

Performance Report for: http://naturalmat.co.uk/

Report generated: Sun, Oct 13, 2024 9:33 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 25%	Structure 68%	L. Contentful Paint 2.7s	T. Blocking Time 655ms	C. Layout Shift 1.7
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Top Issues

High	Avoid enormous network payloads	Total size was 8.47MB
Med-High	Avoid an excessive DOM size	2,490 elements
Med-High	Avoid large layout shifts	4 elements found
Med	Don't lazy load Largest Contentful Paint image	LCP was lazy loaded
Med	Use explicit width and height on image elements	2 images 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 - 8.41MB



Total Page Requests - 309



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.**

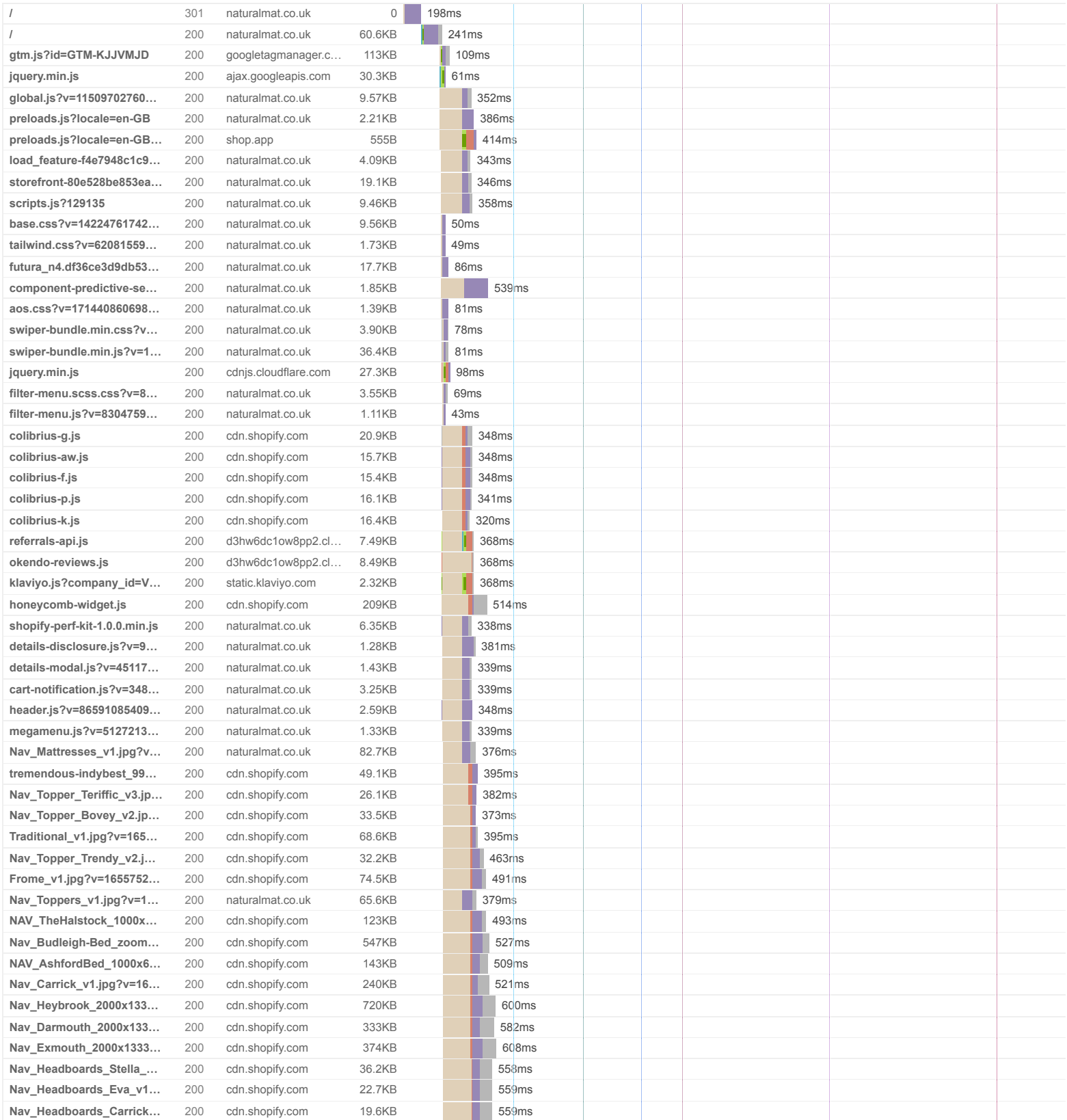
About TheNextLevel



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.

Organic, Natural & Sustainable Mattresses and Beds Handmade in Devon – Naturalmat



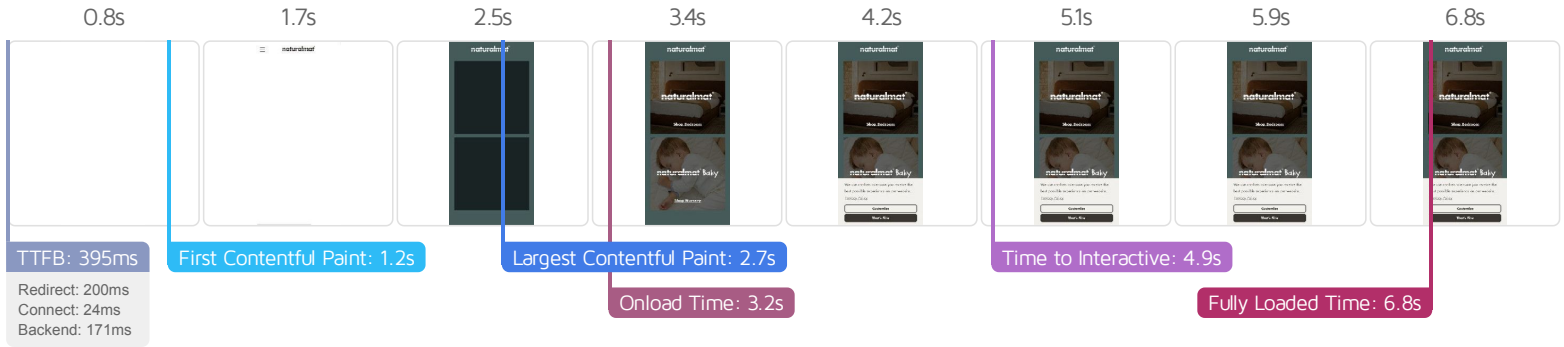
Nav_Headboards_Pridea...	200	cdn.shopify.com	24.2KB		560ms					
NAV_TheRosemoorStora...	200	cdn.shopify.com	114KB		579ms					
NAV_TheClovellyStorage...	200	cdn.shopify.com	129KB		584ms					
NAV_TheSeatonStorage_...	200	cdn.shopify.com	125KB		582ms					
Nav-Default-Beds_2000x1...	200	naturalmat.co.uk	63.6KB		378ms					
NAV_TheFurrowThrow_1...	200	cdn.shopify.com	131KB		583ms					
NAV_TheOrganicWoolThr...	200	cdn.shopify.com	108KB		607ms					
NAV_TheOrganicCottonT...	200	cdn.shopify.com	70.7KB		607ms					
Nav_Bedding_v1.jpg?v=1...	200	naturalmat.co.uk	72.7KB		392ms					
Nav_Showroom_v1_500x....	200	naturalmat.co.uk	51.9KB		397ms					
b-fabrics-collection_2000...	200	naturalmat.co.uk	103KB		423ms					
PDP-Brochure1_2000x13...	200	naturalmat.co.uk	34.0KB		420ms					
Nav_Hotels_v1_500x.jpg?...	200	naturalmat.co.uk	24.6KB		423ms					
Nav_SleepPromise_v1_1e...	200	naturalmat.co.uk	42.0KB		469ms					
Nav_Virtual_v2_500x.jpg?...	200	naturalmat.co.uk	43.0KB		476ms					
Nav_SusStrat_v1_500x.jp...	200	naturalmat.co.uk	35.0KB		477ms					
Nav_MFL_v1_500x.jpg?v...	200	naturalmat.co.uk	19.8KB		480ms					
2024_impact_report_ban...	200	naturalmat.co.uk	16.4KB		472ms					
BCorp_Nav_Image_v3_50...	200	naturalmat.co.uk	53.3KB		477ms					
Nav_QueensAward_v1_5...	200	naturalmat.co.uk	44.4KB		489ms					
Impact_Partners_banner...	200	naturalmat.co.uk	26.2KB		500 ms					
NAV_OurStory_1000x667...	200	naturalmat.co.uk	45.7KB		503ms					
field_green_v2_500x.jpg?...	200	naturalmat.co.uk	64.2KB		493ms					
Nav_Story_v1_1d6ec5f6-5...	200	naturalmat.co.uk	55.3KB		505ms					
NAV_Reviews_2000x1120...	200	naturalmat.co.uk	26.9KB		494 ms					
Nav_Contact_v2.jpg?v=1...	200	naturalmat.co.uk	151KB		505ms					
Nav-Default-Beds_2000x1...	200	naturalmat.co.uk	63.6KB		505ms					
section-page-selector.css...	200	naturalmat.co.uk	1.77KB		179ms					
scrolldown.js?v=8457141...	200	naturalmat.co.uk	1.27KB		504ms					
section-multicolumn.css?...	200	naturalmat.co.uk	2.61KB		175ms					
section-usps.css?v=1278...	200	naturalmat.co.uk	1.98KB		234ms					
sliders.css?v=393222362...	200	naturalmat.co.uk	1.29KB		341ms					
section-image-banner.css...	200	naturalmat.co.uk	2.05KB		309ms					
component-image-with-te...	200	naturalmat.co.uk	3.00KB		309ms					
section-collection-list.css...	200	naturalmat.co.uk	2.08KB		273ms					
component-card.css?v=1...	200	naturalmat.co.uk	2.72KB		289ms					
component-logo-collage...	200	naturalmat.co.uk	1.78KB		289ms					
component-custom-news...	200	naturalmat.co.uk	1.81KB		309ms					
newsletter-section.css?v...	200	naturalmat.co.uk	1.26KB		300ms					
section-footer.css?v=129...	200	naturalmat.co.uk	3.09KB		309ms					
predictive-search.js?v=31...	200	naturalmat.co.uk	2.28KB		501ms					
aos.js?v=1755280314733...	200	naturalmat.co.uk	5.12KB		305ms					
sv-hover-intent.js?v=2392...	200	naturalmat.co.uk	1.49KB		305ms					
01H4QT648T22CJP7E24P... (canceled) config.gorgias.chat			0		424ms					
js?id=G-SFKF5YGZ2Z&l=... (canceled) googletagmanager.c...			1.57KB		272ms					
bb27301d1w4f7f9fap829...	200	naturalmat.co.uk	41.0KB		62ms					
trekkie.storefront.c1258b...	200	naturalmat.co.uk	24.6KB		39ms					
shop_events_listener-61f...	200	naturalmat.co.uk	3.42KB		90ms					
cart.json	200	naturalmat.co.uk	1.49KB		165ms					
shopify-boomerang-1.0.0...	200	naturalmat.co.uk	19.0KB		55ms					
component-list-menu.css...	200	naturalmat.co.uk	1.22KB		43ms					
component-search.css?v...	200	naturalmat.co.uk	2.11KB		51ms					
component-menu-drawer...	200	naturalmat.co.uk	2.19KB		53ms					
component-megamenu.c...	200	naturalmat.co.uk	2.08KB		53ms					
component-cart-notificati...	200	naturalmat.co.uk	2.44KB		52ms					
component-cart-items.cs...	200	naturalmat.co.uk	2.74KB		38ms					
component-header.css?v...	200	naturalmat.co.uk	1.91KB		36ms					
component-price.css?v=...	200	naturalmat.co.uk	1.46KB		43ms					
component-loading-overl...	200	naturalmat.co.uk	1.36KB		49ms					
fender_analytics.673ab99...	200	static-tracking.klaviy...	11.8KB		53ms					
static.8d136cd44b74e818...	200	static-tracking.klaviy...	280B		53ms					
runtime.c6067c71d376a2a...	200	static.klaviyo.com	7.64KB		26ms					

