




Performance Report for: <http://tala.co/>

Report generated: Mon, Oct 14, 2024 3:31 AM -0700 (via API)
Test Server Location:  London, UK
Using:  Chrome 117.0.0.0, Lighthouse 11.0.0
Analysis options:  iPhone 13/13 Pro/13 Pro Max

B

Performance
81%

Structure
90%

L. Contentful Paint
1.1s

T. Blocking Time
242ms

C. Layout Shift
0

Top Issues

Med	Reduce JavaScript execution time <small>TBT</small>	4.1s spent executing JavaScript
Med	Use explicit width and height on image elements <small>CLS</small>	7 images found
Med-Low	Use a Content Delivery Network (CDN)	35 resources found
Low	Serve static assets with an efficient cache policy	Potential savings of 77.7KB
Low	Use passive listeners to improve scrolling performance	1 event listener not passive

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 - 2.58MB



Total Page Requests - 58



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



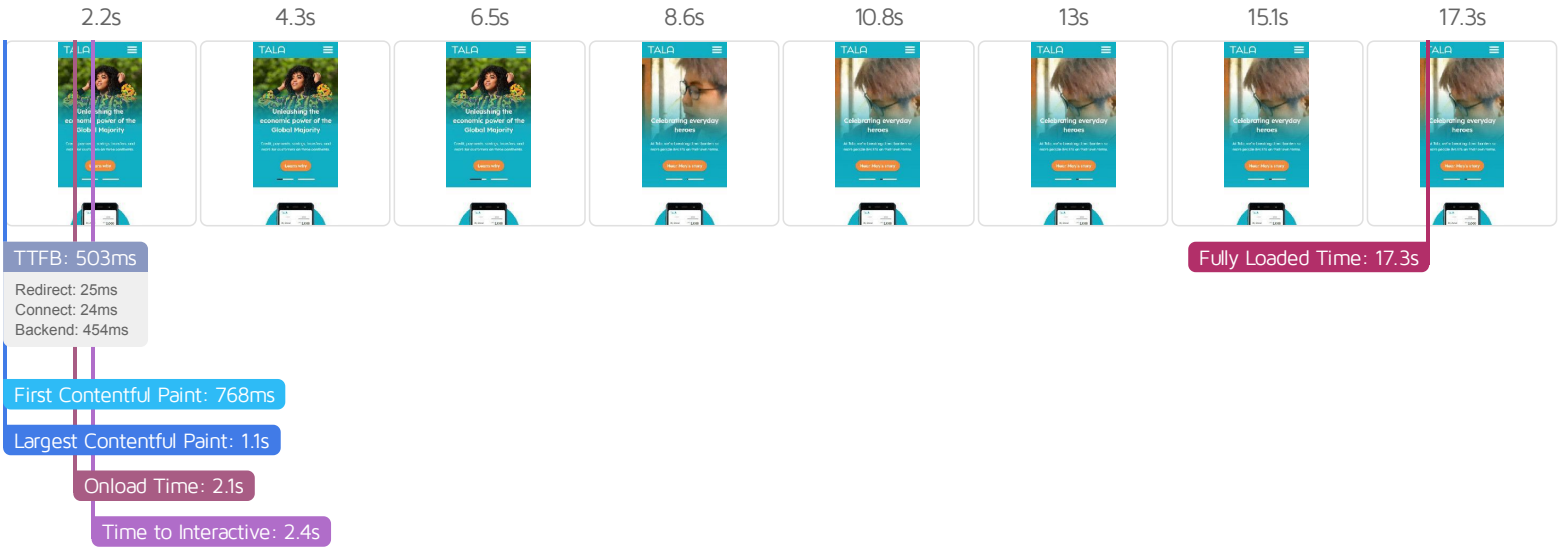
Take your mobile experience to The Next Level. Design and launch your mobile application within a matter of hours using our app studio. Get access to a wide range of tools to help you engage better with customers from intelligent push messaging powered by AI to community builder giving customers the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

