

Performance Report for: <http://lairdlondon.co.uk/>

Report generated: Sun, Oct 13, 2024 10:06 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

D

Performance
57%

Structure
83%

L. Contentful Paint
1.6s

T. Blocking Time
510ms

C. Layout Shift
0.15

Top Issues

Med-High	Avoid an excessive DOM size TBT	5,068 elements
Med	Use explicit width and height on image elements CLS	2 images found
Med	Don't lazy load Largest Contentful Paint image LCP	LCP was lazy loaded
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 194KB
Med-Low	Avoid enormous network payloads LCP	Total size was 2.91MB

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.

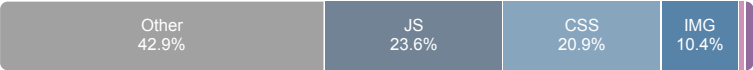
Page Details



Total Page Size - 2.89MB



Total Page Requests - 182



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.

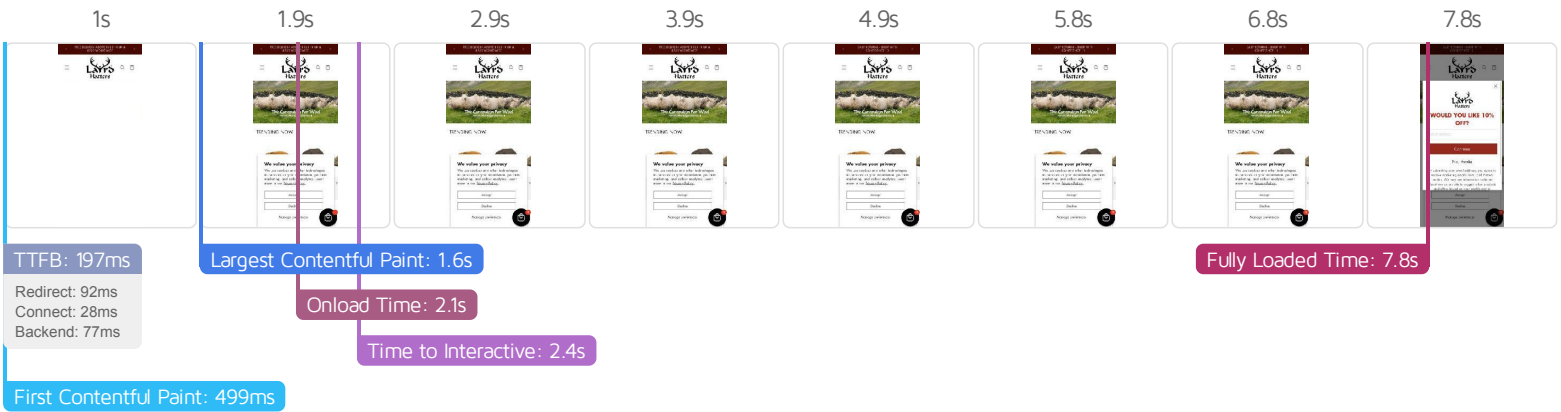
Luxury Handmade Hats & Caps - Laird Hatters | Premium British Headwear

/	301	lairdlondon.co.uk	0	91ms				
/	200	lairdlondon.co.uk	75.6KB	123ms				
component-localization-f...	200	lairdlondon.co.uk	0	6ms				
Screenshot_154.jpg?v=17...	200	lairdlondon.co.uk	7.22KB	53ms				
constants.js?v=13298376...	200	lairdlondon.co.uk	1.05KB	317ms				
pubsub.js?v=1583577735...	200	lairdlondon.co.uk	1.10KB	349ms				
global.js?v=15286201107...	200	lairdlondon.co.uk	8.60KB	349ms				
details-disclosure.js?v=1...	200	lairdlondon.co.uk	1.40KB	350ms				
details-modal.js?v=25581...	200	lairdlondon.co.uk	1.42KB	350ms				
search-form.js?v=133129...	200	lairdlondon.co.uk	1.29KB	350ms				
animations.js?v=8869366...	200	lairdlondon.co.uk	1.78KB	350ms				
preloads.js?locale=en-GB	200	lairdlondon.co.uk	1.98KB	355ms				
preloads.js?locale=en-GB...	200	shop.app	555B	395ms				
load_feature-f4e7948c1c9...	200	lairdlondon.co.uk	4.08KB	350ms				
storefront-80e528be853ea...	200	lairdlondon.co.uk	19.1KB	390ms				
portable-wallets.en.js	200	lairdlondon.co.uk	49.5KB	54ms				
storefront-banner.js	200	lairdlondon.co.uk	24.4KB	405ms				
scripts.js?5897	200	lairdlondon.co.uk	1.82KB	376ms				
base.css?v=61481181490...	200	lairdlondon.co.uk	10.6KB	52ms				
futura_n4.df36ce3d9db53...	200	lairdlondon.co.uk	17.7KB	68ms				
localization-form.js?v=14...	200	lairdlondon.co.uk	2.26KB	315ms				
smart-boost.min.js	200	cdn.shopify.com	1.08KB	375ms				
upcart-bundle.js	200	cdn.shopify.com	146KB	411ms				
style.css	200	cdn.shopify.com	5.67KB	51ms				
shopify-perf-kit-1.0.0.min.js	200	lairdlondon.co.uk	6.35KB	375ms				
component-slideshow.cs...	200	lairdlondon.co.uk	851B	61ms				
component-slider.css?v=...	200	lairdlondon.co.uk	1.29KB	44ms				
component-list-social.css...	200	lairdlondon.co.uk	217B	48ms				
cart-notification.js?v=133...	200	lairdlondon.co.uk	1.57KB	375ms				
clickable-banner.css	200	bannerapp.molinalab...	1.07KB	575ms				
component-card.css?v=1...	200	lairdlondon.co.uk	3.06KB	218ms				
component-price.css?v=...	200	lairdlondon.co.uk	1.40KB	220ms				
template-collection.css?v...	200	lairdlondon.co.uk	1.33KB	278ms				
component-rating.css?v=...	200	lairdlondon.co.uk	1.32KB	278ms				
component-volume-pricin...	200	lairdlondon.co.uk	1.29KB	279ms				
quick-order-list.css?v=12...	200	lairdlondon.co.uk	2.81KB	279ms				
quantity-popover.css?v=...	200	lairdlondon.co.uk	1.68KB	279ms				
section-collection-list.css...	200	lairdlondon.co.uk	1.19KB	279ms				
section-main-product.css...	200	lairdlondon.co.uk	5.37KB	309ms				
section-featured-product...	200	lairdlondon.co.uk	1.28KB	279ms				
component-accordion.cs...	200	lairdlondon.co.uk	1.29KB	279ms				
component-deferred-med...	200	lairdlondon.co.uk	1.46KB	337ms				
component-product-varia...	200	lairdlondon.co.uk	1.76KB	336ms				
component-swatch.css?v...	200	lairdlondon.co.uk	1.18KB	308ms				
component-swatch-input...	200	lairdlondon.co.uk	1.46KB	308ms				
product-info.js?v=149160...	200	lairdlondon.co.uk	3.85KB	373ms				
show-more.js?v=1357842...	200	lairdlondon.co.uk	1.28KB	380ms				
price-per-item.js?v=20223...	200	lairdlondon.co.uk	1.74KB	380ms				
share.js?v=130245404479...	200	lairdlondon.co.uk	1.40KB	393ms				
product-form.js?v=82553...	200	lairdlondon.co.uk	1.94KB	378ms				
product-modal.js?v=1166...	200	lairdlondon.co.uk	1.34KB	378ms				
media-gallery.js?v=53998...	200	lairdlondon.co.uk	1.99KB	378ms				
component-image-with-te...	200	lairdlondon.co.uk	2.26KB	306ms				

