

Performance Report for:

http://wholefoodearth.com/

Report generated: Mon, Oct 14, 2024 4:24 AM -0700 (via API)
Test Server Location: London, UK
Using: Chrome 117.0.0.0, Lighthouse 11.0.0
Analysis options: iPhone 13/13 Pro/13 Pro Max

F	Performance 31%	Structure 73%	L. Contentful Paint 3.0s	T. Blocking Time 671ms	C. Layout Shift 0.27
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Top Issues

High	Reduce initial server response time	FCP	Root document took 668ms
High	Avoid enormous network payloads	LCP	Total size was 6.61MB
Med	Avoid an excessive DOM size	TBT	1,934 elements
Med	Avoid long main-thread tasks	TBT	15 long tasks found
Med	Serve static assets with an efficient cache policy		Potential savings of 547KB

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.

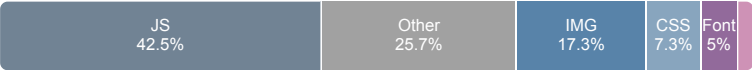
Page Details



Total Page Size - 6.51MB



Total Page Requests - 179



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.

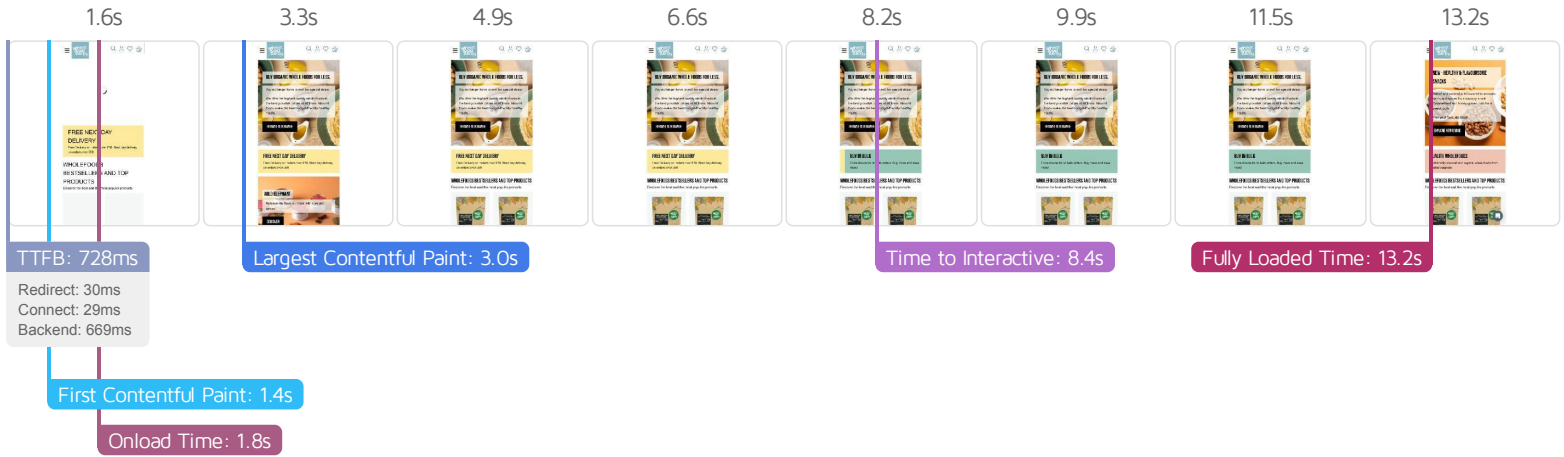
Buy Organic Whole Foods Online | Whole Food Earth®

/	301	wholefoodearth.com	167B	29ms			
/	200	wholefoodearth.com	1.08KB	786ms			
index-4TUVEH5D.css	200	cdn.shopify.com	11.1KB	102ms			
slick-5MVQ6E5D.css	200	cdn.shopify.com	431B	103ms			
slick-theme-NLNMDR6K.c...	200	cdn.shopify.com	740B	127ms			
autocomplete-F22DSKVC....	200	cdn.shopify.com	3.81KB	126ms			
style-DCYJATM2.css	200	cdn.shopify.com	698B	101ms			
css2?family=Bebas+Neue...	200	fonts.googleapis.com	688B	89ms			
lang.json	200	cdn.opinew.com	22.8KB	148ms			
index.css	200	cdn.opinew.com	5.31KB	108ms			
style.css	200	cdn.opinew.com	753B	107ms			
3c0adc820b.css	200	kit.fontawesome.com	510B	141ms			
index.js	200	cdn.opinew.com	45.9KB	199ms			
tp.widget.bootstrap.min.js	200	widget.trustpilot.com	7.18KB	196ms			
platform.js?onload=rende...	200	apis.google.com	23.6KB	198ms			
navbarLogo-ATDTD6LN.p...	200	cdn.shopify.com	6.05KB	124ms			
manifest-A475DB27.js	200	cdn.shopify.com	2.43KB	208ms			
entry.client-JIGO6QMY.js	200	cdn.shopify.com	247B	201ms			
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chunk-5F3SUL7B.js	200	cdn.shopify.com	3.51KB	210ms			
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chunk-RF3M33GN.js	200	cdn.shopify.com	5.78KB	144ms			
chunk-KLAI3X3O.js	200	cdn.shopify.com	1.05KB	141ms			
chunk-FUFDUGIT.js	200	cdn.shopify.com	2.63KB	108ms			
chunk-GTCWFHGC.js	200	cdn.shopify.com	8.81KB	103ms			
root-TXXQQ6FZ.js	200	cdn.shopify.com	35.9KB	200ms			
chunk-E27WEHH5.js	200	cdn.shopify.com	173B	165ms			
chunk-A4LWF4DS.js	200	cdn.shopify.com	143B	182ms			
_index-YQLD7GSS.js	200	cdn.shopify.com	6.25KB	180ms			
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pro-v5-font-face.min.css?...	200	ka-p.fontawesome.com	7.03KB	108ms			
pro-v4-font-face.min.css?...	200	ka-p.fontawesome.com	1.70KB	98ms			
left02-ZPD26ZDJ.svg	200	cdn.shopify.com	1.18KB	37ms			
right02-WIKVL6MO.svg	200	cdn.shopify.com	17.2KB	42ms			
left01-BUFI4BHJ.svg	200	cdn.shopify.com	1.45KB	50ms			