Tala | Digital Financial Services, Credit, Savings and More

/	301	tala.co	162B	24ms		
/	200	tala.co	17.8KB	479ms		
custom-frontend.min.css...	200	tala.co	30.5KB	34ms		
_static??-eJyNzMEKgZA...	200	tala.co	17.0KB	33ms		
css2?family=Lexend%3A...	200	fonts.googleapis.com	897B	48ms		
home.css?m=1727799040g	200	tala.co	14.6KB	32ms		
tala-logo-white.svg	200	tala.co	734B	104ms		
mobile-text.svg	200	tala.co	5.98KB	28ms		
corp_product-carousel.jpeg	200	tala.co	19.7KB	103ms		
RGB_Tala-closed-white.svg	200	tala.co	746B	105ms		
video-js.css?m=16987490...	200	tala.co	12.7KB	57ms		
e-202442.js	200	stats.wp.com	2.91KB	85ms		
_static??-eJyVj8EKAJEM...	200	tala.co	61.9KB	124ms		
frontend.min.js?ver=3.23.4	200	tala.co	12.7KB	105ms		
_static??-eJydzEsOgkAQ...	200	tala.co	199KB	128ms		
gtm.js?id=GTM-T6SJSRD	200	googletagmanager.c...	72.8KB	98ms		
icon-nav-hamburger.svg	200	tala.co	357B	38ms		
icon-nav-close.svg	200	tala.co	301B	51ms		
icon-kenya.svg	200	tala.co	1.42KB	35ms		
icon-mexico.svg	200	tala.co	75.5KB	41ms		
icon-philippines.svg	200	tala.co	2.07KB	51ms		
icon-india.svg	200	tala.co	10.7KB	54ms		
icon-us.svg	200	tala.co	50.7KB	61ms		
KE_Square-header-for-m...	200	tala.co	460KB	66ms		
corp-gradient-1.svg	200	tala.co	966B	47ms		
ph_header_bkg.jpg	200	tala.co	84.9KB	65ms		
corp-gradient-3.svg	200	tala.co	961B	47ms		
global-majority-backgrou...	200	tala.co	31.4KB	44ms		
home-main-pattern-bg.png	200	tala.co	6.84KB	25ms		
icon-play-button.svg	200	tala.co	607B	38ms		
wlpwgvvFAVdoq2_v-6QU...	200	fonts.gstatic.com	38.8KB	124ms		
corp_val-prop.png?w=530	200	tala.co	35.5KB	14ms		
image2.jpg?w=600	200	tala.co	13.1KB	17ms		
new-screen-1x.png?w=530	200	tala.co	71.6KB	13ms		
corp_VP4.png?w=531	200	tala.co	165KB	19ms		
g.gif?v=ext&blog=152906...	200	pixel.wp.com	50B	13ms		
js?id=G-GD9VL6MQT0&I=...	200	googletagmanager.c...	105KB	43ms		
bmmj3xjdjh	200	clarity.ms	1.03KB	133ms		
fbevents.js	200	connect.facebook.net	57.7KB	49ms		
lightbox.26bf6b6c4232d8...	200	tala.co	9.61KB	18ms		
dialog.min.js?ver=4.9.0	200	tala.co	3.71KB	17ms		
share-link.min.js?ver=3.2...	200	tala.co	1.40KB	17ms		
Website-banner-mobile-te...	200	tala.co	895KB	350ms		
text-editor.2c35aafbe5bf0...	200	tala.co	912B	14ms		
Website-banner-mobile-te...	206	tala.co	0	7ms		
916750621741093?v=2.9.1...	200	connect.facebook.net	15.3KB	66ms		
clarity.js	200	clarity.ms	27.0KB	37ms		
tr?id=916750621741093&...	200	facebook.com	273B	36ms		
POST collect	204	f.clarity.ms	0	259ms		
c.gif	302	c.clarity.ms	0	63ms		
cropped-tala-favicon.png...	200	tala.co	392B	9ms		
c.gif?ctsa=mr&CtsSyncl...	302	c.bing.com	0	43ms		
c.gif?ctsa=mr&CtsSyncl...	200	c.clarity.ms	42B	16ms		

POST collect	204	f.clarity.ms	0		162ms	
POST collect	204	f.clarity.ms	0		81ms	
POST collect	204	f.clarity.ms	0		79ms	
POST collect	204	f.clarity.ms	0		81ms	
POST collect	204	f.clarity.ms	0			83ms
58 Requests 2.58MB (5.52MB Uncompressed) 17.3s (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 767ms	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 3.6s	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 242ms
Largest Contentful Paint How long it takes for the largest element of content (i.e., a hero image) to be painted on your page. A good user experience is 1.2s or less.	Good - Nothing to do here 1.1s	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	25ms	Connect	24ms	Backend	454ms
TTFB	503ms	First Paint	768ms	DOM Int.	1.1s
DOM Loaded	1.1s	Onload	2.1s	Fully Loaded	17.3s

