

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

Report generated: Sun, Oct 13, 2024 10:04 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

C	Performance 62%	Structure 82%	L. Contentful Paint 779ms	T. Blocking Time 496ms	C. Layout Shift 0.31
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Top Issues

Med-High	Avoid an excessive DOM size	TBT	5,992 elements
Med	Avoid enormous network payloads	LCP	Total size was 3.82MB
Med-Low	Avoid large layout shifts	CLS	5 elements found
Med-Low	Serve static assets with an efficient cache policy		Potential savings of 302KB
Med-Low	Avoid long main-thread tasks	TBT	15 long tasks found

Focus on these audits first

These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

Page Details



Total Page Size - 3.77MB



Total Page Requests - 209



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.

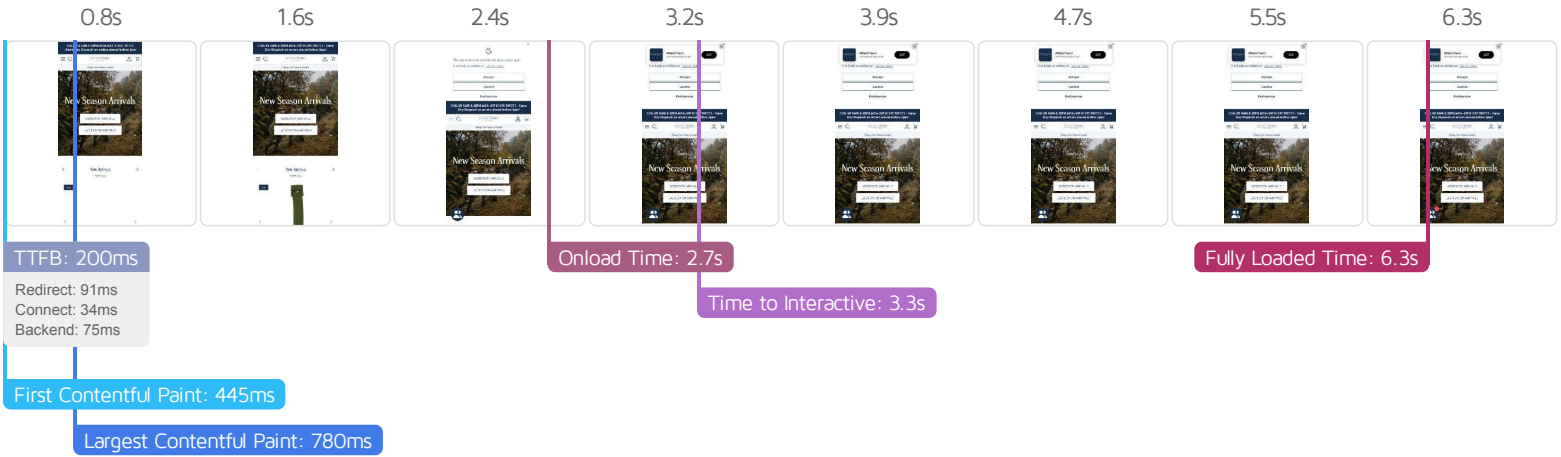
William Powell

/	301	williampowell.com	0	90ms					
/	200	williampowell.com	87.4KB	136ms					
main.css?v=18322258600...	200	williampowell.com	32.2KB	101ms					
animate-on-scroll.css?v=...	200	williampowell.com	350B	67ms					
harmoniasans_n4.73cf05...	200	williampowell.com	21.2KB	106ms					
itcstepp_n7.cef5242f78dd...	200	williampowell.com	17.5KB	123ms					
main.js?v=635210947519...	200	williampowell.com	21.4KB	273ms					
animate-on-scroll.js?v=15...	200	williampowell.com	1.49KB	243ms					
preloads.js?locale=en-GB	200	williampowell.com	2.00KB	257ms					
preloads.js?locale=en-GB...	200	shop.app	552B	250ms					
load_feature-f4e7948c1c9...	200	williampowell.com	4.08KB	239ms					
storefront-80e528be853ea...	200	williampowell.com	19.1KB	242ms					
portable-wallets.en.js	200	williampowell.com	49.5KB	102ms					
pandectes-core.js	200	cdn.shopify.com	23.4KB	254ms					
klaviyo.js?company_id=Q...	200	static.klaviyo.com	2.24KB	202ms					
colibrius-g.js	200	cdn.shopify.com	20.9KB	254ms					
globo.formbuilder.index.js	200	cdn.shopify.com	5.47KB	226ms					
gpomain.js	200	cdn.shopify.com	6.31KB	241ms					
app.js	200	cdn.shopify.com	1B	223ms					
app.css	200	cdn.shopify.com	1B	57ms					
inbox-chat-loader.js	200	cdn.shopify.com	779B	222ms					
pushowl-shopify.js	200	cdn.shopify.com	964B	212ms					
shopify-perf-kit-1.0.0.min.js	200	williampowell.com	6.36KB	254ms					
custom-select.js?v=1474...	200	williampowell.com	2.41KB	254ms					
WP-White-logo_Custom...	200	williampowell.com	8.52KB	266ms					
main-search.js?v=413856...	200	williampowell.com	2.35KB	276ms					
search-suggestions.js?v=...	200	williampowell.com	1.46KB	266ms					
MJC695-TRB_8_ba17710c...	200	williampowell.com	504KB	240ms					
video.js?v=619489053939...	200	williampowell.com	2.25KB	241ms					
slideshow.js?v=79160403...	200	williampowell.com	2.53KB	240ms					
modal.css?v=5272379863...	200	williampowell.com	1.39KB	198ms					
variant-picker.js?v=17514...	200	williampowell.com	3.34KB	235ms					
cart-drawer.js?v=1023957...	200	williampowell.com	1.33KB	229ms					
onsite.js	200	a.klaviyo.com	33.1KB	245ms					
lipscore-v1.js	200	static.lipscore.com	83.4KB	206ms					
tc-plugins.es.js	302	unpkg.com	0	124ms					
bb27301d1w4f7f79fap829...	200	williampowell.com	41.1KB	163ms					
trekkie.storefront.c1258b...	200	williampowell.com	24.6KB	159ms					
shop_events_listener-61f...	200	williampowell.com	3.42KB	159ms					
shopify-boomerang-1.0.0...	200	williampowell.com	19.0KB	134ms					
harmoniasans_n7.db6a24...	200	williampowell.com	22.5KB	138ms					
MSO250-GPI.jpg?v=17279...	200	williampowell.com	10.4KB	49ms					
video.css?v=5292732348...	200	williampowell.com	1.26KB	59ms					
tc-plugins.es.js	200	unpkg.com	227B	32ms					
fender_analytics.673ab99...	200	static-tracking.klaviy...	11.8KB	43ms					
static.8d136cd44b74e818...	200	static-tracking.klaviy...	280B	43ms					
runtime.c6067c71d376a2a...	200	static.klaviyo.com	7.64KB	20ms					
sharedUtils.3ee3ffff305af...	200	static.klaviyo.com	17.7KB	23ms					
vendors~signup_forms~p...	200	static.klaviyo.com	4.00KB	20ms					
vendors~signup_forms~c...	200	static.klaviyo.com	2.85KB	19ms					
vendors~signup_forms.ff...	200	static.klaviyo.com	4.24KB	26ms					
default~signup_forms~on...	200	static.klaviyo.com	9.14KB	23ms					
signup_forms.a279a1ac6...	200	static.klaviyo.com	5.60KB	18ms					