section-multicolumn.css?...	200	lairdlondon.co.uk	1.75KB		306ms				
section-rich-text.css?v=1...	200	lairdlondon.co.uk	1.30KB		306ms				
component-newsletter.cs...	200	lairdlondon.co.uk	1.28KB		307ms				
newsletter-section.css?v...	200	lairdlondon.co.uk	1.19KB		307ms				
section-footer.css?v=603...	200	lairdlondon.co.uk	2.34KB		310ms				
component-list-menu.css...	200	lairdlondon.co.uk	1.11KB		339ms				
component-list-payment...	200	lairdlondon.co.uk	1.06KB		310ms				
component-cart-items.cs...	200	lairdlondon.co.uk	2.07KB		326ms				
component-predictive-se...	200	lairdlondon.co.uk	1.98KB		325ms				
predictive-search.js?v=57...	200	lairdlondon.co.uk	2.58KB		309ms				
upcart-stylesheet.css	200	cdn.shopify.com	7.79KB		188ms				
react_react-dom.min.js	200	cdn.shopify.com	39.8KB		321ms				
mobx_react-custom-roule...	200	cdn.shopify.com	32.2KB		330ms				
lipscore-v1.js	200	static.lipscore.com	83.4KB		259ms				
bb27301d1w4f7f79fap829...	200	lairdlondon.co.uk	41.0KB		249ms				
trekkie.storefront.c1258b...	200	lairdlondon.co.uk	24.6KB		245ms				
shop_events_listener-61f...	200	lairdlondon.co.uk	3.42KB		234ms				
shopify-boomerang-1.0.0...	200	lairdlondon.co.uk	19.0KB		56ms				
component-search.css?v...	200	lairdlondon.co.uk	1.29KB		201ms				
component-menu-drawer...	200	lairdlondon.co.uk	2.04KB		210ms				
component-cart-notificati...	200	lairdlondon.co.uk	1.56KB		205ms				
lipscore-v1.css	200	static.lipscore.com	14.0KB		8ms				
POST graphql.json	200	lairdlondon.co.uk	1.92KB		92ms				
POST produce_batch	200	lairdlondon.co.uk	0		140ms				
POST produce_batch	200	lairdlondon.co.uk	0		122ms				
pixel.modern.js	200	lairdlondon.co.uk	4.64KB		45ms				
POST produce_batch	200	lairdlondon.co.uk	0		130ms				
POST produce	(canceled)	monorail-edge.shopif...	0		622ms				
OPTIONS produce	200	monorail-edge.shopif...	0		121ms				
futura_n7.153f8ffad8e901...	200	lairdlondon.co.uk	19.1KB		269ms				
wool_wool_wool.jpg?v=...	200	lairdlondon.co.uk	284KB		126ms				
hudsonrust45.webp?v=17...	200	lairdlondon.co.uk	49.0KB		71ms				
5_106662.webp?v=17006...	200	lairdlondon.co.uk	68.2KB		69ms				
1_08a9e865-5158-477f-af7...	200	lairdlondon.co.uk	30.9KB		90ms				
shelby-bakerboy-cap.web...	200	lairdlondon.co.uk	34.1KB		69ms				
tweed4_7d80c776-5dc4-4...	200	lairdlondon.co.uk	51.8KB		116ms				
modelshot_6cfca827-624...	200	lairdlondon.co.uk	53.8KB		117ms				
243821012_295214702510...	200	lairdlondon.co.uk	140KB		125ms				
Screenshot_2024-09-19_a...	200	lairdlondon.co.uk	58.1KB		84ms				
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Screenshot_2024-09-19_a...	200	lairdlondon.co.uk	38.7KB		124ms				
SpeckledNavyBrooklyn_...	200	lairdlondon.co.uk	66.9KB		121ms				
Screenshot2023-09-22at1...	200	lairdlondon.co.uk	133KB		131ms				
1_86280c43-8faa-4e90-9f8...	200	lairdlondon.co.uk	62.6KB		126ms				
POST produce	(canceled)	monorail-edge.shopif...	0		388ms				
POST produce	(canceled)	monorail-edge.shopif...	0		417ms				
POST produce	(canceled)	monorail-edge.shopif...	0		418ms				
shop-pay-logo-CYhOC7y...	200	lairdlondon.co.uk	2.57KB		46ms				
ecomsend.js	200	cdn.shopify.com	49.2KB		53ms				
POST produce_batch	200	lairdlondon.co.uk	0		133ms				
hit?api_key=88716837e63...	200	wapi.lipscore.com	194B		31ms				
show?api_key=88716837...	200	wapi.lipscore.com	14.4KB		23ms				
cart.js	200	lairdlondon.co.uk	1.48KB		128ms				
cart.js	200	lairdlondon.co.uk	1.50KB		187ms				
show?api_key=88716837...	200	wapi.lipscore.com	73B		10ms				
show?api_key=88716837...	200	wapi.lipscore.com	73B		11ms				
show?api_key=88716837...	200	wapi.lipscore.com	73B		31ms				
show?api_key=88716837...	200	wapi.lipscore.com	73B		28ms				
show?api_key=88716837...	200	wapi.lipscore.com	73B		29ms				
show?api_key=88716837...	200	wapi.lipscore.com	73B		49ms				

