



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

Report generated: Sun, Oct 13, 2024 9:56 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 78%	Structure 72%	L. Contentful Paint 1.5s	T. Blocking Time 341ms	C. Layout Shift 0
---	--------------------	------------------	-----------------------------	---------------------------	----------------------

Top Issues

Med-High	Avoid an excessive DOM size	TBT	2,959 elements
Med-High	Eliminate render-blocking resources	FCP	Potential savings of 679ms
Med	Don't lazy load Largest Contentful Paint image	LCP	LCP was lazy loaded
Med	Use explicit width and height on image elements	CLS	10 images found
Med-Low	Serve static assets with an efficient cache policy		Potential savings of 171KB

Focus on these audits first

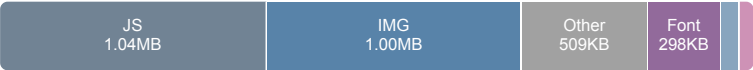
These audits likely have the largest impact on your page performance.

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 - 2.97MB



Total Page Requests - 206



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.**

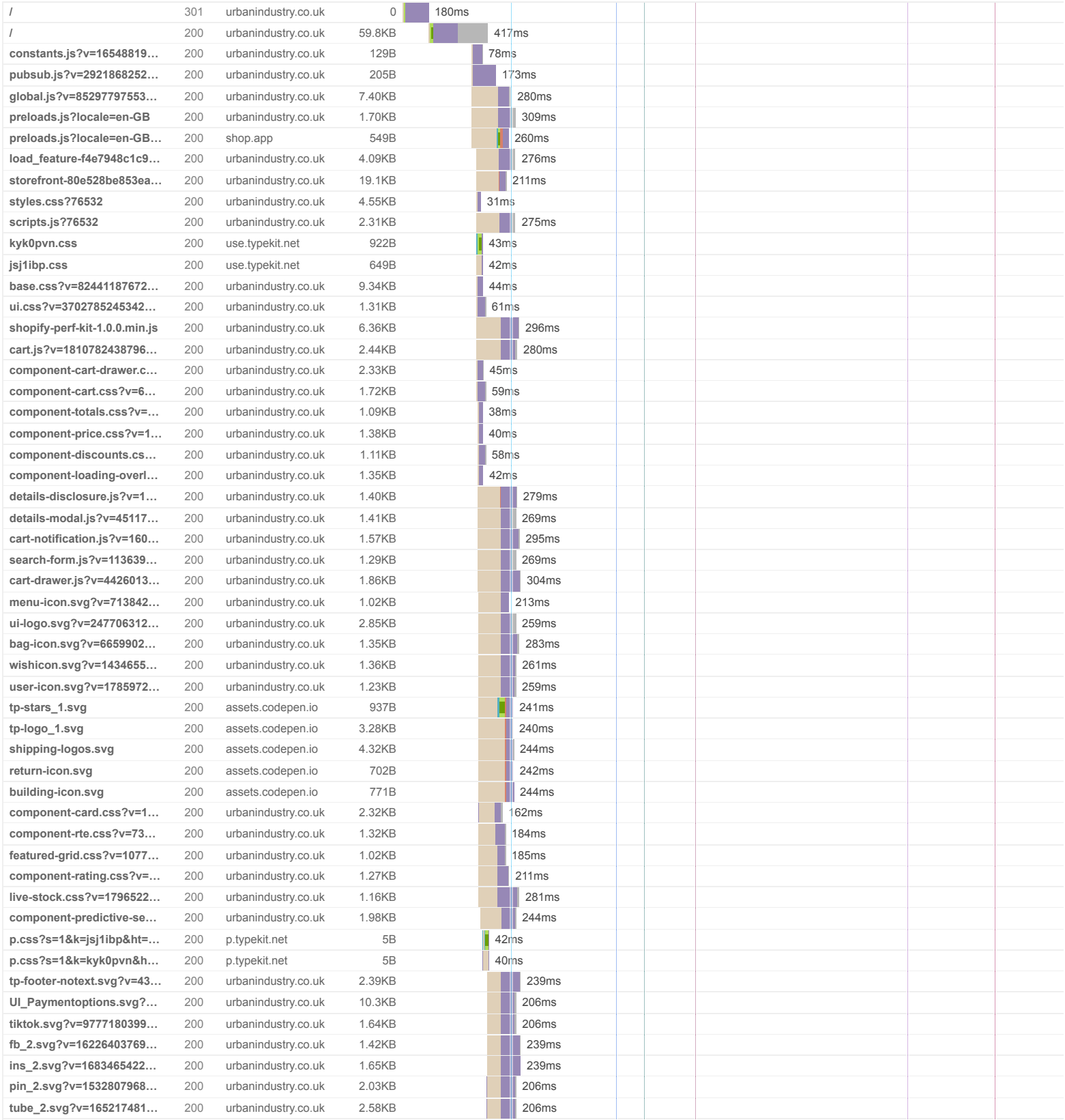
About TheNextLevel



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.