sharedUtils.3ee3ffff305af...	200	static.klaviyo.com	17.7KB	36ms					
vendors~signup_forms~p...	200	static.klaviyo.com	4.00KB	36ms					
vendors~signup_forms~c...	200	static.klaviyo.com	2.85KB	38ms					
vendors~signup_forms.ff...	200	static.klaviyo.com	4.24KB	34ms					
default~signup_forms~on...	200	static.klaviyo.com	9.14KB	33ms					
signup_forms.a279a1ac6...	200	static.klaviyo.com	5.60KB	38ms					
vendors~reviews~atlas~C...	200	static.klaviyo.com	7.58KB	38ms					
vendors~reviews.1c4c217...	200	static.klaviyo.com	9.00KB	37ms					
reviews.7ff75c04c2602b8...	200	static.klaviyo.com	8.06KB	33ms					
js?id=G-D40SLN7WPF	200	googletagmanager.c...	110KB	47ms					
js?id=G-D40SLN7WPF&l=...	200	googletagmanager.c...	110KB	39ms					
js?id=AW-1054241440&l=...	200	googletagmanager.c...	93.7KB	36ms					
futura_n7.153f8ffad8e901...	200	naturalmat.co.uk	19.1KB	163ms					
component-rte.css?v=51...	200	naturalmat.co.uk	2.29KB	60ms					
section-rich-text.css?v=1...	200	naturalmat.co.uk	1.55KB	32ms					
component-slider.css?v=...	200	naturalmat.co.uk	1.94KB	68ms					
chevron.svg	200	naturalmat.co.uk	1.09KB	69ms					
Futura-Heavy.ttf	200	naturalmat.co.uk	20.5KB	155ms					
POST produce_batch	200	naturalmat.co.uk	0	131ms					
POST produce_batch	200	naturalmat.co.uk	0	120ms					
component-list-payment...	200	naturalmat.co.uk	1.08KB	49ms					
component-list-social.css...	200	naturalmat.co.uk	1.10KB	34ms					
disclosure.css?v=646595...	200	naturalmat.co.uk	1.34KB	106ms					
Futura-Medium.ttf	200	naturalmat.co.uk	20.5KB	396ms					
SS_TheHalstock_2000x13...	200	naturalmat.co.uk	157KB	54ms					
POST produce_batch	200	naturalmat.co.uk	0	121ms					
onsite?company_id=V9pj...	200	fast.a.klaviyo.com	418B	44ms					
full-forms	200	static-forms.klaviyo.c...	14.1KB	50ms					
onsite?company_id=V9pj...	200	fast.a.klaviyo.com	418B	44ms					
okendo-reviews-core.84d...	200	d3hw6dc1ow8pp2.cl...	25.4KB	12ms					
okendo-reviews-styles.35...	200	d3hw6dc1ow8pp2.cl...	123B	10ms					
okendo-reviews-translati...	200	d3hw6dc1ow8pp2.cl...	8.68KB	13ms					
okendo-widget-init.9e2c0f...	200	d3hw6dc1ow8pp2.cl...	16.1KB	10ms					
consent-tracking-api.js	200	naturalmat.co.uk	5.24KB	32ms					
HomeSplit_BedroomMobi...	200	naturalmat.co.uk	152KB	45ms					
COL_Superb_v1.jpg?v=1...	200	naturalmat.co.uk	173KB	45ms					
COL_Toppers_v1.jpg?v=1...	200	naturalmat.co.uk	113KB	41ms					
COL_Bedding_v1.jpg?v=...	200	naturalmat.co.uk	175KB	45ms					
COL_BedLinen_v1.jpg?v...	200	naturalmat.co.uk	104KB	74ms					
Website_USPs_Natural_v...	200	naturalmat.co.uk	8.53KB	37ms					
Website_USPs_Chemical...	200	naturalmat.co.uk	8.04KB	31ms					
Website_USPs_Sustainab...	200	naturalmat.co.uk	15.9KB	43ms					
Website_USPs_Handmad...	200	naturalmat.co.uk	6.85KB	38ms					
settings?shop=naturalma...	200	upsell.conversionbe...	2.56KB	79ms					
consent-tracking-api.js	200	cdn.shopify.com	5.21KB	49ms					
Naturalmat_Logotype_Pa...	200	naturalmat.co.uk	3.29KB	36ms					
HomeSplit_NurseryMobil...	200	naturalmat.co.uk	57.9KB	42ms					
Naturalmat_Baby_Logoty...	200	naturalmat.co.uk	5.50KB	36ms					
POST produce_batch	200	naturalmat.co.uk	0	145ms					
POST update.js	200	naturalmat.co.uk	2.53KB	465ms					
css2?family=Kanit:ital,wg...	200	fonts.googleapis.com	1.26KB	48ms					
smf1lry.css	200	use.typekit.net	0.99KB	50ms					
ClientStore.00ba351e0798...	200	static.klaviyo.com	18.5KB	5ms					
destination?id=AW-10542...	200	googletagmanager.c...	93.9KB	40ms					
cart.js	200	naturalmat.co.uk	1.50KB	180ms					
okendo-reviews-tab.58ca...	200	d3hw6dc1ow8pp2.cl...	1.08KB	15ms					
okendo-reviews-tab.1e60...	200	d3hw6dc1ow8pp2.cl...	1.80KB	15ms					
p.css?s=1&k=smf1lry&ht...	200	p.typekit.net	5B	38ms					
532.6b7731948f1a181190b...	200	static.klaviyo.com	8.82KB	18ms					
styles.c55c43061a96111d...	200	static.klaviyo.com	3.57KB	36ms					
vendors~Render.0c25648...	200	static.klaviyo.com	13.0KB	28ms					
Render.744fc49de038509...	200	static.klaviyo.com	32.2KB	34ms					