show?api_key=88716837...	200	wapi.lipscore.com	73B			41ms	
show?api_key=88716837...	200	wapi.lipscore.com	73B			40ms	
POST produce	(canceled)	monorail-edge.shopif...	0			396ms	
POST produce	(canceled)	monorail-edge.shopif...	0			396ms	
POST produce	(canceled)	monorail-edge.shopif...	0			309ms	
POST produce	(canceled)	monorail-edge.shopif...	0			304ms	
popups/	200	api.ecomsend.com	2.16KB			374ms	
OPTIONS popups/	204	api.ecomsend.com	0			195ms	
3a5a91bd010961292629f3...	200	chimpstatic.com	4.29KB			34ms	
instafeed-dd136178a65ac...	200	cdn.nfcube.com	9.64KB			81ms	
bundler.js?shop=laird-hat...	200	cdn-bundler.nice-tea...	1.07KB			66ms	
?shop=laird-hatters.mysh...	200	aiodstag.cirkleinc.com	433B			164ms	
polyfills.legWBDja.js	200	cdn.shopify.com	14.9KB			43ms	
Screenshot_154_40a9de0...	200	lairdlondon.co.uk	2.33KB			44ms	
app.BemU-tkl.js	200	cdn.shopify.com	367KB			71ms	
instafeed-10.0.0.css	200	instafeed.nfcube.com	3.87KB			50ms	
laird-hatters.myshopify.c...	200	bundler.nice-team.net	40B			231ms	
loader.gif	200	instafeed.nfcube.com	596B			53ms	
v4?limit=10&account=lair...	200	instafeed.nfcube.com	737B			56ms	
OnePage.DUiBZfqL.js	200	cdn.shopify.com	35.8KB			38ms	
POST metrics	200	otlp-http-production....	21B			116ms	
OPTIONS metrics	204	otlp-http-production....	0			58ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	21.1KB			48ms	
useUnauthenticatedError...	200	cdn.shopify.com	1.54KB			33ms	
bundler-script.js?shop=la...	200	cdn-bundler.nice-tea...	312B			20ms	
LegacyVaultedShippingM...	200	cdn.shopify.com	1.28KB			31ms	
Rollup.DJEK_OtR.js	200	cdn.shopify.com	2.39KB			35ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	3.22KB			36ms	
RageClickCapture.Bt65oc...	200	cdn.shopify.com	2.08KB			38ms	
ShopPayLogo.CqVb9Kgb.js	200	cdn.shopify.com	2.24KB			30ms	
PurchaseOptionsAgreem...	200	cdn.shopify.com	3.12KB			32ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	2.48KB			43ms	
hooks.PITBmN_2.js	200	cdn.shopify.com	3.82KB			33ms	
VaultedPayment.BQ-wph...	200	cdn.shopify.com	39.6KB			31ms	
OnePageModal.BU-8NF6...	200	cdn.shopify.com	1.43KB			28ms	
useShowShopPayOptin.C...	200	cdn.shopify.com	1.84KB			30ms	
Section.C4YAOKIc.js	200	cdn.shopify.com	2.06KB			28ms	
useGooglePaySdk.OrY8lk...	200	cdn.shopify.com	6.31KB			25ms	
ShopPayLoginLoader.C9i...	200	cdn.shopify.com	2.81KB			32ms	
publishMessage.CPsQvy...	200	cdn.shopify.com	2.14KB			28ms	
PayButtonSection.DJl2ZA...	200	cdn.shopify.com	4.63KB			44ms	
context.WjMzC5l2.js	200	cdn.shopify.com	3.36KB			28ms	
DutyOptions.0gyWa648.js	200	cdn.shopify.com	4.83KB			49ms	
useAmazonContact.Bz1S...	200	cdn.shopify.com	3.61KB			37ms	
StockProblemsLinItemLi...	200	cdn.shopify.com	1.77KB			72ms	
component-ShopPayVerif...	200	cdn.shopify.com	7.74KB			34ms	
index.ajmBaWCC.js	200	cdn.shopify.com	25.9KB			38ms	
app.DhZZMK7-.css	200	cdn.shopify.com	22.8KB			37ms	
OnePage.BL1uXB7_.css	200	cdn.shopify.com	1.76KB			40ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	2.94KB			27ms	
Rollup.o9Mx-fKL.css	200	cdn.shopify.com	1.07KB			29ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	836B			33ms	
RageClickCapture.DnkQ4...	200	cdn.shopify.com	848B			32ms	
ShopPayLogo.D_HPU8Dh...	200	cdn.shopify.com	835B			32ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	784B			40ms	
VaultedPayment.Bk8Je7sl...	200	cdn.shopify.com	2.20KB			31ms	
Section.sQehCocD.css	200	cdn.shopify.com	810B			36ms	
ShopPayLoginLoader.CjG...	200	cdn.shopify.com	851B			27ms	
PayButtonSection.DF7trk...	200	cdn.shopify.com	874B			29ms	
DutyOptions.CtZGmwZL....	200	cdn.shopify.com	1.69KB			52ms	
useAmazonContact.D-Ox...	200	cdn.shopify.com	894B			45ms	
StockProblemsLinItemLi...	200	cdn.shopify.com	826B			39ms	