right01-QYCWBZHM.svg	200	cdn.shopify.com	1.02KB	37ms		
center-EPN5ZDXL.svg	200	cdn.shopify.com	782B	43ms		
close-up-young-man-apro...	200	cdn.shopify.com	57.9KB	109ms		
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pro-fa-light-300-0.woff2	200	ka-p.fontawesome.com	15.1KB	164ms		
JTUSjlg69CK48gW7PXoo...	200	fonts.gstatic.com	8.38KB	206ms		
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pro-fa-sharp-solid-900-10...	200	ka-p.fontawesome.com	18.3KB	161ms		
pro-fa-light-300-14.woff2	200	ka-p.fontawesome.com	16.7KB	111ms		
OrganicGreenTeaMatcha...	200	cdn.shopify.com	67.8KB	67ms		
OrganicGroundTurmeric_...	200	cdn.shopify.com	66.4KB	74ms		
OrganicBasilPowder50g.j...	200	cdn.shopify.com	66.6KB	80ms		
organic-chia-seeds-raw-g...	200	cdn.shopify.com	69.7KB	83ms		
OrganicPumpkinSeeds50...	200	cdn.shopify.com	67.6KB	85ms		
OrganicGroundLinseedFl...	200	cdn.shopify.com	70.8KB	87ms		
organic-sunflower-seeds-...	200	cdn.shopify.com	67.7KB	92ms		
NutritionalYeastFlakes12...	200	cdn.shopify.com	72.2KB	96ms		
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PillBox-6l5JOTIE.js	200	cdn.shopify.com	1.02KB	71ms	
Promotion-l4L3Q3UY.js	200	cdn.shopify.com	890B	92ms	
FeaturedTextBox-ZWP7G...	200	cdn.shopify.com	907B	66ms	
Footer-VAVTDJDT.js	200	cdn.shopify.com	8.73KB	90ms	
GenericBox-AL2377G2.js	200	cdn.shopify.com	1.35KB	42ms	
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WholesomeArticles-7X34...	200	cdn.shopify.com	922B	38ms	
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ProductCard-ZYVWHSBJ.js	200	cdn.shopify.com	955B	31ms	
search-insights.min.js	200	cdn.jsdelivrn...net	3.34KB	21ms	
POST master	200	eu-west-2.cdn.hygra...	115B	144ms	
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index.html?templated=54...	200	widget.trustpilot.com	2.06KB	105ms	
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fbevents.js	200	connect.facebook.net	57.7KB	118ms	
search-insights.min.js	200	cdn.jsdelivrn...net	2.85KB	14ms	
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uqQVManGS4WyyjZotrhg	200	media.graphassets.c...	3.82MB	129ms	
chunk-52F25AT2.js	200	cdn.shopify.com	1.04KB	42ms	
badge?usegapi=1&merch...	200	google.com	11.3KB	201ms	
1126259820719567?v=2.9....	200	connect.facebook.net	13.0KB	10ms	
main.js	200	widget.trustpilot.com	16.7KB	15ms	
js?id=G-6Z03EJH67C&l=d...	200	googletagmanager.c...	107KB	38ms	
destination?id=AW-84831...	200	googletagmanager.c...	93.5KB	40ms	
insight.min.js	200	snap.licdn.com	14.3KB	50ms	
hotjar-2040457.js?sv=7	200	static.hotjar.com	5.51KB	104ms	
analytics.js	200	google-analytics.com	20.5KB	40ms	
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TrustboxImpression?loca...	204	widget.trustpilot.com	307B	51ms	
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m=_b_tp	200	google.com	59.5KB	28ms	
js?id=G-2M8CLPGL2R	200	googletagmanager.c...	105KB	84ms	
gray_stars_large.png	200	gstatic.com	943B	127ms	
orange_stars_large.png	200	gstatic.com	945B	129ms	
gcr_logo_stacked.png	200	gstatic.com	1.46KB	127ms	
collect?v=2&fmt=js&pid=...	200	px.ads.linkedin.com	667B	163ms	
m=vhDjqd	200	google.com	34.0KB	22ms	
848314919?random=1728...	200	googleads.g.doublec...	2.29KB	57ms	
POST wa/	204	px.ads.linkedin.com	198B	150ms	
848314919?random=1728...	200	google.com	42B	68ms	
848314919?random=1728...	200	google.co.uk	42B	69ms	
m=Wt6vjf,hhhU8,FCpbqb,...	200	google.com	2.49KB	17ms	
m=lwddkf,EFQ78c	200	google.com	2.55KB	15ms	
m=RqjULd	200	google.com	12.7KB	16ms	
pro-fa-light-300-1.woff2	200	ka-p.fontawesome.com	17.7KB	40ms	
lw3w0f6FTDmliwxYLVek	200	media.graphassets.c...	38.0KB	7ms	
qacdja2g	200	widget.intercom.io	2.60KB	468ms	
frame.c7275586.js	200	js.intercomcdn.com	183KB	92ms	

vendor.c8c34991.js	200	js.intercomcdn.com	192KB							116ms	
POST ping	200	api-iam.intercom.io	2.43KB								527ms
179 Requests 6.51MB (12.4MB Uncompressed) 13.2s (Onload 1.8s)											



Performance Metrics

First Contentful Paint

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

Longer than recommended

1.4s

Time to Interactive

How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.

Much longer than recommended

8.4s

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

4.3s

Total Blocking Time

How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.