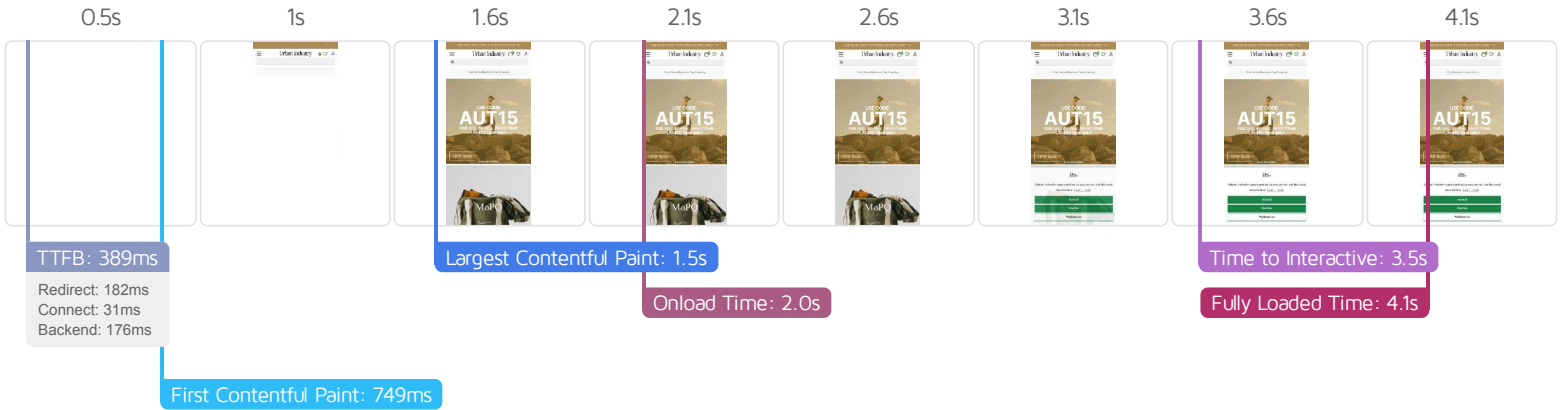
Urban Industry | New Autumn Season Products Arriving



close-dark.svg?v=144323...	200	urbanindustry.co.uk	1.36KB		239ms			
down-dark.svg?v=291678...	200	urbanindustry.co.uk	1.23KB		213ms			
predictive-search.js?v=16...	200	urbanindustry.co.uk	2.58KB		227ms			
ui-custom.js?v=12395296...	200	urbanindustry.co.uk	2.03KB		238ms			
js?id=AW-1071938922	200	googletagmanager.c...	94.7KB		239ms			
loop-onstore-sdk.js	302	unpkg.com	0		130ms			
klarna.js	200	js.klarna.com	21.9KB		114ms			
rebuy.js?shop=urbanindu...	200	cdn.rebuyengine.com	19.1KB		193ms			
block-wishlist-page.js	200	cdn.shopify.com	475B		58ms			
block-app-settings.js	200	cdn.shopify.com	534B		50ms			
block-wishlist-button-coll...	200	cdn.shopify.com	459B		82ms			
bb27301d1w4f7f79fap829...	200	urbanindustry.co.uk	41.1KB		196ms			
trekkie.storefront.c1258b...	200	urbanindustry.co.uk	24.6KB		194ms			
shop_events_listener-61f...	200	urbanindustry.co.uk	3.42KB		185ms			
shopify-boomerang-1.0.0...	200	urbanindustry.co.uk	19.0KB		84ms			
component-list-menu.css...	200	urbanindustry.co.uk	1.11KB		172ms			
component-search.css?v...	200	urbanindustry.co.uk	1.29KB		173ms			
component-menu-drawer....	200	urbanindustry.co.uk	1.99KB		150ms			
component-cart-notificati...	200	urbanindustry.co.uk	1.54KB		183ms			
component-cart-items.cs...	200	urbanindustry.co.uk	1.97KB		171ms			
l?primer=7cdcb44be4a7d...	200	use.typekit.net	46.7KB		177ms			
l?primer=7cdcb44be4a7d...	200	use.typekit.net	24.6KB		172ms			
assistant_n4.bcd3d09dcb...	200	urbanindustry.co.uk	17.3KB		182ms			
Columbia_RuggedRidgeH...	200	urbanindustry.co.uk	131KB		105ms			
look.svg	200	assets.codepen.io	917B		320ms			
cart.js	200	urbanindustry.co.uk	1.50KB		194ms			
loop-onstore-sdk.js	200	unpkg.com	22.7KB		31ms			
no-image-100-c91dd4bdb...	404	urbanindustry.co.uk	2.71KB		185ms			
mopq_17a507cf-4437-417...	200	urbanindustry.co.uk	1.15KB		65ms			
AUT15SaleImageFOS_2c...	200	urbanindustry.co.uk	103KB		66ms			
Latest_MOPQ_1080x.jpg?...	200	urbanindustry.co.uk	139KB		94ms			
POST produce_batch	200	urbanindustry.co.uk	0		174ms			
POST produce_batch	200	urbanindustry.co.uk	0		158ms			
component-slider.css?v=...	200	urbanindustry.co.uk	2.23KB		53ms			
template-collection.css?v...	200	urbanindustry.co.uk	1.32KB		55ms			
Arcteryx_Logo_5b1a6f41...	200	urbanindustry.co.uk	5.87KB		46ms			
HOKA_small.svg?v=1725...	200	urbanindustry.co.uk	3.03KB		62ms			
Gramicci_and_Wander_s...	200	urbanindustry.co.uk	5.84KB		47ms			
SWC_1_small.svg?v=172...	200	urbanindustry.co.uk	4.35KB		46ms			
pixel.modern.js	200	urbanindustry.co.uk	4.67KB		50ms			
Columbia_RuggedRidgeH...	200	urbanindustry.co.uk	55.5KB		76ms			
Columbia_RuggedRidgeH...	200	urbanindustry.co.uk	87.6KB		68ms			
Columbia_RuggedRidgeH...	200	urbanindustry.co.uk	59.3KB		89ms			
Columbia_RuggedRidgeH...	200	urbanindustry.co.uk	101KB		63ms			
Columbia_Ampli-DryllShe...	200	urbanindustry.co.uk	14.9KB		67ms			
Columbia_Ampli-DryllShe...	200	urbanindustry.co.uk	22.5KB		79ms			
Columbia_FastTrekIIHalf...	200	urbanindustry.co.uk	13.5KB		59ms			
Columbia_FastTrekIIHalf...	200	urbanindustry.co.uk	36.7KB		79ms			
EarlOfEast_Onsen_Hand...	200	urbanindustry.co.uk	7.54KB		74ms			
EarlOfEast_Onsen_Hand...	200	urbanindustry.co.uk	21.4KB		78ms			
EarlOfEast_Shinrin-Yoku...	200	urbanindustry.co.uk	7.40KB		75ms			
EarlOfEast_Shinrin-Yoku...	200	urbanindustry.co.uk	16.6KB		75ms			
ARCTERYX_FOS_1080x.j...	200	urbanindustry.co.uk	95.5KB		84ms			
POST produce_batch	200	urbanindustry.co.uk	0		139ms			
ES_Logo_small.svg?v=17...	200	urbanindustry.co.uk	3.39KB		48ms			
Danner_Logo_small.svg?...	200	urbanindustry.co.uk	3.04KB		56ms			
l?primer=7cdcb44be4a7d...	200	use.typekit.net	24.4KB		123ms			
down.svg?v=3056500263...	200	urbanindustry.co.uk	1.10KB		42ms			
POST landing?gcs=G100...	200	pagead2.googlesynd...	42B		39ms			
runtime-config.json	200	js.klarna.com	1.24KB		22ms			
global.js?build=1728675062	200	cdn.rebuyengine.com	185KB		73ms			
global.min.css?build=172...	200	cdn.rebuyengine.com	18.6KB		51ms			