ShopPayVerificationSwitc...	200	cdn.shopify.com	1.40KB						32ms	
laird_hatters_logo_x320.p...	200	cdn.shopify.com	32.4KB						32ms	
POST hello	201	api.ecomsend.com	600B							333ms
OPTIONS hello	204	api.ecomsend.com	0							154ms
11VY6KDdPVuhJlqA5hBX...	200	static.ecomsend.com	90.2KB							69ms
182 Requests 2.89MB (5.26MB Uncompressed) Fully Loaded 7.8s (Onload 2.1s)										



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 499ms	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 2.4s
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 5.1s	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 510ms
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.	OK, but consider improvement 1.6s	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.	OK, but consider improvement 0.15

Browser Timings

Redirect	92ms	Connect	28ms	Backend	77ms
TTFB	197ms	First Paint	499ms	DOM Int.	1.4s
DOM Loaded	1.5s	Onload	2.1s	Fully Loaded	7.8s

IMPACT AUDIT

Med-High

Avoid an excessive DOM size TBT

5,068 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		5068
Maximum DOM Depth	a#Canada > span.visibility-hidden > svg.icon > path <path fill="currentColor" fill-rule="evenodd" d="M11.35.643a.5.5 0 0 1 .006.707l-6.77 6.886a.5.5 0 0 1 -.719-.006L.638 4.845..." clip-rule="evenodd">	23
Maximum Child Elements	div.disclosure > div.disclosure__list-wrapper > div#HeaderCountryMobile-country-results > ul.list-unstyled <ul role="list" class="list-unstyled countries">	237

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

div.page-width > div#shopify-block-clicky_clickable_banner_bzxHyU > div.clickable-banner > img.desktop-img

logo

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-width > div#shopify-block-clicky_clickable_banner_bzxHyU > div.clickable-banner > img.desktop-img

Med-Low

Serve static assets with an efficient cache policy

Potential savings of 194KB

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	none	83.4KB
https://static.lipscore.com/assets/lipscore-v1.css	none	14.0KB
https://bannerapp.molinalabs.com/assets/css/clickable-banner.css	none	1.07KB
https://aiodstag.cirkleinc.com/?shop=laird-hatters.myshopify.com	none	433B
https://shop.app/checkouts/internal/preloads.js?locale=en-GB&shop_id=40767357094	60 seconds	555B
https://chimpstatic.com/mcjs-connected/js/users/356096af333c6f08debc8f173/3a5a91bd010961292629f3692.js?shop=laird-hatter.s.myshopify.com	2 minutes	4.29KB
https://lairdlondon.co.uk/cdn/shopifycloud/portable-wallets/latest/portable-wallets.en.js	5 minutes	50.2KB
https://lairdlondon.co.uk/cdn/shopifycloud/portable-wallets/latest/shop-pay-logo-CYhOC7ye.js	5 minutes	2.57KB
https://static.ecomsend.com/upload/custom-upload/40767357094/11VY6KDdPVuhJlqA5hBXoYazrkLmTTT1jPMvC5a9.jpg	24 hours	90.9KB
https://lairdlondon.co.uk/cdn/fonts/futura/futura_n7.153f8ffad8e901382179997bbb87aa7a5ff33b3.woff2?h10=bGFpcmRoYXR0ZXJzLmNvbQ&h11=bGFpcmRoYXR0ZXJzLmNu&h12=bGFpcmRoYXR0ZXJzLnVz&h1=bGFpcmRoYXR0ZXJzLmNvbQ&h2=bGFpcmRsb25kb24uY28udWs&h3=bG9uZG9uLWdhHMuY29t&h4=bGFpcmQtaGF0dGVycy5hY2NvdW50Lm15c2hvcGlmeS5jb20&h5=bGFpcmRoYXR0ZXJzLmJl&h6=bGFpcmRoYXR0ZXJzLm5s&h7=bGFpcmRoYXR0ZXJzLmNo&h8=bGFpcmRoYXR0ZXJzLmZy&h9=bGFpcmRoYXR0ZXJzLmVz&hmac=69c9cbfa141bd83d14d692ce0e2ecf5c49f772c97e347e8df2f902a158219640	30 days	19.1KB
https://lairdlondon.co.uk/cdn/fonts/futura/futura_n4.df36ce3d9db534a4d7947f4aa825495ed740e410.woff2?h10=bGFpcmRoYXR0ZXJzLmNvbQ&h11=bGFpcmRoYXR0ZXJzLmNu&h12=bGFpcmRoYXR0ZXJzLnVz&h1=bGFpcmRoYXR0ZXJzLmNvbQ&h2=bGFpcmRsb25kb24uY28udWs&h3=bG9uZG9uLWdhHMuY29t&h4=bGFpcmQtaGF0dGVycy5hY2NvdW50Lm15c2hvcGlmeS5jb20&h5=bGFpcmRoYXR0ZXJzLmJl&h6=bGFpcmRoYXR0ZXJzLm5s&h7=bGFpcmRoYXR0ZXJzLmNo&h8=bGFpcmRoYXR0ZXJzLmZy&h9=bGFpcmRoYXR0ZXJzLmVz&hmac=cfcebd88144782c7988b2787f8e78b9d5dbfc4e4bb649326a0ab42574eb9e5ed	30 days	18.3KB
Med-Low Avoid enormous network payloads LCP Total size was 2.91MB		