Much longer than recommended

671ms

Largest Contentful Paint

How long it takes for the largest element of content (i.e., a hero image) to be painted on your page. A good user experience is 1.2s or less.

Much longer than recommended

3.0s

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

0.27

Browser Timings

Redirect

30ms

Connect

29ms

Backend

669ms

TTFB

728ms

First Paint

1.4s

DOM Int.

1.6s

DOM Loaded

1.6s

Onload

1.8s

Fully Loaded

13.2s

IMPACT AUDIT

High **Reduce initial server response time** FCP LCP Root document took 668ms

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

URL	TIME SPENT
https://wholefoodearth.com/	668ms

High **Avoid enormous network payloads** LCP Total size was 6.61MB

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

URL	TRANSFER SIZE
https://media.graphassets.com/output=format:webp/uqQVManGS4WyyjZotrhg	3.82MB
https://js.intercomcdn.com/vendor.c8c34991.js	193KB
https://js.intercomcdn.com/frame.c7275586.js	183KB
https://ka-p.fontawesome.com/releases/v6.6.0/css/pro.min.css?token=3c0adc820b	179KB
https://www.googletagmanager.com/gtag/js?id=G-6Z03EJH67C&l=dataLayer&cx=c	107KB
https://www.googletagmanager.com/gtag/js?id=G-2M8CLPGL2R	106KB
https://www.googletagmanager.com/gtm.js?id=GTM-5QNKZVN	105KB
https://www.googletagmanager.com/gtag/destination?id=AW-848314919&l=dataLayer&cx=c	93.8KB
https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/_shared/chunk-KF6DI5IY.js	72.3KB
https://cdn.shopify.com/s/files/1/0027/6008/1477/products/NutritionalYeastFlakes125g.jpg?v=1657277108&width=200&width=750&height=675&crop=none	72.2KB

Med **Avoid an excessive DOM size** TBT 1,934 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		1934
Maximum DOM Depth	Baked and roasted nuts covered in aromatic herbs and spices for a savoury snack... <p>	15
Maximum Child Elements	Skip to content Open Menu Cart, 0 items Open cart NEW - HEALTHY & FLAVOURSOME S... <div id="root">	41

Med **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://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/_shared/chunk-KF6DI5IY.js	2.4s	245ms
• https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/_shared/chunk-KF6DI5IY.js	3.9s	207ms
• https://wholefoodearth.com/	1.2s	152ms
• https://js.intercomcdn.com/vendor.c8c34991.js	8.3s	136ms
• https://www.googletagmanager.com/gtag/js?id=G-6Z03EJH67C&l=dataLayer&cx=c	3.3s	94ms
• https://www.google-analytics.com/analytics.js	3.4s	91ms
• https://www.googletagmanager.com/gtag/destination?id=AW-848314919&l=dataLayer&cx=c	3.5s	91ms
• https://cdn.opinew.com/shop-widgets-components/v1/static/js/index.js	1.8s	75ms
• https://cdn.opinew.com/shop-widgets-components/v1/static/js/index.js	1.6s	73ms
• https://script.hotjar.com/modules.02161fb4f8ebb73fb3f8.js	3.7s	73ms
• https://www.googletagmanager.com/gtm.js?id=GTM-5QNKZVN	3.1s	65ms
• https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/_shared/chunk-KF6DI5IY.js	2.1s	61ms
• https://apis.google.com/_/scs/abc-static/_/js/k=gapi.lb.en.3visMJpiQlc.O/m=ratingbadge/rt=j/sv=1/d=1/ed=1/am=AACA/rs=AHpOoo99Jaq3x9bYTscBipFXsaylS-abwA/cb=gapi.loaded_0?le=scs	2.9s	53ms
• Unattributable	916ms	52ms
• https://wholefoodearth.com/	1.6s	50ms

Med

Serve static assets with an efficient cache policy

Potential savings of 547KB

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

URL	CACHE TTL	TRANSFER SIZE
https://cdn.opinew.com/shop-widgets-components/v1/static/js/index.js	none	45.9KB
https://cdn.opinew.com/shop-widgets-components/v1/static/css/index.css	none	5.31KB
https://cdn.opinew.com/styles/opw-icons/fonts/opinew-snoci.ttf	none	4.06KB
https://cdn.opinew.com/styles/opw-icons/style.css	none	753B
https://px.ads.linkedin.com/collect?v=2&fmt=js&pid=2803169&time=1728905054797&url=https%3A%2F%2Fwholefoodearth.com%2F	none	667B
https://www.facebook.com/tr/?id=1126259820719567&ev=PageView&dl=https%3A%2F%2Fwholefoodearth.com%2F&rl=&if=false&ts=1728905054573&sw=390&sh=844&v=2.9.170&r=stable&ec=0&o=12318&fbp=fb.1.1728905054570.378154698387702950&le_r=empty&cld=API_unavailable&it=1728905054364&coo=false&rqm=GET	none	273B
https://static.hotjar.com/c/hotjar-2040457.js?sv=7	60 seconds	5.51KB
https://widget.intercom.io/widget/qacdj2g	5 minutes	3.14KB
https://connect.facebook.net/en_US/fbevents.js	20 minutes	60.5KB
https://connect.facebook.net/signals/config/1126259820719567?v=2.9.170&r=stable&domain=wholefoodearth.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	20 minutes	13.2KB
https://www.google-analytics.com/analytics.js	2 hours	21.1KB
https://snap.licdn.com/li.ms-analytics/insight.min.js	12 hours	14.5KB
https://widget.trustpilot.com/trustboxes/5419b637fa0340045cd0c936/main.js	24 hours	17.2KB
https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js	24 hours	7.64KB
https://media.graphassets.com/resize=fit:crop,height:240,width:500/output=format:webp/QFJjRu3pTHqhOX7jw1Hn	10 days	66.4KB
https://media.graphassets.com/resize=fit:clip,height:100,width:200/output=format:webp/UIZPdCXrQ4iB8PGP1ByX	14 days	11.9KB
https://media.graphassets.com/resize=fit:clip,height:100,width:200/output=format:webp/7v3qTRIJT8acEdKrORYG	16 days	12.8KB
https://media.graphassets.com/resize=fit:clip,height:100,width:200/output=format:webp/QFJjRu3pTHqhOX7jw1Hn	18 days	15.5KB
https://media.graphassets.com/resize=fit:clip,height:100,width:200/output=format:webp/uqQVManGS4WyyjZotrhg	30 days	13.3KB
https://media.graphassets.com/output=format:webp/uqQVManGS4WyyjZotrhg	30 days	3.82MB
https://media.graphassets.com/resize=fit:crop,height:240,width:500/output=format:webp/lw3w0f6FTDmliwxYLVEk	30 days	38.3KB
https://media.graphassets.com/resize=fit:clip,height:100,width:200/output=format:webp/lw3w0f6FTDmliwxYLVEk	30 days	12.1KB
https://media.graphassets.com/resize=fit:clip,height:100,width:200/output=format:webp/pS1rY6hTxmSwVyrYrW0	30 days	12.8KB

