

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

Report generated: Sat, Oct 12, 2024 2:00 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

F	Performance 34%	Structure 60%	L. Contentful Paint 6.9s	T. Blocking Time 1.0s	C. Layout Shift 0.05
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Top Issues

High	Avoid enormous network payloads LCP	Total size was 7.56MB
Med-High	Avoid an excessive DOM size TBT	7,553 elements
Med-High	Reduce JavaScript execution time TBT	5.2s spent executing JavaScript
Med-High	Avoid long main-thread tasks TBT	20 long tasks found
Med	Eliminate render-blocking resources FCP LCP	Potential savings of 530ms

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 - 7.45MB



Total Page Requests - 497



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.

Bamford | Sustainable Body Care, Skincare, Clothing and Home.

/	301	bamford.com	0	17ms					
/	302	bamford.com	0	260ms					
/	200	bamford.com	100KB	25ms					
styles-m.css	200	bamford.com	109KB	83ms					
tooltipster.min.css	200	bamford.com	1.17KB	24ms					
swiper.min.css	200	bamford.com	4.03KB	26ms					
chosen.min.css	200	bamford.com	2.22KB	23ms					
styles.css	200	bamford.com	1.80KB	46ms					
owl.carousel.min.css	200	bamford.com	1.26KB	26ms					
animate.css	200	bamford.com	4.66KB	65ms					
fontawesome5.css	200	bamford.com	12.5KB	56ms					
mgz_font.css	200	bamford.com	1.04KB	45ms					
mgz_bootstrap.css	200	bamford.com	2.98KB	73ms					
openiconic.min.css	200	bamford.com	1.35KB	58ms					
styles.css	200	bamford.com	11.5KB	74ms					
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klevu-recs.js	200	js.klevu.com	6.42KB	99ms					
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jquery.js	200	bamford.com	90.3KB	14ms					
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confirm.js	200	bamford.com	760B	10ms				
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main.js	200	bamford.com	1.18KB	14ms				
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smart-keyboard-handler.js	200	bamford.com	861B	10ms				
mage.js	200	bamford.com	954B	10ms				
ie-class-fixer.js	200	bamford.com	226B	10ms				
underscore.js	200	bamford.com	19.3KB	9ms				
knockout.js	200	bamford.com	75.2KB	44ms				

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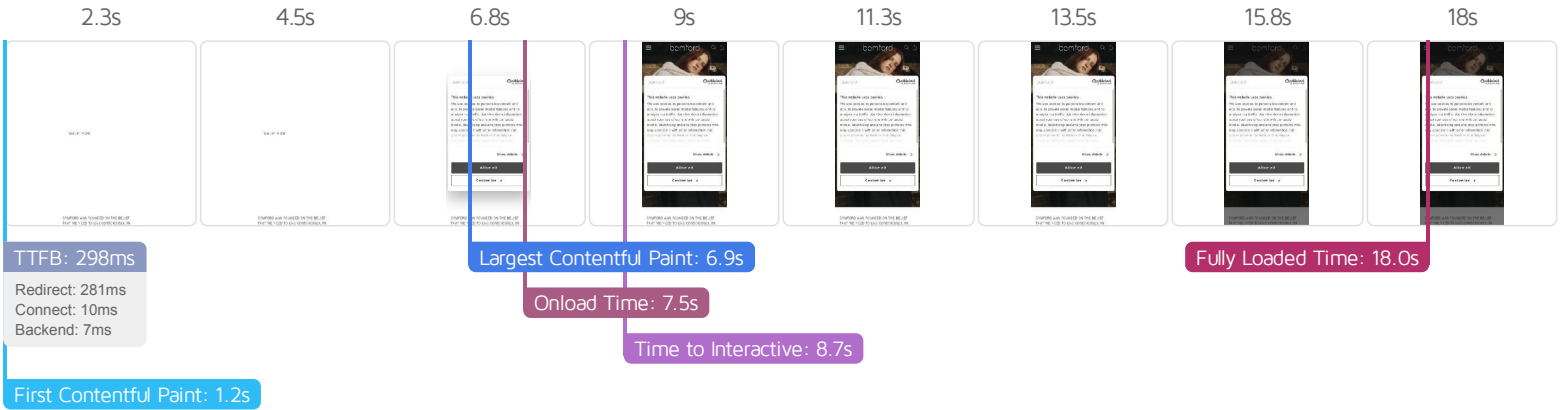
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settings.js?a=777013&settin	200	dev.visualwebsiteoptimi	3.11KB				12ms			
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modal-custom.html	200	bamford.com	616B				5ms			
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core.js	200	bamford.com	227B				38ms			
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POST track-analytics?comp	202	a.klaviyo.com	50B				301ms			
OPTIONS track-analytics?co	200	a.klaviyo.com	0				168ms			
POST track-analytics?comp	202	a.klaviyo.com	50B				300ms			
knockout-repeat.js	200	bamford.com	2.76KB				37ms			
knockout-fast-foreach.js	200	bamford.com	3.80KB				20ms			
OPTIONS track-analytics?co	200	a.klaviyo.com	0				148ms			
events.js	200	bamford.com	1.16KB				10ms			
observable_source.js	200	bamford.com	529B				18ms			
renderer.js	200	bamford.com	3.11KB				16ms			
console-logger.js	200	bamford.com	834B				22ms			
resizable.js	200	bamford.com	1.30KB				19ms			
i18n.js	200	bamford.com	1.52KB				19ms			
scope.js	200	bamford.com	1.14KB				22ms			
range.js	200	bamford.com	666B				13ms			
mage-init.js	200	bamford.com	358B				21ms			
keyboard.js	200	bamford.com	493B				18ms			
optgroup.js	200	bamford.com	3.11KB				17ms			
after-render.js	200	bamford.com	337B				50ms			
autoselect.js	200	bamford.com	447B				16ms			
datepicker.js	200	bamford.com	980B				9ms			
outer_click.js	200	bamford.com	1.06KB				12ms			
fadeVisible.js	200	bamford.com	472B				9ms			
collapsible.js	200	bamford.com	1.33KB				19ms			
staticChecked.js	200	bamford.com	1.01KB				18ms			
simple-checked.js	200	bamford.com	755B				15ms			
bind-html.js	200	bamford.com	853B				8ms			
tooltip.js	200	bamford.com	4.60KB				17ms			
color-picker.js	200	bamford.com	956B				19ms			
POST t?en=vwo_variationSt	200	dev.visualwebsiteoptimi	36B				15ms			
data.js	200	bamford.com	523B				7ms			
disable-selection.js	200	bamford.com	579B				8ms			
focusable.js	200	bamford.com	1.02KB				14ms			
form.js	200	bamford.com	364B				18ms			
ie.js	200	bamford.com	279B				13ms			
keycode.js	200	bamford.com	528B				21ms			

labels.js	200	bamford.com	886B	14ms
jquery-patch.js	200	bamford.com	1.06KB	21ms
plugin.js	200	bamford.com	507B	20ms
safe-active-element.js	200	bamford.com	474B	20ms
safe-blur.js	200	bamford.com	346B	18ms
scroll-parent.js	200	bamford.com	653B	28ms
tabbable.js	200	bamford.com	512B	17ms
unique-id.js	200	bamford.com	538B	24ms
class.js	200	bamford.com	1.27KB	12ms
tooltip.html	200	bamford.com	278B	55ms
spectrum.js	200	bamford.com	17.9KB	64ms
tinycolor.js	200	bamford.com	9.54KB	52ms
local.js	200	bamford.com	1.15KB	47ms
async.js	200	bamford.com	2.08KB	45ms
registry.js	200	bamford.com	3.16KB	44ms
main.js	200	bamford.com	331B	52ms
POST I.gif?experiment_id=7,	200	dev.visualwebsiteoptimi	53B	45ms
loader.js	200	bamford.com	1.20KB	14ms
logger.js	200	bamford.com	1.20KB	11ms
entry-factory.js	200	bamford.com	276B	20ms
console-output-handler.js	200	bamford.com	538B	17ms
formatter.js	200	bamford.com	483B	13ms
message-pool.js	200	bamford.com	726B	18ms
levels-pool.js	200	bamford.com	406B	15ms
logger-utils.js	200	bamford.com	652B	12ms
moment.js	200	bamford.com	18.2KB	9ms
template.js	200	bamford.com	2.12KB	8ms
arrays.js	200	bamford.com	1.34KB	10ms
compare.js	200	bamford.com	1.51KB	9ms
misc.js	200	bamford.com	2.57KB	35ms
objects.js	200	bamford.com	3.03KB	35ms
strings.js	200	bamford.com	1.32KB	34ms
dom-observer.js	200	bamford.com	2.63KB	23ms
bindings.js	200	bamford.com	1.05KB	18ms
entry.js	200	bamford.com	356B	11ms
magezon-builder.js	200	bamford.com	1.57KB	12ms
loader.js	200	bamford.com	1.75KB	9ms
page-cache.js	200	bamford.com	2.59KB	23ms
dropdowns.js	200	bamford.com	1.14KB	21ms
app.js	200	bamford.com	256B	30ms
disableautosuggest.js	200	bamford.com	380B	26ms
tabs.js	200	bamford.com	2.25KB	26ms
ninjamenustop.js	200	bamford.com	771B	22ms
google-tag-manager.js	200	bamford.com	837B	22ms
widget-initializer.js	200	bamford.com	559B	19ms
cookie-status.js	200	bamford.com	388B	35ms
cookies.js	200	bamford.com	1.28KB	31ms
google-tag-manager-cart.js	200	bamford.com	1.81KB	34ms
block-loader.js	200	bamford.com	920B	27ms
customer.js	200	bamford.com	557B	23ms
invalidation-processor.js	200	bamford.com	517B	17ms
banner.js	200	bamford.com	1.60KB	7ms
sitewide.js	200	bamford.com	2.85KB	34ms
generic.js	200	bamford.com	1.35KB	13ms
player.js	200	bamford.com	5.06KB	27ms
parallax.js	200	bamford.com	3.16KB	26ms
responsive-typography.js	200	bamford.com	1.10KB	25ms
jquery.magnific-popup.min.js	200	bamford.com	7.17KB	27ms
dropdown.js	200	bamford.com	1.68KB	31ms
minicart-mixin.js	200	bamford.com	239B	26ms
customer-data-mixin.js	200	bamford.com	644B	10ms
form-mini.js	200	bamford.com	3.05KB	15ms