POST track-analytics?co...	202	a.klaviyo.com	50B
POST track-analytics?co...	202	a.klaviyo.com	50B
OPTIONS track-analytics...	200	a.klaviyo.com	0
OPTIONS track-analytics...	200	a.klaviyo.com	0
I?primer=7cdcb44be4a7d...	200	use.typekit.net	50.3KB
I?primer=7cdcb44be4a7d...	200	use.typekit.net	39.5KB
I?primer=7cdcb44be4a7d...	200	use.typekit.net	42.1KB
POST shopify	201	transaction-watcher-...	14B
swym-shopify.js?shop=n...	200	swymv3free-01.azur...	79.7KB
gdpr_cookie_consent.mi...	200	gdprrcdn.b-cdn.net	47.4KB
trafficguard.js?shop=natu...	200	d3bt4yq3k408c5.clo...	7.09KB
colibrius-m.js?shop=natu...	200	d26ky332zkt97.clo...	1.49KB
awin-shopify-integration-...	200	dr4qe3ddw9y32.clou...	4.54KB
01H4QT648T22CJP7E24P... loader.js?g_cvt_id=e2bcf...	(canceled)	config.gorgias.chat (canceled) bundle.dyn-rev.app	0
loader.js?v=2&h=z3ZQw4...	200	wisepops.net	31.9KB
polyfills.legWBDja.js	200	cdn.shopify.com	14.9KB
bat.js	200	bat.bing.com	14.1KB
Untitled_128_x_128px.pn...	200	naturalmat.co.uk	1.98KB
app.BemU-tkl.js	200	cdn.shopify.com	367KB
ajaxroute.php?callback=d...	200	trafficguardapp.com	1.17KB
50887.js	200	dwin1.com	12.4KB
versioning?shop=natural...	200	gdpr.apps.isenselab...	409B
POST id?h=z3ZQw4pSLX...	(failed)	wisepops.net	0
OnePage.DUIBzfql.js	200	cdn.shopify.com	35.8KB
11000365.js	200	bat.bing.com	419B
POST id?h=z3ZQw4pSLX...	(failed)	wisepops.net	0
checklp	200	consentmo-geo.com	609B
DeliveryMethodSelectorS...	200	cdn.shopify.com	21.1KB
0?ti=11000365&t看=gtm00...	204	bat.bing.com	289B
useUnauthenticatedError...	200	cdn.shopify.com	1.54KB
getCookieConsentSetting...	200	gdpr.apps.isenselab...	4.76KB
POST update.js	200	naturalmat.co.uk	2.30KB
LegacyVaultedShippingM...	200	cdn.shopify.com	1.29KB
Rollup.DJEK_OtR.js	200	cdn.shopify.com	2.39KB
SubscriptionPriceBreakd...	200	cdn.shopify.com	3.22KB
RageClickCapture.Bt65oc...	200	cdn.shopify.com	2.08KB
ShopPayLogo.CqvB9Kgь.js	200	cdn.shopify.com	2.25KB
PurchaseOptionsAgreem...	200	cdn.shopify.com	3.12KB
PickupPointCarrierLogo....	200	cdn.shopify.com	2.47KB
hooks.PITbmN_2.js	200	cdn.shopify.com	3.83KB
VaultedPayment.BQ-wph...	200	cdn.shopify.com	39.6KB
POST graphql.json	200	naturalmat.co.uk	2.20KB
analytics.js	200	google-analytics.com	20.5KB
futura_o4.9747e2e6ed2f1...	200	naturalmat.co.uk	19.3KB
futura_o7.ece1472e1fefbb...	200	naturalmat.co.uk	18.8KB
OnePageModal.BU-8NF6...	200	cdn.shopify.com	1.43KB
useShowShopPayOptin.C...	200	cdn.shopify.com	1.84KB
POST shopify	201	transaction-watcher-...	14B
Section.C4YAOKic.js	200	cdn.shopify.com	2.06KB
?format=json	200	api64.ipify.org	214B
core.js	200	s.pinimg.com	1.83KB
fbevents.js	200	connect.facebook.net	57.7KB
1054241440?random=172...	200	googleads.g.doublec...	2.34KB
1054241440?random=172...	200	googleads.g.doublec...	2.34KB
1054241440?random=172...	200	googleads.g.doublec...	2.34KB
1054241440?random=172...	200	googleads.g.doublec...	2.34KB
1054241440?random=172...	200	googleads.g.doublec...	2.34KB
1054241440?random=172...	200	googleads.g.doublec...	2.34KB
1054241440?random=172...	200	googleads.g.doublec...	2.36KB
1054241440?random=172...	200	googleads.g.doublec...	2.38KB
POST 0?ti=11000365&tм=...	204	bat.bing.com	238B

POST produce_batch	200	naturalmat.co.uk	0						137ms	
POST produce_batch	200	naturalmat.co.uk	0						127ms	
modern/	200	naturalmat.co.uk	23.2KB						50ms	
modern/	200	naturalmat.co.uk	22.9KB						75ms	
worker.modern.js	200	naturalmat.co.uk	22.5KB						57ms	
worker.modern.js	200	naturalmat.co.uk	22.5KB						35ms	
worker.modern.js	200	naturalmat.co.uk	22.5KB						53ms	
worker.modern.js	200	naturalmat.co.uk	22.5KB						59ms	
worker.modern.js	200	naturalmat.co.uk	22.5KB						59ms	
useGooglePaySdk.OrY8lk...	200	cdn.shopify.com	6.31KB						37ms	
main.97c41ef3.js	200	s.pining.com	23.1KB						8ms	
1054241440?random=172...	200	google.com	42B						82ms	
1054241440?random=172...	200	google.co.uk	42B						90ms	
1054241440?random=172...	200	google.com	42B						83ms	
1054241440?random=172...	200	google.co.uk	42B						85ms	
1054241440?random=172...	200	google.com	42B						77ms	
1054241440?random=172...	200	google.co.uk	42B						86ms	
1054241440?random=172...	200	google.com	42B						76ms	
1054241440?random=172...	200	google.co.uk	42B						81ms	
1054241440?random=172...	200	google.com	42B						88ms	
1054241440?random=172...	200	google.co.uk	42B						89ms	
1054241440?random=172...	200	google.com	42B						89ms	
1054241440?random=172...	200	google.co.uk	42B						85ms	
1054241440?random=172...	200	google.com	42B						91ms	
1054241440?random=172...	200	google.co.uk	42B						82ms	
1054241440?random=172...	200	google.com	42B						90ms	
1054241440?random=172...	200	google.co.uk	42B						80ms	
955270169606802?v=2.9.1...	200	connect.facebook.net	12.8KB						12ms	
ShopPayLoginLoader.C9i...	200	cdn.shopify.com	2.81KB						30ms	
sweet.min.js	200	track.sweetanalytics....	7.29KB						44ms	
user?tid=2613988972921...	200	ct.pinterest.com	187B						59ms	
user?event=pagevisit&tid...	200	ct.pinterest.com	187B						58ms	
publishMessage.CPsQvy...	200	cdn.shopify.com	2.13KB						31ms	
v3?tid=2613988972921&p...	200	ct.pinterest.com	35B						41ms	
tr?id=955270169606802&...	200	facebook.com	273B						25ms	
config?	200	track.sweetanalytics....	470B						7ms	
token_create.js	200	ct.pinterest.com	4.18KB						11ms	
ct.html	200	ct.pinterest.com	323B						76ms	
PayButtonSection.DJI2ZA...	200	cdn.shopify.com	4.63KB						41ms	
v3?event=pagevisit&tid=2...	200	ct.pinterest.com	665B						31ms	
context.WjMzC5I2.js	200	cdn.shopify.com	3.37KB						29ms	
DutyOptions.0gyWa648.js	200	cdn.shopify.com	4.83KB						32ms	
useAmazonContact.Bz1S...	200	cdn.shopify.com	3.62KB						32ms	
StockProblemsLinItemLi...	200	cdn.shopify.com	1.77KB						32ms	
component-ShopPayVerif...	200	cdn.shopify.com	7.74KB						43ms	
index.ajmBaWCC.js	200	cdn.shopify.com	25.9KB						29ms	
event.gif?1=1&uid=cf38d...	200	track.sweetanalytics....	300B						9ms	
app.DhZZMK7-.css	200	cdn.shopify.com	22.8KB						28ms	
OnePage.BL1uXB7_.css	200	cdn.shopify.com	1.76KB						32ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	2.95KB						34ms	
POST produce_batch	200	naturalmat.co.uk	0						124ms	
Rollup.o9Mx-fKL.css	200	cdn.shopify.com	1.07KB						51ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	834B						32ms	
RageClickCapture.DnkQ4...	200	cdn.shopify.com	842B						27ms	
ShopPayLogo.D_HPU8Dh...	200	cdn.shopify.com	828B						30ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	790B						28ms	
VaultedPayment.Bk8Je7sl...	200	cdn.shopify.com	2.20KB						36ms	
Section.sQehCocD.css	200	cdn.shopify.com	807B						35ms	
ShopPayLoginLoader.CjG...	200	cdn.shopify.com	845B						34ms	
PayButtonSection.DF7trk...	200	cdn.shopify.com	874B						36ms	
DutyOptions.CtZGmwZL....	200	cdn.shopify.com	1.69KB						47ms	
useAmazonContact.D-Ox...	200	cdn.shopify.com	891B						38ms	

StockProblemsLineItemLi...	200	cdn.shopify.com	828B						27ms	
ShopPayVerificationSwitc...	200	cdn.shopify.com	1.40KB						25ms	
futura_n4.df36ce3d9db53...	200	fonts.shopifycdn.com	17.7KB						76ms	
futura_n7.153f8ffad8e901...	200	fonts.shopifycdn.com	18.4KB						43ms	
POST update.js	200	naturalmat.co.uk	2.79KB						463ms	
Naturalmat_Logo_Black_...	200	cdn.shopify.com	6.44KB						30ms	
cart.json	200	naturalmat.co.uk	2.16KB						186ms	
POST shopify	201	transaction-watcher-...	14B						109ms	
309 Requests 8.41MB (14.0MB Uncompressed) Fully Loaded 6.8s (Onload 3.2s)										



Performance Metrics

First Contentful Paint

How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.

