



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

Report generated: Sat, Jan 11, 2025 9:20 AM -0800 (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 67%	Structure 79%	L. Contentful Paint 3.6s	T. Blocking Time 64ms	C. Layout Shift 0.16
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Top Issues

High	Avoid enormous network payloads	Total size was 17.1MB
Med-High	Avoid an excessive DOM size	3,223 elements
Med-Low	Avoid chaining critical requests	17 chains found
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 148KB
Med-Low	Avoid CSS @import	3 resources found

Focus on these audits first

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

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

Page Details



Total Page Size - 17.0MB



Total Page Requests - 431



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.**

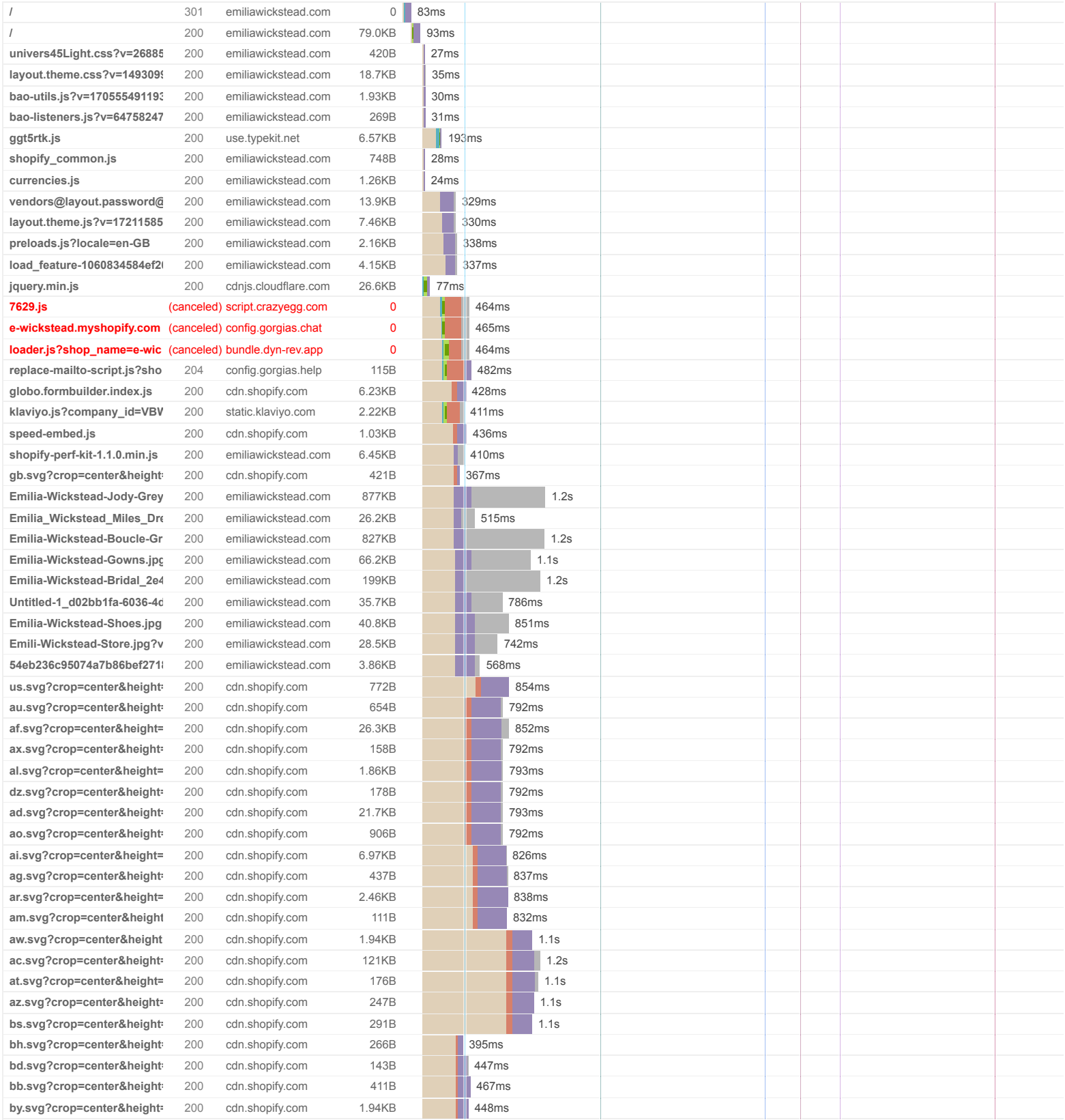
About TheNextLevel



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.