tabs.js	200	bamford.com	7.06KB			11ms		
ninjamenus.js	200	bamford.com	3.73KB			11ms		
types.js	200	bamford.com	518B			8ms		
layout.js	200	bamford.com	3.71KB			14ms		
collapsible.js	200	bamford.com	3.22KB			12ms		
collapsible-mixin.js	200	bamford.com	227B			16ms		
dialog.js	200	bamford.com	6.80KB			10ms		
google-analytics-universal.js	200	bamford.com	2.15KB			8ms		
google-analytics-universal-c	200	bamford.com	2.50KB			11ms		
element.js	200	bamford.com	3.86KB			9ms		
collection.js	200	bamford.com	2.92KB			11ms		
detect-touch.js	200	bamford.com	148B			20ms		
jarallax.min.js	200	bamford.com	4.92KB			19ms		
jarallax-video.js	200	bamford.com	6.17KB			18ms		
widget.js	200	bamford.com	578B			30ms		
widget.js	200	bamford.com	544B			16ms		
widget.js	200	bamford.com	569B			25ms		
gtm.js?id=GTM-NCGCD2Z	200	googletagmanager.com	0			28ms		
block-loader.html	200	bamford.com	235B			20ms		
load?requesting_page_url=f	200	bamford.com	1.04KB			441ms		
slick.js	200	bamford.com	14.9KB			16ms		
owl.carousel.js	200	bamford.com	18.3KB			14ms		
matchMedia.js	200	bamford.com	1.58KB			13ms		
loader-1.gif	200	bamford.com	16.9KB			14ms		
events.js	200	bamford.com	427B			28ms		
video-background.js	200	bamford.com	560B			19ms		
jquery.drilldown.min.js	200	bamford.com	1.09KB			13ms		
jquery.hoverIntent.min.js	200	bamford.com	977B			12ms		
show-on-hover.js	200	bamford.com	625B			11ms		
button.js	200	bamford.com	3.54KB			9ms		
draggable.js	200	bamford.com	8.92KB			8ms		
mouse.js	200	bamford.com	2.04KB			24ms		
resizable.js	200	bamford.com	7.81KB			22ms		
position.js	200	bamford.com	4.07KB			26ms		
links.js	200	bamford.com	1.70KB			22ms		
minicart.js	200	bamford.com	1.69KB			17ms		
totals.js	200	bamford.com	315B			23ms		
totals.js	200	bamford.com	476B			20ms		
cart-item-renderer.js	200	bamford.com	363B			20ms		
image.js	200	bamford.com	261B			18ms		
promotion.js	200	bamford.com	513B			9ms		
authentication-popup.js	200	bamford.com	951B			15ms		
loginCaptcha.js	200	bamford.com	497B			13ms		
reCaptcha.js	200	bamford.com	1.89KB			10ms		
wishlist.js	200	bamford.com	274B			10ms		
personal-data.js	200	bamford.com	189B			6ms		
storage-manager.js	200	bamford.com	1.70KB			12ms		
messages.js	200	bamford.com	675B			8ms		
ui-messages-mixin.js	200	bamford.com	479B			16ms		
messages.js	200	bamford.com	651B			14ms		
messages.js	200	bamford.com	890B			14ms		
vimeo-wrapper.js	200	bamford.com	196B			10ms		
sidebar.js	200	bamford.com	2.38KB			10ms		
form.js	200	bamford.com	2.37KB			13ms		
login.js	200	bamford.com	684B			11ms		
authentication-popup.js	200	bamford.com	485B			12ms		
alert.js	200	bamford.com	562B			23ms		
captchaList.js	200	bamford.com	370B			16ms		
registry.js	200	bamford.com	215B			10ms		
reCaptchaScriptLoader.js	200	bamford.com	431B			12ms		
nonInlineReCaptchaRender	200	bamford.com	683B			7ms		
controlgroup.js	200	bamford.com	2.81KB			9ms		

checkboxradio.js	200	bamford.com	2.42KB				10ms		
validation.js	200	bamford.com	13.3KB				9ms		
validator-mixin.js	200	bamford.com	403B				8ms		
defaultCaptcha.js	200	bamford.com	1.05KB				7ms		
defaultCaptcha-mixin.js	200	bamford.com	309B				14ms		
storage-service.js	200	bamford.com	1.54KB				9ms		
website-rule.js	200	bamford.com	422B				7ms		
jquery-scrolltofixed-min.js	200	bamford.com	1.41KB				11ms		
effect-blind.js	200	bamford.com	769B				12ms		
escaper.js	200	bamford.com	1.75KB				29ms		
messageList.js	200	bamford.com	181B				87ms		
spinner.js	200	bamford.com	345B				63ms		
resolver.js	200	bamford.com	1.23KB				66ms		
decorate.js	200	bamford.com	1.19KB				93ms		
effect-fade.js	200	bamford.com	545B				92ms		
player.js	200	bamford.com	13.0KB				90ms		
adapter.js	200	bamford.com	582B				92ms		
jquery.validate.js	200	bamford.com	14.4KB				93ms		
captcha.js	200	bamford.com	774B				83ms		
skipRefreshCaptcha.js	200	bamford.com	188B				87ms		
ids-storage.js	200	bamford.com	960B				83ms		
data-storage.js	200	bamford.com	1.94KB				102ms		
ids-storage-compare.js	200	bamford.com	846B				94ms		
api.js?onload=globalOnRec	200	google.com	629B				87ms		
form-reset-mixin.js	200	bamford.com	782B				84ms		
effect.js	200	bamford.com	7.64KB				61ms		
POST player-stats?beacon=	200	fresnel.vimeocdn.com	0				120ms		
buttons.js	200	bamford.com	206B				17ms		
refresh.js	200	bamford.com	354B				13ms		
jquery.metadata.js	200	bamford.com	1.86KB				31ms		
recaptcha__en.js	200	gstatic.com	216KB				45ms		
query-builder.js	200	bamford.com	376B				49ms		
messages.js	200	bamford.com	747B				22ms		
jquery-var-for-color.js	200	bamford.com	345B				27ms		
jquery.color.js	200	bamford.com	5.47KB				26ms		
display?appld=59d3d384-ee	200	api.usehero.com	113B				182ms		
nr-spa-1.268.0.min.js	200	js-agent.newrelic.com	32.4KB				32ms		
1.gif?dgi=0dd9dcbd-0cb2-41	200	imgsct.cookiebot.com	744B				46ms		
content.html	200	bamford.com	1.15KB				8ms		
authentication-popup.html	200	bamford.com	1.09KB				20ms		
favicon.ico	200	bamford.com	2.29KB				16ms		
POST NRJS-0e08ef624adacf	200	bam.nr-data.net	627B				222ms		
collection.html	200	bamford.com	184B				10ms		
messages.html	200	bamford.com	337B				12ms		
captcha.html	200	bamford.com	665B				21ms		
reCaptcha.html	200	bamford.com	352B				18ms		
anchor?ar=1&k=6Lc6fBogAJ	200	google.com	30.5KB				94ms		
POST NRJS-0e08ef624adacf	200	bam.nr-data.net	342B				103ms		
styles__ltr.css	200	gstatic.com	41.1KB				15ms		
recaptcha__en.js	200	gstatic.com	216KB				25ms		
9JZxEp0LhtaE1v0GxppxYD-	200	google.com	7.44KB				12ms		
logo_48.png	200	gstatic.com	2.20KB				5ms		
KFOmCnqEu92Fr1Mu4mxKt	200	fonts.gstatic.com	10.5KB				115ms		
KFOICnqEu92Fr1MmEU9fBE	200	fonts.gstatic.com	10.5KB				116ms		
webworker.js?hl=en&v=aR-z	200	google.com	142B				26ms		
POST vimeo.watch_video_h	200	fresnel-events.vimeocdi	47B						163ms
POST vimeo.finish_video	200	fresnel-events.vimeocdi	47B						95ms
POST vimeo.watch_video_h	200	fresnel-events.vimeocdi	47B						95ms
POST vimeo.finish_video	200	fresnel-events.vimeocdi	47B						100ms
POST vimeo.play_video	200	fresnel-events.vimeocdi	47B						97ms
POST vimeo.play_video	200	fresnel-events.vimeocdi	47B						94ms
POST partial	200	fresnel.vimeocdn.com	0						95ms

POST player-stats?beacon=	200	fresnel.vimeocdn.com	0						95ms	
POST partial	200	fresnel.vimeocdn.com	0						94ms	
POST player-stats?beacon=	200	fresnel.vimeocdn.com	0						95ms	
POST track-analytics?comp;	202	a.klaviyo.com	50B						152ms	
POST track-analytics?comp;	202	a.klaviyo.com	50B						151ms	
0a5246fd-9e33-47d9-9c63-f3!	200	d3k81ch9hvuctc.cloudfr	670KB						54ms	
I?primer=7cdcb44be4a7db8!	200	use.typekit.net	19.5KB						31ms	
I?primer=7cdcb44be4a7db8!	200	use.typekit.net	19.5KB						32ms	
POST NRJS-0e08ef624adacf	200	bam.nr-data.net	342B							220ms
POST NRJS-0e08ef624adacf	200	bam.nr-data.net	342B							107ms
497 Requests 7.45MB (23.2MB Uncompressed) Fully Loaded 18s (Onload 7.5s)										