consent-tracking-api.js	200	urbanindustry.co.uk	5.25KB			40ms		
consent-tracking-api.js	200	cdn.shopify.com	5.21KB			54ms		
app-loader.js	200	cdn.shopify.com	352B			35ms		
POST produce_batch	200	urbanindustry.co.uk	0			133ms		
sdk.js	200	js.klarna.com	196KB			24ms		
app-loader.js	200	cdn.jsdelivr.net	2.47KB			26ms		
config?shop=urbanindust...	200	cached.rebuyengine....	2.47KB			27ms		
klaviyo.js?company_id=H...	200	static.klaviyo.com	2.24KB			37ms		
default.js?shop=urbanind...	(canceled) embed.tawk.to		0			145ms		
pandectes-core.js?shop=...	200	cdn.shopify.com	24.2KB			66ms		
header.min.js?settings=e...	200	ecommpugins-script...	2.93KB			56ms		
urbanindustrystore.mysh...	200	ecommpugins-trustb...	123B			74ms		
1728650872-app.urbanind...	200	size-guides.esc-app...	147KB			156ms		
polyfills.legWBDja.js	200	cdn.shopify.com	14.9KB			65ms		
component-wishlist-butto...	200	cdn.shopify.com	1.05KB			63ms		
wishlist-element.js	200	cdn.jsdelivr.net	18.7KB			23ms		
component-wishlist-butto...	200	cdn.shopify.com	1.72KB			62ms		
app-base.css	200	cdn.shopify.com	1.40KB			39ms		
event-subscribers.js?v=20	200	cdn.appmate.io	865B			51ms		
icons.js?v=20	200	cdn.appmate.io	699B			52ms		
locale-en.json?v=20	200	cdn.appmate.io	442B			54ms		
wishlist-app.js	200	cdn.jsdelivr.net	15.2KB			33ms		
add-to-cart.js?v=20	200	cdn.appmate.io	407B			53ms		
component-wishlist-page...	200	cdn.shopify.com	2.59KB			57ms		
wishlist-page.js?v=20	200	cdn.appmate.io	1.13KB			53ms		
add-wishlist-to-cart.js?v=20	200	cdn.appmate.io	861B			55ms		
wishlist-product-card.js?...	200	cdn.appmate.io	2.22KB			54ms		
component-wishlist-page...	200	cdn.shopify.com	1.57KB			44ms		
SmartBanner.js?id=6284f...	200	cdn.rebuyengine.com	0.98KB			46ms		
fender_analytics.673ab99...	200	static-tracking.klaviy...	11.8KB			61ms		
static.8d136cd44b74e818...	200	static-tracking.klaviy...	280B			61ms		
runtime.c6067c71d376a2a...	200	static.klaviyo.com	7.64KB			29ms		
sharedUtils.3ee3ffff305af...	200	static.klaviyo.com	17.7KB			29ms		
vendors~signup_forms~p...	200	static.klaviyo.com	4.00KB			50ms		
vendors~signup_forms~c...	200	static.klaviyo.com	2.85KB			34ms		
vendors~signup_forms.ff...	200	static.klaviyo.com	4.24KB			45ms		
default~signup_forms~on...	200	static.klaviyo.com	9.14KB			52ms		
signup_forms.a279a1ac6...	200	static.klaviyo.com	5.60KB			44ms		
favicon.png?v=451152188...	200	urbanindustry.co.uk	1.31KB			63ms		
app.BemU-tkl.js	200	cdn.shopify.com	367KB			78ms		
pandectes-logo.jpg?v=17...	200	cdn.shopify.com	12.1KB			45ms		
pandectes-reopen-logo.p...	200	cdn.shopify.com	3.00KB			62ms		
tp.min.js	200	invitejs.trustpilot.com	3.97KB			41ms		
stylesheet?shop=urbanin...	200	cached.rebuyengine....	2.96KB			317ms		
vendor-splidejs.js?id=4d1...	200	cdn.rebuyengine.com	13.8KB			43ms		
?key=419582cf3ddb510b...	200	geo.rebuyengine.com	346B			72ms		
cart.json	200	urbanindustry.co.uk	1.48KB			189ms		
vendors.js?id=956c040ca...	200	cdn.rebuyengine.com	43.6KB			45ms		
SmartCart.js?id=c86c5d9...	200	cdn.rebuyengine.com	17.7KB			43ms		
page-Information.ChQXG...	200	cdn.shopify.com	4.43KB			29ms		
onsite?company_id=Hvs...	200	fast.a.klaviyo.com	865B			38ms		
full-forms	200	static-forms.klaviyo.c...	2.58KB			26ms		
cart.js	200	urbanindustry.co.uk	1.49KB			162ms		
css2?family=Inter:ital,wg...	200	fonts.googleapis.com	926B			46ms		
PurchaseOptionsAgreem...	200	cdn.shopify.com	3.12KB			47ms		
rebuy-smart-cart.min.css...	200	cdn.rebuyengine.com	4.25KB			37ms		
?key=419582cf3ddb510b...	200	geo.rebuyengine.com	196B			22ms		
settings?id=136159&cach...	200	cached.rebuyengine....	1.77KB			7ms		
settings?id=140194&cach...	200	cached.rebuyengine....	1.73KB			7ms		
fa-light-300.woff2	200	cdn.rebuyengine.com	185KB			135ms		
POST update.js	200	urbanindustry.co.uk	2.27KB			638ms		
PrimeNotAvailable.CPAK...	200	cdn.shopify.com	1.60KB			48ms		