Med-Low

Avoid chaining critical requests

FCP

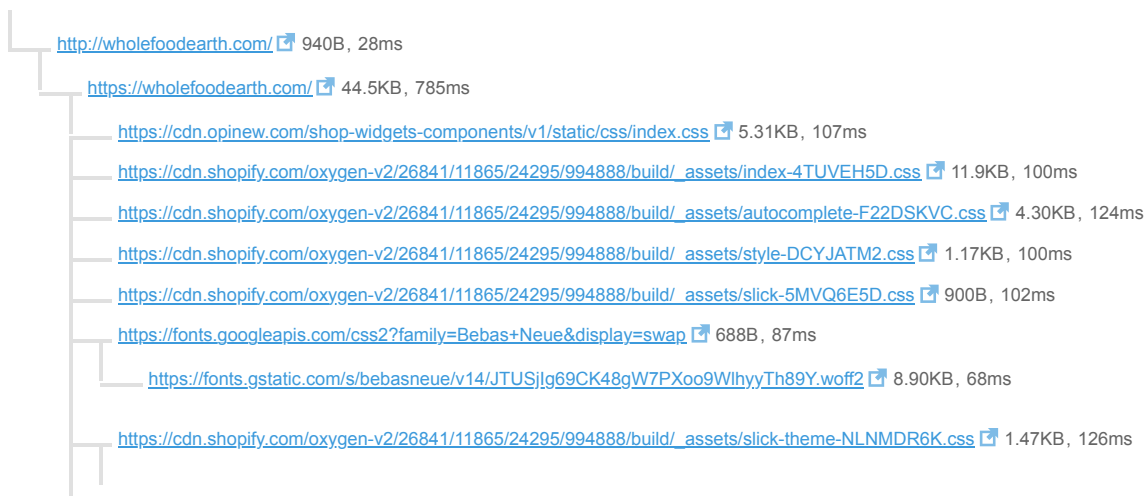
LCP

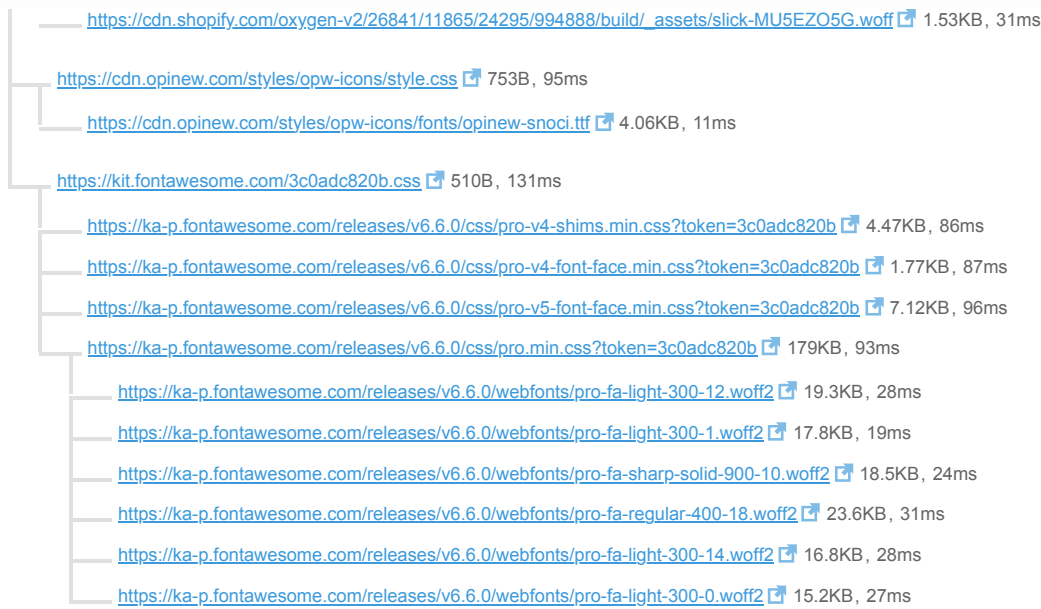
17 chains found

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: **4.2s**

INITIAL NAVIGATION





Med-Low

Avoid large layout shifts CLS

1 element found

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

ELEMENT

CLS CONTRIBUTION

WILD ELEPHANT Release the flavour - Cook with love and spices! Discover RAWGO...

`<div class="grid grid-cols-1 lmd:grid-cols-2 pt-4 gap-4">`

0.27

Med-Low

Lazy load third-party resources with facades TBT

1 facade alternative available

Some third-party embeds can be lazy loaded. Consider replacing them with a facade until they are required.