harmoniasans_n6.dd3d60...	200	williampowell.com	22.9KB			263ms		
Algle.jpg?v=1695387959&...	200	williampowell.com	81.7KB			45ms		
Holebrook.jpg?v=169538...	200	williampowell.com	51.4KB			67ms		
mens-shirts-william-powe...	200	williampowell.com	72.5KB			66ms		
mens-casual-jackets-willi...	200	williampowell.com	43.6KB			52ms		
Barbour.png?v=16390701...	200	williampowell.com	4.90KB			42ms		
APCC_Logo.jpg?v=16390...	200	williampowell.com	9.9KB			38ms		
cart.json	200	williampowell.com	1.49KB			104ms		
js?id=G-GT5HSEHGEG	200	googletagmanager.c...	106KB			69ms		
pixel.modern.js	200	williampowell.com	4.65KB			38ms		
POST produce_batch	200	williampowell.com	0			133ms		
POST produce_batch	200	williampowell.com	0			139ms		
lipscore-v1.css	200	static.lipscore.com	14.0KB			35ms		
embed.js	200	unpkg.com	7.03KB			27ms		
POST produce_batch	200	williampowell.com	0			132ms		
consent-tracking-api.js	200	williampowell.com	5.24KB			30ms		
?api_key=85313dee-ae48-...	200	gdprr-mm-geolocatio...	816B			343ms		
shopifyChatV1Widget.js?...	200	cdn.shopify.com	286KB			64ms		
pushowl-main.js?environ...	200	cdn.pushowl.com	126B			29ms		
consent-tracking-api.js	200	cdn.shopify.com	5.22KB			33ms		
POST produce_batch	200	williampowell.com	0			156ms		
onsite?company_id=Qi3L...	200	fast.a.klaviyo.com	636B			38ms		
full-forms	200	static-forms.klaviyo.c...	1.67KB			34ms		
capture-kit?shopStore=wi...	200	api.tapc.art	683B			162ms		
css2?family=Kanit:ital,wg...	200	fonts.googleapis.com	1.41KB			51ms		
rwq8vvj.css	200	use.typekit.net	667B			32ms		
pandectes-logo.png?v=17...	200	cdn.shopify.com	3.54KB			40ms		
pandectes-reopen-logo.p...	200	cdn.shopify.com	3.00KB			39ms		
vendors~reviews~atlas~C...	200	static.klaviyo.com	8.16KB			12ms		
ClientStore.00ba351e0798...	200	static.klaviyo.com	18.5KB			13ms		
js?id=UA-20014177-2&l=d...	200	googletagmanager.c...	78.1KB			27ms		
pushowl-bootstrap-3b973...	200	cdn.pushowl.com	31.6KB			25ms		
style.css	200	cdn.shopify.com	7.46KB			39ms		
p.css?s=1&k=rwq8vvj&ht...	200	p.typekit.net	5B			55ms		
MobileDownloadBanner.js	200	unpkg.com	5.72KB			37ms		
js?id=G-0M6JCXKJWM&l...	200	googletagmanager.c...	93.9KB			51ms		
analytics.js	200	google-analytics.com	20.5KB			47ms		
POST produce	(canceled)	monorail-edge.shopif...	0			371ms		
OPTIONS produce	200	monorail-edge.shopif...	0			133ms		
POST produce_batch	200	williampowell.com	0			137ms		
532.6b7731948f1a181190b...	200	static.klaviyo.com	8.82KB			10ms		
styles.c55c43061a96111d...	200	static.klaviyo.com	3.57KB			16ms		
vendors~Render.0c25648...	200	static.klaviyo.com	13.0KB			27ms		
Render.744fc49de038509...	200	static.klaviyo.com	32.2KB			33ms		
POST track-analytics?co...	202	a.klaviyo.com	50B			305ms		
POST track-analytics?co...	202	a.klaviyo.com	50B			335ms		
OPTIONS track-analytics...	200	a.klaviyo.com	0			158ms		
OPTIONS track-analytics...	200	a.klaviyo.com	0			172ms		
widget?guid=86b95e13-f7...	200	cdn.pushowl.com	6.25KB			22ms		
OPTIONS widget?guid=86...	200	cdn.pushowl.com	0			13ms		
helpers.js	200	unpkg.com	776B			20ms		
HEAD service-worker.js?...	(canceled)	williampowell.com	0			331ms		
l?primer=7cdcb44be4a7d...	200	use.typekit.net	72.8KB			123ms		
l?primer=7cdcb44be4a7d...	200	use.typekit.net	39.5KB			90ms		
MSO249-GPG1.jpg?v=167...	200	williampowell.com	65.2KB			85ms		
9a39fd57dd030d236ffdde...	200	assets.tapcart.com	98KB			71ms		
SizingPlugin.prod.js?v=3...	200	app.kiwisizing.com	34.8KB			88ms		
williampowell.js?1670860...	200	storage.googleapis.c...	4.16KB			216ms		
colibrius-m.js?shop=willi...	200	d26ky332zkt97.clo...	1.72KB			122ms		
0fc3ff9c-d482-4f2e-8e6e-e...	200	cdn.salesfire.co.uk	678B			157ms		
polyfills.legWBDja.js	200	cdn.shopify.com	14.9KB			49ms		
hit?api_key=bec8dc7ce24...	200	wapi.lipscore.com	194B			57ms		