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.	Longer than recommended 1.2s	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 8.7s
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 8.6s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	Much longer than recommended 1.0s
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 6.9s	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 0.05

Browser Timings

Redirect	281ms	Connect	10ms	Backend	7ms
TTFB	298ms	First Paint	1.2s	DOM Int.	1.9s
DOM Loaded	2.0s	Onload	7.5s	Fully Loaded	18.0s

IMPACT AUDIT

High

Avoid enormous network payloads LCP

Total size was 7.56MB

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

URL	TRANSFER SIZE
https://d3k81ch9hvuct.cloudfront.net/company/UhE8ks/images/0a5246fd-9e33-47d9-9c63-f3995d491b83.jpeg	670KB
https://www.bamford.com/media/wysiwyg/Bamford_0632_F_1_1_.png	514KB
https://i.vimeocdn.com/video/1739688198-a5e7dbdfde87178f6bea4f4f61f1763d6b92964337022a39f18470312fc8cd85-d	377KB
https://i.vimeocdn.com/video/1739701353-d39cad6bab02bc848f355c29b96aac5426ffe4aec48ab371b16e2fddbbbe4f84-d	356KB
https://www.bamford.com/media/klevu_images/510X765/c/h/chunky_moss_jumper_white_30_1.png	283KB
https://vod-adaptive-ak.vimeocdn.com/exp=1728727257~acl=%2F6832b496-660d-4094-bc61-6e30982e3a50%2F%2A~hmac=70e0e3cdf99bbe53c221bac7a2d5a7ece91adfe9fb63ee9719f7e3ae439c4f17/e732a267-435d-4f85-8f95-66b946bece79/v2/range/avf/c25942bb-1369-485e-aa35-84e7ccc6b9b0.mp4?pathsig=8c953e4f~cOKFH0HvzqY3zaeAFtcU6uVOz5WbQJUAIL_Ouje1iic&r=dXMtd2VzdDE%3D&range=890-250377	244KB
https://vod-adaptive-ak.vimeocdn.com/exp=1728727257~acl=%2F6832b496-660d-4094-bc61-6e30982e3a50%2F%2A~hmac=16f044b1feb18d58114ce3957e9315a242f61bfa3c647d7981cbd1b1bd00f32b/6832b496-660d-4094-bc61-6e30982e3a50/v2/range/avf/d08e2f60-ab52-4d0a-87f7-0e638b2282a4.mp4?pathsig=8c953e4f~DlB0xOFzh7j9L7a3NG1q9F06XfexCTERTMjH7BpZkDE&r=dXMtZWZdDE%3D&range=890-231450	226KB
https://www.bamford.com/media/klevu_images/510X765/p/o/portia_shirt_21_2.png	225KB
https://www.gstatic.com/recaptcha/releases/aR-zv8WjtWx4IAw-IRCA-zca/recaptcha_en.js	216KB
https://www.gstatic.com/recaptcha/releases/aR-zv8WjtWx4IAw-IRCA-zca/recaptcha_en.js	216KB

Med-High

Avoid an excessive DOM size TBT

7,553 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		7553
Maximum DOM Depth	Bestsellers_Bath_Lifestyles_Nav_700x510 	28
Maximum Child Elements	KlevuItemEach_36401PendingMaximum Storage Duration: PersistentType: HTML Local ... <div class="CybotCookiebotDialogDetailBodyContentCookieInfoWrapper CybotCookiebotDialo...">	586

Med-High

Reduce JavaScript execution time TBT

5.2s 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://www.bamford.com/	4.3s	3.2s	111ms
• Unattributable	1.4s	254ms	0ms
• https://consent.cookiebot.com/0dd9dcbd-0cb2-417b-b836-71049675be62/cc.js?renew=false&referer=www.bamford.com&dnt=false&init=false	522ms	215ms	10ms
• https://www.googletagmanager.com/gtag/js?id=AW-793927565	204ms	181ms	12ms
• https://js.klevu.com/core/v2/klevu.js	188ms	172ms	4ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery.js	128ms	50ms	20ms
• https://static.klaviyo.com/onsite/js/signup_forms.a279a1ac64ac8e3a46a0.js?cb=1	127ms	110ms	0ms
• https://www.googletagmanager.com/gtm.js?id=GTM-NCGCD2Z	116ms	99ms	16ms
• https://js-agent.newrelic.com/nr-spa-1.268.0.min.js	100ms	87ms	1ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/requirejs-config.js	92ms	82ms	0ms
• https://www.gstatic.com/recaptcha/releases/aR-zv8WjtWx4IAw-lRCA-zca/recaptcha_en.js	92ms	74ms	8ms
• https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore.dd9d02dd9fc376e8dd48.js	87ms	56ms	0ms
• https://js.klevu.com/recs/v2/klevu-recs.js	81ms	70ms	0ms
• https://www.googletagmanager.com/gtag/js?id=G-2TJLTDMJXJ&l=dataLayer&cx=c	80ms	65ms	4ms
• https://js.klevu.com/klevu-js-v1/customizations/klevu-user-customization-165608629244715229-v2.js	67ms	63ms	0ms
• https://consent.cookiebot.com/uc.js?cbid=0dd9dcbd-0cb2-417b-b836-71049675be62&implementation=gtm&consentmode-dataredaction=dynamic	63ms	56ms	4ms
• https://www.googletagmanager.com/gtag/destination?id=AW-793927565&l=dataLayer&cx=c	59ms	54ms	4ms
• https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js	58ms	53ms	3ms
• https://staticw2.yotpo.com/rMLbzBKceopvDG98LUNjDZ1vumRK4bHJsm0Brrdw/widget.js	55ms	46ms	6ms

Med-High

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://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/mage/requirejs/mixins.js	506ms	527ms
• https://consent.cookiebot.com/0dd9dcbd-0cb2-417b-b836-71049675be62/cc.js?renew=false&referer=www.bamford.com&dnt=false&init=false	4.2s	502ms
• Unattributable	19.3s	226ms
• https://www.googletagmanager.com/gtag/js?id=AW-793927565	2.4s	126ms
• https://www.bamford.com/	2.1s	111ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Builder/js/waypoints/jquery.waypoints.js	7.4s	104ms
• https://www.bamford.com/	1.5s	93ms
• https://www.bamford.com/	2.6s	89ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/mage/utlis/strings.js	5.6s	84ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery.js	2.3s	77ms
• https://www.googletagmanager.com/gtag/js?id=AW-793927565	1.7s	76ms
• https://www.googletagmanager.com/gtag/js?id=G-2TJLTDMJXJ&l=dataLayer&cx=c	3.5s	75ms
• https://js.klevu.com/recs/v2/klevu-recs.js	2.0s	74ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/requirejs/domReady.js	3.0s	69ms
• https://js.klevu.com/theme/default/v2/quick-search-theme.js	1.9s	68ms
• https://www.bamford.com/	6.2s	67ms
• https://www.bamford.com/	2.2s	66ms
• https://www.googletagmanager.com/gtm.js?id=GTM-NCGCD2Z	2.5s	66ms
• https://js.klevu.com/core/v2/klevu.js	3.9s	63ms
• https://consent.cookiebot.com/uc.js?cbid=0dd9dcbd-0cb2-417b-b836-71049675be62&implementation=gtm&consentmode-dataredaction=dynamic	3.4s	62ms

Med

Eliminate render-blocking resources

FCP LCP

Potential savings of 530ms

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://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/css/styles-m.css	109KB	1.1s
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Amasty_Storelocator/vendor/chosen/chosen.min.css	2.45KB	151ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Core/css/fontawesome5.css	12.6KB	151ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Core/css/mgz_bootstrap.css	3.17KB	151ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Builder/css/styles.css	11.8KB	151ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_NinjaMenus/css/styles.css	2.75KB	151ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/requirejs/require.js	20.8KB	151ms
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/requirejs-config.js	8.15KB	151ms
• https://js.klevu.com/core/v2/klevu.js	52.5KB	1.2s
• https://js.klevu.com/recs/v2/klevu-recs.js	6.53KB	153ms
• https://js.klevu.com/theme/default/v2/quick-search-theme.js	80.4KB	766ms

Med

Use explicit width and height on image elements

CLS

29 images found

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

FAILING ELEMENTS

div.pagebuilder-column > figure.imagetext-content-row-img > a > img.pagebuilder-mobile-only

```

```

div.needsclick > div.needsclick > div.needsclick > img.needsclick

```

```

div.pagebuilder-column > figure.imagetext-content-row-img > a > img.pagebuilder-mobile-only

```

```

div.pagebuilder-column > figure.imagetext-content-row-img > a > img.pagebuilder-mobile-only

```

```

https://www.bamford.com/media/klevu_images/510X765/a/m/amaris-dress-black-21.jpg

```

```

https://www.bamford.com/media/klevu_images/510X765/c/r/cropped-gillet-cream-4.jpg

```

```

https://www.bamford.com/media/klevu_images/510X765/c/h/chunky_moss_jumper_white...

```

```

https://www.bamford.com/media/klevu_images/510X765/a/m/amaris-dress-navy_215.jpg

```

```

https://www.bamford.com/media/klevu_images/510X765/l/u/luna-shirt---white_-nav...

```

```

https://www.bamford.com/media/klevu_images/510X765/a/p/apollo-top-white-30.jpg

```

```

https://www.bamford.com/media/klevu_images/510X765/b/l/blizzard-sweater---natur...

```

```

https://www.bamford.com/media/klevu_images/510X765/h/a/harvest-wrap---grey_461_...

```