PRODUCT

TRANSFER SIZE

MAIN-THREAD BLOCKING TIME

Intercom Widget (Customer Success)

382KB

71ms

<https://js.intercomcdn.com/vendor.c8c34991.js>

193KB

71ms

<https://js.intercomcdn.com/frame.c7275586.js>

183KB

0ms

<https://widget.intercom.io/widget/qacdja2g>

3.14KB

0ms

<https://api-iam.intercom.io/messenger/web/ping>

2.43KB

0ms

Med-Low

Defer offscreen images

Potential savings of 3.91MB

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://media.graphassets.com/output=format:webp/uqQVManGS4WyyjZotrhg	3.82MB	3.82MB
https://cdn.shopify.com/s/files/1/0027/6008/1477/files/close-up-young-man-apron-cutting-open-bag-with-roasted-coffee-beans-storage_800x.jpg?v=1640190398	56.9KB	56.9KB
https://media.graphassets.com/resize=fit:clip,height:100,width:200/output=format:webp/7v3qTRIJT8acEdKrORyG	12.6KB	12.6KB
https://media.graphassets.com/resize=fit:clip,height:100,width:200/output=format:webp/pS1rY6hTxmSwVyrYW0	12.5KB	12.5KB
https://media.graphassets.com/resize=fit:clip,height:100,width:200/output=format:webp/UIZPdCXrQ4iB8PGP1ByX	11.7KB	11.7KB

Low

Reduce JavaScript execution time

TBT

1.7s spent executing JavaScript

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

URL	TOTAL CPU TIME	SCRIPT EVALUATION	SCRIPT PARSE
https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/_shared/chunk-KF6DI5IY.js - Unattributable https://wholefoodearth.com/ https://js.intercomcdn.com/vendor.c8c34991.js https://cdn.opinew.com/shop-widgets-components/v1/static/js/index.js https://www.googletagmanager.com/gtag/destination?id=AW-848314919&l=dataLayer&cx=c https://www.googletagmanager.com/gtm.js?id=GTM-5QNKZVN https://www.googletagmanager.com/gtag/js?id=G-6Z03EJH67C&l=dataLayer&cx=c https://www.google-analytics.com/analytics.js https://script.hotjar.com/modules.02161fb4f8ebb73fb3f8.js https://apis.google.com/_/scs/abc-static/_/js/k=gapi.lb.en.3visMJpiQlc.O/m=ratingbadge/rt=j/sv=1/d=1/ed=1/am=AACA/rs=AHpOoo99Jaq3x9bYTscBipFXsayIS-abwA/cb=gapi.loaded_0?le=scs	1.0s 1.0s 762ms 141ms 135ms 103ms 98ms 97ms 91ms 85ms 54ms	799ms 80ms 18ms 128ms 119ms 86ms 77ms 88ms 90ms 77ms 49ms	1ms 0ms 10ms 11ms 2ms 5ms 6ms 8ms 0ms 4ms 3ms

Low

Allow back/forward cache restoration

1 failure reason

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

FAILURE REASON	FAILURE TYPE
Pages with WebSocket cannot enter back/forward cache. about:blank	Pending browser support

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://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/root-TXXQQ6FZ.js	Line:15

Low

Reduce unused JavaScript

LCP

Potential savings of 560KB

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.intercomcdn.com/frame.c7275586.js	183KB	130KB
https://js.intercomcdn.com/vendor.c8c34991.js	193KB	113KB
https://www.googletagmanager.com/gtag/js?id=G-6Z03EJH67C&l=dataLayer&cx=c	107KB	49.8KB
https://www.googletagmanager.com/gtm.js?id=GTM-5QNKZVN	105KB	46.4KB
https://www.googletagmanager.com/gtag/destination?id=AW-848314919&l=dataLayer&cx=c	93.8KB	45.2KB
https://script.hotjar.com/modules.02161fb4f8ebb73fb3f8.js	55.9KB	36.9KB
https://cdn.opinew.com/shop-widgets-components/v1/static/js/index.js	45.9KB	35.6KB
https://apis.google.com/_/scs/abc-static/_/js/k=gapi.lb.en.3visMJpiQlc.O/m=ratingbadge/rt=j/sv=1/d=1/ed=1/am=AACA/rs=AHpOoo99Jaq3x9bYTscBjpFXsayIS-abwA/cb=gapi.loaded_0?le=scs	58.5KB	32.7KB
https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/_shared/chunk-KF6DI5IY.js	72.3KB	26.6KB
https://connect.facebook.net/en_US/fbevents.js	60.5KB	21.7KB
https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/root-TXXQQ6FZ.js	36.7KB	21.4KB

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://px.ads.linkedin.com/collect?v=2&fmt=js&pid=2803169&time=1728905054797&url=https%3A%2F%2Fwholefoodearth.com%2F695053za201zb77695053&gcd=131313111&dma=0&tag_exp=101533421~101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fwholefoodearth.com%2F&hn=www.googleadservices.com&frm=0&tiba=Buy%20Organic%20Whole%20Foods%20Online%20%7C%20Whole%20Food%20Earth%C2%AE&npa=0&pscdl=noapi&aid=2077160898.1728905054&uaa=&uab=&uafvl=&uamb=0&uam=&uapv=&uaw=0&fdr=QA&rftm=3&fmt=3&is_vtc=1&cid=CAQSGwDpaXnfYIRMVEMuJMVbuC5GDzbyelFhsoc70g&random=1043675309&rmt_tld=1&ipr=y

Low

Eliminate render-blocking resources

FCP

LCP

Potential savings of 40ms

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/oxygen-v2/26841/11865/24295/994888/build/_assets/index-4TUV5EH5D.css	11.9KB	961ms
https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/_assets/slick-5MVQ6E5D.css	900B	150ms
https://fonts.googleapis.com/css2?family=Bebas+Neue&display=swap	688B	773ms
https://cdn.opinew.com/shop-widgets-components/v1/static/css/index.css	5.31KB	783ms
https://cdn.opinew.com/styles/opw-icons/style.css	753B	160ms
https://kit.fontawesome.com/3c0adc820b.css	510B	819ms