show?api_key=bec8dc7c...	200	wapi.lipscore.com	12.9KB				50ms	
cart.js	200	williampowell.com	1.50KB				141ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	5.37KB				19ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				17ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				13ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				62ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				60ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				62ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				61ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	74B				62ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				87ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				87ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				86ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	74B				85ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				84ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				83ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	77B				82ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				81ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				80ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				80ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				79ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				78ms	
show?api_key=bec8dc7c...	200	wapi.lipscore.com	73B				77ms	
favicon-32x32_3ebe55a0-...	200	williampowell.com	2.04KB				109ms	
app.BemU-tkl.js	200	cdn.shopify.com	367KB				154ms	
POST update.js	200	williampowell.com	2.54KB				597ms	
scriptVersion.json	200	app.kiwisizing.com	15B				143ms	
icons-bb87e7d23e7bc46e...	200	static.lipscore.com	29.7KB				31ms	
open-sans-v28-latin-700-6...	200	static.lipscore.com	16.6KB				150ms	
open-sans-v28-latin-regul...	200	static.lipscore.com	16.9KB				150ms	
main1.min.js	200	cdn.salesfire.co.uk	17.4KB				29ms	
3.3.0.js	200	cdn.salesfire.co.uk	23.2KB				29ms	
js?id=AW-1022022414	200	googletagmanager.c...	87.8KB				33ms	
OnePage.DUiBZfqL.js	200	cdn.shopify.com	35.8KB				53ms	
cart.js	200	williampowell.com	1.49KB				83ms	
POST sf	200	live.smartmetrics.co.uk	2B				122ms	
OPTIONS sf	200	live.smartmetrics.co.uk	0				57ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	21.1KB				33ms	
jquery.min.js	200	ajax.googleapis.com	32.2KB				44ms	
POST collect?en=page_vi...	200	pagead2.googlesynd...	0				47ms	
useUnauthenticatedError...	200	cdn.shopify.com	1.54KB				37ms	
LegacyVaultedShippingM...	200	cdn.shopify.com	1.29KB				26ms	
Rollup.DJEK_Otr.js	200	cdn.shopify.com	2.40KB				27ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	3.22KB				26ms	
POST shopify	201	transaction-watcher-...	14B				268ms	
RageClickCapture.Bt65oc...	200	cdn.shopify.com	2.08KB				27ms	
ShopPayLogo.CqVb9Kgb.js	200	cdn.shopify.com	2.25KB				26ms	
PurchaseOptionsAgreem...	200	cdn.shopify.com	3.12KB				29ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	2.48KB				34ms	
hooks.PITBmN_2.js	200	cdn.shopify.com	3.83KB				30ms	
VaultedPayment.BQ-wph...	200	cdn.shopify.com	39.6KB				36ms	
OnePageModal.BU-8NF6...	200	cdn.shopify.com	1.43KB				29ms	
useShowShopPayOptin.C...	200	cdn.shopify.com	1.84KB				35ms	
Section.C4YAOKlc.js	200	cdn.shopify.com	2.06KB				33ms	
useGooglePaySdk.OrY8lk...	200	cdn.shopify.com	6.31KB				34ms	
ShopPayLoginLoader.C9i...	200	cdn.shopify.com	2.81KB				28ms	
publishMessage.CPsQvy...	200	cdn.shopify.com	2.14KB				29ms	
PayButtonSection.DJl2ZA...	200	cdn.shopify.com	4.63KB				37ms	
context.WjMzC5l2.js	200	cdn.shopify.com	3.37KB				28ms	
DutyOptions.OgyWa648.js	200	cdn.shopify.com	4.83KB				28ms	
useAmazonContact.Bz1S...	200	cdn.shopify.com	3.62KB				23ms	
StockProblemsLineItemLi...	200	cdn.shopify.com	1.78KB				51ms	