styles?id=136159&format...	200	cached.rebuyengine....	49B						6ms	
150735?key=419582cf3dd...	200	rebuyengine.com	6.62KB						210ms	
146607?key=419582cf3dd...	200	rebuyengine.com	5.37KB						165ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	21.1KB						32ms	
useUnauthenticatedError...	200	cdn.shopify.com	1.54KB						34ms	
LegacyVaultedShippingM...	200	cdn.shopify.com	1.28KB						37ms	
Rollup.DJEK_OtR.js	200	cdn.shopify.com	2.40KB						35ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	3.22KB						29ms	
Widget-templates-Widget...	200	cdn.rebuyengine.com	2.69KB						34ms	
RageClickCapture.Bt65oc...	200	cdn.shopify.com	2.08KB						53ms	
dickies_tee_3pack_black...	200	cdn.shopify.com	13.2KB						50ms	
dickies_tee_3pack_black...	200	cdn.shopify.com	10.7KB						68ms	
ShopPayLogo.CqVb9Kgb.js	200	cdn.shopify.com	2.25KB						37ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	2.48KB						54ms	
hooks.PITBmN_2.js	200	cdn.shopify.com	3.84KB						46ms	
useAmazonContact.Bz1S...	200	cdn.shopify.com	3.61KB						40ms	
cart.json	200	urbanindustry.co.uk	1.60KB						171ms	
app.DhZZMK7-.css	200	cdn.shopify.com	22.8KB						33ms	
PrimeNotAvailable.B6bwb...	200	cdn.shopify.com	887B						38ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	2.94KB						34ms	
Rollup.o9Mx-fKL.css	200	cdn.shopify.com	1.07KB						52ms	
cart.js	200	urbanindustry.co.uk	1.60KB						178ms	
146607?key=419582cf3dd...	200	rebuyengine.com	5.37KB						129ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	834B						32ms	
RageClickCapture.DnkQ4...	200	cdn.shopify.com	852B						35ms	
ShopPayLogo.D_HPU8Dh...	200	cdn.shopify.com	832B						32ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	785B						34ms	
useAmazonContact.D-Ox...	200	cdn.shopify.com	900B						33ms	
urbanindustrylogo_x320....	200	cdn.shopify.com	2.08KB						47ms	
206 Requests 2.97MB (9.7MB Uncompressed) Fully Loaded 4.1s (Onload 2s)										



Performance Metrics

First Contentful Paint How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.	Good - Nothing to do here 748ms	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 3.5s
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	OK, but consider improvement 1.6s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	Longer than recommended 341ms
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 1.5s	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	182ms	Connect	31ms	Backend	176ms
TTFB	389ms	First Paint	749ms	DOM Int.	1.7s
DOM Loaded	1.7s	Onload	2.0s	Fully Loaded	4.1s

IMPACT AUDIT

Med-High

Avoid an excessive DOM size TBT

2,959 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		2959
Maximum DOM Depth	button.wk-button > wk-icon.wk-icon > svg > path <path d="M32.012,59.616c-1.119-.521-2.365-1.141-3.707-1.859a79.264,79.264,0,0,1-11....">	19
Maximum Child Elements	Adidas Originals ... <div class="brand-links">	65

