



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

Report generated: Mon, Oct 14, 2024 3:36 AM -0700 (via API)
Test Server Location: London, UK
Using: Chrome 117.0.0.0, Lighthouse 11.0.0
Analysis options: iPhone 13/13 Pro/13 Pro Max

B	Performance 81%	Structure 91%	L. Contentful Paint 671ms	T. Blocking Time 420ms	C. Layout Shift 0
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Top Issues

Med	Use explicit width and height on image elements CLS	2 images found
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 262KB
Low	Avoid an excessive DOM size TBT	1,079 elements
Low	Use passive listeners to improve scrolling performance	1 event listener not passive
Low	Reduce JavaScript execution time TBT	926ms spent executing JavaScript

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.

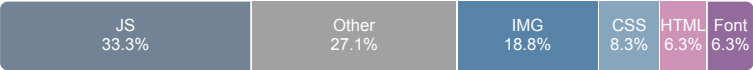
Page Details



Total Page Size - 1.61MB



Total Page Requests - 48



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.**

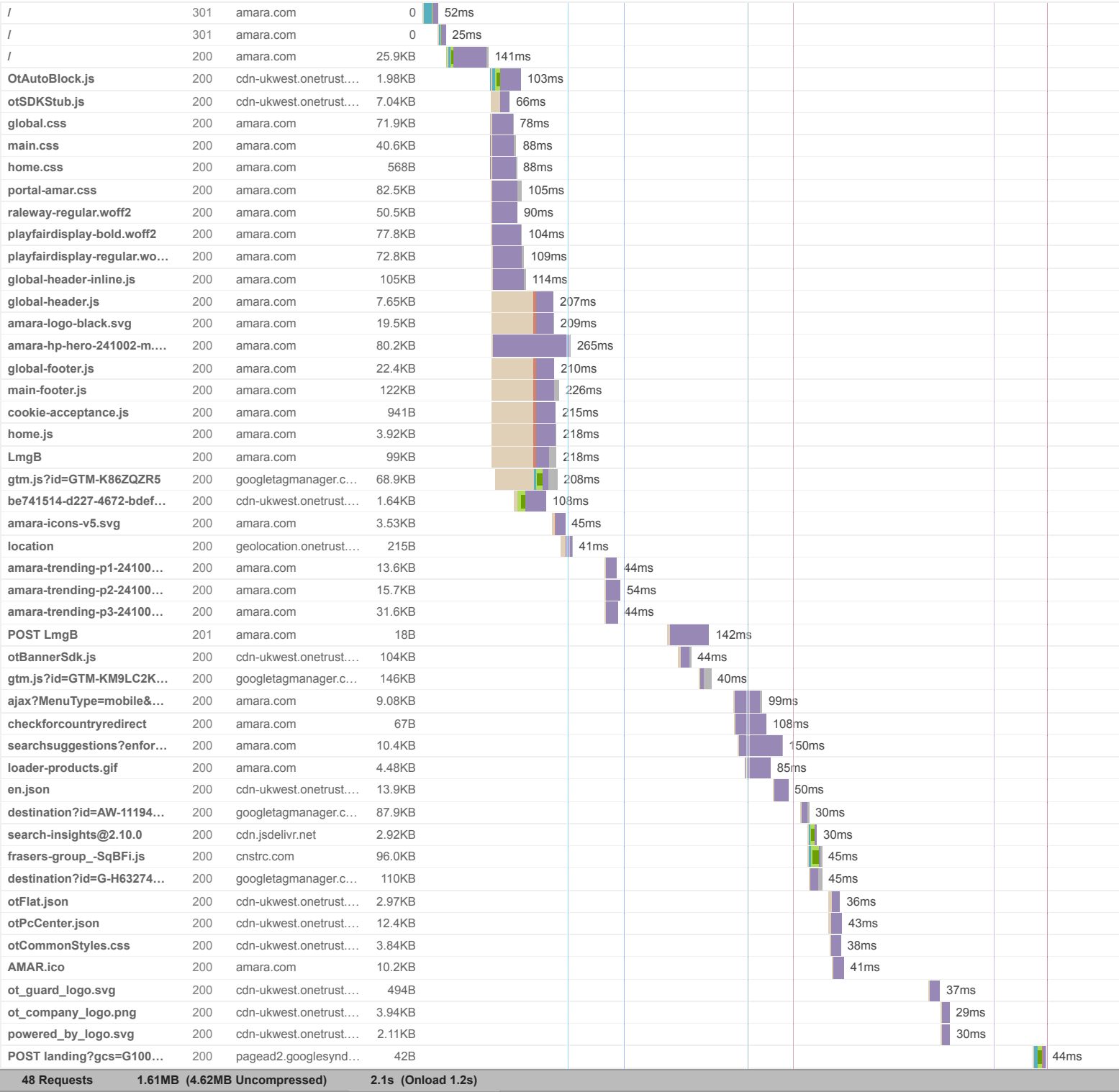
About TheNextLevel

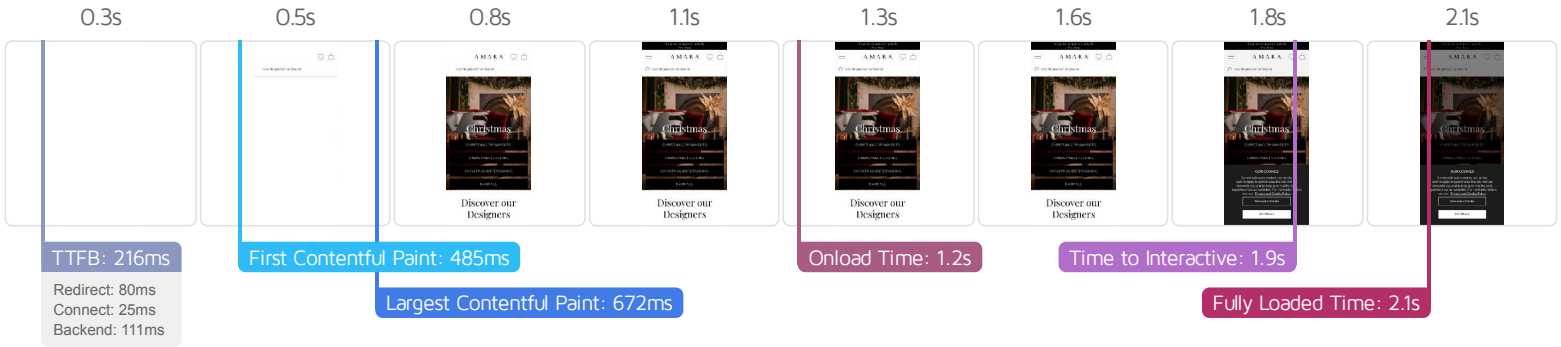


Take your mobile experience to The Next Level. Design and launch your mobile application within a matter of hours using our app studio. Get access to a wide range of tools to help you engage better with customers from intelligent push messaging powered by AI to community builder giving customers the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

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Performance Metrics

First Contentful Paint How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.	Good - Nothing to do here 485ms	Time to Interactive How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.	Good - Nothing to do here 1.9s
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	Good - Nothing to do here 1.3s	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 420ms
Largest Contentful Paint How long it takes for the largest element of content (i.e., a hero image) to be painted on your page. A good user experience is 1.2s or less.	Good - Nothing to do here 671ms	Cumulative Layout Shift How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.	Good - Nothing to do here 0

Browser Timings

Redirect	80ms	Connect	25ms	Backend	111ms
TTFB	216ms	First Paint	485ms	DOM Int.	944ms
DOM Loaded	1.1s	Onload	1.2s	Fully Loaded	2.1s

IMPACT AUDIT

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

Amara

```

```

Mastercard, VISA, Maestro, American Express, Paypal and Apple Pay

```
<img src="" alt="Mastercard, VISA, Maestro, American Express, Paypal and Apple Pay" loading="lazy">
```