component-ShopPayVerif...	200	cdn.shopify.com	7.74KB						26ms	
index.ajmBaWCC.js	200	cdn.shopify.com	25.9KB						35ms	
app.DhZZMK7-.css	200	cdn.shopify.com	22.8KB						29ms	
OnePage.BL1uXB7_.css	200	cdn.shopify.com	1.76KB						26ms	
MJC136-CLY_aaf5b913-c8...	200	williampowell.com	34.1KB						42ms	
MJC136-CLY_2.jpg?v=171...	200	williampowell.com	32.5KB						39ms	
MJC136-CLY_3.jpg?v=171...	200	williampowell.com	21.4KB						60ms	
MJC136-CLY_4.jpg?v=171...	200	williampowell.com	27.1KB						39ms	
MJC136-CLY_8.jpg?v=171...	200	williampowell.com	39.8KB						70ms	
MJC136-CLY_7.jpg?v=171...	200	williampowell.com	72.9KB						50ms	
MJC136-CLY_5.jpg?v=171...	200	williampowell.com	60.9KB						68ms	
MJC136-CLY_9.jpg?v=171...	200	williampowell.com	71.7KB						69ms	
MJC136-CLY_6.jpg?v=171...	200	williampowell.com	53.2KB						69ms	
MJC136-CLY_10.jpg?v=17...	200	williampowell.com	40.0KB						69ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	2.95KB						29ms	
Rollup.o9Mx-fKL.css	200	cdn.shopify.com	1.07KB						29ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	836B						46ms	
RageClickCapture.DnkQ4...	200	cdn.shopify.com	852B						31ms	
ShopPayLogo.D_HPU8Dh...	200	cdn.shopify.com	837B						32ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	784B						28ms	
VaultedPayment.Bk8Je7sl...	200	cdn.shopify.com	2.19KB						28ms	
Section.sQehCocD.css	200	cdn.shopify.com	809B						25ms	
POST log	200	app.kiwisizing.com	2B						236ms	
OPTIONS log	200	app.kiwisizing.com	2B						125ms	
ShopPayLoginLoader.CjG...	200	cdn.shopify.com	851B						29ms	
PayButtonSection.DF7trk...	200	cdn.shopify.com	871B						27ms	
DutyOptions.CtZGmwZL....	200	cdn.shopify.com	1.69KB						26ms	
useAmazonContact.D-Ox...	200	cdn.shopify.com	898B						32ms	
StockProblemsLinItemLi...	200	cdn.shopify.com	826B						28ms	
ShopPayVerificationSwitc...	200	cdn.shopify.com	1.40KB						45ms	
WP-White-logo__Custom...	200	cdn.shopify.com	13.9KB						33ms	
POST produce	(canceled)	monorail-edge.shopif...	0							95ms
209 Requests	3.77MB (8.16MB Uncompressed)	6.3s (Onload 2.7s)								



Performance Metrics

First Contentful Paint How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.	Good - Nothing to do here 445ms	Time to Interactive How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.	Longer than recommended 3.3s
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	Good - Nothing to do here 1.1s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	Much longer than recommended 496ms
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 779ms	Cumulative Layout Shift How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.	Much more than recommended 0.31

Browser Timings

Redirect	91ms	Connect	34ms	Backend	75ms
TTFB	200ms	First Paint	445ms	DOM Int.	1.1s
DOM Loaded	1.3s	Onload	2.7s	Fully Loaded	6.3s

IMPACT AUDIT

Med-High

Avoid an excessive DOM size TBT

5,992 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		5992
Maximum DOM Depth	£18.00 	21
Maximum Child Elements	Marianne Bonner 08.10.2024 BUYER 02.10.2024 Excellent service and deliver... <div class="lipscore-review-list-box-container" style="transform: translateX(0px);">	24

Med

Avoid enormous network payloads LCP

Total size was 3.82MB

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

URL	TRANSFER SIZE
• https://williampowell.com/cdn/shop/files/MJC695-TRB_8_ba17710c-80e3-474e-98b5-cea394498c03.png?v=1724430198&width=1200	504KB
• https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.BemU-tkl.js	367KB
• https://cdn.shopify.com/extensions/e224c683-a32e-4cd2-9f17-242095eee58f/inbox-953/assets/shopifyChatV1Widget.js?button_color=%231a2f4e&scroll_color=%23ffffff&tc=%236a6a6a&i=team&t=chat_with_us&p=bottom_left&vp=lowest&shop_id=wgXlgWAqTO6GEdzfJ2OsmWBdwc519FQI_6-INa-TBQU&shop=williampowell.com	286KB
• https://www.googletagmanager.com/gtag/js?id=G-GT5HSEHGEG	106KB
• https://assets.tapcart.com/9a39fd57dd030d236ffdde70cf198e54_appicon.png	99KB
• https://www.googletagmanager.com/gtag/js?id=G-0M6JCXKJWM&l=dataLayer&cx=c	93.9KB
• https://www.googletagmanager.com/gtag/js?id=AW-1022022414	87.8KB
• https://williampowell.com/	87.4KB
• https://static.lipscore.com/assets/en/lipscore-v1.js	83.4KB
• https://williampowell.com/cdn/shop/files/Algle.jpg?v=1695387959&width=535	81.7KB

Med-Low

Avoid large layout shifts CLS

5 elements found

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

ELEMENT	CLS CONTRIBUTION
SHOP OUR New Season Arrivals MENS NEW ARRIVALSLADIES NEW ARRIVALS Previous New ... <main id="content" role="main">	0.24
CALL US 9AM-5.30PM MON-SAT 01295 701701 - Same Day Dispatch on orders placed be... <div class="container container--no-max relative">	0.04
Shop Our New Arrivals! <div id="shopify-section-sections--17168842686626__store-messages" class="shopify-section shopify-section-group-header-group section-store-messages">	0.02
App Icon <div class="tc-mobile-download-banner-app-icon svelte-vzkjil">	0.00
New Shuttle Socks - Green and Pink Pheasant Shooting Socks £18.00 New Shuttle S... <div class="collection-listing fade-in-up slider slider--mobile-container-pad slider--..." data-cc-animate="">	0.00