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

URL	TRANSFER SIZE
https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.BemU-tkl.js	367KB
https://lairdlondon.co.uk/cdn/shop/files/wool_woool_wool.jpg?v=1728469421	284KB
https://lairdlondon.co.uk/cdn/shop/collections/image1_ec1a26b3-cd23-4f6b-9bbc-979b54b8fbc8.webp?v=1727240456	177KB
https://cdn.shopify.com/extensions/21e2fd81-d2ff-42f7-b027-e775ddc42371/upcart-cart-drawer-69/assets/upcart-bundle.js	146KB
https://lairdlondon.co.uk/cdn/shop/collections/243821012_2952147025103411_1758680856449098293_n.webp?v=1727240567&width=1000	140KB
https://lairdlondon.co.uk/cdn/shop/collections/Screenshot2023-09-22at18.14.04_2fbbd99e-9f7c-4144-ab27-a876d4144d19.webp?v=1726030834&w	134KB
https://static.ecomsend.com/upload/custom-upload/40767357094/11VY6KDdPVuhJlqA5hBXoYazrkLmTTT1jPMvC5a9.jpg	90.9KB
https://lairdlondon.co.uk/cdn/shop/collections/Screenshot_2023-12-14_at_13.09.53_8620b49d-f648-4200-bb69-022ddc6c77b7.webp?v=1727240492	83.4KB
https://static.lipscore.com/assets/en/lipscore-v1.js	83.4KB
https://lairdlondon.co.uk/	75.6KB
Low Avoid large layout shifts CLS 3 elements found	

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

ELEMENT	CLS CONTRIBUTION
TRENDING NOW Hudson 'Brooklyn' Newsboy Cap Regular price £95.00 Shelby Bakerboy... <div class="color-background-1 isolate gradient">	0.12
DISCOVER OUR COLLECTIONS Laird Classics Autumn/Winter Flat Caps Bakerboy Caps P... <div class="collection-list-wrapper page-width isolate no-mobile-link section-template...">	0.03
We value your privacy <h2 id="shopify-pc__banner__body-title">	0.00

Low

Avoid long main-thread tasks TBT

11 long tasks found

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

URL	START TIME	DURATION
• https://lairdlondon.co.uk/cdn/shop/t/35/assets/constants.js?v=132983761750457495441728291959	1.4s	243ms
• https://lairdlondon.co.uk/	13.1s	228ms
• https://lairdlondon.co.uk/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	2.1s	128ms
• https://lairdlondon.co.uk/wpm@b27301d1w4f7f79fap82969c05mefc5317e/app/web-pixel-502399234@a46b87f88a4ff97a9490f9aa4799ba7b/pixel.modern.js	1.1s	116ms
• https://lairdlondon.co.uk/cdn/shopifycloud/portable-wallets/latest/portable-wallets.en.js	1.8s	99ms
• https://lairdlondon.co.uk/	1.0s	85ms
• https://lairdlondon.co.uk/	1.3s	81ms
• https://lairdlondon.co.uk/	1.7s	73ms
• https://lairdlondon.co.uk/	2.3s	63ms
• https://lairdlondon.co.uk/	929ms	62ms
• https://lairdlondon.co.uk/	2.0s	56ms

Low

Use a Content Delivery Network (CDN)

2 resources found

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

URL
• https://bannerapp.molinalabs.com/assets/css/clickable-banner.css
• https://bundler.nice-team.net/app/shop/status/laird-hatters.myshopify.com.js?1728839203