Low

Avoid multiple page redirects

FCP

LCP

Potential savings of 29ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
http://wholefoodearth.com/	29ms
https://wholefoodearth.com/	0ms

Low

Ensure text remains visible during webfont load

FCP

LCP

1 font found

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

URL		POTENTIAL SAVINGS
https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/_assets/slick-MU5EZO5G.woff		31ms
Low	Preload Largest Contentful Paint image LCP	14ms
If the LCP element is dynamically added to the page, you should preload the image in order to improve LCP.		
URL		POTENTIAL SAVINGS
https://media.graphassets.com/resize=fit:crop,height:240,width:500/output=format:webp/QFJjRu3pTHqhOX7jw1Hn		14ms
Low	Properly size images	Potential savings of 490KB
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/1/0027/6008/1477/products/NutritionalYeastFlakes125g.jpg?v=1657277108&width=200&width=750&height=675&crop=none	71.3KB	63.8KB
https://cdn.shopify.com/s/files/1/0027/6008/1477/products/OrganicGroundLinseedFlaxseed500g.jpg?v=1650541346&width=200&width=750&height=675&crop=none	69.9KB	62.5KB
https://cdn.shopify.com/s/files/1/0027/6008/1477/products/organic-chia-seeds-raw-gmo-free-vegan-source-of-fibre-who-lefood-earth-5060470141554-760206.jpg?v=1650498239&width=200&width=750&height=675&crop=none	68.8KB	61.5KB
https://cdn.shopify.com/s/files/1/0027/6008/1477/products/OrganicGreenTeaMatchaPowder50g.jpg?v=1661504767&width=200&width=750&height=675&crop=none	66.9KB	59.9KB
https://cdn.shopify.com/s/files/1/0027/6008/1477/products/organic-sunflower-seeds-raw-gmo-free-vegan-high-fibre-source-of-protein-wholefood-earth-5060470141967-637372.jpg?v=1651103988&width=200&width=750&height=675&crop=none	66.8KB	59.7KB
https://cdn.shopify.com/s/files/1/0027/6008/1477/products/OrganicPumpkinSeeds500g.jpg?v=1651057643&width=200&width=750&height=675&crop=none	66.7KB	59.6KB
https://cdn.shopify.com/s/files/1/0027/6008/1477/products/OrganicBasilPowder50g.jpg?v=1661261927&width=200&width=750&height=675&crop=none	65.7KB	58.8KB
https://cdn.shopify.com/s/files/1/0027/6008/1477/products/OrganicGroundTurmeric_BlackPepper50g.jpg?v=1661525830&width=200&width=750&height=675&crop=none	65.5KB	58.6KB
https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/_assets/navbarLogo-ATD6LN.png	6.05KB	5.64KB

Low

Reduce unused CSS FCP LCP

Potential savings of 179KB

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://ka-p.fontawesome.com/releases/v6.6.0/css/pro.min.css?token=3c0adc820b	179KB	179KB

N/A

Largest Contentful Paint element LCP

3,050 ms

This is the largest contentful element painted within the viewport.

ELEMENT

BUY ORGANIC WHOLE FOODS FOR LESS. You no longer have to wait for special deals...

<div class="w-full h-[400px] sm:h-[300px] p-5 flex items-center bg-center bg-no-repeat..." style="background-image: url("https://media.graphassets.com/resize=fit:crop,height=240,width=500/output=format:webp/QFJjRu3pTHqhOX7jw1Hn");">

PHASE	% OF LCP	TIMING
TTFB	24%	729ms
Load Delay	65%	2.0s
Load Time	2%	66ms
Render Delay	9%	272ms

N/A

Minimize main-thread work TBT

Main-thread busy for 3.9s

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	1.8s
Other	1.2s
Style & Layout	579ms
Parse HTML & CSS	169ms
Rendering	98ms
Script Parsing & Compilation	88ms
Garbage Collection	45ms

N/A

Avoid serving legacy JavaScript to modern browsers TBT

Potential savings of 52.5KB

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.intercomcdn.com/vendor.c8c34991.js	20.4KB
Line:1 Column:195616	Array.prototype.fill
Line:1 Column:195730	Array.prototype.filter
Line:1 Column:196006	Array.prototype.findIndex
Line:1 Column:196687	Array.prototype.findIndex
Line:1 Column:197409	Array.from
Line:1 Column:199088	Array.prototype.map
Line:1 Column:212988	Number.prototype.toFixed
Line:1 Column:213216	Number.prototype.toFixed
Line:1 Column:216797	Object.entries
Line:1 Column:216981	Object.freeze
Line:1 Column:217617	Object.getPrototypeOf
Line:1 Column:218303	Object.prototype

Line:1 Column:218566	Object.issuesible
Line:1 Column:218756	Object.sFrozen
Line:1 Column:219008	Object.sSealed
Line:1 Column:219305	Object.keys
Line:1 Column:220051	Object.prototype.extensions
Line:1 Column:220627	Object.seal
Line:1 Column:220780	Object.setPrototypeOf
Line:1 Column:221023	Object.values
Line:1 Column:227207	Reflect.apply
Line:1 Column:227663	Reflect.construct
Line:1 Column:228192	Reflect.defineProperty
Line:1 Column:228491	Reflect.deleteProperty
Line:1 Column:228694	Reflect.getOwnPropertyDe

URL	POTENTIAL SAVINGS
	scri ptor
Line:1 Column:228866	Refl ect. getP roto type Of
Line:1 Column:229072	Refl ect. get
Line:1 Column:229318	Refl ect. has
Line:1 Column:229456	Refl ect. isEx tens ible
Line:1 Column:229574	Refl ect. ownK eys
Line:1 Column:229696	Refl ect. prev entE xten sion s
Line:1 Column:229944	Refl ect. setP roto type Of
Line:1 Column:235787	Stri ng.p roto typ e.co dePo intA t
Line:1 Column:236993	Stri ng.f romC odeP oint
Line:1 Column:240881	Stri ng.r aw
Line:1 Column:241117	Stri ng.p roto typ e.re peat
https://apis.google.com/js/platform.js?onload=renderBadge	11.0KB
Line:72 Column:394	Dat e.pr otot ype.