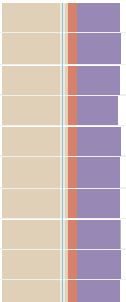
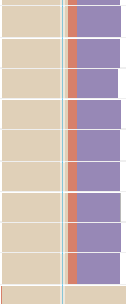
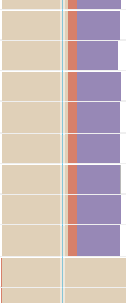
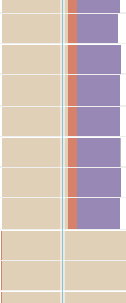
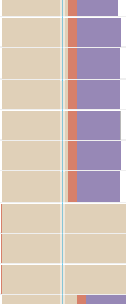
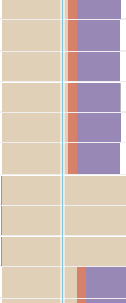
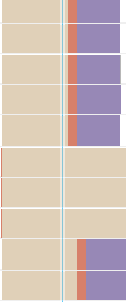
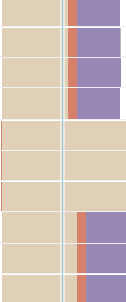
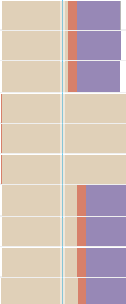
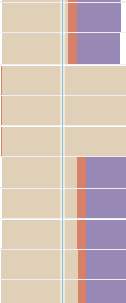
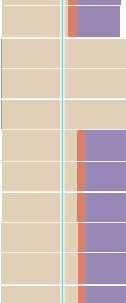
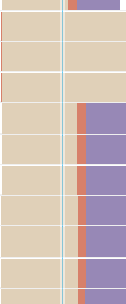
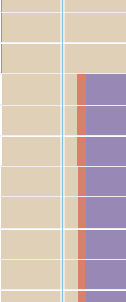
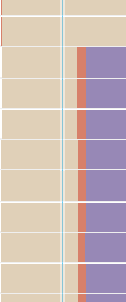
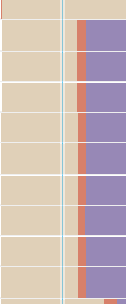
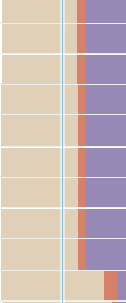
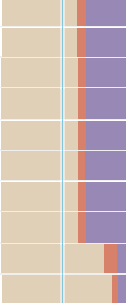
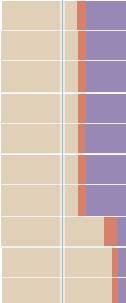
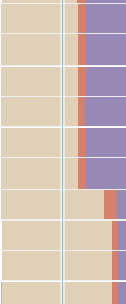
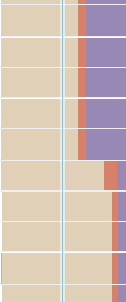
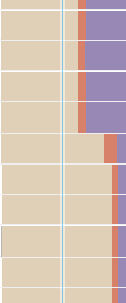
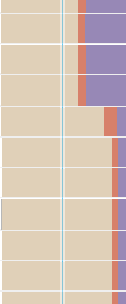
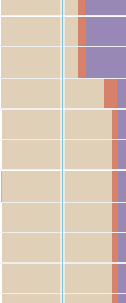
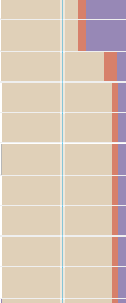
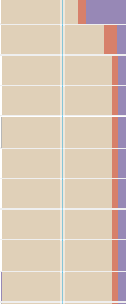
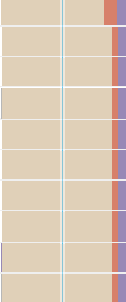
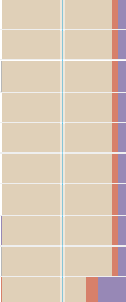
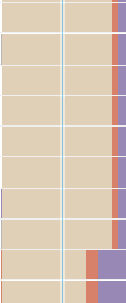
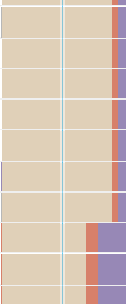
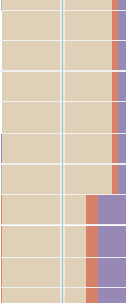
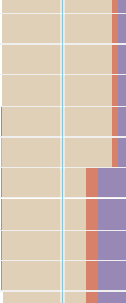
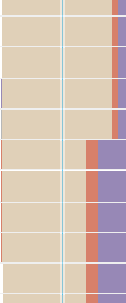