Med-Low

Serve static assets with an efficient cache policy

Potential savings of 262KB

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

URL	CACHE TTL	TRANSFER SIZE
• https://cnstrc.com/js/cust/frasers-group_-SqBFi.js	30 minutes	96.0KB
• https://www.amara.com/5_Lkx3bb/r01/gpn/OeoAPuscYy/7buJN01OEarbEX/C0QleWs8Bw/WQtjHmAi/LmgB	6 hours	100KB
• https://cdn-ukwest.onetrust.com/scripttemplates/202401.2.0/otBannerSdk.js	24 hours	105KB
• https://cdn-ukwest.onetrust.com/scripttemplates/otSDKStub.js	24 hours	7.58KB
• https://cdn-ukwest.onetrust.com/logos/static/ot_company_logo.png	24 hours	4.26KB
• https://cdn-ukwest.onetrust.com/consent/be741514-d227-4672-bdef-7706085d5e02/OtAutoBlock.js	24 hours	2.29KB
• https://cdn-ukwest.onetrust.com/logos/static/powered_by_logo.svg	24 hours	2.11KB
• https://www.amara.com/wstatic/dist/2024.10.08.9/js/legacy/main-footer.js	7 days	122KB
• https://www.amara.com/wstatic/dist/2024.10.08.9/js/legacy/global-header-inline.js	7 days	105KB
• https://www.amara.com/wstatic/dist/2024.10.08.9/css/legacy/portals/portal-amar.css	7 days	83.0KB
• https://www.amara.com/wstatic/dist/2024.10.08.9/css/legacy/global.css	7 days	72.3KB
• https://www.amara.com/wstatic/dist/2024.10.08.9/css/legacy/main.css	7 days	41.0KB
• https://www.amara.com/wstatic/dist/2024.10.08.9/js/legacy/global-footer.js	7 days	22.8KB
• https://www.amara.com/wstatic/dist/2024.10.08.9/js/legacy/global-header.js	7 days	8.03KB
• https://www.amara.com/wstatic/dist/2024.10.08.9/js/legacy/home.js	7 days	4.30KB
• https://www.amara.com/wstatic/dist/2024.10.08.9/js/legacy/cookie-acceptance.js	7 days	1.30KB
• https://www.amara.com/wstatic/dist/2024.10.08.9/css/legacy/home.css	7 days	949B
• https://www.amara.com/Fonts/playfairdisplay-bold.woff2	30 days	78.3KB
• https://www.amara.com/Fonts/playfairdisplay-regular.woff2	30 days	73.2KB
• https://www.amara.com/Fonts/raleway-regular.woff2	30 days	51.0KB
• https://www.amara.com/images/amara-logo-black.svg	30 days	19.9KB
• https://www.amara.com/images/core/amara-icons-v5.svg	30 days	3.89KB

Low

Avoid an excessive DOM size TBT

1,079 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		1079
Maximum DOM Depth	div.printess-pdp-global-icon > span.global-icon > svg > path.tick-outer <path class="tick-outer" d="M10.7329 18.9012C15.5694 18.9012 19.4901 14.9652 19.4901 10.1099C19.4901 5..." fill="#000">	27
Maximum Child Elements	body#Body <body id="Body" data-errorloggingenabled="false" data-clientloggingmode="" class="language-en currency-gbp Home">	33

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.amara.com/wstatic/dist/2024.10.08.9/js/legacy/global-header-inline.js	Line:0

Low

Reduce JavaScript execution time TBT

926ms 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.amara.com/5_Lkx3bb/r01/gpn/OeoAPuscYy/7buJN01OEarbEX/C0QleWs8Bw/WQtjHmAi/LmgB	377ms	348ms	10ms
https://www.amara.com/	349ms	55ms	5ms
Unattributable	331ms	79ms	0ms
https://www.amara.com/wstatic/dist/2024.10.08.9/js/legacy/global-header-inline.js	176ms	72ms	3ms
https://cdn-ukwest.onetrust.com/scripttemplates/202401.2.0/otBannerSdk.js	108ms	76ms	12ms
https://www.googletagmanager.com/gtag/destination?id=G-H63274J58J&l=dataLayer&cx=c	107ms	91ms	5ms
https://www.googletagmanager.com/gtm.js?id=GTM-KM9LC2K&l=dataLayer	92ms	83ms	7ms
https://www.amara.com/wstatic/dist/2024.10.08.9/js/legacy/global-footer.js	75ms	44ms	28ms

Low

Avoid multiple page redirects FCP LCP

Potential savings of 78ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
http://amara.com/	52ms
http://www.amara.com/	25ms
https://www.amara.com/	0ms

Low

Avoid long main-thread tasks TBT

7 long tasks found

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

URL	START TIME	DURATION
• https://cdn-ukwest.onetrust.com/consent/be741514-d227-4672-bdef-7706085d5e02/OtAutoBlock.js	614ms	211ms
• https://www.googletagmanager.com/gtm.js?id=GTM-K86ZQZR5	944ms	150ms
• https://www.googletagmanager.com/gtag/destination?id=G-H63274J58J&l=dataLayer&cx=c	1.5s	96ms
• https://www.amara.com/5_Lkx3bb/r01/gpn/OeoAPuscYy/7buJN01OEarbEX/C0QleWs8Bw/WQtjHmAi/LmgB	1.8s	94ms
• https://cdn-ukwest.onetrust.com/scripttemplates/202401.2.0/otBannerSdk.js	1.7s	91ms
• https://www.amara.com/5_Lkx3bb/r01/gpn/OeoAPuscYy/7buJN01OEarbEX/C0QleWs8Bw/WQtjHmAi/LmgB	1.4s	67ms
• https://www.googletagmanager.com/gtm.js?id=GTM-KM9LC2K&l=dataLayer	1.2s	58ms

