=tmgoogletagmanager&ec=0&o=12318&fbp=fb.1.1728837681807.33334882980210195&ler=empty&cdl=API_unavailable&it=1728837681380&coo=false&dpo=&rqm=GET	none	99B
https://shop.app/checkouts/internal/preloads.js?locale=en-GB&shop_id=6858817	60 seconds	551B
https://connect.facebook.net/en_US/fbevents.js	20 minutes	60.1KB
https://connect.facebook.net/signals/config/154897756109229?v=2.9.170&r=stable&domain=spokeandstringer.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%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	20 minutes	13.1KB
https://connect.facebook.net/signals/config/724086734766509?v=2.9.170&r=stable&domain=spokeandstringer.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%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	20 minutes	3.62KB
https://chimpstatic.com/mcjs-connected/js/users/072891aa5cb48330aebc24242/e500d13411166c2432e382a07.js?shop=spoke-stringer.myshopify.com	30 minutes	4.55KB
https://spokeandstringer.com/cdn/shopifycloud/media-analytics/v0.1/analytics.js	60 minutes	7.88KB
https://www.google-analytics.com/analytics.js	2 hours	21.1KB
https://snap.licdn.com/li.ims-analytics/insight.min.js	9 hours	14.5KB
https://spokeandstringer.com/cdn/fonts/fira_sans/firasans_n7.74c2469af2e69f6fa06837b347dfd6f4e5c11f60.woff2?h1=c3Bva2VhbmRzdHJpbmdlcj5jb20&h2=c3Bva2VhbmRzdHJpbmdlcj5jb20&h3=c3Bva2Utc3RyaW5nZXluYWNjb3VudC5teXNob3BpZnkuY29t&hmac=cc789718946d77875a6ab33f588ac471f1fe8d1d8d620fe18e13bd1ea61c9703	30 days	27.3KB
https://spokeandstringer.com/cdn/fonts/fira_sans/firasans_n4.086e8d8713738f30282db775376e6dd3153d980.woff2?h1=c3Bva2VhbmRzdHJpbmdlcj5jb20&h2=c3Bva2VhbmRzdHJpbmdlcj5jb20&h3=c3Bva2Utc3RyaW5nZXluYWNjb3VudC5teXNob3BpZnkuY29t&hmac=a8695761ab935f1b8f206c2edc86fd632083966a4b9f391cb8d25aa99286324d	30 days	26.0KB
https://spokeandstringer.com/cdn/fonts/fira_sans/firasans_n3.9e4ad14665358006509e24260e5f087c3f3885db.woff2?h1=c3Bva2VhbmRzdHJpbmdlcj5jb20&h2=c3Bva2VhbmRzdHJpbmdlcj5jb20&h3=c3Bva2Utc3RyaW5nZXluYWNjb3VudC5teXNob3BpZnkuY29t&hmac=7077ecc17a00a47d232fa2ea3923448eeced45cc143b4947e21afbbb52b5f54	30 days	25.7KB