```

https://www.bamford.com/media/klevu_images/510X765/c/r/cropped-gilet-black-1.jpg

```

```


FAILING ELEMENTS

https://www.bamford.com/media/klevu_images/510X765/p/o/portia_shirt_21_2.png

```

```

https://www.bamford.com/media/klevu_images/510X765/a/d/advent_1.jpg

```

```

https://www.bamford.com/media/klevu_images/510X765/c/i/cinnamon_clove_candle_sm...

```

```

https://www.bamford.com/media/klevu_images/510X765/b/a/bamford030.jpg

```

```

https://www.bamford.com/media/klevu_images/510X765/c/h/chesnut_cashmere_candle...

```

```

https://www.bamford.com/media/klevu_images/510X765/n/w/nwstudio_1_1902.jpg

```

```

https://www.bamford.com/media/klevu_images/510X765/c/r/cracker_1.jpg

```

```

https://www.bamford.com/media/klevu_images/510X765/g/e/geranium_ultimate_gift.j...

```

```

https://www.bamford.com/media/klevu_images/510X765/f/i/fir_eucalyptus_candle_sm...

```

```

https://www.bamford.com/media/klevu_images/510X765/b/a/bamford033_1.jpg

```

```

https://www.bamford.com/media/klevu_images/510X765/n/w/nwstudio_1_2030.jpg

```

```

div.pagebuilder-column > figure.imagetext-content-row-img > a > img.pagebuilder-mobile-only

```

```

div.pagebuilder-column > figure.imagetext-content-row-img > a > img.pagebuilder-mobile-only

FAILING ELEMENTS

```

```

```
div.pagebuilder-column > figure.imagetext-content-row-img > a > img.pagebuilder-mobile-only
```

```

```

logo

```

```

```
div.pagebuilder-column > figure > a > img.pagebuilder-mobile-only
```

```

```

Med

Serve static assets with an efficient cache policy

Potential savings of 536KB

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

URL	CACHE TTL	TRANSFER SIZE
https://www.facebook.com/tr/?id=689859628062817&ev=PageView&dl=https%3A%2F%2Fwww.bamford.com%2F&rl=&if=false&ts=1728723659473&sw=390&sh=844&v=2.9.170&r=stable&ec=0&o=12318&fbp=fb.1.1728723659468.448782412407334142&cs_e st=true&ler=empty&cdl=API_unavailable&it=1728723658626&coo=false&exp=h3&rqm=GET	none	273B
https://bamfo11117.pcapredict.com/js/sensor.js	60 seconds	14.2KB
https://consent.cookiebot.com/uc.js?cbid=0dd9dcbd-0cb2-417b-b836-71049675be62&implementation=gtm&consentmode-datared action=dynamic	18 minutes	34.0KB
https://connect.facebook.net/en_US/fbevents.js	20 minutes	60.1KB
https://connect.facebook.net/signals/config/689859628062817?v=2.9.170&r=stable&domain=www.bamford.com&hme=d82868061a8c707cd31395a3055e7449daa03bd52087272758c39e6af34523e&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	15.2KB
https://imgscot.cookiebot.com/1.gif?dgi=0dd9dcbd-0cb2-417b-b836-71049675be62	30 minutes	744B
https://cdn.usehero.com/loader.js	60 minutes	27.0KB
https://tools.luckyorange.com/core/lq.js?site-id=f2246fd8	60 minutes	4.96KB
https://staticw2.yotpo.com/rMLbzBKceopvDG98LUNjDZ1vumRK4bHJsm0Brrdw/widget.js	1 hour	144KB
https://staticw2.yotpo.com/rMLbzBKceopvDG98LUNjDZ1vumRK4bHJsm0Brrdw/widget.css?widget_version=2024-09-30_12-52-23	2 hours	38.8KB
https://js.klevu.com/theme/default/v2/quick-search-theme.js	4 hours	80.4KB
https://js.klevu.com/core/v2/klevu.js	4 hours	52.5KB
https://js.klevu.com/recs/v2/klevu-recs.js	4 hours	6.53KB
https://js.klevu.com/klevu-js-v1/customizations/klevu-user-customization-165608629244715229-v2.js	4 hours	3.69KB
https://dev.visualwebsiteoptimizer.com/eu01/v.gif?cd=0&a=777013&d=bamford.com&u=D2616F5AF56A384AB6B160AF7900F87BB&h=08c89d220e00db4b8c25f04727c6f757&t=false	12 hours	146B
https://www.gstatic.com/eureka/clank/117/cast_sender.js	24 hours	15.3KB
https://www.gstatic.com/eureka/clank/117/cast_sender.js	24 hours	0B
https://www.gstatic.com/recaptcha/api2/logo_48.png	7 days	2.20KB
https://staticw2.yotpo.com/assets/open_sans.css	7 days	587B
https://p.fypekit.net/p.css?s=1&k=bst2zax&ht=tk&f=39680.39681.39682.39683.39684.39685.39686.39687.39688.39689.39691.39692.39693.39694.39700.39701.39697.39699.39703.39704&a=948145&app=fypekit&e=css	7 days	172B
https://f.vimeocdn.com/p/4.37.12/js/player.module.js	14 days	146KB
https://f.vimeocdn.com/p/4.37.12/js/vendor.module.js	14 days	96.8KB
https://f.vimeocdn.com/p/4.37.12/css/player.css	14 days	22.9KB
https://f.vimeocdn.com/p/4.37.12/css/player.css	14 days	0B
https://f.vimeocdn.com/p/4.37.12/js/player.module.js	14 days	0B
https://f.vimeocdn.com/p/4.37.12/js/vendor.module.js	14 days	0B
https://d3k81ch9hvuct.cloudfront.net/company/UhE8ks/images/0a5246fd-9e33-47d9-9c63-f3995d491b83.jpeg	30 days	670KB
https://i.vimeocdn.com/video/1739688198-a5e7dbdfde87178f6bea4f4f61f1763d6b92964337022a39f18470312fc8cd85-d	30 days	377KB
https://i.vimeocdn.com/video/1739701353-d39cad6bab02bc848f355c29b96aac5426ffe4aec48ab371b16e2fddbbbe4f84-d	30 days	356KB
https://i.vimeocdn.com/video/1739701353-d39cad6bab02bc848f355c29b96aac5426ffe4aec48ab371b16e2fddbbbe4f84-d?mw=80&q=85	30 days	3.56KB
https://i.vimeocdn.com/video/1739688198-a5e7dbdfde87178f6bea4f4f61f1763d6b92964337022a39f18470312fc8cd85-d?mw=80&q=85	30 days	1.66KB
https://f.vimeocdn.com/js_opt/modules/utills/vuid_min.js	30 days	1.13KB
https://f.vimeocdn.com/js_opt/modules/utills/vuid_min.js	30 days	0B

Med-Low

Avoid document.write()

1 instance found

For users on slow connections, external scripts dynamically injected via document.write() can delay page load by tens of seconds.

URL	LOCATION
https://www.bamford.com/	Line:2358

Some third-party embeds can be lazy loaded. Consider replacing them with a facade until they are required.

PRODUCT	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
Vimeo Embedded Player (Video)	1.78MB	0ms
https://i.vimeocdn.com/video/1739688198-a5e7dbdfde87178f6bea4f4f61f1763d6b92964337022a39f18470312fc8cd85-d	377KB	0ms
https://i.vimeocdn.com/video/1739701353-d39cad6bab02bc848f355c29b96aac5426ffe4aec48ab371b16e2fddbbbe4f84-d	356KB	0ms
https://vod-adaptive-ak.vimeocdn.com/exp=1728727257~acl=%2Fe732a267-435d-4f85-8f95-66b946bece79%2F%2A~hmac=70e0e3cdf99bbe53c221bac7a2d5a7ece91adfe9fb63ee9719f7e3ae439c4f17/e732a267-435d-4f85-8f95-66b946bece79/v2/range/avf/c25942bb-1369-485e-aa35-84e7ccc6b9b0.mp4?pat_hsig=8c953e4f~cOKFHOHvzqY3zaeAFtcU6uVOz5WbQJUAIL_Ouje1iic&r=dXMtd2VzdDE%3D&range=890-250377	244KB	0ms
https://vod-adaptive-ak.vimeocdn.com/exp=1728727257~acl=%2F6832b496-660d-4094-bc61-6e30982e3a50%2F%2A~hmac=16f044b1feb18d58114ce3957e9315a242f61bfa3c647d7981cbd1b1bd00f32b/6832b496-660d-4094-bc61-6e30982e3a50/v2/range/avf/d08e2f60-ab52-4d0a-87f7-0e638b2282a4.mp4?pat_hsig=8c953e4f~DlbOxOFzh7j9L7a3NG1q9F06XfexCTERTMjH7BpZkDE&r=dXMtZWZzdDE%3D&range=890-231450	226KB	0ms
https://vod-adaptive-ak.vimeocdn.com/exp=1728727257~acl=%2Fe732a267-435d-4f85-8f95-66b946bece79%2F%2A~hmac=70e0e3cdf99bbe53c221bac7a2d5a7ece91adfe9fb63ee9719f7e3ae439c4f17/e732a267-435d-4f85-8f95-66b946bece79/v2/range/avf/c25942bb-1369-485e-aa35-84e7ccc6b9b0.mp4?pat_hsig=8c953e4f~cOKFHOHvzqY3zaeAFtcU6uVOz5WbQJUAIL_Ouje1iic&r=dXMtd2VzdDE%3D&range=250378-411753	158KB	0ms
Other resources	465KB	0ms