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

4.9s

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

3.0s

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

655ms

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

2.7s

Cumulative Layout Shift

How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.

Much more than recommended

1.7

Browser Timings

Redirect

200ms

Connect

24ms

Backend

171ms

TTFB

395ms

First Paint

1.2s

DOM Int.

1.8s

DOM Loaded

2.0s

Onload

3.2s

Fully Loaded

6.8s

IMPACT AUDIT

High

Avoid enormous network payloads LCP

Total size was 8.47MB

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

URL	TRANSFER SIZE
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Heybrook_2000x1333_eae4dd34-4766-49c4-8331-232aacf7a900.jpg?v=1690964382	722KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Budleigh-Bed_zoom_2000x1333_f520ea5b-f887-4ae1-8736-faa0e5a5b922.jpg?v=1694086802	548KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Exmouth_2000x1333_fa96486d-e038-43f4-9472-682dc998e045.jpg?v=1672344630	375KB
https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.BemU-tkl.js	367KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Darmouth_2000x1333_49539a29-7b33-4659-b70c-77cfbb414b27.jpg?v=1672344614	334KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Carrick_v1.jpg?v=1655823371	241KB
https://cdn.shopify.com/extensions/1a33d573-5e2d-4fbd-950e-8a3d15a2a6e5/honeycomb-upsell-cross-sell-77/assets/honeycomb-widget.js	210KB
https://naturalmat.co.uk/cdn/shop/collections/COL_Bedding_v1.jpg?v=1656748253&width=1000	175KB
https://naturalmat.co.uk/cdn/shop/collections/COL_Superb_v1.jpg?v=1700594043&width=1000	173KB
https://naturalmat.co.uk/cdn/shop/files/SS_TheHalstock_2000x1333_85ee0dc9-376e-42b4-bd21-b6c022b87804.jpg?v=1725446243&width=1100	157KB

Med-High

Avoid an excessive DOM size TBT

2,490 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		2490
Maximum DOM Depth	a > div.menu-drawer__tile > div.text-block > h3 <h3>	27
Maximum Child Elements	body.index <body class="index bedroom gradient" data-aos-easing="ease" data-aos-duration="400" data-aos-delay="0">	65

Med-High

Avoid large layout shifts CLS

4 elements found

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

ELEMENT	CLS CONTRIBUTION
---------	------------------

Shop Bedroom Shop Nursery	
<section id="shopify-section-template--17064319910052__165038855460929588" class="shopify-section page-selector transparent-header-section">	1.00

```
div.page_selector > div.page_selector__grid > a.page_selector__card > ::before  
<::before>
```

Shop Nursery 0.35

```
<div class="page_selector_card_content">
```

Organic We use only the finest natural, organic and renewable materials in eve... 0.00

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.page_selector > div.page_selector__grid > a.page_selector__card > img.page_selector__card__img


```

Med Use explicit width and height on image elements CLS 2 images found

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

FAILING ELEMENTS

```
a.page_selector__card > div.page_selector__card__content > div.page_selector__card__logo > img