Low

Avoid chaining critical requests

FCP

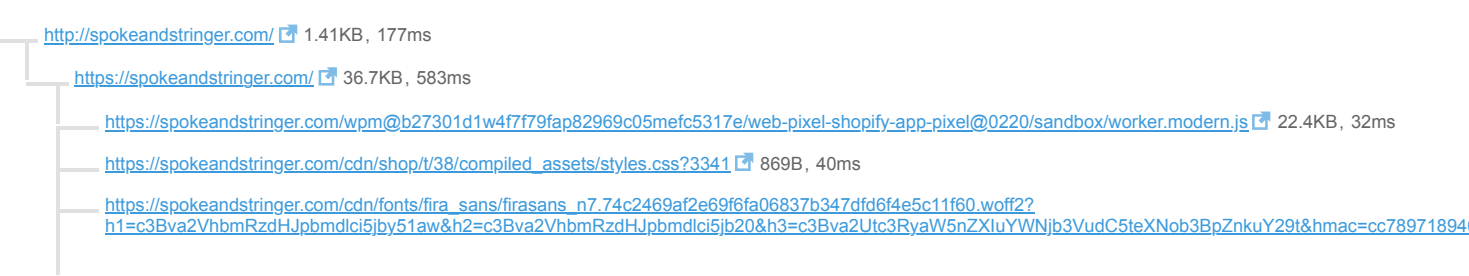
LCP

4 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: 3.0s

INITIAL NAVIGATION



Low

Avoid long main-thread tasks TBT

7 long tasks found

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

URL	START TIME	DURATION
https://static.growave.io/growave-build-1e55648/main.js	1.6s	140ms
Unattributable	2.6s	131ms
https://spokeandstringer.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	1.0s	79ms
https://spokeandstringer.com/	33.8s	73ms
https://spokeandstringer.com/	788ms	66ms
https://spokeandstringer.com/cdn/shop/t/38/assets/global.js?v=90021326747112155611709220203	1.3s	62ms
https://static.growave.io/growave-build-1e55648/7063.js	2.8s	50ms

Low

Use a Content Delivery Network (CDN)

2 resources found

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

URL
https://px.ads.linkedin.com/collect?v=2&fmt=js&pid=1808858&time=1728837680600&url=https%3A%2F%2Fspokeandstringer.com%2F
https://www.google.co.uk/pagead/1p-conversion/941676574/?random=285904889&cv=11&fst=1728837680296&bg=ffffff&guid=ON&async=1&gtm=45be4a90za200&gcs=G111&gclid=131313131511&dma=0&tag_exp=101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fspokeandstringer.com%2F&label=g6yiCMLf8JYBEJ6wg8ED&tiba=Spoke%20%26%20Stringer%20%2C%20Start%20Your%20Adventure&hn=www.googleadservices.com&frm=0&did=dYWRkMT&gclid=dYWRkMT&gtm_ee=1&npa=0&pscdl=noapi&auid=1173401012.1728837680&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&capi=2&data=event%3Dpage_view%3Bpage_path%3D%2F&fmt=3&ct_cookie_present=false&crd=CLHBsQllsMGxAgI5wbECCLHDSQllisWxAgjCybECCMPJsQliAQl&pscrd=IhMikKa-nuaLiQMvJkgdCR2_qh86MgIIAzICCAQyAggHMglICDICCkyAggKMglIAjICCAsyAggVMglIHziCCBMyAggSOH1odHRwcovL3Nwb2tYVW5kc3RyaW5nZXluY29tL0JXQ2hFSThOLXR1QVIRcXVqSjJhdnB3Sjl2QVJjc0FKenJvM2lxc3ZwV1lzSS1pMTVNOFBfchN6N1JwOFh2WVg5SXF6cWdvMWhSMzNHLW16S1ICWTYxY1Qw&is_vtc=1&cid=CAQSGwDpaXnf3si9cQ_IR9jX4u3WsOb6kply-EoOZQ&random=4241452615&ipr=y

Low

Reduce JavaScript execution time TBT

835ms 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	913ms	129ms	0ms
https://spokeandstringer.com/	426ms	159ms	5ms
https://static.growave.io/growave-build-1e55648/main.js	249ms	220ms	18ms
https://spokeandstringer.com/cdn/s/trekkie.storefront.c1258b47ccc7bc2aeeae253b8999e078bd2f6b.nu.js	82ms	80ms	1ms
https://spokeandstringer.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	76ms	66ms	2ms
https://www.googletagmanager.com/gtag/js?id=AW-941676574	72ms	67ms	3ms
https://spokeandstringer.com/wpm@b27301d1w4f7f79fap82969c05mefc5317e/custom/web-pixel-shopify-custom-pixel@0220/sandbox/modern/	63ms	31ms	5ms
https://static.growave.io/growave-build-1e55648/7063.js	50ms	41ms	0ms