URL		POTENTIAL SAVINGS
	toIS OStr ing	
https://connect.facebook.net/en_US/fbevents.js		10.6KB
Line:23 Column:2302	@bab el/p lugi n-tr ansf orm- clas ses	
Line:270 Column:9361	Arra y.pr otot ype. filt er	
Line:270 Column:15478	Arra y.fr om	
Line:270 Column:17228	Arra y.pr otot ype. map	
Line:270 Column:18020	Arra y.pr otot ype. find	
https://apis.google.com/_/scs/abc-static/_/js/k=gapi.lb.en.3visMJpiQlc.O/m=ratingbadge/rt=j/sv=1/d=1/ed=1/am=AACA/rs=AHpOoo99Jag3x9bYTscBipFXsaylS-abwA/cb=gapi.loaded_0?le=scs		10.0KB
Line:125 Column:15	Dat e.pr otot ype. toIS OStr ing	
https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js		78B
Line:0 Column:1927	@bab el/p lugi n-tr ansf orm- clas ses	
https://static.hotjar.com/c/hotjar-2040457.js?sv=7		72B
Line:2 Column:921	@bab el/p lugi n-tr ansf orm- clas ses	
https://snap.licdn.com/li.lms-analytics/insight.min.js		60B
Line:0 Column:680	@bab el/p lugi n-tr ansf	

URL	POTENTIAL SAVINGS
	orm-clas ses
https://script.hotjar.com/modules.02161fb4f8ebb73fb3f8.js	59B
Line:1 Column:81996	@bab el/p lugi n-tr ansf orm-clas ses
https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/ shared/chunk-NGPJUT3F.js	58B
Line:0 Column:22894	@bab el/p lugi n-tr ansf orm-clas ses
https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/ shared/chunk-2PH6ASXX.js	55B
Line:0 Column:2456	@bab el/p lugi n-tr ansf orm-clas ses
https://connect.facebook.net/signals/config/1126259820719567?v=2.9.170&r=stable&domain=wholefoodearth.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	43B
Line:19 Column:2057	@bab el/p lugi n-tr ansf orm-clas ses