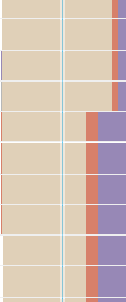
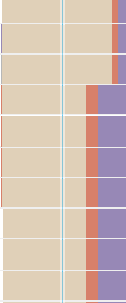
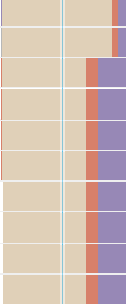
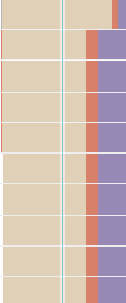
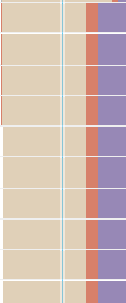
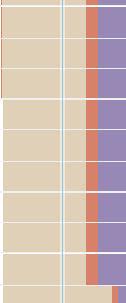
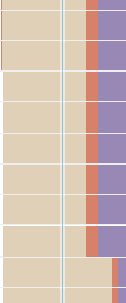
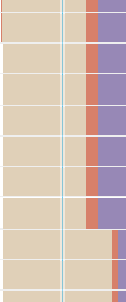
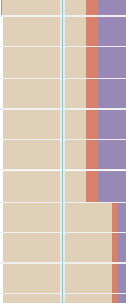
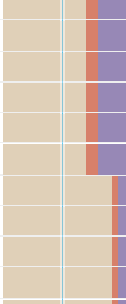
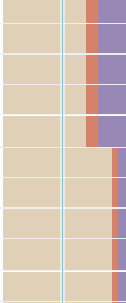
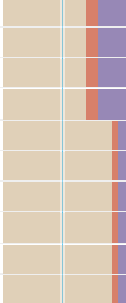
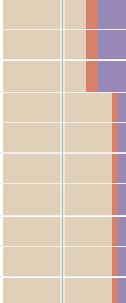
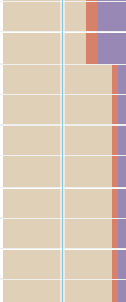
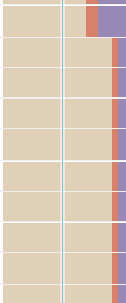
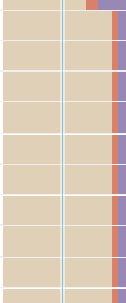
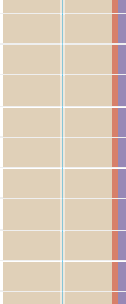
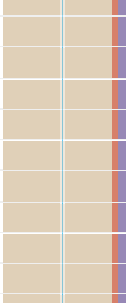
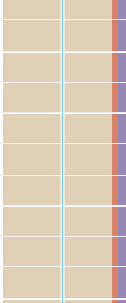
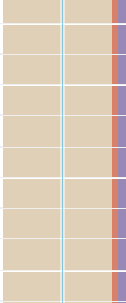
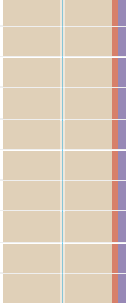
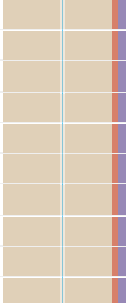
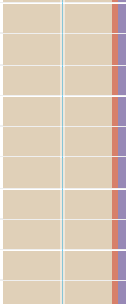
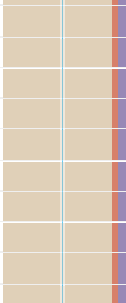
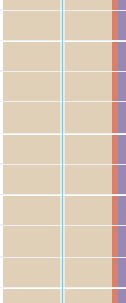
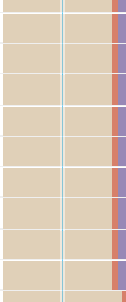
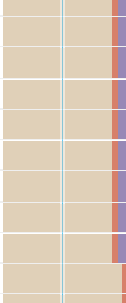
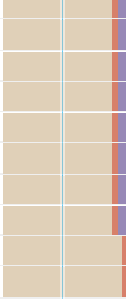
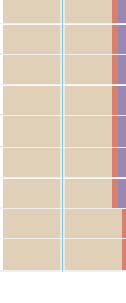
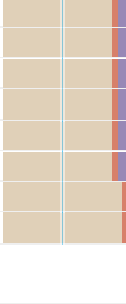
The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