Med-High

Eliminate render-blocking resources FCP LCP

Potential savings of 679ms

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://use.typekit.net/kyk0pvn.css	1.12KB	762ms
• https://use.typekit.net/js1ibp.css	872B	152ms
• https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/base.css?v=82441187672112985011724255508	9.34KB	828ms
• https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/ui.css?v=37027852453420449751724255508	1.31KB	528ms
• https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-price.css?v=119122374193989971131724255508	1.38KB	528ms
• https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-loading-overlay.css?v=167310470843593579841724255508	1.35KB	528ms
• https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-cart-drawer.css?v=147071624433778290321724255508	2.33KB	528ms
• https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-cart.css?v=61086454150987525971724255508	1.72KB	528ms
• https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-totals.css?v=86168756436424464851724255508	1.09KB	528ms
• https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-discounts.css?v=152760482443307489271724255508	1.11KB	528ms

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.fos-content > span > a.block-link > img

Med

Use explicit width and height on image elements CLS

10 images found

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

FAILING ELEMENTS

Dickies T-Shirt 3-Pack, Black White Charcoal, Detail Shot 1

```

```

Dickies T-Shirt 3-Pack, Black, Detail Shot 1

```

```

Urban Industry Trustpilot Reviews Icon

```

```

user icon

```

```

cart icon

```

```

header.page-width > div.masthead > div#mobilemenu > img

```

```

wishlist icon

```

```

div.masthead > div.logo-holder > a > img.logo

```

```

footer.contain > section.legals > div.payment-option-img > img.pay-icons

```

```

div#shopify-section-sections--15836338159725__header > div#messageContainer > div.messagebox > img.banner-icon

```

```

Med-Low

Serve static assets with an efficient cache policy

Potential savings of 171KB

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

URL	CACHE TTL	TRANSFER SIZE
https://ecommpugins-scripts.trustpilot.com/v2.1/js/header.min.js?settings=eyJrZXkiOilxUzdNdHFMZ0RmRkRjaXlrlwicyl6lnNrdSj9&v=2.5&shop=urbanindustriystore.myshopify.com	none	2.93KB
https://ecommpugins-trustboxsettings.trustpilot.com/urbanindustriystore.myshopify.com.js?settings=1708869992456&shop=urbanindustriystore.myshopify.com	none	495B
https://js.klarna.com/web-sdk/v1/klarna.js	60 seconds	21.9KB
https://shop.app/checkouts/internal/preloads.js?locale=en-GB&shop_id=12132346	60 seconds	549B
https://cdn.shopify.com/proxy/cc1cbd651e13f1fc7e30ed86946a7a6d93706be7d8e1e76e9f5cd0c38e01867a/s.pandect.es/scripts/pandectes-core.js?shop=urbanindustriystore.myshopify.com&sp-cache-control=cHVibGllLCBtYXgtYWdlPTkwMA	10 minutes	24.2KB
https://size-guides.esc-apps-cdn.com/1728650872-app.urbanindustriystore.myshopify.com.js?shop=urbanindustriystore.myshopify.com	60 minutes	147KB
https://invitejs.trustpilot.com/tp.min.js	24 hours	3.97KB
https://assets.codepen.io/66278/shipping-logos.svg	3 days	4.32KB
https://assets.codepen.io/66278/tp-logo_1.svg	3 days	3.28KB
https://assets.codepen.io/66278/tp-stars_1.svg	3 days	937B
https://assets.codepen.io/66278/look.svg	3 days	917B
https://assets.codepen.io/66278/building-icon.svg	3 days	771B
https://assets.codepen.io/66278/return-icon.svg	3 days	702B
https://p.typekit.net/p.css?s=1&k=jsj1ibp&ht=tk&f=52015.52016&a=28929531&app=typekit&e=css	7 days	172B
https://p.typekit.net/p.css?s=1&k=kyk0pvn&ht=tk&f=45179.45180.45181.45182.49450.49452.49454&a=28929531&app=typekit&e=css	7 days	172B
https://www.urbanindustry.co.uk/cdn/fonts/assistant/assistant_n4.bcd3d09dcb631dec5544b8fb7b154ff234a44630.woff2?h1=c3RhZ2luZy5zdHJlZXRpbmR1c3RyeS5jb20&h2=dXJlYW5pbmR1c3RyeS5jb20&h3=dXJlYW5pbmR1c3RyeS5jb20&h4=dXJlYW5pbmR1c3RyeXN0b3JlLnFjY291bnQubXlzaG9waWZ5LmNvbQ&hmac=09a36e65b60a2b890582b39ffbd0ec2d4667c67fc2f509ec3f678cb32c15b2d	30 days	17.3KB

Med-Low
Avoid enormous network payloads
LCP
Total size was 2.99MB

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://js.klarna.com/web-sdk/v1/0.0.333/sdk.js	196KB
https://cdn.rebuyengine.com/onsite/webfonts/fa-light-300.woff2	186KB
https://cdn.rebuyengine.com/onsite/js/global.js?build=1728675062	185KB
https://size-guides.esc-apps-cdn.com/1728650872-app.urbanindustriystore.myshopify.com.js?shop=urbanindustriystore.myshopify.com	147KB
https://www.urbanindustry.co.uk/cdn/shop/files/Latest_MOPQ_1080x.jpg?v=1728648328	139KB
https://www.urbanindustry.co.uk/cdn/shop/files/Columbia_RuggedRidgeHalfSnap_Fleece_GreenCanteenMadrasMulti_01.jpg?v=1728658965&width=1000	131KB
https://www.urbanindustry.co.uk/cdn/shop/files/AUT15SaleImageFOS_2cabd12b-d994-4476-a2dc-a4805d7419d2_1080x.jpg?v=1728660524	103KB
https://www.urbanindustry.co.uk/cdn/shop/files/Columbia_RuggedRidgeHalfSnap_Fleece_BeigeDarkStoneMadrasTonal_02.jpg?v=1728658239&width=533	101KB
https://www.urbanindustry.co.uk/cdn/shop/files/ARCTERYX_FOS_1080x.jpg?v=1728646558	95.5KB