Med-Low

Serve static assets with an efficient cache policy

Potential savings of 302KB

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

URL	CACHE TTL	TRANSFER SIZE
https://static.lipscore.com/assets/en/lipscore-v1.js https://static.lipscore.com/assets/lipscore-v1.css https://cdn.salesfire.co.uk/code/0fc3ff9c-d482-4f2e-8e6e-efa0c9e1e0f2.js?shop=williampowell.myshopify.com https://shop.app/checkouts/internal/preloads.js?locale=en-GB&shop_id=59897610402 https://williampowell.com/cdn/shopifycloud/portable-wallets/latest/portable-wallets.en.js https://assets.tapcart.com/9a39fd57dd030d236ffdde70cf198e54_appiconpng.png https://cdn.salesfire.co.uk/sp/3.3.0.js https://www.google-analytics.com/analytics.js https://cdn.salesfire.co.uk/js/app/main1.min.js https://a.klaviyo.com/media/js/onsite/onsite.js https://app.kiwisizing.com/web/js/dist/kiwiSizing/plugin/SizingPlugin.prod.js?v=311&shop=williampowell.myshopify.com https://p.typekit.net/p.css?s=1&k=rwq8vvj&ht=tk&f=10886.32874&a=155264325&app=typekit&e=css https://williampowell.com/cdn/fonts/harmonia_sans/harmoniasans_n6.dd3d6084d29e4754e80fe6aa1c0e37f511474ffa.woff2?h1=d2lsbGllhbXBvd2VsbC5jb20&h2=d2lsbGllhbXBvd2VsbC5hY2NvdW50Lm15c2hvcGlmeS5jb20&hmac=b646331567e6d47ae5e2ad8f5b569f4377baf6243e4e7b0958c6608ed6ac69d3 https://williampowell.com/cdn/fonts/harmonia_sans/harmoniasans_n7.db6a243cdeddb2eba0b2e8fccdce1e6910fd06d0.woff2?h1=d2lsbGllhbXBvd2VsbC5jb20&h2=d2lsbGllhbXBvd2VsbC5hY2NvdW50Lm15c2hvcGlmeS5jb20&hmac=36888283059971598e3027a96da71306318ea7ba75d36c61613438ea95adbef3 https://williampowell.com/cdn/fonts/harmonia_sans/harmoniasans_n4.73cf0589f7839ec88463a09f5335a2885467ed0c.woff2?h1=d2lsbGllhbXBvd2VsbC5jb20&h2=d2lsbGllhbXBvd2VsbC5hY2NvdW50Lm15c2hvcGlmeS5jb20&hmac=84023a39840417386c582a9b940ff5434a5e1b0f056ea3d72b1f18abab898328 https://williampowell.com/cdn/fonts/itc_stepp/itcstepp_n7.cef5242f78dd0b48264b9f0d29ee3573eb745142.woff2?h1=d2lsbGllhbXBvd2VsbC5jb20&h2=d2lsbGllhbXBvd2VsbC5hY2NvdW50Lm15c2hvcGlmeS5jb20&hmac=4da70b71f8c6bf1ae1fdc4b99c4ce0973fd812cbf7f53c346fa611b54807d6de	- none - none - none 60 seconds 5 minutes 60 minutes 2 hours 2 hours 2 hours 24 hours 3 days 7 days 30 days 30 days 30 days 30 days	83.4KB 14.0KB 1.35KB 552B 50.2KB 99KB 23.2KB 21.1KB 17.9KB 33.1KB 35.4KB 172B 22.9KB 22.5KB 21.8KB 18.0KB

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://williampowell.com/cdn/shop/t/66/assets/main.js?v=63521094751913525411727183026	1.1s	216ms
• https://cdn.pushowl.com/latest/sdks/pushowl-bootstrap-3b973221.js	3.0s	125ms
• Unattributable	11.6s	98ms
• https://static.klaviyo.com/onsite/js/default-signup_forms~onsite-triggering.53d3566884aa6645184a.js?cb=1&v2-route=1	2.7s	95ms
• https://static.klaviyo.com/onsite/js/signup_forms.a279a1ac64ac8e3a46a0.js?cb=1&v2-route=1	1.4s	90ms
• https://williampowell.com/	587ms	84ms
• https://williampowell.com/cdn/shopifycloud/shopify/assets/storefront/load_feature-f4e7948c1c9e4f45ef404dbb8b5dbcaa265bad73ea228bf11efe71177b448d9.js	1.9s	82ms
• https://williampowell.com/	2.3s	70ms
• https://cdn.shopify.com/extensions/bfe18a01-1616-44f4-9d01-dff70af8ee13/littledata-revenue-tracking-42/assets/colibrius-g.js	672ms	66ms
• https://static.klaviyo.com/onsite/js/vendors~reviews-atlas~ClientStore_dd9d02dd9fc376e8dd48.js	2.5s	65ms
• https://app.kiwisizing.com/web/js/dist/kiwiSizing/plugin/SizingPlugin.prod.js?v=311&shop=williampowell.myshopify.com	2.9s	65ms
• https://www.googletagmanager.com/gtag/js?id=AW-1022022414	3.3s	64ms
• https://cdn.shopify.com/extensions/5cf48236-7ad1-4e9c-873f-62e2a031659e/pandectes-gdpr-compliance-95/assets/pandectes-core.js	1.6s	61ms
• https://williampowell.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	824ms	56ms
• https://cdn.shopify.com/extensions/e224c683-a32e-4cd2-9f17-242095eee58f/inbox-953/assets/shopifyChatV1Widget.js?button_color=%231a2f4e&sc=%23ffffff&tc=%236a6a6a&i=team&t=chat_with_us&p=bottom_left&vp=lowest&shop_id=wgXlgWAqTO6GEdzfJ2OsmWBdwc519FQI_6-INa-TBQU&shop=williampowell.com	2.1s	50ms

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=Nunito+Sans:ital,wght@0,200;0,300;0,400;0,600;0,700;0,800;0,900&display=swap>
- <https://use.typekit.net/rwq8vvj.css>
- <https://use.typekit.net/rwq8vvj.css>
- <https://p.typekit.net/p.css?s=1&k=rwq8vvj&ht=tk&f=10886.32874&a=155264325&app=typekit&e=css>

Low

Use passive listeners to improve scrolling performance

2 event listeners not passive

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

URL	LOCATION
• https://williampowell.com/cdn/shop/t/66/assets/main.js?v=63521094751913525411727183026	Line:0
• https://williampowell.com/cdn/shop/t/66/assets/slideshow.js?v=79160403597309441191727183026	Line:0