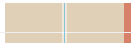
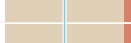
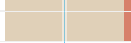
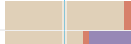
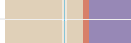
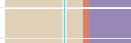
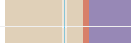
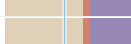
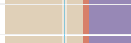
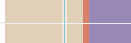
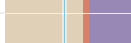
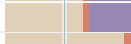
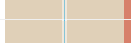
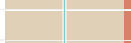
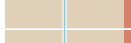
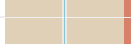
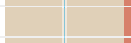
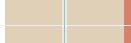
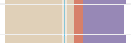
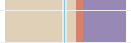
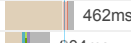
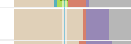
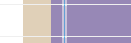
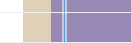
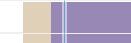
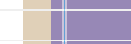
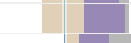
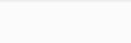
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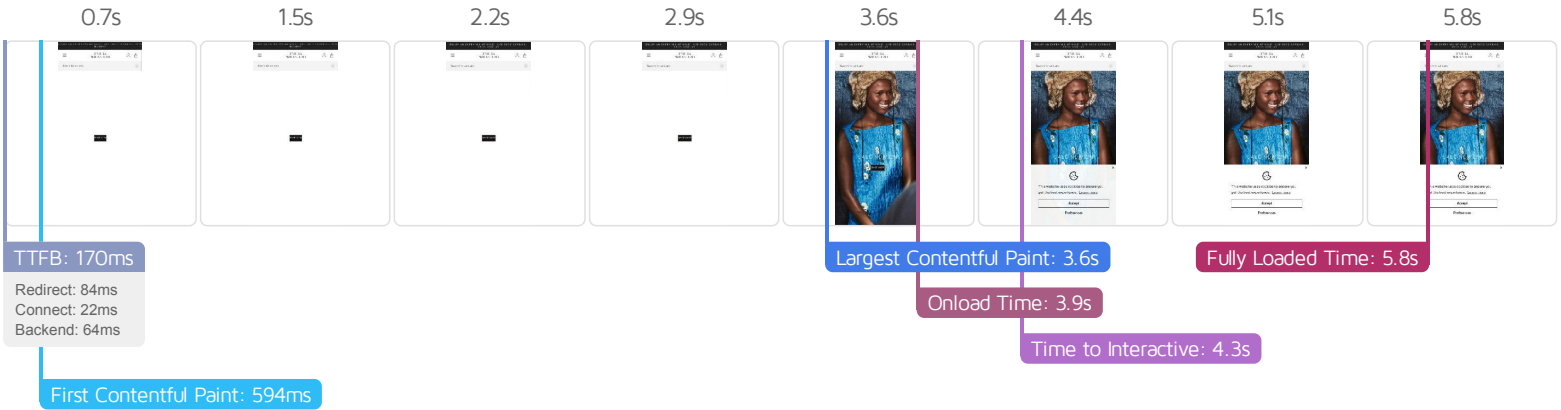
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?shop=e-wickstead.myshop	200	strn.rise-ai.com	54.4KB		92ms				
script.js?shop=e-wickstead.	200	geolocation-recommen	27.2KB		221ms				
rakuten_advertising.js?shop	200	shopify.rakutenadvertisi	378B		190ms				