IMPACT AUDIT

Med **Reduce JavaScript execution time** TBT 4.1s spent executing JavaScript

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

URL	TOTAL CPU TIME	SCRIPT EVALUATION	SCRIPT PARSE
<ul style="list-style-type: none">https://tala.co/_static/??-eJyVj8EKAjEMRH/I3WBhUQ/it3TbKKItWpuWsn+/ZVHxpp4mA2/IDLQ0mMgFuUDy9UYsgB5D9zGDFsEi4AQazkmb+5grFwo4BuLRyQ56nNj4anHD3KNiXp7yCf3y45o3yA4h2upR/sp7mqHpJUXi7t7Xl6KVwMT8mnMJ5/1BTaejUpNyKxHaako=	4.1s	3.0s	2ms
<ul style="list-style-type: none">https://tala.co/	1.6s	137ms	1ms
<ul style="list-style-type: none">https://tala.co/_static/??-eJydzEsOgkAQRdEN2TwJCT0yrqWBEgut/oQqUXcPOnGs05ubg0d1Y8lG2VDIPnNW_WJDgSCjtsSwlqmSKy/LZJggPUOHx1iTOTdQDj/NWnqj8bgwvV8NMuJZEiAp62ndy77p753Rqfdt3R+87HzcqPI_Uk	1.4s	545ms	10ms
<ul style="list-style-type: none">Unattributable	440ms	17ms	0ms
<ul style="list-style-type: none">https://www.clarity.ms/s/0.7.48/clarity.js	273ms	256ms	1ms
<ul style="list-style-type: none">https://www.googletagmanager.com/gtag/js?id=G-GD9VL6MQT0&l=dataLayer&cx=c	52ms	46ms	4ms

Med **Use explicit width and height on image elements** CLS 7 images found

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

FAILING ELEMENTS

Kenyan man smiling while looking down at his phone after Tala's advanced AI cre...

```

```

corp_VP4.png

```

```

Application screen showing Tala credit and wallet features

```

```

Application screen showing a credit approval message for 10,000 Kenyan shillings

```

```

Tala shapes icon

```
<img decoding="async" src="" alt="Tala shapes icon" loading="lazy">
```

Tala shapes icon

```
<img decoding="async" src="" alt="Tala shapes icon" loading="lazy">
```

Tala shapes icon

```
<img decoding="async" src="" alt="Tala shapes icon" loading="lazy">
```