Med-Low
Avoid long main-thread tasks
TBT
13 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.jsdelivr.net/npm/@appmate/wishlist@5.22.0/wishlist-app.js	2.7s	107ms
• Unattributable	1.9s	102ms
• Unattributable	2.6s	97ms
• https://cdn.rebuyengine.com/onsite/js/Widget-templates-Widget-recommended-template.js?id=c02f250390b1044576ee	3.4s	97ms
• https://cdn.rebuyengine.com/onsite/js/vendors.js?id=956c040cade986224524	2.9s	87ms
• https://size-guides.esc-apps-cdn.com/1728650872-app.urbanindustrystore.myshopify.com.js?shop=urbanindustrystore.myshopify.com	2.5s	82ms
• https://www.urbanindustry.co.uk/	9.5s	76ms
• https://www.urbanindustry.co.uk/	656ms	72ms
• https://www.urbanindustry.co.uk/	773ms	69ms
• https://www.urbanindustry.co.uk/	1.7s	69ms
• https://www.urbanindustry.co.uk/	3.0s	67ms
• https://www.urbanindustry.co.uk/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	1.1s	55ms
• https://cdn.rebuyengine.com/onsite/js/global.js?build=1728675062	1.8s	54ms

Med-Low

Avoid CSS @import

FCP

LCP

3 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://use.typekit.net/jsj1ibp.css>
- <https://p.typekit.net/p.css?s=1&k=jsj1ibp&ht=tk&f=52015.52016&a=28929531&app=typekit&e=css>
- <https://use.typekit.net/kyk0pvn.css>
- <https://p.typekit.net/p.css?s=1&k=kyk0pvn&ht=tk&f=45179.45180.45181.45182.49450.49452.49454&a=28929531&app=typekit&e=css>
- <https://fonts.googleapis.com/css2?family=Inter:ital,wght@0,400&display=swap>

Low

Allow back/forward cache restoration

1 failure reason

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

FAILURE REASON	FAILURE TYPE
The page has an unload handler in the main frame. https://www.urbanindustry.co.uk/	Actionable

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://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore_dd9d02dd9fc376e8dd48.js	Line:0

Low

Reduce JavaScript execution time

TBT

990ms 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.urbanindustry.co.uk/	999ms	218ms	9ms
• Unattributable	912ms	112ms	0ms
• https://cdn.rebuyengine.com/onsite/js/global.js?build=1728675062	113ms	95ms	9ms
• https://cdn.jsdelivr.net/npm/@appmate/wishlist@5.22.0/wishlist-app.js	104ms	71ms	0ms
• https://cdn.rebuyengine.com/onsite/js/Widget-templates-Widget-recommended-template.js?id=c02f250390b1044576ee	98ms	68ms	0ms
• https://cdn.rebuyengine.com/onsite/js/vendors.js?id=956c040cade986224524	89ms	62ms	5ms
• https://size-guides_esc-apps-cdn.com/1728650872-app.urbanindustrystore.myshopify.com.js?shop=urbanindustriystore.myshopify.com	82ms	22ms	60ms
• https://www.urbanindustry.co.uk/cdn/s/trekkie.storefront.c1258b47cccb7bc2aeeaeb253b8999e078bd2f6b.min.js	76ms	74ms	1ms
• https://www.googletagmanager.com/gtag/js?id=AW-1071938922	68ms	59ms	4ms
• https://www.urbanindustry.co.uk/cdn/shopifycloud/shopify/assets/storefront/load_feature-f4e7948c1c9e4f45ef404dbb8b5dbcaa265bad73ea228bf111efe71177b448d9.js	65ms	65ms	0ms
• https://www.urbanindustry.co.uk/cdn/shopifycloud/boomerang/shopify-boomerang-1.0.0.min.js	53ms	45ms	1ms

Low

Reduce unused JavaScript LCP

Potential savings of 301KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://js.klarna.com/web-sdk/v1/0.0.333/sdk.js	196KB	122KB
...../node_modules/zod/lib/index.mjs	16.9KB	12.7KB
...../node_modules/oauth4webapi/build/index.js	7.50KB	6.96KB
...../klarna-messaging/src/index.ts	6.01KB	4.20KB
...../klarna-payment/src/apis/initiate.ts	3.00KB	3.00KB
...../klarna-identity/src/components/IdentityButton.ts	3.26KB	2.65KB
https://cdn.rebuyengine.com/onsite/js/global.js?build=1728675062	185KB	94.5KB
https://cdn.rebuyengine.com/onsite/js/vendors.js?id=956c040cade986224524	43.6KB	43.3KB
https://www.googletagmanager.com/gtag/js?id=AW-1071938922	95.4KB	41.4KB