Low

Reduce unused JavaScript LCP

Potential savings of 231KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://static.growave.io/growave-build-1e55648/main.js	147KB	74.3KB
.../node_modules/graphql/language/parser.mjs	4.01KB	2.77KB
.../node_modules/immer/dist/cjs/immer.cjs.production.js	2.77KB	2.38KB
.../node_modules/graphql/type/definition.mjs	2.99KB	2.32KB
.../node_modules/svelte/internal/index.mjs	3.58KB	2.23KB
(unmapped)	12.7KB	2.06KB
https://www.googletagmanager.com/gtm.js?id=GTM-PBJ4343	90.2KB	49.8KB
https://static.growave.io/growave-build-1e55648/InstagramApplication.js	53.8KB	49.6KB
(unmapped)	41.1KB	38.5KB
...apps/instagram/widgets/instagram_gallery_widget/InstagramGalleryWidgetInjector.ts	942B	774B
...apps/instagram/components/InstagramPostModal/InstagramPostModal.svelte	744B	743B
...apps/instagram/services/InstagramPostsService/InstagramPostsService.ts	651B	637B
...apps/instagram/widgets/instagram_gallery_widget/InstagramGalleryWidget.ts	640B	637B
https://www.googletagmanager.com/gtag/js?id=AW-941676574	85.8KB	36.3KB
https://connect.facebook.net/en_US/fbevents.js	60.1KB	21.0KB

Low

Minify CSS

FCP

LCP

Potential savings of 3.18KB

Minifying CSS files can reduce network payload sizes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
<ul style="list-style-type: none"> :root, :host { /* GLOBAL */ --gw-dark-text-color: hsl(0, 1%, 17%); --gw-blue-text-color: hsl(... 	4.40KB	3.18KB

Low

Minify JavaScript

FCP

LCP

Potential savings of 2.66KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
<ul style="list-style-type: none"> https://chimpstatic.com/mcjs-connected/js/users/072891aa5cb48330aecb24242/e500d13411166c2432e382a07.js?shop=spoke-stringer.myshopify.com 	4.55KB	2.66KB

Low

Avoid multiple page redirects

FCP

LCP

Potential savings of 178ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
<ul style="list-style-type: none"> http://spokeandstringer.com/ 	178ms
<ul style="list-style-type: none"> https://spokeandstringer.com/ 	0ms

Low

Remove duplicate modules in JavaScript bundles

TBT

Potential savings of 13.8KB

Remove large, duplicate JavaScript modules from bundles to reduce unnecessary bytes consumed by network activity.

SOURCE	TRANSFER SIZE	POTENTIAL SAVINGS
Other		6.47KB
https://static.growave.io/growave-build-1e55648/main.js		
https://cdn.shopify.com/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js		
https://spokeandstringer.com/cdn/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js		
https://static.growave.io/growave-build-1e55648/616.js		
https://static.growave.io/growave-build-1e55648/LoginApplication.js		
https://static.growave.io/growave-build-1e55648/NudgesApplication.js		
https://static.growave.io/growave-build-1e55648/6069.js		
https://static.growave.io/growave-build-1e55648/3117.js		
https://static.growave.io/growave-build-1e55648/7308.js		
https://static.growave.io/growave-build-1e55648/7134.js		
https://static.growave.io/growave-build-1e55648/9078.js		
https://static.growave.io/growave-build-1e55648/3481.js		
https://static.growave.io/growave-build-1e55648/657.js		
https://static.growave.io/growave-build-1e55648/RewardsApplication.js		
https://static.growave.io/growave-build-1e55648/2221.js		
https://static.growave.io/growave-build-1e55648/7063.js		
https://static.growave.io/growave-build-1e55648/1903.js		
https://static.growave.io/growave-build-1e55648/RewardsPopUpWidget.js		
https://static.growave.io/growave-build-1e55648/291.js		
https://static.growave.io/growave-build-1e55648/3316.js		
../src/index.ts		4.54KB
https://cdn.shopify.com/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js	4.31KB	
https://spokeandstringer.com/cdn/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js	4.54KB	
node_modules/svelte		2.74KB
https://static.growave.io/growave-build-1e55648/6355.js	430B	
https://static.growave.io/growave-build-1e55648/LoginApplication.js	433B	
https://static.growave.io/growave-build-1e55648/NudgesApplication.js	381B	
https://static.growave.io/growave-build-1e55648/5177.js	876B	
https://static.growave.io/growave-build-1e55648/6069.js	550B	
https://static.growave.io/growave-build-1e55648/9078.js	568B	

Low

Properly size images

Potential savings of 16.7KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://spokeandstringer.com/cdn/shop/files/Website_Logo_Header_500_x_300px_5.png?v=1689620322&width=320	18.6KB	16.7KB