124464.ct.js?shop=e-wickstea	200	tag.rmp.rakuten.com	17.7KB						152ms	
gtmfsv2.js?shop=e-wickstea	(failed)	gtmfsstatic.getgoogleleta	0						421ms	
e-wickstead.js?16915846248	200	storage.googleapis.com	5.25KB						163ms	
pandectes-core.js?shop=e-w	200	cdn.shopify.com	24.5KB						43ms	
?shop=e-wickstead.myshop	200	sbzstag.cirkleinc.com	588B						310ms	
instafeed-ef8e16b8f67fca21t	200	storage.nfcube.com	14.0KB						84ms	
shopify-55360291004.js?sho	(canceled)	connect.nosto.com	155KB						275ms	
32_eaa4f286-f04d-474c-8c91	200	emiliawickstead.com	1.96KB						38ms	
EW-2_20x.jpg?v=165977613i	200	emiliawickstead.com	1.76KB						64ms	
EW-2_800x.jpg?v=16597761i	200	emiliawickstead.com	40.2KB						66ms	
EW-3_20x.jpg?v=165977611i	200	emiliawickstead.com	1.92KB						61ms	
EW-3_800x.jpg?v=16597761i	200	emiliawickstead.com	43.4KB						61ms	
EW_20x.jpg?v=1659775908	200	emiliawickstead.com	1.89KB						45ms	
EW_800x.jpg?v=1659775908	200	emiliawickstead.com	103KB						66ms	
instafeed-14.1.0.css	200	instafeed.nfcube.com	12.7KB						61ms	
v6?limit=8&account=e-wicks	200	instafeed.nfcube.com	3.81KB						65ms	
p?rmch=cs&domain=emiliav	200	consent.linksynergy.cor	37B						28ms	
browsing_context_suggesti	200	emiliawickstead.com	1.42KB						74ms	
placeholder.png	200	instafeed.nfcube.com	68B						24ms	
Emilia-Wickstead-Reort-202_	200	emiliawickstead.com	1.75KB						32ms	
Emilia-Wickstead-Reort-202_	200	emiliawickstead.com	41.4KB						36ms	
polyfills.CqZeYI46.js	200	cdn.shopify.com	14.9KB						29ms	
/	200	emiliawickstead.com	1.47KB						97ms	
new-in	200	emiliawickstead.com	87.1KB						92ms	
sale	200	emiliawickstead.com	90.9KB						603ms	
app.BepfASJv.js	200	cdn.shopify.com	364KB						48ms	
LegacyVaultedShippingMeth	200	cdn.shopify.com	33.7KB						18ms	
DeliveryMethodSelectorSect	200	cdn.shopify.com	21.6KB						24ms	
useUnauthenticatedErrorMo	200	cdn.shopify.com	1.57KB						20ms	
AmazonPayPCIButton.CB6t	200	cdn.shopify.com	3.64KB						21ms	
ShopPayCaptcha.AT2Z7d0f.j	200	cdn.shopify.com	3.23KB						19ms	
CheckoutAsGuest.CkXr0pXf	200	cdn.shopify.com	2.60KB						23ms	
useRefEffect.skDgpEbd.js	200	cdn.shopify.com	1.75KB						18ms	
ShopPayLogo.Czm3QLDx.js	200	cdn.shopify.com	2.27KB						20ms	
hooks.Bzf4rUP8.js	200	cdn.shopify.com	3.86KB						18ms	
LocalizationExtensionField.s	200	cdn.shopify.com	39.7KB						21ms	
useShowShopPayOptin.Csz	200	cdn.shopify.com	1.87KB						24ms	
Rollup.W39_oCrN.js	200	cdn.shopify.com	2.41KB						19ms	
useShopPayRequiresVerific	200	cdn.shopify.com	1.25KB						27ms	
Section.CkdaY-LN.js	200	cdn.shopify.com	2.22KB						18ms	
GooglePayPCIButton.DZN9L	200	cdn.shopify.com	6.99KB						25ms	
PayButtonSection.IMBYNRR	200	cdn.shopify.com	4.70KB						22ms	
RageClickCapture.RBdR1jo	200	cdn.shopify.com	1.53KB						18ms	
useInstallmentsErrorHandle	200	cdn.shopify.com	2.97KB						20ms	
index.ct15qbRR.js	200	cdn.shopify.com	2.36KB						20ms	
DutyOptions.CMY-rqBs.js	200	cdn.shopify.com	3.59KB						28ms	
SubscriptionPriceBreakdow	200	cdn.shopify.com	3.26KB						31ms	
useAmazonContact.UNQL9E	200	cdn.shopify.com	3.62KB						20ms	
StockProblemsLinItemList.	200	cdn.shopify.com	1.90KB						24ms	
useGetBuyWithPrimeCheck	200	cdn.shopify.com	7.78KB						20ms	
index.C_BYBaSC.js	200	cdn.shopify.com	25.9KB						40ms	
app.BtDbFeTa.css	200	cdn.shopify.com	22.8KB						21ms	
LegacyVaultedShippingMeth	200	cdn.shopify.com	1.21KB						19ms	
DeliveryMethodSelectorSect	200	cdn.shopify.com	2.98KB						21ms	
ShopPayCaptcha.CUoq2pCx	200	cdn.shopify.com	957B						24ms	
CheckoutAsGuest.C0wRU6v	200	cdn.shopify.com	814B						18ms	
ShopPayLogo.D_HPU8Dh.cs	200	cdn.shopify.com	859B						26ms	
LocalizationExtensionField.i	200	cdn.shopify.com	2.20KB						23ms	
Rollup.mj3hAev9.css	200	cdn.shopify.com	1.13KB						18ms	
Section.BzDw6wmZ.css	200	cdn.shopify.com	869B						20ms	
PayButtonSection.DF7trkKf.	200	cdn.shopify.com	910B						20ms	
RageClickCapture.DnkQ4tsk	200	cdn.shopify.com	877B						20ms	