Med-Low **Use a Content Delivery Network (CDN)** 35 resources found

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

- <https://tala.co/wp-content/uploads/elementor/css/custom-frontend.min.css?ver=1723572707>
- https://tala.co/_static/??-eJyNzMEKgzAQBNAfcl2VQvBQ+i1pulohmw3ZleLfGwKcXx5nmHn4yxAkGSXDHPd1S4rmoweKxLWUgl6VTHEpbfbBoIpfYep5S30NHf5tvA/lfqV2b07Y1YQhF4HLh7v94ufoJufmeXgMJyTP5g=
- <https://tala.co/wp-content/themes/tala-child/assets/css/home.css?m=1727799040g>
- <https://tala.co/wp-content/uploads/2023/10/tala-logo-white.svg>
- <https://tala.co/wp-content/uploads/2023/10/mobile-text.svg>
- https://tala.co/wp-content/uploads/2024/05/corp_product-carousel.jpeg
- https://tala.co/wp-content/uploads/2021/10/RGB_Tala-closed-white.svg
- <https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/lib/video-js.css?m=1698749046g>
- https://tala.co/_static/??-eJyVj8EKAjEMRH/I3WBhUQ/it3TbKKItWpuWsn+/ZVHxpp4mA2/IDLQ0mMgFuUDy9UYsgB5D9zGDFsEi4AQazkmb+5grFwo4BuLRyQ56nNj4anHD3KNIxp7yCf3y45o3yA4h2upR/sp7mqHpJUXi7i7Xl6KVwMT8mnMJ5/1BTaejUpNyKxHaako=
- <https://tala.co/wp-content/plugins/elementor/assets/js/frontend.min.js?ver=3.23.4>
- https://tala.co/_static/??-eJydzEsOgkAQRdEN2TwJCT0yrqWBEqut/oQqUXcPOnGs05ubg0d1Y8lG2VDIPnNWWJDgSCjtsSwlqmSKy/LZJggPUOHx1iTOTdQD/jNWnqj8bgwvV8NMuJZEiAp62ndy77p753Rqfdt3R+87HzcqpIUk
- <https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/icon-nav-hamburger.svg>
- <https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/icon-nav-close.svg>
- <https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/country-flags/icon-kenya.svg>
- <https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/country-flags/icon-mexico.svg>
- <https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/country-flags/icon-philippines.svg>
- <https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/country-flags/icon-india.svg>
- <https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/country-flags/icon-us.svg>
- https://tala.co/wp-content/uploads/2023/10/KE_Square-header-for-mobile-A-1.png
- <https://tala.co/wp-content/uploads/2023/10/corp-gradient-1.svg>
- https://tala.co/wp-content/uploads/2023/10/ph_header_bkg.jpg
- <https://tala.co/wp-content/uploads/2023/10/corp-gradient-3.svg>
- <https://tala.co/wp-content/uploads/2023/10/global-majority-background.jpg>
- <https://tala.co/wp-content/uploads/2024/09/home-main-pattern-bg.png>
- <https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/icon-play-button.svg>
- https://tala.co/wp-content/uploads/2023/12/corp_val-prop.png?w=530
- <https://tala.co/wp-content/uploads/2023/10/image2.jpg?w=600>
- <https://tala.co/wp-content/uploads/2023/12/new-screen-1x.png?w=530>
- https://tala.co/wp-content/uploads/2023/10/corp_VP4.png?w=531
- <https://tala.co/wp-content/plugins/elementor/assets/js/lightbox.26bf6b6c423d8789c0e.bundle.min.js>
- <https://tala.co/wp-content/plugins/elementor/assets/lib/dialog/dialog.min.js?ver=4.9.0>
- <https://tala.co/wp-content/plugins/elementor/assets/lib/share-link/share-link.min.js?ver=3.23.4>
- https://tala.co/wp-content/uploads/2024/05/Website-banner-mobile-testimonial_1080x1920.mp4
- <https://tala.co/wp-content/plugins/elementor/assets/js/text-editor.2c35aafbe5bf0e127950.bundle.min.js>
- <https://c.clarity.ms/c.gif?ctsa=mr&CtsSynclid=59AF730B6E6B4E0C85D128054EFBA3FA&MUID=337B805E61EE67C22EE595466055666B>

Low

Serve static assets with an efficient cache policy

Potential savings of 77.7KB

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

URL	CACHE TTL	TRANSFER SIZE
https://www.facebook.com/tr/?id=916750621741093&ev=PageView&dl=https%3A%2F%2Ftala.co&ri=&if=false&ts=1728901910022&sw=390&sh=844&v=2.9.170&r=stable&ec=0&o=12316&fbp=fb.1.1728901910008.748957917144791808&pm=1&hrl=e3f3f4&ler=empty&cdl=API_unavailable&lt=1728901909834&coo=false&cs_cc=1&cas=8717271095003302%2C7304793442923765&rqm=GET	none	273B
https://connect.facebook.net/en_US/fbevents.js	20 minutes	60.1KB
https://connect.facebook.net/signals/config/916750621741093?v=2.9.170&r=stable&domain=tala.co&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	15.3KB
https://www.clarity.ms/s/0.7.48/clarity.js	24 hours	27.0KB

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
<ul style="list-style-type: none">https://tala.co/_static/??-eJyVj8EKAjEMRH/I3WBhUQ/it3TbKKItWpuWsn+/ZVHxpp4mA2/IDLQ0mMgFuUDy9UYsgB5D9zGDFsEi4AQazkmb+5grFwo4BuLRyQ56nNj4anHD3KNiXpZyCf3y45o3yA4h2upR/sp7mqHpJUXi7I7XI6KVwMT8mnMJ5/1BTaejUpNyKxHaako=	Line:3