Low

Ensure text remains visible during webfont load

FCP

LCP

1 font found

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

URL	POTENTIAL SAVINGS
• https://www.amara.com/Fonts/raleway-regular.woff2	88ms

Low

Avoid non-composited animations

CLS

3 animated elements found

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

ELEMENT	NAME
div.swiperWrapperDesigners > div.swiper-container > div.swiper-scrollbar > div.swiper-scrollbar-drag	
<div class="swiper-scrollbar-drag" style="transform: translate3d(0px, 0px, 0px); width: 12.6227px;">	
Unsupported CSS Property: width	width
Unsupported CSS Property: width	width
Shop our autumn new arrivals Shop Now	
<div>	
Unsupported CSS Property: z-index	autoplay
OUR COOKIES Our website uses cookies and similar technologies to personalise th...	
<div id="onetrust-banner-sdk" class="otFlat otRelFont bottom vertical-align-content ot-buttons-fw" tabindex="0" role="region" aria-label="Cookie banner" style="bottom: 0px;">	
Unsupported CSS Property: bottom	slide-down-custom

Low

Reduce initial server response time

FCP

LCP

Root document took 110ms

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

URL	TIME SPENT
• https://www.amara.com/	110ms

Low

Reduce unused JavaScript

LCP

Potential savings of 440KB

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.amara.com/wstatic/dist/2024.10.08.9/js/legacy/main-footer.js	122KB	88.2KB
handlebars.min.js	21.8KB	14.3KB
sdMenu.js	20.4KB	12.4KB
bag.js	13.7KB	11.9KB
jquery-ui-1.10.4.custom.js	13.0KB	9.60KB
sdHotspot.js	8.12KB	7.00KB
https://cnstrc.com/js/cust/frasers-group_-SqBFi.js	96.0KB	69.4KB
https://cdn-ukwest.onetrust.com/scripttemplates/202401.2.0/otBannerSdk.js	105KB	53.8KB
https://www.googletagmanager.com/gtag/destination?id=AW-11194451342&l=dataLayer&cx=c	87.9KB	50.5KB
https://www.amara.com/wstatic/dist/2024.10.08.9/js/legacy/global-header-inline.js	105KB	49.4KB
swiper.js	57.2KB	33.4KB
jquery.js	45.1KB	14.9KB
jquery-migrate.min.js	2.91KB	1.05KB
https://www.googletagmanager.com/gtm.js?id=GTM-KM9LC2K&l=dataLayer	146KB	46.4KB
https://www.googletagmanager.com/gtag/destination?id=G-H63274J58J&l=dataLayer&cx=c	111KB	44.6KB
https://www.googletagmanager.com/gtm.js?id=GTM-K86ZQZR5	69.6KB	37.1KB

Low

Defer offscreen images

Potential savings of 10.5KB

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.amara.com/images/core/loader-products.gif	4.48KB	4.48KB
https://cdn-ukwest.onetrust.com/logos/static/ot_company_logo.png	3.94KB	3.94KB
https://cdn-ukwest.onetrust.com/logos/static/powered_by_logo.svg	2.11KB	2.11KB

Low

Avoid chaining critical requests

FCP LCP

8 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: 450ms

INITIAL NAVIGATION



Low

Properly size images

Potential savings of 47.9KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://www.amara.com/images/marketing/changeout/2024/wk23/amara-hp-hero-241002-m.png	80.2KB	47.9KB

Low

Minify CSS

FCP

LCP

Potential savings of 2.12KB

Minifying CSS files can reduce network payload sizes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
#onetrust-banner-sdk{-ms-text-size-adjust:100%;-webkit-text-size-adjust:100%} ...	23.4KB	2.12KB

Low

Serve images in next-gen formats

Potential savings of 15.1KB

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://www.amara.com/images/marketing/changeout/2024/wk23/amara-trending-p3-241002-m.png	31.6KB	15.1KB

Low

Avoid enormous network payloads

LCP

Total size was 1.63MB

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

URL	TRANSFER SIZE
https://www.googletagmanager.com/gtm.js?id=GTM-KM9LC2K&l=dataLayer https://www.amara.com/wstatic/dist/2024.10.08.9/js/legacy/main-footer.js https://www.googletagmanager.com/gtag/destination?id=G-H63274J58J&l=dataLayer&cx=c https://www.amara.com/wstatic/dist/2024.10.08.9/js/legacy/global-header-inline.js https://cdn-ukwest.onetrust.com/scripttemplates/202401.2.0/otBannerSdk.js https://www.amara.com/5_Lkx3bb/r01/gpn/OeoAPuscYy/7buJN01OEarbEX/C0QleWs8Bw/WQtiHmAi/LmgB https://cnstrc.com/js/cust/frasers-group_-SqBFI.js https://www.googletagmanager.com/gtag/destination?id=AW-11194451342&l=dataLayer&cx=c https://www.amara.com/wstatic/dist/2024.10.08.9/css/legacy/portals/portal-amar.css https://www.amara.com/images/marketing/changeout/2024/wk23/amara-hp-hero-241002-m.png	146KB 122KB 111KB 105KB 105KB 100KB 96.0KB 87.9KB 83.0KB 80.6KB