Low

Reduce JavaScript execution time TBT

803ms 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://lairdlondon.co.uk/	1.3s	367ms	8ms
• Unattributable	458ms	27ms	0ms
• https://cdn.shopify.com/extensions/21e2fd81-d2ff-42f7-b027-e775ddc42371/upcart-cart-drawer-69/assets/upcart-bundle.js	126ms	101ms	10ms
• https://lairdlondon.co.uk/cdn/shopifycloud/boomerang/shopify-boomerang-1.0.0.min.js	119ms	42ms	1ms
• https://lairdlondon.co.uk/wpm@b27301d1w4f7f79fap82969c05mefc5317e/app/web-pixel-502399234@a46b87f88a4ff97a9490f9aa4799ba7b/pixel.modern.js	116ms	66ms	0ms
• https://lairdlondon.co.uk/cdn/shopifycloud/portable-wallets/latest/portable-wallets.en.js	93ms	90ms	0ms
• https://cdn.shopify.com/extensions/810e2d18-9597-4b52-bbce-97db99457e9c/ecomsend-popups-20/assets/react-react-dom.min.js	53ms	43ms	2ms
• https://cdn.shopify.com/extensions/810e2d18-9597-4b52-bbce-97db99457e9c/ecomsend-popups-20/assets/ecomsend.js	50ms	38ms	2ms

Low

Enable text compression FCP LCP

Potential savings of 11.1KB

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=88716837e63d7234f486eb21&invitation_template_id=&lang=	14.4KB	11.1KB

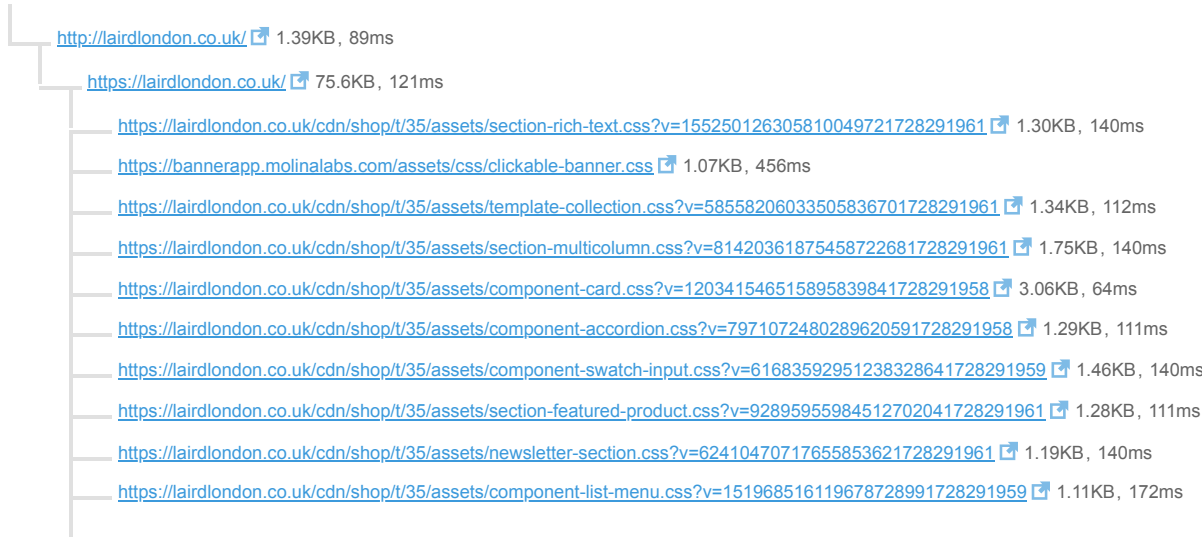
Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://lairdlondon.co.uk/cdn/shop/collections/image1_ec1a26b3-cd23-4f6b-9bbc-979b54b8fbc8.webp?v=1727240456	177KB	79.2KB
https://lairdlondon.co.uk/cdn/shop/collections/Screenshot2023-09-22at18.14.04_2fbdd99e-9f7c-4144-ab27-a876d4144d19.webp?v=1726030834&width=1000	133KB	73.4KB
https://lairdlondon.co.uk/cdn/shop/collections/243821012_2952147025103411_1758680856449098293_n.webp?v=1727240567&width=1000	139KB	69.2KB
https://static.ecomsend.com/upload/custom-upload/40767357094/11VY6KDdPVuhJlqA5hBXoYazrkLmTTT1jPMvC5a9.jpg	90.2KB	57.2KB
https://lairdlondon.co.uk/cdn/shop/collections/Screenshot_2023-12-14_at_13.09.53_8620b49d-f648-4200-bb69-022ddc6c77b7.webp?v=1727240492	82.5KB	40.7KB
https://lairdlondon.co.uk/cdn/shop/collections/SpeckledNavyBrooklyn_webp_d2d4e8ec-b972-4d96-b87c-31f35ac7e955.webp?v=1725426768	66.0KB	35.3KB
https://lairdlondon.co.uk/cdn/shop/products/5_106662.webp?v=1700654707&width=533	67.3KB	34.6KB
https://lairdlondon.co.uk/cdn/shop/collections/Screenshot_2024-09-19_at_10.34.24_d91ffa12-2f57-4510-8887-41d8a358f5dd.webp?v=1728450055	57.2KB	29.0KB
https://lairdlondon.co.uk/cdn/shop/products/tweed4_7d80c776-5dc4-473e-9a24-de06e1c9c8d2.webp?v=1710415755&width=533	50.8KB	26.9KB
https://lairdlondon.co.uk/cdn/shop/products/hudsonrust45.webp?v=1700654707&width=533	48.1KB	25.9KB
https://lairdlondon.co.uk/cdn/shop/products/modelshot_6cfca827-6240-4acb-96a8-5a1bcdcdf590.webp?v=1710415755&width=533	52.9KB	25.5KB
https://lairdlondon.co.uk/cdn/shop/products/1_86280c43-8faa-4e90-9f8d-9b69c6ddc37f.webp?v=1693805965&width=990	61.7KB	21.3KB
https://lairdlondon.co.uk/cdn/shop/collections/Screenshot_2024-09-19_at_11.51.07.webp?v=1727241375	37.8KB	19.5KB
https://lairdlondon.co.uk/cdn/shop/collections/Screenshot_2024-09-19_at_11.39.15.webp?v=1727241509	45.5KB	18.8KB
https://lairdlondon.co.uk/cdn/shop/files/shelby-bakerboy-cap.webp?v=1724821230&width=533	33.2KB	18.7KB
https://lairdlondon.co.uk/cdn/shop/products/1_08a9e865-5158-477f-af75-dc2cb99454be.webp?v=1724772744&width=533	30.0KB	11.0KB