Low

Avoid enormous network payloads

LCP

Total size was 2.59MB

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

URL	TRANSFER SIZE
<ul style="list-style-type: none">https://tala.co/wp-content/uploads/2024/05/Website-banner-mobile-testimonial_1080x1920.mp4https://tala.co/wp-content/uploads/2023/10/KE_Square-header-for-mobile-A-1.pnghttps://tala.co/_static/??-eJydzEsOgkAQRdEN2TwJCT0yrqWBEgut/oQqUXcPOnGs05ubg0d1Y8IG2VDIPnNWWJDgSCjtsSwlqmSKy/LZJggPUOHx1iTOTdQD/jNWnqj8bgwvV8NMuJZEiAp62ndy77p753Rqfdt3R+87HzcqPIUkhttps://tala.co/wp-content/uploads/2023/10/corp_VP4.png?w=531https://www.googletagmanager.com/gtag/js?id=G-GD9VL6MQT0&l=dataLayer&cx=chttps://tala.co/wp-content/uploads/2023/10/ph_header_bkg.jpghttps://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/country-flags/icon-mexico.svghttps://www.googletagmanager.com/gtm.js?id=GTM-T6SJSRDhttps://tala.co/wp-content/uploads/2023/12/new-screen-1x.png?w=530https://tala.co/_static/??-eJyVj8EKAjEMRH/I3WBhUQ/it3TbKKItWpuWsn+/ZVHxpp4mA2/IDLQ0mMgFuUDy9UYsgB5D9zGDFsEi4AQazkmb+5grFwo4BuLRyQ56nNj4anHD3KNiXpZyCf3y45o3yA4h2upR/sp7mqHpJUXi7I7XI6KVwMT8mnMJ5/1BTaejUpNyKxHaako=	<div>895KB</div> <div>461KB</div> <div>199KB</div> <div>165KB</div> <div>106KB</div> <div>85.3KB</div> <div>75.5KB</div> <div>73.5KB</div> <div>71.9KB</div> <div>61.9KB</div>

Low

Avoid an excessive DOM size

TBT

881 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		881
Maximum DOM Depth	<div>White</div> <div><option id="captions-foreground-color-qazana-background-player-id09af682712d7a_compone..." value="#FFF" aria-labelledby="captions-text-legend-qazana-background-player-id09af682712d7a_component_54..."></div>	23
Maximum Child Elements	<div>body.home</div> <div><body class="home page-template page-template-elementor_header_footer page page-id-20 w..." data-elementor-device-mode="mobile"></div>	20

Low

Avoid long main-thread tasks

TBT

6 long tasks found

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

URL	START TIME	DURATION
• https://tala.co/_static/??-eJyVj8EKAjEMRH/I3WBhUQ/it3TbKKItWpuWsn+/ZVHxpp4mA2/IDLQ0mMgFuUDy9UYsgB5D9zGDFsEi4AQazkmb+5grFwo4BuLRyQ56nNj4anHD3KNiXp7yCf3y45o3yA4h2upR/sp7mqHpJUXi7t7XI6KVwMT8mnMJ5/1BTaejUpNyKxHaako=	1.2s	250ms
• https://tala.co/	594ms	118ms
• https://www.clarity.ms/s/0.7.48/clarity.js	1.9s	65ms
• https://tala.co/_static/??-eJydzEsOgkAQRdEN2TwJCT0yrgWBEgut/oQgUXcPOnGs05ubg0d1Y8IG2VDIPnNWWJDgSCjtsSwlqmSKy/LZJggPUOHx1iTOTdQD/jNWngj8bgwvV8NMuJZEiAp62ndy77p753Rqfdt3R+87HzcgPIUk	1.4s	63ms
• https://tala.co/_static/??-eJyVj8EKAjEMRH/I3WBhUQ/it3TbKKItWpuWsn+/ZVHxpp4mA2/IDLQ0mMgFuUDy9UYsgB5D9zGDFsEi4AQazkmb+5grFwo4BuLRyQ56nNj4anHD3KNiXp7yCf3y45o3yA4h2upR/sp7mqHpJUXi7t7XI6KVwMT8mnMJ5/1BTaejUpNyKxHaako=	1.6s	62ms
• https://tala.co/	2.3s	50ms

Low

Avoid multiple page redirectsFCPLCP

Potential savings of 23ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
• http://tala.co/	23ms
• https://tala.co/	0ms