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://staticw2.yotpo.com/rMLbzBKceopvDG98LUNjDZ1vumRK4bHJsm0Brrdw/widget.css?widget_version=2024-09-30_12-52-23
- https://staticw2.yotpo.com/assets/open_sans.css
- <https://fonts.googleapis.com/css2?family=Advent+Pro:ital,wght@0,400&family=Gothic+A1:ital,wght@0,400&family=Kanit:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800;0,900&family=Libre+Franklin:ital,wght@0,400&family=Poppins:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800;0,900&display=swap>
- <https://use.typekit.net/bst2zax.css>
- <https://use.typekit.net/bst2zax.css>
- <https://p.typekit.net/p.css?s=1&k=bst2zax&ht=tk&f=39680.39681.39682.39683.39684.39685.39686.39687.39688.39689.39691.39692.39693.39694.39700.39701.39697.39699.39703.39704&a=948145&app=typekit&e=css>

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
http://bamford.com/	17ms
https://bamford.com/	262ms
https://www.bamford.com/	0ms

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

URL

- https://p.yotpo.com/i?e=pv&page=Bamford%20%7C%20Sustainable%20Body%20Care%2C%20Skincare%2C%20Clothing%20and%20Home.&se_va=rMLbzBKceopyDG98LU NjDZ1vumRK4bHJsm0Brrdw&cx=eyJwdI91dWkljo1Mzk2Mjl3MDUsInBpeGVsX2lkIjoiOQJmYVlwNjltM2Y1Ni00ZjdLWFmYzUtMzAwZjI5ZDAwYjg1In0&dtm=1728723657707&ti d=428118&vp=390x844&ds=390x3681&vid=1&duid=984e39dd9c60ab5b&p=web&tv=js-0.13.2&fp=3313996003&aid=onsite_v2&lang=en-US&cs=UTF-8&tz=America%2FLos Angeles&res=390x844&cd=24&cookie=1&url=https%3A%2F%2Fwww.bamford.com%2F
- https://www.google.co.uk/pagead/1p-user-list/793927565/?random=1728723658122&cv=11&fst=1728723600000&bg=ffffff&guid=ON&async=1>m=45be4a90v9179560862za2 00&gcd=131313111&dma=0&tag_exp=101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fwww.bamford.com%2F&hn=www.googleadservices.com&frm=0&tib a=Bamford%20%7C%20Sustainable%20Body%20Care%2C%20Skincare%2C%20Clothing%20and%20Home.&npa=0&pscdl=noapi&aid=859389740.1728723658&uaa=&uab =&uafvl=&uamb=0&uam=&uap=&uaw=0&fdr=QA&data=event%3Dgtag.config&rfmt=3&fmt=3&is_vtc=1&cid=CAQSGwDpaXnfKbjKxCUumT29HjQn7LhELXgFvulxEg&ra ndom=2687214072&rmt_tld=1&jpr=y
- https://www.google.co.uk/pagead/1p-conversion/793927565/?random=1217054809&cv=11&fst=1728723658197&bg=ffffff&guid=ON&async=1>m=45be4a90v9179560862za2 0&gcd=131313111&dma=0&tag_exp=101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fwww.bamford.com%2F&label=caagCPbN4dsDEI2_yfoC&hn=www.go ogleadservices.com&frm=0&tiba=Bamford%20%7C%20Sustainable%20Body%20Care%2C%20Skincare%2C%20Clothing%20and%20Home.&value=1¤cy_code=GBP&g tm_ee=1&npa=0&pscdl=noapi&aid=859389740.1728723658&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&ec_mode=a&fdr=QA&capi=2&data=event%3Dconver sion&em=tv.1&fmt=3&ct_cookie_present=false&crd=CLHBsQllsMGxAgI5wbECCLHDsQllisWxAgjCybEC&pscdl=IhMlmc7DvL2liQMVGgF1AR0CmyGllMgllAzlCCAQyAggHMGllC DICCAKyAggKMgllAjICCAAsyAggVMgllHzlCCBMyAggSOhhodHRwczovL3d3dy5lYVY1mb3JkLmNvbS9CV0NoRUk4THlvdUFZUTJRR2l3ZS1EMGJxS0FSSXNBT2pUcHU1VGZlN UZlQ1ZlX2c5My1EMUFPTeHkZk95ZXBXczJyZEd4WmZQR3paaTRlTVExmbE1nd3NWQQ&is_vtc=1&cid=CAQSGwDpaXnfDZu4nnSJ57eqq3zLo6BvINEVzaZdXQ&random=71 6450885&jpr=y
- <https://js-agent.newrelic.com/nr-spa-1.268.0.min.js>

Low Allow back/forward cache restoration

4 failure reasons

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 use WebXR are not currently eligible for back/forward cache. https://player.vimeo.com/video/875245756?api=1&loop=1&autoplay=1&background=1 https://player.vimeo.com/video/875236269?api=1&loop=1&autoplay=1&background=1	Actionable
Pages whose main resource has cache-control:no-store cannot enter back/forward cache. https://www.bamford.com/ JsNetworkRequestReceivedCacheControlNoStoreResource	Circumstantial
https://www.bamford.com/	Circumstantial

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://www.bamford.com/	Line:8

Low Preconnect to required origins FCP LCP

Potential savings of 165ms

Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins.

URL	POTENTIAL SAVINGS
https://connect.facebook.net	165ms

Low Defer offscreen images

Potential savings of 912KB

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://www.bamford.com/media/kleву_images/510X765/p/o/portia_shirt_21_2.png	225KB	225KB
https://www.bamford.com/media/wysiwyg/Geranium_launch_block_2.jpg	141KB	141KB
https://www.bamford.com/media/wysiwyg/Geranium_group.png	117KB	117KB
https://www.bamford.com/media/wysiwyg/Geranium_launch_block_1.jpg	93.7KB	93.7KB
https://www.bamford.com/media/wysiwyg/Home_page_LadyB_desktop.jpg	70.1KB	70.1KB
https://www.bamford.com/media/wysiwyg/600x435_The_Club_image_1.jpg	58.5KB	58.5KB
https://www.bamford.com/media/wysiwyg/600x435_Spas_image_1.jpg	33.4KB	33.4KB
https://www.bamford.com/media/kleву_images/510X765/b/l/blizzard-sweater---natural-and-brown-coat_966.jpg	27.0KB	27.0KB
https://www.bamford.com/media/kleву_images/510X765/g/e/geranium_ultimate_gift.jpg	17.3KB	17.3KB
https://www.bamford.com/media/kleву_images/510X765/c/r/cropped-gilet-black-1.jpg	16.0KB	16.0KB
https://www.bamford.com/media/kleву_images/510X765/b/a/bamford033_1.jpg	14.3KB	14.3KB
https://www.bamford.com/media/kleву_images/510X765/n/w/nwstudio_1_2030.jpg	14.0KB	14.0KB
https://www.bamford.com/media/kleву_images/510X765/h/a/harvest-wrap---grey_461_ret.jpg	12.7KB	12.7KB
https://www.bamford.com/media/kleву_images/510X765/c/r/cracker_1.jpg	12.5KB	12.5KB
https://www.bamford.com/media/kleву_images/510X765/c/h/chesnut_cashmere_candle_small.jpg	11.6KB	11.6KB
https://www.bamford.com/media/kleву_images/510X765/n/w/nwstudio_1_1902.jpg	11.6KB	11.6KB
https://www.bamford.com/media/kleву_images/510X765/a/p/apollo-top-white-30.jpg	11.0KB	11.0KB
https://www.bamford.com/media/kleву_images/510X765/l/u/luna-shirt---white- -navy-coat_2657_1.jpg	9.08KB	9.08KB
https://www.bamford.com/media/kleву_images/510X765/a/m/amaris-dress-navy_215.jpg	8.16KB	8.16KB
https://www.bamford.com/media/kleву_images/510X765/f/i/fir_eucalyptus_candle_small.jpg	8.04KB	8.04KB

Low

Avoid large layout shifts CLS

1 element found

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

ELEMENT	CLS CONTRIBUTION
STAY CONNECTED Sign up for emails to discover the latest across Bamford from ... <div class="needsclick kl-private-reset-css-Xuajs1" style="overflow: visible; transform: scale(0.906977) ;">	0.05

Low

Reduce unused JavaScript LCP

Potential savings of 703KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://www.gstatic.com/recaptcha/releases/aR-zv8WjtWx4IAw-tRCA-zca/recaptcha__en.js	216KB	117KB
https://staticw2.yotpo.com/rMLbzBKceopvDG98LUNjDZ1vumRK4bHJsm0Brrdw/widget.js	144KB	112KB
https://www.googletagmanager.com/gtm.js?id=GTM-NCGCD2Z	112KB	77.0KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_Theme/js/lib/plyr.js	80.1KB	59.2KB
https://www.googletagmanager.com/gtag/destination?id=AW-793927565&l=dataLayer&cx=c	94.2KB	52.2KB
https://www.googletagmanager.com/gtm.js?id=GTM-NCGCD2Z	112KB	51.6KB
https://www.googletagmanager.com/gtag/js?id=G-2TJLTDMJXJ&l=dataLayer&cx=c	109KB	48.0KB
https://www.googletagmanager.com/gtag/js?id=AW-793927565	94.9KB	34.7KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/knockoutjs/knockout.js	75.5KB	29.2KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery.js	90.6KB	27.3KB
https://js.klevu.com/theme/default/v2/quick-search-theme.js	80.4KB	26.1KB
https://js.klevu.com/core/v2/klevu.js	52.5KB	23.6KB
https://consent.cookiebot.com/0dd9dcbd-0cb2-417b-b836-71049675be62/cc.js?renew=false&referrer=www.bamford.com&dnt=false&init=false	113KB	22.3KB
https://consent.cookiebot.com/uc.js?cbid=0dd9dcbd-0cb2-417b-b836-71049675be62&implementation=gtm&consentmode=dataredaction=dynamic	34.0KB	22.3KB