a.page_selector__card > div.page_selector__card__content > div.page_selector__card__logo > img

```

Med-Low **Avoid long main-thread tasks** TBT 15 long tasks found

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

URL	START TIME	DURATION
• https://naturalmat.co.uk/cdn/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js	4.3s	265ms
• https://www.googletagmanager.com/gtm.js?id=GTM-KJJVMJD	1.8s	241ms
• https://naturalmat.co.uk/	12.1s	151ms
• https://www.googletagmanager.com/gtm.js?id=GTM-KJJVMJD	3.0s	146ms
• https://naturalmat.co.uk/cdn/shopifycloud/boomerang/shopify-boomerang-1.0.0.min.js	3.6s	103ms
• https://www.googletagmanager.com/gtm.js?id=GTM-KJJVMJD	685ms	75ms
• https://gdprcdn.b-cdn.net/js/gdpr_cookie_consent.min.js?shop=naturalmat-uk.myshopify.com	3.4s	75ms
• https://naturalmat.co.uk/cdn/shopifycloud/shopify/assets/shop_events_listener-61fa9e0a912c675e178777d2b27f6cbd482f8912a6b0aa31fa3515985a8cd626.js	2.4s	67ms
• https://www.googletagmanager.com/gtag/js?id=G-D40SLN7WPF&l=dataLayer&cx=c	2.1s	66ms
• https://naturalmat.co.uk/wpm@b27301d1w4f7f9fap82969c05mefc5317e/custom/web-pixel-shopify-custom-pixel@0220/sandbox/modern/	4.8s	64ms
• Unattributable	955ms	62ms
• https://naturalmat.co.uk/	4.1s	59ms
• https://www.googletagmanager.com/gtag/js?id=AW-1054241440&l=dataLayer&cx=c	2.2s	58ms
• Unattributable	893ms	57ms
• https://swymv3free-01.azureedge.net/code/swym-shopify.js?shop=naturalmat-uk.myshopify.com	3.3s	57ms

Med-Low

Serve static assets with an efficient cache policy

Potential savings of 207KB

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

URL	CACHE TTL	TRANSFER SIZE
• https://d3bt4yq3k408c5.cloudfront.net/trafficguard.js?shop=naturalmat-uk.myshopify.com	none	7.09KB
• https://dr4qe3ddw9y32.cloudfront.net/awin-shopify-integration-code.js?aid=50887&v=shopifyApp_4.1.0&ts=1692193713494&shop=naturalmat-uk.myshopify.com	none	4.54KB
• https://track.sweetanalytics.com/event.gif?1=1&uid=cf38d14060738f92d9badc44ba4de2ae&cid=AT-5b62c5b4e1dd6&pt=Organic%2C%20Natural%20%26%20Sustainable%20Mattresses%20and%20Beds%20Handmade%20in%20Devon%20%E2%80%93%20Naturalmat&hn=https%3A%2F%2Fnaturalmat.co.uk%2Fwpm%40b27301d1w4f7f79fap82969c05mefc5317e%2Fcustom%2Fweb-pixel-19464356%401%2Fsandbox%2Fmodern%2F&ei=afb5bb6c-29c4-4f9d-b916-31b343929092&si=e9d09d4d-c420-44d0-b75c-8c4cd11820d5&tn=1&pa=%2Fwpm%40b27301d1w4f7f79fap82969c05mefc5317e%2Fcustom%2Fweb-pixel-19464356%401%2Fsandbox%2Fmodern%2F&pl=187&sr=43&nw=50&cl=134&st=1728837221687&cd=24&ac=x64&db=iPhone&ct=us&lg=en&tzo=-7&dst=true	none	300B
• https://www.facebook.com/tr/?id=955270169606802&ev=PageView&dl=https%3A%2F%2Fnaturalmat.co.uk%2F&rl=&if=false&ts=1728837221661&cd[name]=Organic%2C%20Natural%20%26%20Sustainable%20Mattresses%20and%20Beds%20Handmade%20in%20Devon%20%E2%80%93%20Naturalmat&sw=390&sh=844&v=2.9.170&r=stable&ec=0&o=12318&fbp=fb.2.1728837221659.905984269626044540&ler=empty&cd=API_unavailable&it=1728837221473&coo=false&dpo=LDU&dpoco=0&dpost=0&tm=1&rqm=GET	none	273B
• https://shop.app/checkouts/internal/preloads.js?locale=en-GB&shop_id=60282110116	60 seconds	555B
• https://d3hw6dc1ow8pp2.cloudfront.net/reviews-widget-plus/js/okendo-reviews-core.84d23785.js	5 minutes	25.4KB
• https://d3hw6dc1ow8pp2.cloudfront.net/reviews-widget-plus/js/okendo-reviews-translation.c0fa6869.js	5 minutes	8.68KB
• https://d3hw6dc1ow8pp2.cloudfront.net/reviews-widget-plus/js/okendo-reviews.js	5 minutes	8.49KB
• https://d3hw6dc1ow8pp2.cloudfront.net/referrals/js/referrals-api.js	5 minutes	7.49KB
• https://d3hw6dc1ow8pp2.cloudfront.net/reviews-widget-plus/css/modules/okendo-reviews-tab.58cab34.css	5 minutes	1.08KB
• https://d3hw6dc1ow8pp2.cloudfront.net/reviews-widget-plus/js/okendo-reviews-styles.35ef0117.js	5 minutes	512B
• https://www.dwin1.com/50887.js	10 minutes	12.4KB
• https://connect.facebook.net/en_US/fbevents.js	20 minutes	60.1KB
• https://connect.facebook.net/signals/config/955270169606802?v=2.9.170&r=stable&domain=naturalmat.co.uk&hmc=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	20 minutes	13.0KB
• https://wisepops.net/loader.js?v=2&h=z3Qw4pSLX&shop=naturalmat-uk.myshopify.com	30 minutes	31.9KB
• https://www.google-analytics.com/analytics.js	2 hours	21.1KB
• https://ct.pinterest.com/static/ct/token_create.js	2 hours	4.18KB
• https://s.pinimg.com/ct/core.js	2 hours	2.10KB
• https://swymv3free-01.azureedge.net/code/swym-shopify.js?shop=naturalmat-uk.myshopify.com	7 days	79.7KB
• https://p.typekit.net/p.css?s=1&k=smf1lry&ht=tk&f=10881.10882.10884.10885.15357.15358.15361.15362.32874.32875&a=85769979&app=typekit&e=css	7 days	172B
• https://s.pinimg.com/ct/lib/main.97c41ef3.js	14 days	23.3KB
• https://naturalmat.co.uk/cdn/fonts/futura/futura_o4.9747e2e6ed2f11b894984527c927b42234e48815.woff2?h1=bmF0dXJhbG1hdC11ay5hY2NvdW50Lm15c2hvcGlmeS5jb20&h2=bmF0dXJhbG1hdC5jb51aw&h3=bmF0dXJhbG1hdHVzYS5jb20&hmac=2576a920eb9f3be850159173b3c9d153a20c08e7bb2a72564b6459da9373df0d	30 days	19.3KB
• https://naturalmat.co.uk/cdn/fonts/futura/futura_n7.153f8ffad8e901382179997bbb87aa7a5ff33b3.woff2?h1=bmF0dXJhbG1hdC11ay5hY2NvdW50Lm15c2hvcGlmeS5jb20&h2=bmF0dXJhbG1hdC5jb51aw&h3=bmF0dXJhbG1hdHVzYS5jb20&hmac=2254080ec8522a86611f9705c130323f0995f77d4be50d544ce721a75c6bf22	30 days	19.1KB
• https://naturalmat.co.uk/cdn/fonts/futura/futura_o7.ece1472e1fefbb598873ba72dc2bfa2e050347c1.woff2?h1=bmF0dXJhbG1hdC11ay5hY2NvdW50Lm15c2hvcGlmeS5jb20&h2=bmF0dXJhbG1hdC5jb51aw&h3=bmF0dXJhbG1hdHVzYS5jb20&hmac=2bc85d90ae626f4a4949373e1ab06d4a0c0ee37ebec599e589225d9eaa5f0ae9	30 days	18.9KB
• https://naturalmat.co.uk/cdn/fonts/futura/futura_n4.df36ce3d9db534a4d7947f4aa825495ed740e410.woff2?h1=bmF0dXJhbG1hdC11ay5hY2NvdW50Lm15c2hvcGlmeS5jb20&h2=bmF0dXJhbG1hdC5jb51aw&h3=bmF0dXJhbG1hdHVzYS5jb20&hmac=daf5026e61aee2925543f0ddcf9812a2ace1fed127e30f1083c9635c8ae33d2a	30 days	18.3KB
• https://gdprcdn.b-cdn.net/js/gdpr_cookie_consent.min.js?shop=naturalmat-uk.myshopify.com	90 days	47.4KB

Med-Low

Use a Content Delivery Network (CDN)

11 resources found

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

- <https://trafficguardapp.com/ajaxroute.php?callback=document.tgcallback&shop=naturalmat-uk.myshopify.com>
- https://www.google.co.uk/pagead/1p-user-list/1054241440/?random=1728837220888&cv=11&fst=1728835200000&bg=ffffff&guid=ON&async=1>m=45be4a90v9106780345za200zb863703598&gcd=13r3r3r5l1&dma=0&tag_exp=101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fnaturalmat.co.uk%2F&hn=www.googleadservices.com&frm=0&tiba=Organic%2C%20Natural%20%26%20Sustainable%20Mattresses%20and%20Beds%20Handmade%20in%20Devon%20%E2%80%93%20Naturalmat&npa=0&pscdl=noapi&aid=632468058.1728837217&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=event%3Dgtag.config&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnfFP7jpGm9MYPeN3EiYZiNMvRdeW5ZQ&random=2553136322&rmt_tld=1&ipr=y
- https://www.google.co.uk/pagead/1p-user-list/1054241440/?random=1728837220923&cv=11&fst=1728835200000&bg=ffffff&guid=ON&async=1>m=45be4a90v9106780345za200zb863703598&gcd=13r3r3r5l1&dma=0&tag_exp=101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fnaturalmat.co.uk%2F&hn=www.googleadservices.com&frm=0&tiba=Organic%2C%20Natural%20%26%20Sustainable%20Mattresses%20and%20Beds%20Handmade%20in%20Devon%20%E2%80%93%20Naturalmat&npa=0&pscdl=noapi&aid=632468058.1728837217&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=event%3Dgtag.config&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnfSGNokgen3SvTYmmzUlvacZMD6sTmzq&random=2109222355&rmt_tld=1&ipr=y
- https://www.google.co.uk/pagead/1p-user-list/1054241440/?random=1728837220925&cv=11&fst=1728835200000&bg=ffffff&guid=ON&async=1>m=45be4a90v9106780345za200zb863703598&gcd=13r3r3r5l1&dma=0&tag_exp=101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fnaturalmat.co.uk%2F&hn=www.googleadservices.com&frm=0&tiba=Organic%2C%20Natural%20%26%20Sustainable%20Mattresses%20and%20Beds%20Handmade%20in%20Devon%20%E2%80%93%20Naturalmat&npa=0&pscdl=noapi&aid=632468058.1728837217&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=event%3Dgtag.config&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnfGmVq49RPEIZH0ZUlovMneCVK8g&random=3419464131&rmt_tld=1&ipr=y
- https://www.google.co.uk/pagead/1p-user-list/1054241440/?random=1728837220899&cv=11&fst=1728835200000&bg=ffffff&guid=ON&async=1>m=45be4a90v9106780345za200zb863703598&gcd=13r3r3r5l1&dma=0&tag_exp=101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fnaturalmat.co.uk%2F&hn=www.googleadservices.com&frm=0&tiba=Organic%2C%20Natural%20%26%20Sustainable%20Mattresses%20and%20Beds%20Handmade%20in%20Devon%20%E2%80%93%20Naturalmat&npa=0&pscdl=noapi&aid=632468058.1728837217&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=event%3Dgtag.config&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnf8mol8R2hNxAEriphRy0GdNcOxQN5Ow&random=95848991&rmt_tld=1&ipr=y
- https://www.google.co.uk/pagead/1p-user-list/1054241440/?random=1728837220943&cv=11&fst=1728835200000&bg=ffffff&guid=ON&async=1>m=45be4a90v9106780345za200zb863703598&gcd=13r3r3r5l1&dma=0&tag_exp=101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fnaturalmat.co.uk%2F&hn=www.googleadservices.com&frm=0&tiba=Organic%2C%20Natural%20%26%20Sustainable%20Mattresses%20and%20Beds%20Handmade%20in%20Devon%20%E2%80%93%20Naturalmat&npa=0&pscdl=noapi&aid=632468058.1728837217&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=event%3Dgtag.config&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnfG4qdrD3ubW7ZGXIZhWP5G3tXJtSGQ&random=1845612847&rmt_tld=1&ipr=y
- https://www.google.co.uk/pagead/1p-user-list/1054241440/?random=1728837220941&cv=11&fst=1728835200000&bg=ffffff&guid=ON&async=1>m=45be4a90v9106780345za200zb863703598&gcd=13r3r3r5l1&dma=0&tag_exp=101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fnaturalmat.co.uk%2F&hn=www.googleadservices.com&frm=0&tiba=Organic%2C%20Natural%20%26%20Sustainable%20Mattresses%20and%20Beds%20Handmade%20in%20Devon%20%E2%80%93%20Naturalmat&npa=0&pscdl=noapi&aid=632468058.1728837217&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=event%3Dgtag.config&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnf5JrduGfkMQRIKfmXwvZxHJKj9Br7g&random=2487505382&rmt_tld=1&ipr=y