Low

Avoid non-composited animationsCLS

5 animated elements found

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

ELEMENT	NAME
<div>Hear May's story</div> <div><div class="elementor-button-link elementor-button elementor-size-sm" data-elementor-open-lightbox="yes" data-elementor-lightbox="" {&quot;type&quot;::&quot;video&quot;;&quot;videoType&quot;::&quot;youtube&quot;;&quot;url&quot;::&quot;https://www.youtube-nocooki..."></div> <div>Unsupported CSS Property: visibility</div>	visibili ty
<div>Hear May's story</div> <div><div class="elementor-button-link elementor-button elementor-size-sm" data-elementor-open-lightbox="yes" data-elementor-lightbox="" {&quot;type&quot;::&quot;video&quot;;&quot;videoType&quot;::&quot;youtube&quot;;&quot;url&quot;::&quot;https://www.youtube-nocooki..."></div> <div>Unsupported CSS Property: visibility</div>	visibili ty
<div>Hear May's story</div> <div><div class="elementor-button-link elementor-button elementor-size-sm" data-elementor-open-lightbox="yes" data-elementor-lightbox="" {&quot;type&quot;::&quot;video&quot;;&quot;videoType&quot;::&quot;youtube&quot;;&quot;url&quot;::&quot;https://www.youtube-nocooki..."></div> <div>Unsupported CSS Property: visibility</div>	visibili ty
<div>Learn why</div> <div></div> <div>Unsupported CSS Property: visibility</div>	visibili ty
<div>Learn why</div> <div></div> <div>Unsupported CSS Property: visibility</div>	visibili ty

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

URL	TIME SPENT
• https://tala.co/	453ms

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://tala.co/_static/??-eJydZEsOgkAQRdEN2TwJCT0YrQWBEqut/oQgUXcPOnGs05ubg0d1Y8IG2VDIPnNWWJDgS_CjtsSwlqmSKy/LZJggPUOHx1tOTdQD/jNWNqj8bgwvV8NMuJZEiAp62ndy77p753Rqfdt3R+87HzcgPIUk	199KB	131KB
https://www.googletagmanager.com/gtag/js?id=G-GD9V16MQT0&l=dataLayer&cx=c	106KB	53.1KB
https://www.googletagmanager.com/gtm.js?id=GTM-T6SJSRD	73.5KB	37.6KB
https://tala.co/_static/??-eJyYj8EKAjEMRH/I3WBhUQ/it3TbKkItWpuWsn+/ZVHxpp4mA2/IDLQ0mMgFuUdy9UYsgB5D9zGDFsEi4AQazkmb+5grFwo4BuLRyQ56nNj4anHD3KNIxP7Yc3y45o3yA4h2upR/sp7mgHpJUXi7t7XI6KvWvMT8mnMJ5/1BTaejUpNyKxHaako=	61.9KB	34.8KB
https://connect.facebook.net/en_US/fbevents.js	60.1KB	20.8KB

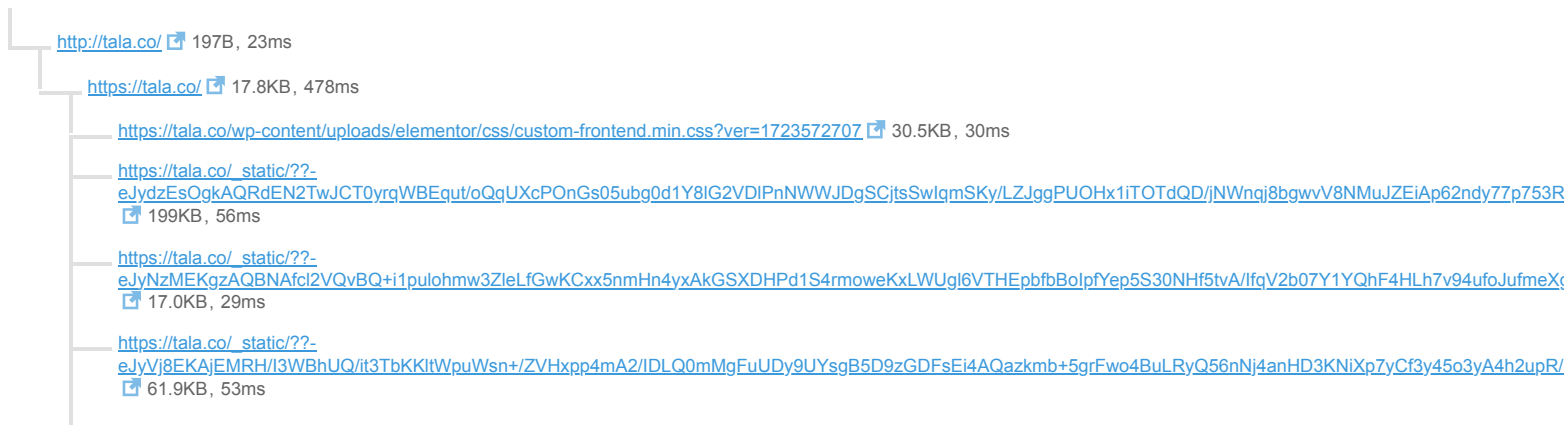
Serve images that are appropriately-sized to save cellular data and improve load time.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://tala.co/wp-content/uploads/2023/10/corp_VP4.png?w=531	165KB	93.1KB
https://tala.co/wp-content/uploads/2023/12/new-screen-1x.png?w=530	71.6KB	40.4KB
https://tala.co/wp-content/uploads/2023/12/corp_val-prop.png?w=530	35.5KB	20.0KB
https://tala.co/wp-content/uploads/2024/05/corp_product-carousel.jpeg	19.7KB	18.2KB
https://tala.co/wp-content/uploads/2023/10/image2.jpg?w=600	13.1KB	8.67KB