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

Maximum critical path latency: 1.3s

INITIAL NAVIGATION



https://lairdlondon.co.uk/cdn/fonts/futura/futura_n7.153f8ffad8e901382179997bbb87aa7a5ff33b3.woff2?h10=bGFpcmRoYXR0ZXJzLmpw&h11=bGFpcmRoYXR0ZXJzLmNu&h12=bGFpcmRoYXR0ZXJzLnVz&h1=bGFpcmRoYXR0ZXJzLmNvbQ&h2=bGFpcmRsb25kb24uY28udWs&	19.1KB, 79ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-deferred-media.css?v=14096082462203297471728291958	1.46KB, 169ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-slider.css?v=14039311878856620671728291959	1.97KB, 42ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/quick-order-list.css?v=129932180309343703061728291961	2.81KB, 112ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-slideshow.css?v=17933591812325749411728291959	1.44KB, 60ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-list-social.css?v=35792976012981934991728291959	956B, 47ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/section-footer.css?v=60318643098753476351728291961	2.34KB, 143ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/section-main-product.css?v=161818056142182136911728291961	5.38KB, 141ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-rating.css?v=179577762467860590411728291959	1.32KB, 112ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/quantity-popover.css?v=129068967981937647381728291961	1.68KB, 112ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-product-variant-picker.css?v=101198305663325844211728291959	1.76KB, 168ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-list-payment.css?v=69253961410771838501728291959	1.06KB, 143ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-swatch.css?v=6811383713633888781728291959	1.19KB, 140ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-volume-pricing.css?v=111870094811454961941728291959	1.29KB, 112ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-image-with-text.css?v=159347133892345898421728291959	2.27KB, 140ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-price.css?v=70172745017360139101728291959	1.40KB, 54ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/section-collection-list.css?v=70863279319435850561728291961	1.19KB, 112ms
https://lairdlondon.co.uk/cdn/shopifycloud/portable-wallets/latest/portable-wallets.en.js	50.2KB, 51ms
https://cdn.shopify.com/extensions/810e2d18-9597-4b52-bbce-97db99457e9c/ecomsend-popups-20/assets/style.css	6.48KB, 49ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/component-newsletter.css?v=4727253280200485261728291959	1.28KB, 141ms
https://lairdlondon.co.uk/cdn/shop/t/35/assets/base.css?v=61481181490612514081728475472	11.2KB, 50ms

Low

Reduce unused CSSFCPLCP

Potential savings of 14.0KB

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://static.lipscore.com/assets/lipscore-v1.css	14.0KB	14.0KB

Low

Properly size images

Potential savings of 405KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://lairdlondon.co.uk/cdn/shop/files/wool_ wool_ wool.jpg?v=1728469421	284KB	276KB
https://static.ecomsend.com/upload/custom-upload/40767357094/11VY6KDdPVuhJlqA5hBXoYazrkLmTTT1jPMvC5a9.jpg	90.2KB	89.6KB
https://lairdlondon.co.uk/cdn/shop/collections/Screenshot_2024-09-19_at_11.39.15.webp?v=1727241509	45.5KB	39.6KB

Low

Efficiently encode images

Potential savings of 34.5KB

Optimized images load faster and consume less cellular data.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://static.ecomsend.com/upload/custom-upload/40767357094/11VY6KDdPVuhJlqA5hBXoYazrkLmTTT1jPMvC5a9.jpg	90.2KB	8.67KB
https://lairdlondon.co.uk/cdn/shop/collections/Screenshot2023-09-22at18.14.04_2fbdd99e-9f7c-4144-ab27-a876d4144d19.webp?v=1726030834&width=1000	133KB	7.62KB
https://lairdlondon.co.uk/cdn/shop/products/hudsonrust45.webp?v=1700654707&width=533	48.1KB	6.35KB
https://lairdlondon.co.uk/cdn/shop/products/tweed4_7d80c776-5dc4-473e-9a24-de06e1c9c8d2.webp?v=1710415755&width=533	50.8KB	6.26KB
https://lairdlondon.co.uk/cdn/shop/products/5_106662.webp?v=1700654707&width=533	67.3KB	5.60KB

Low

Avoid multiple page redirects FCP LCP

Potential savings of 90ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
• http://lairdlondon.co.uk/	90ms
• https://lairdlondon.co.uk/	0ms

Low

Minify JavaScript FCP LCP

Potential savings of 2.50KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
• https://chimpstatic.com/mcjs-connected/js/users/356096af333c6f08debc8f173/3a5a91bd010961292629f3692.js?shop=laird-hatters.myshopify.com	4.29KB	2.50KB

Low

Reduce unused JavaScript LCP

Potential savings of 181KB

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/21e2fd81-d2ff-42f7-b027-e775ddc42371/upcart-cart-drawer-69/assets/upcart-bundle.js	146KB	70.8KB
https://static.lipscore.com/assets/en/lipscore-v1.js	83.4KB	58.1KB
https://lairdlondon.co.uk/cdn/shopifycloud/portable-wallets/latest/portable-wallets.en.js	50.2KB	28.8KB
https://cdn.shopify.com/extensions/810e2d18-9597-4b52-bbce-97db99457e9c/ecomsend-popups-20/assets/ecomsend.js	49.2KB	23.7KB

N/A

Reduce initial server response time FCP LCP

Root document took 27ms

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

URL	TIME SPENT
• https://lairdlondon.co.uk/	27ms

N/A

Largest Contentful Paint element LCP

1,600 ms

This is the largest contentful element painted within the viewport.