Low

Minify JavaScript

FCP

LCP

Potential savings of 282KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery.js	90.6KB	59.1KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/knockoutjs/knockout.js	75.5KB	43.8KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_Theme/js/lib/plyr.js	80.1KB	32.8KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/requirejs/require.js	20.8KB	14.5KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/underscore.js	19.5KB	11.0KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_Theme/js/lib/owl.carousel.js	18.5KB	10.1KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/spectrum/spectrum.js	18.0KB	8.94KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/jquery.validate.js	14.6KB	8.00KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_PageBuilder/js/resource/vimeo/player.js	13.2KB	7.94KB
https://bamfo11117.pcapredict.com/js/sensor.js	14.2KB	7.59KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_PageBuilder/js/resource/slick/slick.js	15.1KB	6.13KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/mage/validation.js	13.5KB	6.02KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/ui-modules/widgets/draggable.js	9.08KB	4.98KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/spectrum/tinycolor.js	9.74KB	4.77KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/ui-modules/effect.js	7.88KB	4.69KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/jquery-migrate.js	8.50KB	4.33KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/ui-modules/widgets/tables.js	7.26KB	3.90KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/ui-modules/widgets/resizable.js	8.03KB	3.81KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/ui-modules/widgets/dialog.js	6.96KB	3.68KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/ui-modules/widget.js	6.34KB	3.39KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/knockoutjs/knockout-es5.js	5.60KB	3.26KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/requirejs-config.js	8.15KB	3.08KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Builder/js/jarallax/jarallax-video.js	6.36KB	3.00KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_Ui/js/lib/core/element/element.js	4.07KB	2.73KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_Ui/js/lib/knockout/bindings/tooltip.js	4.75KB	2.60KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_Ui/js/lib/registry/registry.js	3.36KB	2.58KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_Ui/js/lib/knockout/template/renderer.js	3.33KB	2.30KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jqueryui-modules/vendor/jquery-color/jquery.color.js	5.67KB	2.26KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/mage/utils/objects.js	3.25KB	2.25KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/ui-modules/position.js	4.23KB	2.25KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_Ui/js/core/renderer/layout.js	3.90KB	2.22KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_Ui/js/lib/core/collection.js	3.14KB	2.11KB
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/jquery/ui-modules/widgets/button.js	3.76KB	2.07KB

Low

Avoid chaining critical requests

FCP

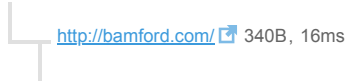
LCP

22 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: 1.4s

INITIAL NAVIGATION



https://bamford.com/	5.17KB, 261ms
https://www.bamford.com/	100KB, 23ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Core/css/owlcarousel/owl.carousel.min.css	1.45KB, 20ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Amasty_Storelocator/vendor/chosen/chosen.min.css	2.45KB, 17ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/requirejs/require.js	20.8KB, 58ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Builder/css/openiconic.min.css	1.51KB, 53ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_NinjaMenus/css/styles.css	2.75KB, 56ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/mage/requirejs/mixins.js	2.36KB, 50ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Builder/css/styles.css	11.8KB, 69ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Amasty_Label/vendor/tooltipster/css/tooltipster.min.css	1.35KB, 19ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Core/css/animate.css	4.90KB, 60ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Core/css/mgz_bootstrap.css	3.17KB, 67ms
https://js.klevu.com/recs/v2/klevu-recs.js	6.53KB, 98ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Core/css/fontawesome5.css	12.6KB, 51ms
https://js.klevu.com/klevu-js-v1/customizations/klevu-user-customization-165608629244715229-v2.js	3.69KB, 19ms
https://js.klevu.com/theme/default/v2/quick-search-theme.js	80.4KB, 93ms
https://js.klevu.com/core/v2/klevu.js	52.5KB, 99ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Builder/css/common.css	344B, 52ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Amasty_ShopbyBase/css/swiper.min.css	4.26KB, 21ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Core/css/mgz_font.css	1.18KB, 40ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/requirejs-config.js	8.15KB, 55ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Core/css/styles.css	2.04KB, 40ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/css/styles-m.css	109KB, 77ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/fonts/bamford-fonts.woff2	5.47KB, 8ms
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/fonts/trade-gothic-regular.woff2	8.59KB, 5ms

Low

Efficiently encode images

Potential savings of 432KB

Optimized images load faster and consume less cellular data.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://d3k81ch9hvuctc.cloudfront.net/company/UhE8ks/images/0a5246fd-9e33-47d9-9c63-f3995d491b83.jpeg	669KB	432KB

Low

Avoid non-composited animations

CLS

1 animated element found

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

ELEMENT	NAME
STAY CONNECTED Sign up for emails to discover the latest across Bamford from ... <code><div data-testid="POPOP" class="needsclick kl-private-reset-css-Xuajs1" style="flex: 1 1 0%;"></code> Unsupported CSS Property: visibility	klaviyo-fadeinup

Low

Reduce unused CSS

FCP

LCP

Potential savings of 242KB

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://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/css/styles-m.css	109KB	102KB
• https://staticw2.yotpo.com/rMLbzBKceopvDG98LUNjDZ1vumRK4bHJsm0Brrdw/widget.css?widget_version=2024-09-30_12-52-23	38.8KB	38.8KB
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/css/styles-l.css	27.8KB	27.8KB
• .i4max3x{height:10px} ...	22.0KB	20.8KB
• https://fonts.googleapis.com/css2?family=Advent+Pro:ital,wght@0,400&family=Gothic+A1:ital,wght@0,400&family=Kanit:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800;0,900&family=Libre+Franklin:ital,wght@0,400&family=Poppins:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800;0,900&display=swap	14.8KB	14.8KB
• [ku-container] a,[ku-container] p,[ku-container] div,[ku-container] ul li{font-family:inherit; ... } ...	13.9KB	13.9KB
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Core/css/fontawesome5.css	12.6KB	12.6KB
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Builder/css/styles.css	11.8KB	11.7KB

Low

Minify CSS

FCP

LCP

Potential savings of 2.10KB

Minifying CSS files can reduce network payload sizes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
• https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Builder/css/styles.css	11.8KB	2.10KB

Low

Ensure text remains visible during webfont load

FCP

LCP

2 fonts found

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

URL	POTENTIAL SAVINGS
• https://use.typekit.net/af/0f438f/00000000000000003b9b2107/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	19ms
• https://use.typekit.net/af/9f0057/00000000000000003b9b210d/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	20ms

Low

Properly size images

Potential savings of 1.34MB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://d3k81ch9hvuctc.cloudfront.net/company/UhE8ks/images/0a5246fd-9e33-47d9-9c63-f3995d491b83.jpeg	669KB	616KB
https://www.bamford.com/media/klevu_images/510X765/c/h/chunky_moss_jumper_white_30_1.png	283KB	256KB
https://www.bamford.com/media/klevu_images/510X765/p/o/portia_shirt_21_2.png	225KB	204KB
https://www.bamford.com/media/wysiwyg/Home_page_LadyB_mobile_1.jpg	75.8KB	65.9KB
https://www.bamford.com/media/klevu_images/510X765/b/l/blizzard-sweater---natural-and-brown-coat_966.jpg	27.0KB	24.4KB
https://www.bamford.com/media/klevu_images/510X765/a/d/advent_1.jpg	23.1KB	20.9KB
https://www.bamford.com/media/klevu_images/510X765/c/r/cropped-gillet-cream-4.jpg	17.3KB	15.7KB
https://www.bamford.com/media/klevu_images/510X765/g/e/geranium_ultimate_gift.jpg	17.3KB	15.7KB
https://www.bamford.com/media/klevu_images/510X765/c/r/cropped-gilet-black-1.jpg	16.0KB	14.5KB
https://www.bamford.com/media/klevu_images/510X765/b/a/bamford033_1.jpg	14.3KB	12.9KB
https://www.bamford.com/media/klevu_images/510X765/n/w/nwstudio_1_2030.jpg	14.0KB	12.6KB
https://www.bamford.com/media/klevu_images/510X765/h/a/harvest-wrap---grey_461_ret.jpg	12.7KB	11.5KB
https://www.bamford.com/media/klevu_images/510X765/c/r/cracker_1.jpg	12.5KB	11.3KB
https://www.bamford.com/media/klevu_images/510X765/c/i/cinnamon_clove_candle_small.jpg	11.6KB	10.5KB
https://www.bamford.com/media/klevu_images/510X765/c/h/chesnut_cashmere_candle_small.jpg	11.6KB	10.5KB
https://www.bamford.com/media/klevu_images/510X765/n/w/nwstudio_1_1902.jpg	11.6KB	10.5KB
https://www.bamford.com/media/klevu_images/510X765/b/a/bamford030.jpg	11.5KB	10.4KB
https://www.bamford.com/media/klevu_images/510X765/a/p/apollo-top-white-30.jpg	11.0KB	9.9KB
data:image/png;base64,iVBORw0KGgoAAAANSUUEUgAAAFQAAACNCAYAAABJlg3AAAAGXRFWHRTb2Z0d2FyZQBBZG9iZSBjb...	8.90KB	8.68KB
https://www.bamford.com/media/klevu_images/510X765/l/u/luna-shirt---white--navy-coat_2657_1.jpg	9.08KB	8.22KB
https://www.bamford.com/media/klevu_images/510X765/a/m/amaris-dress-black-21.jpg	8.18KB	7.41KB
https://www.bamford.com/media/klevu_images/510X765/a/m/amaris-dress-navy_215.jpg	8.16KB	7.38KB
https://www.bamford.com/media/klevu_images/510X765/f/i/fir_eucalyptus_candle_small.jpg	8.04KB	7.28KB

Low

Serve images in next-gen formats

Potential savings of 549KB

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/UhE8ks/images/0a5246fd-9e33-47d9-9c63-f3995d491b83.jpeg	669KB	549KB

N/A

Largest Contentful Paint element

LCP

6,860 ms

This is the largest contentful element painted within the viewport.