N/A

Avoid serving legacy JavaScript to modern browsers TBT

Potential savings of 19.0KB

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	10.6KB
Line:23 Column:2302	@babel/plugin-transform-class-ses
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://static.growave.io/growave-build-1e55648/4078.js	8.03KB
Line:0 Column:31893	Object.keys
https://spokeandstringer.com/cdn/shopifycloud/shopify/assets/shopify_pay/storefront-80e528be853eac23af2454534897ca9536b1d3d04aa043b042f34879a3c111c8.js?v=20220906	123B
Line:1 Column:15384	@babel/plugin-transform-class-ses
Line:1 Column:18677	@babel/plugin-transform-regenerator
https://spokeandstringer.com/cdn/shopifycloud/shopify/assets/shop_events_listener-61fa9e0a912c675e178777d2b27f6cbd482f8912a6b0aa31fa3515985a8cd626.js	71B
Line:0 Column:400	@babel/plugin-transform-class-ses
https://snap.licdn.com/li.lms-analytics/insight.min.js	60B

URL	POTENTIAL SAVINGS
<div>Line:0 Column:680</div> <div>https://static.growave.io/growave-build-1e55648/6355.js</div>	<div>@bab el/p lugi n-tr ansf orm- clas ses</div> <div>47B</div>
<div>Line:0 Column:702</div> <div>https://connect.facebook.net/signals/config/154897756109229?v=2.9.170&r=stable&domain=spokeandstringer.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%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112%2C199%2C198%2C200%2C205%2C206%2C207%2C203%2C195%2C131%2C162%2C194%2C196%2C121%2C156%2C144%2C150%2C188%2C189%2C128%2C231%2C115%2C126%2C232%2C164%2C118%2C234%2C165%2C135%2C122%2C146%2C153%2C147%2C127</div>	<div>@bab el/p lugi n-tr ansf orm- clas ses</div> <div>43B</div>
<div>Line:19 Column:2057</div> <div>https://connect.facebook.net/signals/config/724086734766509?v=2.9.170&r=stable&domain=spokeandstringer.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%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112%2C199%2C198%2C200%2C205%2C206%2C207%2C203%2C195%2C131%2C162%2C194%2C196%2C121%2C156%2C144%2C150%2C188%2C189%2C128%2C231%2C115%2C126%2C232%2C164%2C118%2C234%2C165%2C135%2C122%2C146%2C153%2C147%2C127</div>	<div>@bab el/p lugi n-tr ansf orm- clas ses</div> <div>30B</div>
<div>Line:19 Column:2057</div>	<div>@bab el/p lugi n-tr ansf orm- clas ses</div>
<div>N/A<div>Largest Contentful Paint elementLCP</div>1,140 ms</div>	

This is the largest contentful element painted within the viewport.

ELEMENT

```
div.image-with-text > div.image-with-text__contain > div.image-with-text__image-contain > img.image-with-text__image

```

PHASE	% OF LCP	TIMING
TTFB	21%	234ms
Load Delay	55%	624ms
Load Time	4%	46ms
Render Delay	21%	234ms

N/A **Reduce initial server response time** FCP LCP Root document took 22ms

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

URL	TIME SPENT
• https://spokeandstringer.com/	22ms

N/A **Reduce the impact of third-party code** TBT Third-party code blocked the main thread for 63ms