Low

Avoid chaining critical requests FCP LCP

24 chains found

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

Maximum critical path latency: **1.5s**

INITIAL NAVIGATION

<http://urbanindustry.co.uk/> 1.37KB, 180ms
<https://www.urbanindustry.co.uk/> 59.8KB, 415ms
<https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-rte.css?v=73443491922477598101724255508> 1.33KB, 83ms
<https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-discounts.css?v=152760482443307489271724255508> 1.11KB, 54ms
<https://cdn.shopify.com/extensions/50f07d38-fa0e-4c7c-a266-dc0fc9e93856/wishlist-king-197/assets/block-wishlist-button-collection.js> 951B, 81ms
<https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/live-stock.css?v=179652275628869947301724255508> 1.16KB, 180ms
[https://www.urbanindustry.co.uk/cdn/fonts/assistant/assistant_n4_bcd3d09dcb631dec5544b8fb7b154ff234a44630.woff2?
h1=c3RhZ2luZy5zdHJlZXRpbmR1c3RyeS5jb51aw&h2=dXJlYW5pbmR1c3RyeS5jb51aw&h3=dXJlYW5pbmR1c3RyeS5jb20&h4=dXJlYW5pbmR1c3RyeXN0b3JlLmFjY291bnQ](https://www.urbanindustry.co.uk/cdn/fonts/assistant/assistant_n4_bcd3d09dcb631dec5544b8fb7b154ff234a44630.woff2?h1=c3RhZ2luZy5zdHJlZXRpbmR1c3RyeS5jb51aw&h2=dXJlYW5pbmR1c3RyeS5jb51aw&h3=dXJlYW5pbmR1c3RyeS5jb20&h4=dXJlYW5pbmR1c3RyeXN0b3JlLmFjY291bnQ)
[17.3KB, 61ms](#)
<https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/featured-grid.css?v=107737710501012560151724255508> 1.03KB, 84ms
<https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/base.css?v=82441187672112985011724255508> 9.34KB, 43ms
<https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-cart-drawer.css?v=147071624433778290321724255508> 2.33KB, 40ms

https://cdn.shopify.com/extensions/50f07d38-fa0e-4c7c-a266-dc0fc9e93856/wishlist-king-197/assets/block-wishlist-page.js	984B, 57ms
https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-price.css?v=119122374193989971131724255508	1.38KB, 35ms
https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/ui.css?v=37027852453420449751724255508	1.31KB, 59ms
https://www.urbanindustry.co.uk/cdn/shop/t/179/compiled_assets/styles.css?76532	4.55KB, 30ms
https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-totals.css?v=86168756436424464851724255508	1.09KB, 33ms
https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-card.css?v=120027167547816435861724255508	2.33KB, 61ms
https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-loading-overlay.css?v=167310470843593579841724255508	1.35KB, 37ms
https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-cart.css?v=61086454150987525971724255508	1.72KB, 55ms
https://cdn.shopify.com/extensions/50f07d38-fa0e-4c7c-a266-dc0fc9e93856/wishlist-king-197/assets/block-app-settings.js	1.35KB, 49ms
https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/component-rating.css?v=24573085263941240431724255508	1.27KB, 109ms
https://unpkg.com/@loophq/onstore-sdk@latest/dist/loop-onstore-sdk.js	310B, 249ms
https://unpkg.com/@loophq/onstore-sdk@1.3.4/dist/loop-onstore-sdk.js	22.7KB, 24ms
https://use.typekit.net/jsj1ibp.css	872B, 40ms
https://use.typekit.net/af/8a4c14/0000000000000000774bed0e/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	46.9KB, 55ms
https://p.typekit.net/p.css?s=1&k=jsj1ibp&ht=tk&f=52015.52016&a=28929531&app=typekit&e=css	172B, 41ms
https://use.typekit.net/kyk0pvn.css	1.12KB, 42ms
https://use.typekit.net/af/5de0ed/00000000000000007735cf9/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n2&v=3	24.6KB, 12ms
https://use.typekit.net/af/e6e282/00000000000000007735cf9/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	24.8KB, 51ms
https://p.typekit.net/p.css?s=1&k=kyk0pvn&ht=tk&f=45179.45180.45181.45182.49450.49452.49454&a=28929531&app=typekit&e=css	172B, 39ms

Low

Defer offscreen images

Potential savings of 35.7KB

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.urbanindustry.co.uk/cdn/shop/t/179/assets/UI_Paymentoptions.svg?v=11971002447344825381724255508	10.3KB	10.3KB
https://www.urbanindustry.co.uk/cdn/shop/files/SWC_1_small.svg?v=1727777427	4.36KB	4.36KB
https://assets.codepen.io/66278/shipping-logos.svg	4.32KB	4.32KB
https://www.urbanindustry.co.uk/cdn/shop/files/ES_Logo_small.svg?v=1728044085	3.39KB	3.39KB
https://assets.codepen.io/66278/tp-logo_1.svg	3.28KB	3.28KB
https://www.urbanindustry.co.uk/cdn/shop/files/Danner_Logo_small.svg?v=1714488016	3.04KB	3.04KB
https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/tube_2.svg?v=165217481702238608781724255508	2.58KB	2.58KB
https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/tp-footer-notext.svg?v=43096697072867150821724255508	2.39KB	2.39KB
https://www.urbanindustry.co.uk/cdn/shop/t/179/assets/pin_2.svg?v=153280796812272869271724255508	2.04KB	2.04KB

Low

Minify CSS FCP LCP

Potential savings of 3.61KB

Minifying CSS files can reduce network payload sizes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
.esc-size-guide--popup .modal_background{background:#000;cursor:pointer;height:100%;left:0; ... }	5.01KB	3.61KB

Low

Avoid multiple page redirects

FCP

LCP

Potential savings of 181ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
http://urbanindustry.co.uk/	181ms
https://www.urbanindustry.co.uk/	0ms