ELEMENT

div > div.poster-slider-1 > a > div.pagebuilder-slide-wrapper

<div class="pagebuilder-slide-wrapper background-image-670955cee4261 background-image-..." data-background-images="{\"desktop_image\":\"https://www.bamford.com/media/wysiwyg/AW24_main_banne..." data-background-type="image" data-video-loop="true" data-video-play-only-visible="true" data-video-lazy-load="true" data-video-fallback-src="" data-element="wrapper" data-pb-style="FDOVF0G">

PHASE	% OF LCP	TIMING
TTFB	4%	298ms

PHASE	% OF LCP	TIMING
Load Delay	15%	1.1s
Load Time	0%	8ms
Render Delay	80%	5.5s

N/A	Avoid serving legacy JavaScript to modern browsers	TBT	Potential savings of 36.2KB
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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://cdn.usehero.com/loader.js	10.9KB
Line:0 Column:22349	Array.prototype.find
Line:0 Column:22519	Array.from
Line:0 Column:23037	Object.entries
Line:0 Column:23154	Object.values
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://staticw2.yotpo.com/rMLbzBKceqvDG98LUNjDZ1vumRK4bHJsm0Brrdw/widget.js	8.15KB
Line:3 Column:19199	Object.keys
https://js.klevu.com/core/v2/klevu.js	6.23KB
Line:0 Column:2732	Array.prototype.filter
Line:0 Column:3073	Array.prototype.forEach

https://static.klaviyo.com/onsite/js/vendors~signup_forms.ffb16c5d33241b7ebc9d.js?cb=1

59B

Line:1 Column:2166

@bab
el/p
lugi
n-tr
ansf
orm-
clas
ses

https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_Theme/js/lib/player.js

56B

Line:1 Column:9235

@bab
el/p
lugi
n-tr
ansf
orm-
clas
ses

https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Builder/js/vimeo/player.js

56B

Line:1 Column:9287

@bab
el/p
lugi
n-tr
ansf
orm-
clas
ses

https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Builder/js/jarallax/jarallax.min.js

56B

Line:5 Column:5141

@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://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_Theme/js/lib/plyr.js

43B

Line:2123 Column:24

@bab
el/p
lugi
n-tr
ansf
orm-
clas
ses

https://connect.facebook.net/signals/config/689859628062817?v=2.9.170&r=stable&domain=www.bamford.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

42B

URL	POTENTIAL SAVINGS
Line:19 Column:2057	@babel/plugin-transform-ansiform-classes
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magento_PageBuilder/js/resource/vimeo/player.js	37B
Line:9 Column:27	@babel/plugin-transform-ansiform-classes
https://www.bamford.com/static/version1723608842/frontend/Tryzens/Bamford/en_GB/Magezon_Builder/js/jarallax/jarallax-video.js	34B
Line:201 Column:41	@babel/plugin-transform-ansiform-classes

N/A	User Timing marks and measures	127 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
vwo-campaign-execution-7	Measure	3.8s	325ms
runCampaignMinusRunTestCampaignStart-7	Measure	3.8s	322ms
vwo-event-vwo_pageView	Mark	3.3s	0ms
fbevents:start:estPageViewProcessing	Mark	3.7s	0ms
fbevents:end:estPageViewProcessing	Mark	3.7s	0ms
fbevents:start:unwantedDataProcessing_689859628062817	Mark	3.7s	0ms
fbevents:end:unwantedDataProcessing_689859628062817	Mark	3.7s	0ms
fbevents:start:unwantedParamsProcessing_689859628062817	Mark	3.7s	0ms
fbevents:start:validateUrlProcessing_689859628062817	Mark	3.7s	0ms
fbevents:end:validateUrlProcessing_689859628062817	Mark	3.7s	0ms
fbevents:start:standardParamChecksProcessing_689859628062817	Mark	3.7s	0ms
vwo-event-post-init	Mark	3.7s	0ms

NAME	TYPE	START TIME	DURATION
vwo-event-vwo_postInit	Mark	3.7s	0ms
vwo-event-*	Mark	3.7s	0ms
vwo-event-trigger.5	Mark	3.8s	0ms
vwo-tag-checkEnvironment	Mark	3.8s	0ms
el-.y29sqp7 > a:nth-of-type(1) > span:nth-of-type(1)-hidden	Mark	3.8s	0ms
el-.y29sqp7 > a:nth-of-type(1) > span:nth-of-type(1)-hidden	Mark	3.8s	0ms
vwo-tag-visibilityService	Mark	3.8s	0ms
vwo-runCampaignStart-7	Mark	3.8s	0ms
vwo-event-oO	Mark	3.8s	0ms
vwo-event-*	Mark	3.8s	0ms
vwo-event-newSessionCreated	Mark	3.8s	0ms
vwo-event-*	Mark	3.8s	0ms
vwo-event-vwo_session	Mark	3.8s	0ms
vwo-event-*	Mark	3.8s	0ms
vwo-event-vwo_sessionInitComplete	Mark	3.8s	0ms
vwo-event-*	Mark	3.8s	0ms
vwo-event-sAC	Mark	3.8s	0ms
vwo-event-*	Mark	3.8s	0ms
vwo-event-vwo_pageView	Mark	3.8s	0ms
vwo-event-*	Mark	3.8s	0ms
vwo-event-uSC	Mark	3.8s	0ms
vwo-event-*	Mark	3.8s	0ms
vwo-event-trigger.8	Mark	3.8s	0ms
vwo-tag-groupCampaigns	Mark	3.8s	0ms
vwo-event-vwo_groupCampTriggered	Mark	3.8s	0ms
vwo-event-*	Mark	3.8s	0ms
vwo-tag-prePostMutation	Mark	3.8s	0ms

NAME	TYPE	START TIME	DURATION
vwo-event-vwo_mutationObserved	Mark	3.8s	0ms
vwo-event-*	Mark	3.8s	0ms
vwo-event-trigger.9	Mark	3.8s	0ms
vwo-tag-visibilityService	Mark	3.8s	0ms
vwo-event-hE	Mark	3.8s	0ms
vwo-event-*	Mark	3.8s	0ms
vwo-event-vwo_notRedirecting	Mark	3.8s	0ms
vwo-event-*	Mark	3.8s	0ms
vwo-el-*-shown	Mark	3.8s	0ms
vwo-event-runrT	Mark	3.9s	0ms
vwo-event-*	Mark	3.9s	0ms
vwo-event-vwo_visibilityTriggered	Mark	3.9s	0ms
vwo-event-*	Mark	3.9s	0ms
vwo-event-trigger.8544461	Mark	3.9s	0ms
vwo-event-trigger.vwoStandardTrigger	Mark	3.9s	0ms
vwo-tag-runCampaign	Mark	3.9s	0ms
vwo-event-sE	Mark	3.9s	0ms
vwo-event-*	Mark	3.9s	0ms
vwo-event-cC	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-unhideElement	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-unhideElement	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-uAV	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-uS	Mark	4.1s	0ms

NAME	TYPE	START TIME	DURATION
vwo-event-*	Mark	4.1s	0ms
vwo-event-uV	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-unhideElement	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-uV	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-unhideElement	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-uV	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-runTestCampaignStart-7	Mark	4.1s	0ms
vwo-event-sNVC	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-registerHit	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-runCampaign.campaignReady	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-el-.y29sqp7 > a:nth-of-type(1) > span:nth-of-type(1)-shown	Mark	4.1s	0ms
vwo-el-.y29sqp7 > a:nth-of-type(1) > span:nth-of-type(1)-shown	Mark	4.1s	0ms
vwo-event-eAC	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-sT	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-dCSSR	Mark	4.1s	0ms
vwo-event-*	Mark	4.1s	0ms
vwo-event-vwo_variationShown	Mark	4.7s	0ms

NAME	TYPE	START TIME	DURATION
vwo-event-*	Mark	4.7s	0ms
vwo-event-trigger.2	Mark	4.7s	0ms
vwo-tag-runTestCampaign	Mark	4.7s	0ms
vwo-event-eLTSt	Mark	4.7s	0ms
vwo-event-*	Mark	4.7s	0ms
vwo-event-dCSSR	Mark	4.7s	0ms
vwo-event-*	Mark	4.7s	0ms
vwo-event-dCSSR	Mark	4.7s	0ms
vwo-event-*	Mark	4.7s	0ms
vwo-event-vwo_vA	Mark	4.7s	0ms
vwo-event-*	Mark	4.7s	0ms
vwo-event-vwo_timer	Mark	4.8s	0ms
vwo-event-post-init	Mark	5.3s	0ms
vwo-event-vwo_timer	Mark	5.4s	0ms
vwo-event-vwo_variationShownSent	Mark	5.4s	0ms
vwo-event-*	Mark	5.4s	0ms
vwo-event-cFE	Mark	5.4s	0ms
vwo-event-*	Mark	5.4s	0ms
vwo-event-vwo_timer	Mark	6.3s	0ms
vwo-event-vwo_timer	Mark	7.3s	0ms
vwo-event-vwo_page_load	Mark	7.5s	0ms
vwo-event-*	Mark	7.5s	0ms
vwo-event-vwo_timer	Mark	8.3s	0ms
vwo-event-vwo_timer	Mark	9.3s	0ms
vwo-event-vwo_timer	Mark	10.3s	0ms
vwo-event-vwo_timer	Mark	11.3s	0ms
vwo-event-vwo_timer	Mark	12.3s	0ms