ELEMENT

```
div.page-width > div#shopify-block-clicky_clickable_banner_bzxHyU > div.clickable-banner > img.desktop-img

```

PHASE	% OF LCP	TIMING
TTFB	9%	148ms
Load Delay	58%	936ms
Load Time	8%	126ms
Render Delay	24%	389ms

N/A

Avoid serving legacy JavaScript to modern browsers TBT

Potential savings of 257B

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://lairdlondon.co.uk/cdn/shopifycloud/shopify/assets/shopify_pay/storefront-80e528be853eac23af2454534897ca9536b1d3d04aa043b042f34879a3c111c8.js?v=20220906 Line:1 Column:15384	123B
https://lairdlondon.co.uk/cdn/shopifycloud/shopify/assets/shop_events_listener-61fa9e0a912c675e178777d2b27f6cbd482f8912a6b0aa31fa3515985a8cd626.js Line:1 Column:18677	70B
https://cdn.shopify.com/extensions/21e2fd81-d2ff-42f7-b027-e775ddc42371/upcart-cart-drawer-69/assets/upcart-bundle.js Line:0 Column:400	64B
https://cdn.shopify.com/extensions/21e2fd81-d2ff-42f7-b027-e775ddc42371/upcart-cart-drawer-69/assets/upcart-bundle.js Line:1 Column:178031	

N/A

User Timing marks and measures

15 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:pixel:register:502399234:app	Measure	862ms	357ms
buttonDisplay-dc:1-duration	Measure	1.4s	548ms
loadSDK-ApplePay:1-duration	Measure	1.4s	2ms
loadSDK-ShopPay:1-duration	Measure	1.4s	446ms
shopify.content_for_header.start	Mark	285ms	0ms
shopify.content_for_header.end	Mark	302ms	0ms
wpm:start	Mark	391ms	0ms
wpm:pixel:register:started:502399234:app	Mark	862ms	0ms
wpm:pixel:register:completed:502399234:app	Mark	1.2s	0ms
buttonDisplay-dc:1-start	Mark	1.4s	0ms
loadSDK-ApplePay:1-start	Mark	1.4s	0ms
loadSDK-ApplePay:1-end	Mark	1.4s	0ms
loadSDK-ShopPay:1-start	Mark	1.4s	0ms
loadSDK-ShopPay:1-end	Mark	1.8s	0ms
buttonDisplay-dc:1-end	Mark	1.9s	0ms

N/A

Minimize main-thread work TBT

Main-thread busy for 2.8s

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	1.1s
Other	759ms
Style & Layout	671ms
Parse HTML & CSS	160ms
Rendering	58ms
Script Parsing & Compilation	43ms
Garbage Collection	8ms

N/A

Reduce the impact of third-party code TBT

Total size was 1.14MB

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
SHOPIFY	929KB	0ms
https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app_BemU-tkl.js	367KB	0ms
https://cdn.shopify.com/extensions/21e2fd81-d2ff-42f7-b027-e775ddc42371/upcart-cart-drawer-69/assets/upcart-bundle.js	146KB	0ms
https://cdn.shopify.com/extensions/810e2d18-9597-4b52-bbce-97db99457e9c/ecomsend-popups-20/assets/ecomsend.js	49.2KB	0ms
Other resources	366KB	0ms
LIPSCORE.COM	120KB	0ms
https://static.lipscore.com/assets/en/lipscore-v1.js	83.4KB	0ms
https://wapi.lipscore.com/initial_data/settings/show?api_key=88716837e63d7234f486eb21&invitation_template_id=&lang=	15.5KB	0ms
https://static.lipscore.com/assets/lipscore-v1.css	14.0KB	0ms
Other resources	7.53KB	0ms
ECOMSEND.COM	93.7KB	0ms
https://static.ecomsend.com/upload/custom-upload/40767357094/11VY6KDdPVuhJlqA5hBXoYazrklmTTT1jPMvC5a9.jpg	90.9KB	0ms
NFCUBE.COM	15.2KB	0ms
https://cdn.nfcube.com/instafeed-dd136178a65ac4aaf08143c3cdc051cc.js?shop=laird-hatters.myshopify.com	9.64KB	0ms
Other resources	5.54KB	0ms
MAILCHIMP	4.29KB	0ms
https://chimpstatic.com/mcjs-connected/js/users/356096af333c6f08debc8f173/3a5a91bd010961292629f3692.js?shop=laird-hatters.myshopify.com	4.29KB	0ms
NICE-TEAM.NET	1.60KB	0ms
MOLINALABS.COM	1.07KB	0ms
SHOP.APP	555B	0ms
CIRKLEINC.COM	433B	0ms

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/810e2d18-9597-4b52-bbce-97db99457e9c/ecomsend-popups-20/assets/style.css	6.48KB	780ms