- https://www.google.co.uk/pagead/1p-user-list/1054241440/?random=1728837220962&cv=11&fst=1728835200000&bg=ffffff&guid=ON&async=1>m=45be4a90v9106780345z8863703598za201zb863703598&gcd=13r3r3r5l1&dma=0&tag_exp=101533421~101671035~101686685~101836706&u_w=390&u_h=844&url=https%3A%2F%2Fnaturalmat.co.uk%2F&hn=www.googleadservices.com&frm=0&tiba=Organic%2C%20Natural%20%26%20Sustainable%20Mattresses%20and%20Beds%20Handmade%20in%20Devon%20%E2%80%93%20Naturalmat&npa=0&pscdl=noapi&aid=632468058.1728837217&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=ecomm_pagetype%3Dhome&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnfGPr5iY0dSvGfKvByhndS2z-fQgm35g&random=1395155949&rmt_tld=1&ipr=y
- https://www.google.co.uk/pagead/1p-user-list/1054241440/?random=1728837220955&cv=11&fst=1728835200000&bg=ffffff&guid=ON&async=1>m=45be4a90v9106780345z8863703598za201zb863703598&gcd=13r3r3r5l1&dma=0&tag_exp=101533421~101671035~101686685~101836706&u_w=390&u_h=844&url=https%3A%2F%2Fnaturalmat.co.uk%2F&hn=www.googleadservices.com&frm=0&tiba=Organic%2C%20Natural%20%26%20Sustainable%20Mattresses%20and%20Beds%20Handmade%20in%20Devon%20%E2%80%93%20Naturalmat&npa=0&pscdl=noapi&aid=632468058.1728837217&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=ecomm_pagetype%3Dhome&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnf9DyTDF39a-1-Mjm23XCJy6nlozTNw&random=4160408148&rmt_tld=1&ipr=y
- <https://track.sweetanalytics.com/sweet.min.js>
- <https://track.sweetanalytics.com/event.gif?1=1&uid=cf38d14060738f9d29badc44ba4de2ae&cid=AT-5b62c5b4e1dd6&pt=Organic%2C%20Natural%20%26%20Sustainable%20Mattresses%20and%20Beds%20Handmade%20in%20Devon%20%E2%80%93%20Naturalmat&hn=https%3A%2F%2Fnaturalmat.co.uk%2Fwpm%40b27301d1w4f7f79fap82969c05mefc5317e%2Fcustom%2Fweb-pixel-19464356%401%2Fsandbox%2Fmodern%2F&ei=afb5bb6c-29c4-4f9d-b916-31b343929092&si=e9d09d4d-c420-44d0-b75c-8c4cd11820d5&tn=1&pa=%2Fwpm%40b27301d1w4f7f79fap82969c05mefc5317e%2Fcustom%2Fweb-pixel-19464356%401%2Fsandbox%2Fmodern%2F&pl=187&sr=43&nw=50&cl=134&st=1728837221687&cd=24&ac=x64&db=iPhone&ct=us&lg=en&tzo=-7&dst=true>

Med-Low

Avoid CSS @import

FCP

LCP

2 resources found

Using CSS @import in an external stylesheet can add additional delays during the loading of a web page.

STYLESHEETS WITH @IMPORT STATEMENTS AND THE STYLESHEETS THEY IMPORT

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

<https://use.typekit.net/smf1lry.css>

<https://use.typekit.net/smf1lry.css>

<https://p.typekit.net/p.css?s=1&k=smf1lry&ht=ik&f=10881.10882.10884.10885.15357.15358.15361.15362.32874.32875&a=85769979&app=typekit&e=css>

Low

Reduce JavaScript execution time

TBT

1.7s 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://naturalmat.co.uk/	1.1s	222ms	7ms
Unattributable	1.0s	43ms	0ms
https://naturalmat.co.uk/cdn/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js	338ms	298ms	0ms
https://wisepops.net/loader.js?v=2&h=z3ZQw4pSLX&shop=naturalmat-uk.myshopify.com	159ms	107ms	1ms
https://www.googletagmanager.com/gtm.js?id=GTM-KJJVMJD	146ms	128ms	5ms
https://static.klaviyo.com/onsite/js/default~signup_forms~onsite-triggering.53d3566884aa6645184a.js?cb=1&v2-route=1	118ms	67ms	0ms
https://gdprcdn.b-cdn.net/js/gdpr_cookie_consent.min.js?shop=naturalmat-uk.myshopify.com	116ms	93ms	4ms
https://naturalmat.co.uk/cdn/shopifycloud/boomerang/shopify-boomerang-1.0.0.min.js	114ms	43ms	0ms
https://www.googletagmanager.com/gtag/js?id=G-D40SLN7WPF&l=dataLayer&cx=c	97ms	54ms	6ms
https://naturalmat.co.uk/cdn/shop/t/312/compiled_assets/scripts.js?129135	88ms	44ms	1ms
https://cdn.shopify.com/extensions/bfe18a01-1616-44f4-9d01-dff70af8ee13/littledata-revenue-tracking-42/assets/colibrius-aw.js	83ms	78ms	3ms
https://naturalmat.co.uk/wpm/bb27301d1w4f7f9fap82969c05mefc5317e/custom/web-pixel-shopify-customer-pixel@0220/sandbox/modern/	77ms	23ms	25ms
https://naturalmat.co.uk/cdn/wpm/bb27301d1w4f7f9fap82969c05mefc5317em.js	71ms	60ms	3ms
https://cdn.shopify.com/extensions/1a33d573-5e2d-4fbd-950e-8a3d15a2a6e5/honeycomb-upsell-cross-sell-77/assets/honeycomb-widget.js	71ms	44ms	22ms
https://naturalmat.co.uk/cdn/s/trekkie.storefront.c1258b47cccb7bc2aeaaeb253b8999e078bd2f6b.min.js	67ms	58ms	2ms
https://naturalmat.co.uk/cdn/shop/t/312/assets/aos.js?v=175528031473381956261692115962	65ms	5ms	0ms
https://naturalmat.co.uk/cdn/shop/t/312/assets/swiper-bundle.min.js?v=140229966564506460931692115967	62ms	12ms	4ms
https://www.googletagmanager.com/gtag/js?id=AW-1054241440&l=dataLayer&cx=c	60ms	55ms	4ms
https://swymv3free-01.azureedge.net/code/swym-shopify.js?shop=naturalmat-uk.myshopify.com	58ms	36ms	9ms
https://cdn.shopify.com/extensions/bfe18a01-1616-44f4-9d01-dff70af8ee13/littledata-revenue-tracking-42/assets/colibrius-g.js	54ms	51ms	2ms
https://naturalmat.co.uk/cdn/shop/t/312/assets/global.js?v=115097027602457086511727971534	54ms	3ms	0ms
https://s.pinimg.com/ct/lib/main.97c41ef3.js	53ms	50ms	1ms

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://naturalmat.co.uk/cdn/shop/t/312/assets/swiper-bundle.min.js?v=140229966564506460931692115967	Line:12

Low

Allow back/forward cache restoration

1 failure reason

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

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

Low

Avoid chaining critical requests

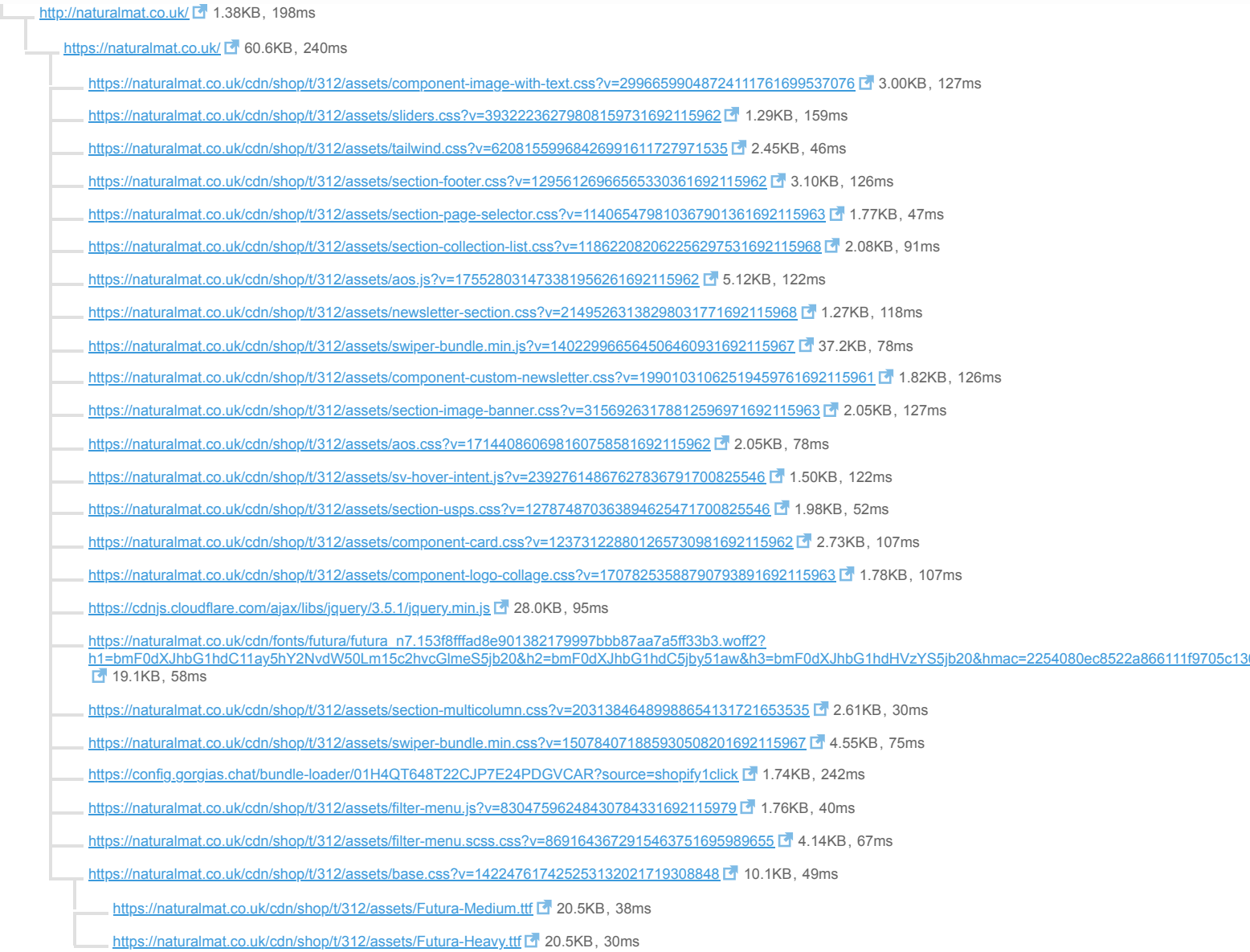
FCP LCP

25 chains found

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

Maximum critical path latency: **2.1s**

INITIAL NAVIGATION



Low

Eliminate render-blocking resources

FCP LCP

Potential savings of 38ms

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://naturalmat.co.uk/cdn/shop/t/312/assets/tailwind.css?v=62081559968426991611727971535	2.45KB	150ms
https://naturalmat.co.uk/cdn/shop/t/312/assets/filter-menu.scss.css?v=8691643672915463751695989655	4.14KB	150ms
https://naturalmat.co.uk/cdn/shop/t/312/assets/swiper-bundle.min.js?v=140229966564506460931692115967	37.2KB	600ms
https://cdnjs.cloudflare.com/ajax/libs/jquery/3.5.1/jquery.min.js	28.0KB	1.1s

Low

Avoid multiple page redirects

FCP LCP

Potential savings of 198ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
• http://naturalmat.co.uk/	198ms
• https://naturalmat.co.uk/	0ms

Low

Minify JavaScript FCP LCP

Potential savings of 71.1KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
• https://cdn.shopify.com/extensions/1a33d573-5e2d-4fbd-950e-8a3d15a2a6e5/honeycomb-upsell-cross-sell-77/assets/honeycomb-widget.js	210KB	68.8KB
• inline: /***** * DATA...	3.67KB	2.21KB

Low

Reduce unused JavaScript LCP

Potential savings of 657KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://cdn.shopify.com/extensions/1a33d573-5e2d-4fbd-950e-8a3d15a2a6e5/honeycomb-upsell-cross-sell-77/assets/honeycomb-widget.js	210KB	129KB
https://www.googletagmanager.com/gtag/js?id=G-D40SLN7WPF	110KB	74.7KB
https://www.googletagmanager.com/gtag/js?id=G-D40SLN7WPF	110KB	74.7KB
https://swymv3free-01.azureedge.net/code/swym-shopify.js?shop=naturalmat-uk.myshopify.com	79.7KB	66.4KB
https://www.googletagmanager.com/gtag/js?id=G-D40SLN7WPF&l=dataLayer&cx=c	110KB	50.9KB
https://www.googletagmanager.com/gtm.js?id=GTM-KJJVMJD	113KB	47.3KB
https://www.googletagmanager.com/gtag/destination?id=AW-1054241440&l=dataLayer&cx=c	93.9KB	44.0KB
https://www.googletagmanager.com/gtag/js?id=AW-1054241440&l=dataLayer&cx=c	93.7KB	37.2KB
https://ajax.googleapis.com/ajax/libs/jquery/3.6.0/jquery.min.js	30.9KB	23.2KB
https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js	32.7KB	22.4KB
https://naturalmat.co.uk/cdn/shop/t/312/assets/swiper-bundle.min.js?v=140229966564506460931692115967	37.2KB	22.0KB
https://wisepops.net/loader.js?v=2&h=z3ZQw4pSLX&shop=naturalmat-uk.myshopify.com	31.9KB	21.7KB
https://gdprcdn.b-cdn.net/js/gdpr_cookie_consent.min.js?shop=naturalmat-uk.myshopify.com	47.4KB	21.4KB
https://connect.facebook.net/en_US/fbevents.js	60.1KB	21.2KB

Low

Defer offscreen images

Potential savings of 3.21MB

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://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Heybrook_2000x1333_eae4dd34-4766-49c4-8331-232aacf7a900.jpg?v=1690964382	720KB	663KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Budleigh-Bed_zoom_2000x1333_f520ea5b-f887-4ae1-8736-faa0e5a5b922.jpg?v=1694086802	547KB	504KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Exmouth_2000x1333_fa96486d-e038-43f4-9472-682dc998e045.jpg?v=1672344630	374KB	344KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Darmouth_2000x1333_49539a29-7b33-4659-b70c-77cfbb414b27.jpg?v=1672344614	333KB	307KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Carrick_v1.jpg?v=1655823371	240KB	221KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheFurrowThrow_1000x667_3aab3d58-d305-42a5-b101-f04c8651a886.jpg?v=1725874521	131KB	131KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_AshfordBed_1000x667_7b49a185-6ffe-4bd1-8c53-75aad0ed7b3e.jpg?v=1710407714	143KB	131KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheClovellyStorage_1000x667_e276dc34-01f5-4e3a-bda2-5cd5f1c6b98d.jpg?v=1725884464	129KB	119KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheSeatonStorage_1000x667_ee7da4fe-ec4d-46b1-a35a-be908830fd4e.jpg?v=1725884464	125KB	115KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheHalstock_1000x667_a1e0e84f-1ccb-4f62-b9a8-7eb7f3bedff3.jpg?v=1725445571	123KB	113KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheOrganicWoolThrow_1000x667_64e73d11-01e9-45a9-b0e2-9eda8ef09613.jpg?v=1725878291	108KB	108KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheRosemoorStorage_1000x667_46b1fcea-e462-443d-9207-b0f5fc82c037.jpg?v=1725884464	114KB	105KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheOrganicCottonThrow_1000x667_7106d535-a7b7-465b-b570-581ffbd631e.jpg?v=1725878291	70.7KB	70.7KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Frome_v1.jpg?v=1655752714	74.5KB	68.5KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Traditional_v1.jpg?v=1655752349	68.6KB	63.1KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/tremendous-indybest_999x562_185a69b8-dfa9-4f18-9fe7-18b21fb61795.jpg?v=1669660188	49.1KB	45.2KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Headboards_Stella_v2.jpg?v=1656077355	36.2KB	33.4KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Topper_Bovey_v2.jpg?v=1656421299	33.5KB	30.9KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Topper_Trendy_v2.jpg?v=1656421299	32.2KB	29.7KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Topper_Teriffic_v3.jpg?v=1656421186	26.1KB	24.0KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Headboards_Prideaux_v1.jpg?v=1656076662	24.2KB	22.2KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Headboards_Eva_v1.jpg?v=1656076116	22.7KB	20.9KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Headboards_Carrick_v1.jpg?v=1656076417	19.6KB	18.0KB