N/A

Reduce the impact of third-party code

TBT

Third-party code blocked the main thread for 294ms

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	975KB	114ms
• https://cdn.shopify.com/oxygen-v2/26841/11865/24295/994888/build/_shared/chunk-KF6DI5IY.js	72.3KB	114ms
• https://cdn.shopify.com/s/files/1/0027/6008/1477/products/NutritionalYeastFlakes125g.jpg?v=1657277108&width=200&width=750&height=675&crop=none	72.2KB	0ms
• https://cdn.shopify.com/s/files/1/0027/6008/1477/products/OrganicGroundLinseedFlaxseed500g.jpg?v=1650541346&width=200&width=750&height=675&crop=none	70.8KB	0ms
• https://cdn.shopify.com/s/files/1/0027/6008/1477/products/organic-chia-seeds-raw-gmo-free-vegan-source-of-fibre-wholefood-earth-5060470141554-760206.jpg?v=1650498239&width=200&width=750&height=675&crop=none	69.8KB	0ms
• https://cdn.shopify.com/s/files/1/0027/6008/1477/products/OrganicGreenTeaMatchaPowder50g.jpg?v=1661504767&width=200&width=750&height=675&crop=none	67.8KB	0ms
• Other resources	622KB	0ms
INTERCOM	382KB	71ms
• https://js.intercomcdn.com/vendor.c8c34991.js	193KB	71ms
• https://js.intercomcdn.com/frame.c7275586.js	183KB	0ms
GOOGLE TAG MANAGER	411KB	68ms
• https://www.googletagmanager.com/gtag/js?id=G-6Z03EJH67C&l=dataLayer&cx=c	107KB	34ms
• https://www.googletagmanager.com/gtag/destination?id=AW-848314919&l=dataLayer&cx=c	93.8KB	33ms
• https://www.googletagmanager.com/gtag/js?id=G-2M8CLPGL2R	106KB	0ms
• https://www.googletagmanager.com/gtm.js?id=GTM-5QNKZVN	105KB	0ms
GOOGLE ANALYTICS	21.1KB	39ms
• https://www.google-analytics.com/analytics.js	21.1KB	39ms
GRAPHASSETS.COM	4.00MB	0ms
• https://media.graphassets.com/output=format:webp/uqQVManGS4WyyjZotrhg	3.82MB	0ms
FONTAWESOME CDN	305KB	0ms
• https://ka-p.fontawesome.com/releases/v6.6.0/css/pro.min.css?token=3c0adc820b	179KB	0ms
• https://ka-p.fontawesome.com/releases/v6.6.0/webfonts/pro-fa-regular-400-18.woff2	23.6KB	0ms
• https://ka-p.fontawesome.com/releases/v6.6.0/webfonts/pro-fa-light-300-12.woff2	19.3KB	0ms
• https://ka-p.fontawesome.com/releases/v6.6.0/webfonts/pro-fa-sharp-solid-900-10.woff2	18.5KB	0ms
• https://ka-p.fontawesome.com/releases/v6.6.0/webfonts/pro-fa-light-300-1.woff2	17.8KB	0ms
• Other resources	45.9KB	0ms
OTHER GOOGLE APIS/SDKS	206KB	0ms
• https://www.google.com/_scs/shopping-verified-reviews-static/_/js/k=bog-shopping-verified-reviews.VerifiedReviewsBadgeUi.en_US.OuV7mLC7rGl.es5.O/am=MBiWAAQ/d=1/excm=b_tp.badgeview/ed=1/dg=0/wt=2/uig=1/rs=AC8ILkTY5zSkzr-ayrmlv8TRhgE_bgOMsQ/m=b_tp	60.0KB	0ms
• https://apis.google.com/_scs/abc-static/_/js/k=gapi.lb.en.3visMJpiQlc.O/m=ratingbadge/rt=j/sv=1/d=1/ed=1/am=AACA/rs=AHpOoo99Jaq3x9bYTscBipFXsayIS-abwA/cb=gapi.loaded_0?le=scs	58.5KB	0ms
• https://www.google.com/_scs/shopping-verified-reviews-static/_/js/k=bog-shopping-verified-reviews.VerifiedReviewsBadgeUi.en_US.OuV7mLC7rGl.es5.O/ck=bog-shopping-verified-reviews.VerifiedReviewsBadgeUi.a6z3ZJfsTIE.L.W1.O/am=MBiWAAQ/d=1/exm=b_tp/excm=b_tp.badgeview/ed=1/wt=2/uig=1/rs=AC8ILkSnk2hDae49fB5-K5elpW8mMV_r7Q/ee=EmZ2Bf:zr1jrb:JsbNhc:Xd8iUd:K5nYTd:ZDZcre:LBgRLc:XVMNvd:Me32dd:MEeYgc:NPKaK:PVIQOd:Pjplud:EEDORb:QGR0gd:MIhmy:SNUn3:ZwDk9d:ScI3Yc:e7Hzgb:Uvc8o:VDovNc:YlZmRd:A1yn5d:a56pNe:JfECwb:cEi90b:ws9Tlc:dIoSBb:SpfSb:dowlGb:ebZ3mb:eBAeSb:zbML3c:iFQyKf:vfUj:IOO0Vd:OTA3Ae:nAFL3:NTMZac:oGtAuc:sOXFj:gafBPd:yDVVkb:qddgKe:xQtZb:wR5FRb:siKnQd:yxTchf:KUM7Z/m=vhDjqd	34.0KB	0ms
• https://apis.google.com/js/platform.js?onload=renderBadge	24.1KB	0ms
• https://www.google.com/_scs/shopping-verified-reviews-static/_/js/k=bog-shopping-verified-reviews.VerifiedReviewsBadgeUi.en_US.OuV7mLC7rGl.es5.O/ck=bog-shopping-verified-reviews.VerifiedReviewsBadgeUi.a6z3ZJfsTIE.L.W1.O/am=MBiWAAQ/d=1/exm=EFQ78c:FCpbqb:WhJNk:Wt6vJf_b_tp.hhhU8_lwdkF.vhDjqd/excm=b_tp.badgeview/ed=1/wt=2/uig=1/rs=AC8ILkSnk2hDae49fB5-K5elpW8mMV_r7Q/ee=EmZ2Bf:zr1jrb:JsbNhc:Xd8iUd:K5nYTd:ZDZcre:LBgRLc:XVMNvd:Me32dd:MEeYgc:NPKaK:PVIQOd:Pjplud:EEDORb:QGR0gd:MIhmy:SNUn3:ZwDk9d:ScI3Yc:e7Hzgb:Uvc8o:VDovNc:YlZmRd:A1yn5d:a56pNe:JfECwb:cEi90b:ws9Tlc:dIoSBb:SpfSb:dowlGb:ebZ3mb:eBAeSb:zbML3c:iFQyKf:vfUj:IOO0Vd:OTA3Ae:nAFL3:NTMZac:oGtAuc:sOXFj:gafBPd:yDVVkb:qddgKe:xQtZb:wR5FRb:siKnQd:yxTchf:KUM7Z/m=RqjULd	12.7KB	0ms
• Other resources	17.2KB	0ms
OPINEW.COM	118KB	0ms
• https://cdn.opinew.com/shop-widgets-components/v1/static/js/index.js	45.9KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
https://cdn.opinew.com/shop-widgets-components/v1/static/i18n/lang.json - Other resources	23.1KB	0ms
	48.5KB	0ms
FACEBOOK	74.0KB	0ms
https://connect.facebook.net/en_US/fbevents.js https://connect.facebook.net/signals/config/1126259820719567?v=2.9.170&r=stable&domain=wholefoodearth.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	13.2KB	0ms
HOTJAR	61.4KB	0ms
https://script.hotjar.com/modules.02161fb4f8ebb73fb3f8.js https://static.hotjar.com/c/hotjar-2040457.js?sv=7	55.9KB	0ms
	5.51KB	0ms
TRUST PILOT	28.5KB	0ms
https://widget.trustpilot.com/trustboxes/5419b637fa0340045cd0c936/main.js https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js	17.2KB	0ms
	7.64KB	0ms
LINKEDIN ADS	15.3KB	0ms
https://snap.licdn.com/li.ims-analytics/insight.min.js	14.5KB	0ms
GOOGLE FONTS	9.57KB	0ms
https://fonts.gstatic.com/s/bebasneue/v14/JTUSjlg69CK48gW7PXoo9WlhyTh89Y.woff2	8.90KB	0ms
JSDELIVR CDN	6.82KB	0ms
GOOGLE CDN	3.92KB	0ms
GOOGLE/DOUBLECLICK ADS	2.81KB	0ms
HYGRAPH.COM	963B	0ms

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
fbevents:start:unwantedDataProcessing_1126259820719567	Mark	3.2s	0ms
fbevents:end:unwantedDataProcessing_1126259820719567	Mark	3.2s	0ms
fbevents:start:unwantedParamsProcessing_1126259820719567	Mark	3.2s	0ms
fbevents:start:validateUrlProcessing_1126259820719567	Mark	3.2s	0ms
fbevents:end:validateUrlProcessing_1126259820719567	Mark	3.2s	0ms
fbevents:start:standardParamChecksProcessing_1126259820719567	Mark	3.2s	0ms