DutyOptions.Bd1Z60K2.css	200	cdn.shopify.com	842B						31ms
SubscriptionPriceBreakdow	200	cdn.shopify.com	860B						26ms
useAmazonContact.D-Ox6Di	200	cdn.shopify.com	925B						32ms
StockProblemsLineItem	200	cdn.shopify.com	862B						24ms
useGetBuyWithPrimeCheck	200	cdn.shopify.com	1.43KB						23ms
Emilia_Wickstead_Logo_x32	200	cdn.shopify.com	37.5KB						25ms

431 Requests	17.0MB (22.3MB Uncompressed)	Fully Loaded 5.8s (Onload 3.9s)
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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 594ms	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 4.3s
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 2.8s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	Good - Nothing to do here 64ms
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 3.6s	Cumulative Layout Shift How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.	More than recommended 0.16

Browser Timings

Redirect	84ms	Connect	22ms	Backend	64ms
TTFB	170ms	First Paint	594ms	DOM Int.	1.9s
DOM Loaded	1.9s	Onload	3.9s	Fully Loaded	5.8s

IMPACT AUDIT

High

Avoid enormous network payloads LCP

Total size was 17.1MB

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

URL	TRANSFER SIZE
https://emiliawickstead.com/cdn/shop/videos/c/vp/54eb236c95074a7b86bef271821feb53/54eb236c95074a7b86bef271821feb53.HD-1080p-7.2Mbps-36372948.mp4?v=0	11.0MB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Jody-Greyn.jpg?v=1728529933	877KB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Boucle-Grey.jpg?v=1728529732	828KB
https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.BepfASJv.js	364KB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Bridal_2e4c5151-0634-492c-9759-76a88b4e6921.jpg?v=1730959882	199KB
https://www.googletagmanager.com/gtag/js?id=G-G5KJBWPFS	135KB
https://cdn.shopify.com/static/images/flags/ac.svg?crop=center&height=40&width=40	121KB
https://www.googletagmanager.com/gtm.js?id=GTM-WS2D4W5	107KB
https://emiliawickstead.com/cdn/shop/files/EW_800x.jpg?v=1659775908	103KB
https://use.typekit.net/af/495fbd/00000000000000007735a17c/30/1/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i7&v=3	101KB

Med-High

Avoid an excessive DOM size TBT

3,223 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		3223
Maximum DOM Depth	div.hd-Cta_ImageContainer > div.hd-Cta_Image > div#ImageWrapper-34536659124461-900-0 > img#Image-34536659124461-900-0 	23
Maximum Child Elements	United Kingdom <ul class="ctry-Listing">	238

Med-Low

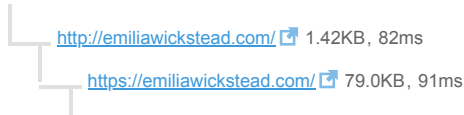
Avoid chaining critical requests FCP LCP