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: **755ms**

INITIAL NAVIGATION



https://tala.co/wp-content/themes/tala-child/assets/css/home.css?m=1727799040g	14.6KB, 29ms
https://stats.wp.com/e-202442.js	2.91KB, 32ms
https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/lib/video-js.css?m=1698749046g	12.7KB, 7ms
https://tala.co/wp-content/plugins/elementor/assets/js/frontend.min.js?ver=3.23.4	12.7KB, 34ms
https://fonts.googleapis.com/css2?family=Lexend%3Awght%40100%3B200%3B300%3B400%3B500%3B600%3B700%3B800%3B900&display=swap&ver=6.6.2	897B, 44ms
https://fonts.gstatic.com/s/lexend/v23/wlpwgvwFAVdog2_v-6QU82RHaA.woff2	39.4KB, 38ms

Low

Defer offscreen images

Potential savings of 203KB

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://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/country-flags/icon-mexico.svg	75.5KB	75.5KB
https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/country-flags/icon-us.svg	50.7KB	50.7KB
https://tala.co/wp-content/uploads/2023/10/global-majority-background.jpg	31.4KB	31.4KB
https://tala.co/wp-content/uploads/2024/05/corp_product-carousel.jpeg	19.7KB	19.7KB
https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/country-flags/icon-india.svg	10.7KB	10.7KB
https://tala.co/wp-content/uploads/2024/09/home-main-pattern-bg.png	6.84KB	6.84KB
https://tala.co/wp-content/uploads/2023/10/mobile-text.svg	5.98KB	5.98KB
https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/images/country-flags/icon-philippines.svg	2.07KB	2.07KB

Low

Reduce unused CSS

FCP LCP

Potential savings of 70.3KB

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://tala.co/wp-content/uploads/elementor/css/custom-frontend.min.css?ver=1723572707	30.5KB	29.8KB
https://tala.co/_static/??-eJyNzMEKgzaQBNAfci2VQvBQ+i1pulohmw3ZleLfGwKCxx5nmHn4yxAkGSXDHPd1S4rmoweKxLWUgl6VTHEpbfBbolpfYep5S30NHf5tvA/lfgV2b07Y1YQhF4HLh7v94ufoJufmeXgMJyTP5g=	17.0KB	14.5KB
https://tala.co/wp-content/themes/tala-child/assets/css/home.css?m=1727799040g	14.6KB	13.9KB
https://tala.co/wp-content/plugins/tala-elementor/assets/frontend/lib/video-js.css?m=1698749046g	12.7KB	12.2KB

N/A

Avoid serving legacy JavaScript to modern browsers

TBT

Potential savings of 10.6KB

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://connect.facebook.net/en_US/fbevents.js	10.6KB
Line:23 Column:2302	@babel/plugin-transform-orm-classes
Line:270 Column:9361	Array.prototype.filter
Line:270 Column:15478	Array.from
Line:270 Column:17228	Array.prototype.map
Line:270 Column:18020	Array.prototype.find
https://tala.co/static/??-eJydZEsOgkAQRdEN2TwJCT0yrqWBEqut/oQgUXcPOnGs05ubg0d1Y8IG2VDIPnNWWJDgSCjtsSwlqmSKy/LZJggPUOHx1iTOTdQD/jNWngj8bgwvV8NMuJZEiAp62ndy77p753Rqfdt3R+87HzcqPIUk	48B
Line:43 Column:35875	@babel/plugin-transform-orm-classes
https://connect.facebook.net/signals/config/916750621741093?v=2.9.170&r=stable&domain=tala.co&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	38B
Line:22 Column:509	@babel/plugin-transform-orm-classes