Low

Avoid chaining critical requests FCP LCP

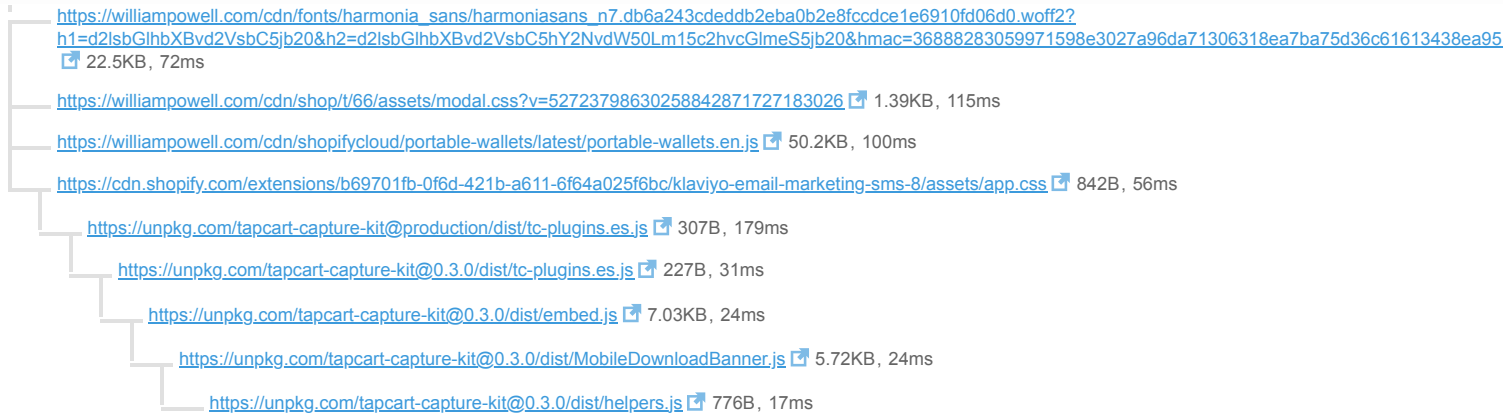
6 chains found

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: 2.3s

INITIAL NAVIGATION





Low

Reduce JavaScript execution timeTBT

1.1s spent executing JavaScript

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this.

URL	TOTAL CPU TIME	SCRIPT EVALUATION	SCRIPT PARSE
https://williampowell.com/	2.0s	124ms	46ms
Unattributable	644ms	107ms	0ms
https://static.lipscore.com/assets/en/lipscore-v1.js	211ms	127ms	4ms
https://williampowell.com/cdn/shop/t/66/assets/main.js?v=63521094751913525411727183026	125ms	22ms	1ms
https://williampowell.com/cdn/shopifycloud/shopify/assets/storefront/load_feature-f4e7948c1c9e4f45ef404dbb8b5dbcaa265bad73ea228bf111efe71177b448d9.js	121ms	120ms	0ms
https://static.klaviyo.com/onsite/js/signup_forms.a279a1ac64ac8e3a46a0.js?cb=1&v2-route=1	107ms	34ms	0ms
https://cdn.shopify.com/extensions/bfe18a01-1616-44f4-9d01-dff70af8ee13/littledata-revenue-tracking-42/asset/s/colibrius-g.js	89ms	82ms	2ms
https://williampowell.com/cdn/shopifycloud/boomerang/shopify-boomerang-1.0.0.min.js	81ms	57ms	0ms
https://williampowell.com/cdn/wpm/bb27301d1w4f7f9fap82969c05mefc5317em.js	76ms	57ms	1ms
https://www.googletagmanager.com/gtag/js?id=G-GT5HSEHGEG	76ms	59ms	15ms
https://app.kiwisizing.com/web/js/dist/kiwiSizing/plugin/SizingPlugin.prod.js?v=311&shop=williampowell.myshopify.com	74ms	72ms	1ms
https://cdn.shopify.com/extensions/5cf48236-7ad1-4e9c-873f-62e2a031659e/pandectes-gdpr-compliance-95/assets/pandectes-core.js	70ms	32ms	1ms
https://cdn.shopify.com/extensions/e224c683-a32e-4cd2-9f17-242095eee58f/inbox-953/assets/shopifyChatV1Widget.js?button_color=%231a2f4e&sc=%23ffffff&tc=%236a6a6a&i=team&t=chat_with_us&p=bottom_left&vp=low_est&shop_id=wgXlgWAqTO6GEdfJ2OsmWBdwc519FQL_6-INa-TBQU&shop=williampowell.com	54ms	21ms	1ms
https://storage.googleapis.com/gsf-scripts/global-remarketing/williampowell.js?1670860753&shop=williampowell.myshopify.com	53ms	50ms	2ms

Low

Serve images in next-gen formats

Potential savings of 133KB

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://assets.tapcart.com/9a39fd57dd030d236ffdde70cf198e54_appiconpng.png	98KB	84.2KB
https://williampowell.com/cdn/shop/collections/mens-shirts-william-powell.jpg?crop=region&crop_height=622&crop_left=329&crop_top=0&crop_width=622&v=1716374432&width=480	71.6KB	31.4KB
https://static.lipscore.com/assets/icons-bb87e7d23e7bc46e9550a7aa1b5294ca31bc072010ccdfd4304a239395e0b307.png	29.1KB	17.0KB

Reduce unused CSS

FCP

LCP

Potential savings of 37.1KB

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://williampowell.com/cdn/shop/t/66/assets/main.css?v=183222586000351691071727262116	32.7KB	24.0KB
• https://static.lipscore.com/assets/lipscore-v1.css	14.0KB	13.1KB

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/ae4f6c/00000000000000000010096/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n3&v=3	59ms
https://use.typekit.net/af/053fc9/000000000000000003b9af1e4/27/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3	28ms