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
GROWAVE.IO	530KB	63ms
• https://static.growave.io/growave-build-1e55648/main.js	147KB	63ms
• https://static.growave.io/growave-build-1e55648/InstagramApplication.js	53.8KB	0ms
• Other resources	329KB	0ms
SHOPIFY	18.6MB	0ms
• https://cdn.shopify.com/videos/c/o/v/9a15cb71d2ad478ba79fa9548e50a05b.mp4	18.0MB	0ms
GOOGLE TAG MANAGER	176KB	0ms
• https://www.googletagmanager.com/gtm.js?id=GTM-PBJ4343	90.2KB	0ms
• https://www.googletagmanager.com/gtag/js?id=AW-941676574	85.8KB	0ms
FACEBOOK	77.2KB	0ms
• https://connect.facebook.net/en_US/fbevents.js	60.1KB	0ms
• https://connect.facebook.net/signals/config/154897756109229?v=2.9.170&r=stable&domain=spokeandstringer.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%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	13.1KB	0ms
KLAVIYO	41.8KB	0ms
• https://static.klaviyo.com/onsite/js/sharedUtils.3ee3ffff305afeb8e5df.js?cb=1&v2-route=1	18.3KB	0ms
• https://static-tracking.klaviyo.com/onsite/js/fender_analytics.673ab9965e3fc6bf229e.js?cb=1&v2-route=1	12.1KB	0ms
• https://static.klaviyo.com/onsite/js/runtime.c6067c71d376a2a0dc7c.js?cb=1&v2-route=1	7.92KB	0ms
GOOGLE ANALYTICS	21.1KB	0ms
• https://www.google-analytics.com/analytics.js	21.1KB	0ms
LINKEDIN ADS	15.3KB	0ms
• https://snap.licdn.com/li.lms-analytics/insight.min.js	14.5KB	0ms
NFCUBE.COM	11.3KB	0ms
• https://cdn.nfcube.com/instafeed-67c2609cd93b8aa2fa8f518e1993b741.js?shop=spoke-stringer.myshopify.com	11.3KB	0ms
MAILCHIMP	4.55KB	0ms
• https://chimpstatic.com/mcjs-connected/js/users/072891aa5cb48330aecb24242/e500d13411166c2432e382a07.js?shop=spoke-stringer.myshopify.com	4.55KB	0ms
GOOGLE/DOUBLECLICK ADS	4.31KB	0ms
OTHER GOOGLE APIS/SDKS	1.81KB	0ms
SHOP.APP	551B	0ms
SOCIALSHOPWAVE	370B	0ms
WEBINTERPRET.COM	0B	0ms

N/A

Minimize main-thread work TBT

Main-thread busy for 2.4s

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	884ms
Style & Layout	169ms
Script Parsing & Compilation	98ms
Parse HTML & CSS	46ms
Garbage Collection	37ms
Rendering	14ms
N/A	User Timing marks and measures 26 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:completed	Measure	726ms	1.2s
wpm:pixel:register:363626818:app	Measure	1.1s	710ms
wpm:pixel:register:shopify-app-pixel:app	Measure	1.1s	850ms
wpm:pixel:register:shopify-custom-pixel:custom	Measure	1.1s	832ms
shopify.content_for_header.start	Mark	650ms	0ms
shopify.content_for_header.end	Mark	703ms	0ms
wpm:start	Mark	726ms	0ms
wpm:pixel:register:started:363626818:app	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
wpm:pixel:register:completed:363626818:app	Mark	1.8s	0ms
wpm:pixel:register:completed:shopify-custom-pixel:custom	Mark	1.9s	0ms
wpm:pixel:register:completed:shopify-app-pixel:app	Mark	1.9s	0ms
wpm:pixels:resolved	Mark	1.9s	0ms
fbevents:start:unwantedDataProcessing_154897756109229	Mark	3.4s	0ms
fbevents:end:unwantedDataProcessing_154897756109229	Mark	3.4s	0ms

NAME	TYPE	START TIME	DURATION
fbevents:start:unwantedParamsProcessing_154897756109229	Mark	3.4s	0ms
fbevents:start:validateUrlProcessing_154897756109229	Mark	3.4s	0ms
fbevents:end:validateUrlProcessing_154897756109229	Mark	3.4s	0ms
fbevents:start:standardParamChecksProcessing_154897756109229	Mark	3.4s	0ms
fbevents:start:unwantedDataProcessing_724086734766509	Mark	3.6s	0ms
fbevents:end:unwantedDataProcessing_724086734766509	Mark	3.6s	0ms
fbevents:start:unwantedParamsProcessing_724086734766509	Mark	3.6s	0ms
fbevents:start:validateUrlProcessing_724086734766509	Mark	3.6s	0ms
fbevents:end:validateUrlProcessing_724086734766509	Mark	3.6s	0ms
fbevents:start:standardParamChecksProcessing_724086734766509	Mark	3.6s	0ms

N/A

Avoid large layout shifts CLS

Nothing to do here, good job!

N/A

Eliminate render-blocking resources FCP LCP

Nothing to do here, good job!