Low

Properly size images

Potential savings of 3.12MB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Heybrook_2000x1333_eae4dd34-4766-49c4-8331-232aacf7a900.jpg?v=1690964382	720KB	716KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Budleigh-Bed_zoom_2000x1333_f520ea5b-f887-4ae1-8736-faa0e5a5b922.jpg?v=1694086802	547KB	544KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Exmouth_2000x1333_fa96486d-e038-43f4-9472-682dc998e045.jpg?v=1672344630	374KB	372KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Darmouth_2000x1333_49539a29-7b33-4659-b70c-77cfbb414b27.jpg?v=1672344614	333KB	331KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Carrick_v1.jpg?v=1655823371	240KB	238KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_AshfordBed_1000x667_7b49a185-6ffe-4bd1-8c53-75aad0ed7b3e.jpg?v=1710407714	143KB	139KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheClovellyStorage_1000x667_e276dc34-01f5-4e3a-bda2-5cd5f1c6b98d.jpg?v=1725884464	129KB	126KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheSeatonStorage_1000x667_ee7da4fe-ec4d-46b1-a35a-be908830fd4e.jpg?v=1725884464	125KB	122KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheHalstock_1000x667_a1e0e84f-1ccb-4f62-b9a8-7eb7f3bedff3.jpg?v=1725445571	123KB	120KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheRosemoorStorage_1000x667_46b1fcea-e462-443d-9207-b0f5fc82c037.jpg?v=1725884464	114KB	111KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Frome_v1.jpg?v=1655752714	74.5KB	73.7KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Traditional_v1.jpg?v=1655752349	68.6KB	67.8KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/tremendous-indybest_999x562_185a69b8-dfa9-4f18-9fe7-18b21fb61795.jpg?v=1669660188	49.1KB	47.7KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Headboards_Stella_v2.jpg?v=1656077355	36.2KB	35.4KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Topper_Bovey_v2.jpg?v=1656421299	33.5KB	32.6KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Topper_Trendy_v2.jpg?v=1656421299	32.2KB	31.3KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Topper_Teriffic_v3.jpg?v=1656421186	26.1KB	25.3KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Headboards_Prideaux_v1.jpg?v=1656076662	24.2KB	23.6KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Headboards_Eva_v1.jpg?v=1656076116	22.7KB	22.2KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Headboards_Carrick_v1.jpg?v=1656076417	19.6KB	19.1KB

Low

Remove duplicate modules in JavaScript bundles

TBT

Potential savings of 4.50KB

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

SOURCE	TRANSFER SIZE	POTENTIAL SAVINGS
../src/index.ts		4.50KB
https://naturalmat.co.uk/cdn/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js	4.53KB	
https://cdn.shopify.com/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js	4.50KB	

Low

Serve images in next-gen formats

Potential savings of 540KB

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://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Heybrook_2000x1333_eae4dd34-4766-49c4-8331-232aacf7a900.jpg?v=1690964382	720KB	176KB
https://naturalmat.co.uk/cdn/shop/collections/COL_Superb_v1.jpg?v=1700594043&width=1000	172KB	54.2KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheSeatonStorage_1000x667_ee7da4fe-ec4d-46b1-a35a-be908830fd4e.jpg?v=1725884464	125KB	41.3KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheHalstock_1000x667_a1e0e84f-1ccb-4f62-b9a8-7eb7f3bedff3.jpg?v=1725445571	123KB	41.1KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheClovellyStorage_1000x667_e276dc34-01f5-4e3a-bda2-5cd5f1c6b98d.jpg?v=1725884464	129KB	40.5KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Budleigh-Bed_zoom_2000x1333_f520ea5b-f887-4ae1-8736-faa0e5a5b922.jpg?v=1694086802	547KB	37.3KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/NAV_TheOrganicWoolThrow_1000x667_64e73d11-01e9-45a9-b0e2-9eda8ef09613.jpg?v=1725878291	108KB	35.2KB
https://naturalmat.co.uk/cdn/shop/files/Nav_Contact_v2.jpg?v=1656445582	150KB	34.1KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Carrick_v1.jpg?v=1655823371	240KB	30.4KB
https://naturalmat.co.uk/cdn/shop/files/field_green_v2_500x.jpg?v=1664803624	63.3KB	20.4KB
https://naturalmat.co.uk/cdn/shop/files/NAV_OurStory_1000x667_9576939e-1ecb-4959-8c57-bfa8f81d7c50_500x.jpg?v=1724340567	44.8KB	17.2KB
https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Nav_Exmouth_2000x1333_fa96486d-e038-43f4-9472-682dc998e045.jpg?v=1672344630	374KB	12.5KB

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes.

Low Ensure text remains visible during webfont load FCP LCP 5 fonts found

URL	POTENTIAL SAVINGS
• https://naturalmat.co.uk/cdn/shop/t/312/assets/Futura-Heavy.ttf	30ms
• https://naturalmat.co.uk/cdn/shop/t/312/assets/Futura-Medium.ttf	38ms
• https://use.typekit.net/af/9b05f3/0000000000000000000013365/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	22ms
• https://use.typekit.net/af/053fc9/0000000000000000000003b9af1e4/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3	23ms
• https://use.typekit.net/af/309dfe/00000000000000000000010091/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3	24ms

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
5%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112		
PINTEREST	31.9KB	0ms
• https://s.pinimg.com/ct/lib/main.97c41ef3.js	23.3KB	0ms
• https://ct.pinterest.com/static/ct/token_create.js	4.18KB	0ms
• Other resources	4.51KB	0ms
WISEPOPS.NET	31.9KB	0ms
• https://wise pops.net/loader.js?v=2&h=z3ZQw4pSLX&shop=naturalmat-uk.myshopify.com	31.9KB	0ms
GOOGLE CDN	30.9KB	0ms
• https://ajax.googleapis.com/ajax/libs/jquery/3.6.0/jquery.min.js	30.9KB	0ms
CLOUDFLARE CDN	28.0KB	0ms
• https://cdnjs.cloudflare.com/ajax/libs/jquery/3.5.1/jquery.min.js	28.0KB	0ms
GOOGLE ANALYTICS	21.1KB	0ms
• https://www.google-analytics.com/analytics.js	21.1KB	0ms
GOOGLE/DOUBLECLICK ADS	20.1KB	0ms
BING ADS	15.4KB	0ms
• https://bat.bing.com/bat.js	14.5KB	0ms
AFFILIATE WINDOW	12.4KB	0ms
• https://www.dwin1.com/50887.js	12.4KB	0ms
SWEETANALYTICS.COM	8.04KB	0ms
• https://track.sweetanalytics.com/sweet.min.js	7.29KB	0ms
ISENSELABS.COM	5.16KB	0ms
• https://gdpr.apps.isenselabs.com/users/getCookieConsentSettings?shop=naturalmat-uk.myshopify.com&sa=0&country=GB&state=0	4.76KB	0ms
CONVERSIONBEAR.COM	2.56KB	0ms
OTHER GOOGLE APIS/SDKS	2.37KB	0ms
GORGAS.CHAT	1.82KB	0ms
GOOGLE FONTS	1.26KB	0ms
TRAFFICGUARDAPP.COM	1.18KB	0ms
LITTLEDATA	687B	0ms
CONSENTMO-GEO.COM	609B	0ms
SHOP.APP	555B	0ms
DYN-REV.APP	527B	0ms
IPIFY	214B	0ms

N/A

User Timing marks and measures

27 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	1.0s	4.2s
wpm:pixel:register:371130532:app	Measure	4.5s	638ms
wpm:pixel:register:118161572:app	Measure	4.5s	762ms

NAME	TYPE	START TIME	DURATION
wpm:pixel:register:49217700:app	Measure	4.5s	626ms
wpm:pixel:register:12517540:app	Measure	4.5s	636ms
wpm:pixel:register:19464356:custom	Measure	4.5s	545ms
wpm:pixel:register:shopify-app-pixel:app	Measure	4.5s	623ms
wpm:pixel:register:shopify-custom-pixel:custom	Measure	4.5s	598ms
shopify.content_for_header.start	Mark	420ms	0ms
shopify.content_for_header.end	Mark	428ms	0ms
wpm:start	Mark	1.0s	0ms
wpm:pixel:register:started:371130532:app	Mark	4.5s	0ms
wpm:pixel:register:started:118161572:app	Mark	4.5s	0ms
wpm:pixel:register:started:49217700:app	Mark	4.5s	0ms
wpm:pixel:register:started:12517540:app	Mark	4.5s	0ms
wpm:pixel:register:started:19464356:custom	Mark	4.5s	0ms
wpm:pixel:register:started:shopify-app-pixel:app	Mark	4.5s	0ms
wpm:pixel:register:started:shopify-custom-pixel:custom	Mark	4.5s	0ms
wpm:pixel:register:completed:19464356:custom	Mark	5.0s	0ms
wpm:pixel:register:completed:shopify-custom-pixel:custom	Mark	5.1s	0ms
fbevents:start:standardParamChecksProcessing_955270169606802	Mark	5.1s	0ms
wpm:pixel:register:completed:shopify-app-pixel:app	Mark	5.1s	0ms
wpm:pixel:register:completed:49217700:app	Mark	5.1s	0ms
wpm:pixel:register:completed:12517540:app	Mark	5.1s	0ms
wpm:pixel:register:completed:371130532:app	Mark	5.1s	0ms
wpm:pixel:register:completed:118161572:app	Mark	5.3s	0ms
wpm:pixels:resolved	Mark	5.3s	0ms

N/A

Minimize main-thread work TBT

Main-thread busy for 4.8s

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	2.1s
Other	1.2s
Style & Layout	1.0s
Script Parsing & Compilation	183ms
Parse HTML & CSS	135ms
Garbage Collection	52ms
Rendering	45ms

N/A **Reduce initial server response time** FCP LCP Root document took 14ms

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

URL	TIME SPENT
• https://naturalmat.co.uk/	14ms

N/A **Largest Contentful Paint element** LCP 2,710 ms

This is the largest contentful element painted within the viewport.

ELEMENT