Low

Properly size images

Potential savings of 32.1KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://cdn.shopify.com/s/files/1/1213/2346/products/dickies_tee_3pack_blackwhitecharcoal_1_564_400x400.jpg?v=1634115005	12.3KB	11.7KB
https://cdn.shopify.com/s/files/1/1213/2346/t/179/assets/pandectes-logo.jpg?v=1724255508	11.2KB	11.1KB
https://cdn.shopify.com/s/files/1/1213/2346/products/dickies_tee_3pack_black_1_565_400x400.jpg?v=1634115104	9.8KB	9.28KB

Low

Remove duplicate modules in JavaScript bundles

TBT

Potential savings of 4.51KB

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://www.urbanindustry.co.uk/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	

Low

Reduce unused CSS

FCP

LCP

Potential savings of 31.2KB

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://cdn.rebuyengine.com/onsite/css/global.min.css?build=1728675062	18.6KB	16.9KB
https://static.klaviyo.com/onsite/js/532.6b7731948f1a181190b2.css	15.7KB	14.3KB

Low

Serve images in next-gen formats

Potential savings of 77.3KB

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.urbanindustry.co.uk/cdn/shop/files/Columbia_RuggedRidgeHalfSnap_Fleece_BeigeDarkStoneMadrasTonal_02.jpg?v=1728658239&width=533	100KB	34.5KB
https://www.urbanindustry.co.uk/cdn/shop/files/AUT15SaleImageFOS_2cabd12b-d994-4476-a2dc-a4805d7419d2_1080x.jpg?v=1728660524	102KB	27.7KB
https://www.urbanindustry.co.uk/cdn/shop/files/Columbia_FastTrekIIIHalfZipFleece_Black_02.jpg?v=1728657862&width=533	35.8KB	15.1KB

Low

Ensure text remains visible during webfont load

FCP

LCP

3 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/8a4c14/0000000000000000774bed0e/30/l/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3 https://use.typekit.net/af/e6e282/00000000000000007735fca/30/l/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3 https://use.typekit.net/af/5de0ed/00000000000000007735cf9/30/l/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n2&v=3	55ms 51ms 12ms
N/A Reduce the impact of third-party code TBT Third-party code blocked the main thread for 15ms	

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.

CATEGORY	TIME SPENT
Script Evaluation	1.1s
Other	1.0s
Style & Layout	663ms
Script Parsing & Compilation	114ms
Parse HTML & CSS	86ms
Rendering	46ms
Garbage Collection	41ms

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
wpm:pixel:register:944931201:app	Measure	1.2s	393ms
shopify.content_for_header.start	Mark	482ms	0ms
shopify.content_for_header.end	Mark	550ms	0ms
wpm:start	Mark	631ms	0ms
wpm:pixel:register:started:944931201:app	Mark	1.2s	0ms
wpm:pixel:register:completed:944931201:app	Mark	1.6s	0ms

N/A

Avoid serving legacy JavaScript to modern browsers TBT

Potential savings of 636B

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://js.klarna.com/web-sdk/v1/0.0.333/sdk.js	207B
Line:1 Column:26962	@babel/plugin-transform-classes
https://www.urbanindustry.co.uk/cdn/shopifycloud/shopify/assets/shopify_pay/storefront-80e528be853eac23af2454534897ca9536b1d3d04aa043b042f34879a3c111c8.js?v=20220906	123B
Line:1 Column:15384	@babel/plugin-transform-classes
Line:1 Column:18677	@babel/plugin-transform-regenerator
https://www.urbanindustry.co.uk/cdn/shopifycloud/shopify/assets/shop_events_listener-61fa9e0a912c675e178777d2b27f6cbd482f8912a6b0aa31fa3515985a8cd626.js	71B
Line:0 Column:400	@babel/plugin-transform-classes
https://static.klaviyo.com/onsite/js/vendors~Render.0c25648017ae73d787f3.js	66B
Line:0 Column:2424	@babel/plugin-transform-classes
https://static.klaviyo.com/onsite/js/vendors~signup_forms.ffb16c5d33241b7ebc9d.js?cb=1	61B
Line:1 Column:2166	@babel/plugin-transform-classes
https://js.klarna.com/web-sdk/v1/klarna.js	60B
Line:1 Column:25105	@babel/plugin-transform-classes
https://cdn.shopify.com/proxy/cc1cbd651e13f1fc7e30ed86946a7a6d93706be7dbe1e76e9f5cd0c38e01867a/s.pandectes/scripts/pandectes-core.js?shop=urbanindustrystore.myshopify.com&sp-cache-control=CHVibGijLCBtYXgtYWw0IPTkwMA	48B
Line:0 Column:12614	@babel/plugin-transform-classes

N/A

Largest Contentful Paint element

LCP

1,490 ms

This is the largest contentful element painted within the viewport.

ELEMENT

div.fos-content > span > a.block-link > img

PHASE	% OF LCP	TIMING
TTFB	15%	229ms
Load Delay	51%	757ms
Load Time	4%	57ms
Render Delay	30%	441ms

N/A

Avoid large layout shifts

CLS

2 elements found

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

ELEMENT	CLS CONTRIBUTION
USE CODE 'AUT15' FOR EXTRA 15% OFF LATEST 	0.00
a.announcement-bar__link > div.page-width > p.announcement-bar__message > svg.icon <svg viewBox="0 0 14 10" fill="none" aria-hidden="true" focusable="false" class="icon icon-arrow" xmlns="http://www.w3.org/2000/svg">	0.00

N/A

Reduce initial server response time

FCP

LCP

Root document took 16ms

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

URL	TIME SPENT
https://www.urbanindustry.co.uk/	16ms