Enable text compression ☒ FCP ☒ LCP

Potential savings of 18.2KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://wapi.lipscore.com/initial_data/settings/show?api_key=bec8dc7ce24b33f16e682ecd&invitation_template_id=&lang=	12.9KB	9.9KB
https://wapi.lipscore.com/initial_data/products/show?api_key=bec8dc7ce24b33f16e682ecd&internal_id=service_review&widgets=srw_b_sm_s%2Csrw_bs%2Csrw_l&translate_to_lang=en&reviews_per_page=12	5.37KB	4.22KB
https://cdn.pushowl.com/config/api/v1/williampowell/subscriber/config/widget/?guid=86b95e13-f712-49bc-9982-6fdf0feea03f&platform=shopify	5.87KB	4.03KB

Avoid multiple page redirects FCP LCP

Potential savings of 91ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
• http://williampowell.com/	91ms
• https://williampowell.com/	0ms

Defer offscreen images

Potential savings of 25.6KB

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://static.lipscore.com/assets/icons-bb87e7d23e7bc46e9550a7aa1b5294ca31bc072010ccdfd4304a239395e0b307.png	29.1KB	23.5KB
https://cdn.shopify.com/s/files/1/0598/9761/0402/t/66/assets/pandectes-reopen-logo.png?v=1727183026	2.12KB	2.12KB

Reduce unused JavaScript LCP

Potential savings of 480KB

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/e224c683-a32e-4cd2-9f17-242095eee58f/inbox-953/assets/shopifyChatV1Widget.js?button_color=%231a2f4e&sc=%23ffffff&tc=%236a6a6a&i=team&t=chat_with_us&p=bottom_left&vp=lowest&shop_id=wgXlgWAqTO6GEdzfJ2OsmWBdwc519FQI_6-INa-TBQU&shop=williampowell.com	286KB	161KB
https://www.googletagmanager.com/gtag/js?id=G-0M6JCXKJWM&l=dataLayer&cx=c	93.9KB	48.4KB
https://www.googletagmanager.com/gtag/js?id=G-GT5HSEHGEG	106KB	47.2KB
https://static.lipscore.com/assets/en/lipscore-v1.js	83.4KB	43.7KB
https://www.googletagmanager.com/gtag/js?id=AW-1022022414	87.8KB	40.4KB
https://williampowell.com/cdn/shopifycloud/portable-wallets/latest/portable-wallets.en.js	50.2KB	36.8KB
https://www.googletagmanager.com/gtag/js?id=UA-20014177-2&l=dataLayer&cx=c	78.2KB	36.2KB
https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js	32.6KB	24.0KB
https://ajax.googleapis.com/ajax/libs/jquery/1.9.1/jquery.min.js	32.9KB	21.8KB
https://a.klaviyo.com/media/js/onsite/onsite.js	33.1KB	21.3KB

Low

Properly size images

Potential savings of 105KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://assets.tapcart.com/9a39fd57dd030d236ffdde70cf198e54_appiconpng.png	98KB	98KB
https://williampowell.com/cdn/shop/files/WP-White-logo_Custom_removebg-preview.png?v=1651588478&width=720	7.60KB	7.09KB

Low

Remove duplicate modules in JavaScript bundles

TBT

Potential savings of 9.09KB

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

SOURCE	TRANSFER SIZE	POTENTIAL SAVINGS
../src/index.ts		4.51KB
https://williampowell.com/cdn/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js	4.54KB	
https://cdn.shopify.com/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js	4.51KB	
/cdn/shop/t/66/assets/custom-select.js?v=147432982730571550041727183026		2.37KB
https://williampowell.com/cdn/shop/t/66/assets/custom-select.js?v=147432982730571550041727183026	2.37KB	
https://williampowell.com/cdn/shop/t/66/assets/custom-select.js?v=147432982730571550041727183026	2.37KB	
/cdn/shop/t/66/assets/video.js?v=61948905393951104701727183026		2.21KB
https://williampowell.com/cdn/shop/t/66/assets/video.js?v=61948905393951104701727183026	2.21KB	
https://williampowell.com/cdn/shop/t/66/assets/video.js?v=61948905393951104701727183026	2.21KB	

Low

Avoid non-composited animations

CLS

3 animated elements found

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

ELEMENT	NAME
Large <pre><label class="opt-label opt-label--btn btn relative text-center" for="product-form-template-17168847896738__1635928580d75f81bf-8230225215650-si..."></pre> Unsupported CSS Property: background-color Unsupported CSS Property: color Unsupported CSS Property: border-bottom-color Unsupported CSS Property: border-left-color Unsupported CSS Property: border-right-color Unsupported CSS Property: border-top-color	background-color color border-bottom-color border-left-color border-right-color border-top-color
X-Large <pre><label class="opt-label opt-label--btn btn relative text-center" for="product-form-template-17168847896738__1635928580d75f81bf-8230225215650-si..."></pre> Unsupported CSS Property: background-color Unsupported CSS Property: color Unsupported CSS Property: border-bottom-color Unsupported CSS Property: border-left-color Unsupported CSS Property: border-right-color Unsupported CSS Property: border-top-color This website uses cookies to ensure you get the best experience. Learn more Pre... <pre><div class="cc-grower" style="max-height: 310px;"></pre> Unsupported CSS Property: max-height	background-color color border-bottom-color border-left-color border-right-color border-top-color max-height
N/A Largest Contentful Paint element LCP 780 ms	

This is the largest contentful element painted within the viewport.