N/A	Largest Contentful Paint element LCP	1,070 ms
-----	--------------------------------------	----------

This is the largest contentful element painted within the viewport.

ELEMENT

Unleashing the economic power of the Global Majority Credit, payments, savings...

```
<div class="slick-slide-inner">
```

PHASE	% OF LCP	TIMING
TTFB	47%	502ms
Load Delay	10%	110ms
Load Time	5%	57ms
Render Delay	37%	395ms

N/A

Minimize main-thread work TBT

Main-thread busy for 8.0s

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	4.1s
Other	2.0s
Style & Layout	1.3s
Rendering	470ms
Garbage Collection	76ms
Script Parsing & Compilation	41ms
Parse HTML & CSS	33ms

N/A

Reduce the impact of third-party code TBT

Third-party code blocked the main thread for 12ms

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
CLARITY	30.8KB	12ms
<ul style="list-style-type: none"> https://www.clarity.ms/s/0.7.48/clarity.js 	27.0KB	12ms
GOOGLE TAG MANAGER	179KB	0ms
<ul style="list-style-type: none"> https://www.googletagmanager.com/gtag/js?id=G-GD9VL6MQT0&l=dataLayer&cx=c https://www.googletagmanager.com/gtm.js?id=GTM-T6SJSRD 	106KB	0ms
	73.5KB	0ms
FACEBOOK	75.7KB	0ms
<ul style="list-style-type: none"> https://connect.facebook.net/en_US/fbevents.js https://connect.facebook.net/signals/config/916750621741093?v=2.9.170&r=stable&domain=tala.co&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 	15.3KB	0ms
GOOGLE FONTS	40.2KB	0ms
<ul style="list-style-type: none"> https://fonts.gstatic.com/s/lexend/v23/wlpwgvFAVdoq2_v-6QU82RHaA.woff2 	39.4KB	0ms
WORDPRESS SITE STATS	3.08KB	0ms
BING ADS	764B	0ms

N/A

User Timing marks and measures

10 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_916750621741093	Mark	2.1s	0ms
fbevents:end:unwantedDataProcessing_916750621741093	Mark	2.1s	0ms
fbevents:start:unwantedParamsProcessing_916750621741093	Mark	2.1s	0ms
fbevents:end:unwantedParamsProcessing_916750621741093	Mark	2.1s	0ms
fbevents:start:validateUrlProcessing_916750621741093	Mark	2.1s	0ms
fbevents:end:validateUrlProcessing_916750621741093	Mark	2.1s	0ms
fbevents:start:customConversionProcessing_916750621741093	Mark	2.1s	0ms
fbevents:end:customConversionProcessing_916750621741093	Mark	2.1s	0ms
fbevents:start:standardParamChecksProcessing_916750621741093	Mark	2.1s	0ms
fbevents:end:standardParamChecksProcessing_916750621741093	Mark	2.1s	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://tala.co/wp-content/uploads/elementor/css/custom-frontend.min.css?ver=1723572707	30.5KB	455ms
• https://tala.co/_static/??-eJyNzMEKgzaQBNAfcl2VQvBQ+i1pulohmw3ZleLfGwKCxx5nmHn4yxAkGSXDHPd1S4rmoweKxLWUgI6VTHEpbfbBoIpfYep5S30NHf5tvA/lfqV2b07Y1YQhF4HLh7v94ufoJufmeXgMJyITP5g=	17.0KB	152ms
• https://fonts.googleapis.com/css2?family=Lexend%3Awght%40100%3B200%3B300%3B400%3B500%3B600%3B700%3B800%3B900&display=swap&ver=6.6.2	897B	775ms
• https://tala.co/wp-content/themes/tala-child/assets/css/home.css?m=1727799040g	14.6KB	152ms

N/A

Avoid large layout shifts

CLS

Nothing to do here, good job!