```
div.page_selector > div.page_selector__grid > a.page_selector__card > img.page_selector__card__img

```

PHASE	% OF LCP	TIMING
TTFB	9%	239ms
Load Delay	55%	1.5s
Load Time	2%	53ms
Render Delay	34%	914ms

N/A **Avoid serving legacy JavaScript to modern browsers** TBT Potential savings of 11.6KB

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 Line:23 Column:2302	10.6KB @babel/plugin-transform-orm-classes
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://cdn.shopify.com/extensions/1a33d573-5e2d-4fbd-950e-8a3d15a2a6e5/honeycomb-upsell-cross-sell-77/assets/honeycomb-widget.js Line:1176 Column:25	577B @babel/plugin-transform-orm-classes
Line:10411 Column:12	@babel/plugin-transform-orm-regenerator
Line:13361 Column:23	@babel/plugin-transform-orm-spread
https://naturalmat.co.uk/cdn/shopifycloud/shopify/assets/shopify_pay/storefront-80e528be853eac23af2454534897ca9536b1d3d04aa043b042f34879a3c111c8.js?v=20220906 Line:1 Column:15384	123B @babel/plugin-transform-orm-classes

Line:1 Column:18677

https://naturalmat.co.uk/cdn/shopifycloud/shopify/assets/shop_events_listener-61fa9e0a912c675e178777d2b27f6cbd482f8912a6b0aa31fa3515985a8cd626.js

@bab
el/p
lugi
n-tr
ansf
orm-
rege
nera
tor

71B

Line:0 Column:400

<https://naturalmat.co.uk/cdn/shop/t/312/assets/aos.js?v=175528031473381956261692115962>

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

64B

Line:0 Column:4387

https://static.klaviyo.com/onsite/js/vendors~signup_forms.ffb16c5d33241b7ebc9d.js?cb=1&v2-route=1

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

58B

Line:1 Column:2166

<https://static.klaviyo.com/onsite/js/vendors~Render.0c25648017ae73d787f3.js>

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

50B

Line:0 Column:2424

https://connect.facebook.net/signals/config/955270169606802?v=2.9.170&r=stable&domain=naturalmat.co.uk&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

@bab
el/p
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43B

Line:19 Column:2057

https://gdprcdn.b-cdn.net/js/gdpr_cookie_consent.min.js?shop=naturalmat-uk.myshopify.com

@bab
el/p
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39B

Line:0 Column:8223

@bab
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