ELEMENT

image-with-text-overlay.slideshow__slide > div.height__image > picture#picture-16359276425da8ce46-1 > img.theme-img

PHASE	% OF LCP	TIMING
TTFB	19%	149ms
Load Delay	15%	115ms
Load Time	31%	238ms
Render Delay	35%	276ms

N/A

Reduce initial server response time

FCP

LCP

Root document took 22ms

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

URL	TIME SPENT
https://williampowell.com/	22ms
N/A	Avoid serving legacy JavaScript to modern browsers TBT Potential savings of 40.1KB

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.

https://app.kiwisizing.com/web/js/dist/kiwiSizing/plugin/SizingPlugin_prod.js?v=311&shop=williampowell.myshopify.com

15.7KB

Line:0 Column:18124	Object.keys
Line:0 Column:19995	@babel/plugin-transform-classes
Line:0 Column:32752	Object.defineProperty
Line:0 Column:35943	Array.prototype.forEach
Line:0 Column:36266	Array.prototype.filter
Line:0 Column:36456	Object.defineProperties
Line:0 Column:36832	Object.getOwnPropertyDescriptors
Line:0 Column:53132	Array.from
Line:0 Column:53247	Array.isArray
Line:0 Column:72805	Array.prototype.map
Line:0 Column:91394	Object.prototypeOf
Line:0 Column:91538	Object.setPrototypeOf
Line:0 Column:91874	Reflect.construct

https://cdn.shopify.com/extensions/e224c683-a32e-4cd2-9f17-242095eee58f/inbox-953/assets/shopifyChatV1Widget.js?button_color=%231a2f4e&sc=%23ffffff&tc=%236a6a6a&i=team&t=chat_with_us&p=bottom_left&vp=lowest&shop_id=wgXlgWAqTO6GEdzfJ2OsmWBdwc519FQL_6-INa-TBQU&shop=williampowell.com

15.2KB

Line:1 Column:274210	Array.prototype.fill
Line:1 Column:274318	Array.prototype.filter
Line:1 Column:274582	Array.prototype.findIndex
Line:1 Column:274827	Array.prototype.find
Line:1 Column:274998	Array.prototype.forEach
Line:1 Column:275114	Array.from
Line:1 Column:275765	Array.isArray
Line:1 Column:276679	Array.prototype.map
Line:1 Column:277853	Array.prototype.some
Line:1 Column:279763	Date.now
Line:1 Column:279876	Date.prototype.toISOString
Line:1 Column:282949	Number.isInteger
Line:1 Column:283189	Object.defineProperties

URL	POTENTIAL SAVINGS
Line:1 Column:283347	Object.define Property
Line:1 Column:283497	Object.entrie s
Line:1 Column:283868	Object.getOwn PropertyDescr iptors
Line:1 Column:284322	Object.keys
Line:1 Column:284592	Object.values
Line:1 Column:289345	Reflect.const ruct
Line:1 Column:290938	String.fromCo dePoint
Line:1 Column:336723	@babel/plugin -transform-cl asses
https://cdn.salesfire.co.uk/js/app/main1.min.js	8.87KB
Line:0 Column:1803	@babel/plugin -transform-cl asses
Line:0 Column:30620	Date.now
Line:0 Column:31327	Array.prototy pe.find
https://williampowell.com/cdn/shopifycloud/shopify/assets/shopify_pay/storefront-80e528be853eac23af2454534897ca9536b1d3d04aa043b042f34879a3c111c8.js?v=20220906	123B
Line:1 Column:15384	@babel/plugin -transform-cl asses
Line:1 Column:18677	@babel/plugin -transform-re generator
https://williampowell.com/cdn/shopifycloud/shopify/assets/shop_events_listener-61fa9e0a912c675e17877d2b27f6cbd482f8912a6b0aa31fa3515985a8cd626.js	71B
Line:0 Column:400	@babel/plugin -transform-cl asses
https://static.klaviyo.com/onsite/js/vendors~signup_forms.ffb16c5d33241b7ebc9d.js?cb=1&v2-route=1	58B
Line:1 Column:2166	@babel/plugin -transform-cl asses
https://static.klaviyo.com/onsite/js/vendors~Render.0c25648017ae73d787f3.js	50B
Line:0 Column:2424	@babel/plugin -transform-cl asses
https://cdn.shopify.com/extensions/5cf48236-7ad1-4e9c-873f-62e2a031659e/pandectes-gdpr-compliance-95/assets/pandectes-core.js	47B
Line:0 Column:12614	@babel/plugin -transform-cl asses
N/A Eliminate render-blocking resources FCP LCP 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://cdn.shopify.com/extensions/b69701fb-0f6d-421b-a611-6f64a025f6bc/klaviyo-email-marketing-sms-8/assets/app.css	842B	779ms
N/A	Reduce the impact of third-party code TBT	Third-party code blocked the main thread for 29ms

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
UNPKG	14.0KB	0ms
• https://unpkg.com/tapcart-capture-kit@0.3.0/dist/embed.js	7.03KB	0ms
• https://unpkg.com/tapcart-capture-kit@0.3.0/dist/MobileDownloadBanner.js	5.72KB	0ms
OTHER GOOGLE APIS/SDKS	4.65KB	0ms
• https://storage.googleapis.com/gsf-scripts/global-remarketing/willampowell.js?1670860753&shop=willampowell.myshopify.com	4.65KB	0ms
CLOUDFRONT.NET	1.72KB	0ms
GOOGLE FONTS	1.41KB	0ms
HEROKU	816B	0ms
TAPC.ART	683B	0ms
SHOP.APP	552B	0ms
SMARTMETRICS.CO.UK	232B	0ms
LITLEDATA	230B	0ms
GOOGLE/DOUBLECLICK ADS	0B	0ms

N/A

Minimize main-thread work TBT

Main-thread busy for 4.4s

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this.

CATEGORY	TIME SPENT
Other	1.6s
Script Evaluation	1.4s
Style & Layout	815ms
Rendering	282ms
Parse HTML & CSS	124ms
Script Parsing & Compilation	117ms
Garbage Collection	30ms

N/A	User Timing marks and measures	6 user timings
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Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences.

NAME	TYPE	START TIME	DURATION
wpm:pixel:register:504889506:app	Measure	879ms	670ms
shopify.content_for_header.start	Mark	327ms	0ms
shopify.content_for_header.end	Mark	331ms	0ms
wpm:start	Mark	342ms	0ms
wpm:pixel:register:started:504889506:app	Mark	879ms	0ms
wpm:pixel:register:completed:504889506:app	Mark	1.6s	0ms