Low

Reduce unused CSS

FCP

LCP

Potential savings of 199KB

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.amara.com/wstatic/dist/2024.10.08.9/css/legacy/portals/portal-amar.css https://www.amara.com/wstatic/dist/2024.10.08.9/css/legacy/global.css https://www.amara.com/wstatic/dist/2024.10.08.9/css/legacy/main.css #onetrust-banner-sdk{-ms-text-size-adjust:100%;-webkit-text-size-adjust:100%} ...	83.0KB 72.3KB 41.0KB 23.4KB	74.0KB 65.9KB 38.9KB 20.4KB

N/A

Avoid serving legacy JavaScript to modern browsers

TBT

Potential savings of 7.00KB

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-ukwest.onetrust.com/scripttemplates/202401.2.0/otBannerSdk.js Line:6 Column:7371	6.96KB
<code>Array.prototype.fill</code>	
https://cnstrc.com/js/cust/frasers-group_-SqBFi.js Line:37 Column:143566	46B
<code>@babel/plugin-transform-classes</code>	

N/A

Minimize main-thread workTBT

Main-thread busy for 1.8s

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	1.0s
Other	471ms
Style & Layout	158ms
Script Parsing & Compilation	93ms
Parse HTML & CSS	45ms
Rendering	31ms
Garbage Collection	29ms

N/A

Largest Contentful Paint elementLCP

670 ms

This is the largest contentful element painted within the viewport.

ELEMENT
Christmas

PHASE	% OF LCP	TIMING
TTFB	32%	215ms
Load Delay	3%	18ms
Load Time	39%	265ms
Render Delay	26%	172ms

N/A

User Timing marks and measures

6 user timings

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

NAME	TYPE	START TIME	DURATION
css time	Measure	247ms	115ms
content time	Measure	372ms	247ms
css start	Mark	247ms	0ms
css end	Mark	362ms	0ms
content start	Mark	372ms	0ms
content end	Mark	620ms	0ms

N/A

Reduce the impact of third-party codeTBT

Third-party code blocked the main thread for 33ms

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

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
GOOGLE TAG MANAGER	414KB	32ms
https://www.googletagmanager.com/gtag/destination?id=G-H63274J58J&l=dataLayer&cx=c	111KB	28ms
https://www.googletagmanager.com/gtm.js?id=GTM-KM9LC2K&l=dataLayer	146KB	3ms
https://www.googletagmanager.com/gtag/destination?id=AW-11194451342&l=dataLayer&cx=c	87.9KB	0ms
https://www.googletagmanager.com/gtm.js?id=GTM-K86ZQZR5	69.6KB	0ms
OPTANON	157KB	0ms
https://cdn-ukwest.onetrust.com/scripttemplates/202401.2.0/otBannerSdk.js	105KB	0ms
https://cdn-ukwest.onetrust.com/consent/be741514-d227-4672-bdef-7706085d5e02/cc977137-2f72-4626-9fac-ad11ebec6ae9/en.json	14.0KB	0ms
https://cdn-ukwest.onetrust.com/scripttemplates/202401.2.0/assets/v2/otPcCenter.json	12.6KB	0ms
Other resources	26.2KB	0ms
CONSTRUCTOR.IO	96.0KB	0ms
https://cnstrc.com/js/cust/frasers-group_-SqBFi.js	96.0KB	0ms
JSDELIVR CDN	3.39KB	0ms
GOOGLE/DOUBLECLICK ADS	455B	0ms

N/A

Eliminate render-blocking resourcesFCPLCP

Potential savings of 0 ms

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.amara.com/wstatic/dist/2024.10.08.9/css/legacy/global.css	72.3KB	613ms
https://www.amara.com/wstatic/dist/2024.10.08.9/css/legacy/main.css	41.0KB	459ms
https://www.amara.com/wstatic/dist/2024.10.08.9/css/legacy/portals/portal-amar.css	83.0KB	459ms

N/A

Avoid large layout shiftsCLS

Nothing to do here, good job!