NAME	TYPE	START TIME	DURATION
vwo-event-vwo_timer	Mark	13.3s	0ms
vwo-event-vwo_timer	Mark	14.3s	0ms
vwo-event-vwo_timer	Mark	15.3s	0ms
vwo-event-vwo_timer	Mark	16.3s	0ms
vwo-event-vwo_timer	Mark	17.3s	0ms
vwo-event-vwo_timer	Mark	18.3s	0ms
vwo-event-vwo_timer	Mark	19.5s	0ms

N/A

Reduce initial server response time FCP LCP

Root document took 6ms

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

URL

- <https://www.bamford.com/>

TIME SPENT

6ms

N/A

Minimize main-thread work TBT

Main-thread busy for 8.4s

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	5.3s
Other	1.7s
Style & Layout	539ms
Script Parsing & Compilation	370ms
Parse HTML & CSS	330ms
Garbage Collection	155ms
Rendering	56ms

N/A

Reduce the impact of third-party code TBT

Third-party code blocked the main thread for 275ms

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
COOKIEBOT	149KB	159ms
https://consent.cookiebot.com/0dd9dcbd-0cb2-417b-b836-71049675be62/cc.js?renew=false&referer=www.bamford.com&dnt=false&init=false https://consent.cookiebot.com/uc.js?cbid=0dd9dcbd-0cb2-417b-b836-71049675be62&implementation=gtm&consentmode-dataredaction=dynamic	113KB	159ms
	34.0KB	0ms
GOOGLE TAG MANAGER	410KB	103ms
https://www.googletagmanager.com/gtag/js?id=AW-793927565 https://www.googletagmanager.com/gtm.js?id=GTM-NCGCD2Z https://www.googletagmanager.com/gtag/js?id=G-2TJLTDMJXJ&l=dataLayer&cx=c https://www.googletagmanager.com/gtag/destination?id=AW-793927565&l=dataLayer&cx=c	94.9KB	76ms
	112KB	14ms
	109KB	9ms
	94.2KB	3ms
KLEVU SEARCH	151KB	12ms
https://js.klevu.com/recs/v2/klevu-recs.js https://js.klevu.com/theme/default/v2/quick-search-theme.js https://js.klevu.com/core/v2/klevu.js - Other resources	6.53KB	12ms
	80.4KB	0ms
	52.5KB	0ms
	11.4KB	0ms
VIMEO	1.78MB	0ms
https://i.vimeocdn.com/video/1739688198-a5e7dbdfde87178f6bea4f4f61f1763d6b92964337022a39f18470312fc8cd85-d https://i.vimeocdn.com/video/1739701353-d39cad6bab02bc848f355c29b96aac5426ffe4aec48ab371b16e2fddbbbe4f84-d https://vod-adaptive-ak.vimeocdn.com/exp=1728727257~acl=%2Fe732a267-435d-4f85-8f95-66b946bece79%2F%2A~hmac=70e0e3cdf99bbe53c221bac7a2d5a7ece91adfe9fb63ee9719f7e3ae439c4f17e732a267-435d-4f85-8f95-66b946bece79/v2/range/avf/c25942bb-1369-485e-aa35-84e7ccc6b9b0.mp4?pathsig=8c953e4f~cOKFHOHvzqY3zaeAFtcU6uVOz5WbQJUAIL_Ouje1iic&r=dXMtd2VzdDE%3D&range=890-250377 https://vod-adaptive-ak.vimeocdn.com/exp=1728727257~acl=%2F6832b496-660d-4094-bc61-6e30982e3a50%2F%2A~hmac=16f044b1feb18d58114ce3957e9315a242f61bfa3c647d7981cbd1b1bd00f32b/6832b496-660d-4094-bc61-6e30982e3a50/v2/range/avf/d08e2f60-ab52-4d0a-87f7-0e638b2282a4.mp4?pathsig=8c953e4f~DlbOXOFzh7j9L7a3NG1q9F06XfexCTERTMjH7BpZkDE&r=dXMtZWZzdDE%3D&range=890-231450 https://vod-adaptive-ak.vimeocdn.com/exp=1728727257~acl=%2Fe732a267-435d-4f85-8f95-66b946bece79%2F%2A~hmac=70e0e3cdf99bbe53c221bac7a2d5a7ece91adfe9fb63ee9719f7e3ae439c4f17e732a267-435d-4f85-8f95-66b946bece79/v2/range/avf/c25942bb-1369-485e-aa35-84e7ccc6b9b0.mp4?pathsig=8c953e4f~cOKFHOHvzqY3zaeAFtcU6uVOz5WbQJUAIL_Ouje1iic&r=dXMtd2VzdDE%3D&range=250378-411753 - Other resources	377KB	0ms
	356KB	0ms
	244KB	0ms
	226KB	0ms
	158KB	0ms
	465KB	0ms
CLOUDFRONT.NET	670KB	0ms
https://d3k81ch9hvuctc.cloudfront.net/company/UhE8ks/images/0a5246fd-9e33-47d9-9c63-f3995d491b83.jpeg	670KB	0ms
GOOGLE CDN	506KB	0ms
https://www.gstatic.com/recaptcha/releases/aR-zv8WjtWx4IAw-tRCA-zca/recaptcha__en.js https://www.gstatic.com/recaptcha/releases/aR-zv8WjtWx4IAw-tRCA-zca/styles__ltr.css - Other resources	432KB	0ms
	41.1KB	0ms
	32.2KB	0ms
YOTPO	183KB	0ms
https://staticw2.yotpo.com/rMLbzBKceopvDG98LUNjDZ1vumRK4bHJsm0Brrdw/widget.js https://staticw2.yotpo.com/rMLbzBKceopvDG98LUNjDZ1vumRK4bHJsm0Brrdw/widget.css?widget_version=2024-09-30_12-52-23	144KB	0ms
	38.8KB	0ms
KLAVIYO	180KB	0ms
https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js https://static.klaviyo.com/onsite/js/ClientStore.00ba351e0798f9eafd68.js https://static.klaviyo.com/onsite/js/sharedUtils.3ee3ffff305afeb8e5df.js?cb=1 https://static-forms.klaviyo.com/forms/api/v7/UhE8ks/full-forms https://static.klaviyo.com/onsite/js/vendors~Render.0c25648017ae73d787f3.js - Other resources	32.7KB	0ms
	18.8KB	0ms
	18.0KB	0ms
	14.1KB	0ms
	13.3KB	0ms
	83.1KB	0ms
VWO	151KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
https://dev.visualwebsiteoptimizer.com/cdn/edrv/va_gg_safari-a9bda2b06ba9b1b383c4bac0b531f64dbr.js https://dev.visualwebsiteoptimizer.com/cdn/edrv/worker_safari-628104027e0bffffe96aab276eb0fa25ebr.js - Other resources	71.1KB 63.8KB 16.4KB	0ms 0ms 0ms
FACEBOOK	75.5KB	0ms
https://connect.facebook.net/en_US/fbevents.js https://connect.facebook.net/signals/config/689859628062817?v=2.9.170&r=stable&domain=www.bamford.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%2C2%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	60.1KB 15.2KB	0ms 0ms
ADOBE TYPEKIT	41.1KB	0ms
https://use.typekit.net/af/9f0057/00000000000000003b9b210d/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3 https://use.typekit.net/af/0f438f/00000000000000003b9b2107/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	19.7KB 19.7KB	0ms 0ms
OTHER GOOGLE APIS/SDKS	40.9KB	0ms
https://www.google.com/recaptcha/api2/anchor?ar=1&k=6Lc6fBogAAAAALDCdEjQqTAmIZvd3FCuzYy9zNUR&co=aHR0cHM6Ly93d3cuYmFtZm9yZC5jb206NDQz&hl=en&v=aR-zv8WjtWx4lAw-tRCA-zca&theme=light&size=invisible&badge=inline&cb=42jx7wmt3p3e https://www.google.com/js/bg/9JZxEP0LhtaE1v0GxppxYD-mM4N48uB2QPjHabq_eOY.js	30.5KB 7.84KB	0ms 0ms
GOOGLE FONTS	36.5KB	0ms
https://fonts.googleapis.com/css2?family=Advent+Pro:ital,wght@0,400&family=Gothic+A1:ital,wght@0,400&family=Kanit:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800;0,900&family=Libre+Franklin:ital,wght@0,400&family=Poppins:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800&display=swap https://fonts.gstatic.com/s/roboto/v18/KFOmCnqEu92Fr1Mu4mxKKTU1Kg.woff2 https://fonts.gstatic.com/s/roboto/v18/KFOICnqEu92Fr1MmEU9fBBc4AMP6lQ.woff2	14.8KB 11.0KB 10.7KB	0ms 0ms 0ms
NEW RELIC	34.3KB	0ms
https://js-agent.newrelic.com/nr-spa-1.268.0.min.js	32.7KB	0ms
HERO	27.7KB	0ms
https://cdn.usehero.com/loader.js	27.0KB	0ms
KSEARCHNET.COM	17.8KB	0ms
https://config-cdn.ksearchnet.com/recommendations/klevu-165858477449615229/settings/k-d38e0fed-1c82-410b-9edf-20bf1f7a83c0?cp=&gpid=&pid= https://config-cdn.ksearchnet.com/recommendations/klevu-165858477449615229/settings/k-e6edfec2-0a59-420b-8f5a-baaddbca7b9d?cp=&gpid=&pid= https://eucs30v2.ksearchnet.com/cs/v2/search	5.19KB 5.00KB 4.15KB	0ms 0ms 0ms
LOQATE	14.2KB	0ms
https://bamfo11117.pcapredict.com/js/sensor.js	14.2KB	0ms
GOOGLE/DOUBLECLICK ADS	6.56KB	0ms
LUCKY ORANGE	5.19KB	0ms
https://tools.luckyorange.com/core/lo.js?site-id=f2246fd8	4.96KB	0ms