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: 3.9s

INITIAL NAVIGATION



https://emiliawickstead.com/cdn/s/javascripts/currencies.js	1.81KB, 23ms
https://use.typekit.net/af/495fbd/00000000000000007735a17c/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i7&v=3	101KB, 11ms
https://cdn.shopify.com/s/files/1/0553/6029/1004/files/font.woff2	30.9KB, 25ms
https://emiliawickstead.com/cdn/shop/t/69/assets/bao-listeners.js?v=64758247865555629191732097002	968B, 29ms
https://cdn.shopify.com/s/files/1/0553/6029/1004/files/untitled-sans-web-light_fa56be25-11de-4a93-a718-db88b505c8d5.woff	29.0KB, 32ms
https://use.typekit.net/af/7b9654/00000000000000007735a174/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i4&v=3	94.4KB, 7ms
https://emiliawickstead.com/cdn/shop/t/69/assets/site.webmanifest.json?v=95319553007147294141732097002	1.17KB, 36ms
https://emiliawickstead.com/cdn/shop/t/69/assets/univers45light.css?v=26885193916886888951732097002	1.07KB, 26ms
https://cdnjs.cloudflare.com/ajax/libs/jquery/3.2.1/jquery.min.js	27.3KB, 76ms
https://emiliawickstead.com/cdn/s/shopify/shopify_common.js	1.46KB, 27ms
https://use.typekit.net/af/ef9200/00000000000000007735a17b/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3	87.1KB, 11ms
https://emiliawickstead.com/cdn/shop/t/69/assets/bao-utils.js?v=17055549119366051071732097002	2.44KB, 28ms
https://use.typekit.net/af/13404c/00000000000000007735a171/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	82.0KB, 25ms
https://emiliawickstead.com/cdn/shop/t/69/assets/layout.theme.css?v=149309973168367459271733916785	19.4KB, 34ms
https://emiliawickstead.com/cdn/shop/t/69/assets/87b1a0dca1609c974f99eae21431303e.woff2	29.3KB, 370ms
https://emiliawickstead.com/cdn/shop/t/69/assets/d09246f6f8567be624c1dcbf9151660a.woff2	29.9KB, 370ms
https://a.klaviyo.com/media/js/onsite/onsite.js	33.1KB, 185ms
https://emiliawickstead.com/cdn/shopifycloud/media-analytics/v0.1/analytics.js	7.92KB, 54ms
https://emiliawickstead.com/cdn/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js	5.90KB, 42ms

Med-Low

Serve static assets with an efficient cache policy

Potential savings of 148KB

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

URL	CACHE TTL	TRANSFER SIZE
https://sbzstag.cirkleinc.com/?shop=e-wickstead.myshopify.com	none	588B
https://consent.linksynergy.com/consent/v3/p?rmch=cs&domain=emiliawickstead.com&sought=false&tp=gdpr&attr_sid=124464&af_mid=47839&purposes=&vendors=&ext_id=b15a7a39-5a20-4e05-9937-048c6e0fe8ea	none	281B
https://static.hotjar.com/c/hotjar-4939851.js?sv=6	60 seconds	5.51KB
https://strn.rise-ai.com/?shop=e-wickstead.myshopify.com	2 minutes	54.4KB
https://str.rise-ai.com/?shop=e-wickstead.myshopify.com	2 minutes	31.0KB
https://cdn.shopify.com/proxy/56ece1455124f9358c5a5724c205b8c4f3a8a2dfc701a6d67edaed1f80948301/s.pandect.es/scripts/pandectes-core.js?shop=e-wickstead.myshopify.com&sp-cache-control=chVibGlijLCBfYXgtYWdlPTkwMA	10 minutes	24.5KB
https://emiliawickstead.com/cdn/shopifycloud/media-analytics/v0.1/analytics.js	60 minutes	7.92KB
https://shopify.orderdeadline.com/app/frontend/js/order-deadline.min.js?shop=e-wickstead.myshopify.com	4 hours	11.8KB
https://a.klaviyo.com/media/js/onsite/onsite.js	24 hours	33.1KB
https://tag.rmp.rakuten.com/124464.ct.js?shop=e-wickstead.myshopify.com	24 hours	17.7KB
https://emiliawickstead.com/cdn/s/javascripts/currencies.js	1 day	1.81KB
https://p.typekit.net/p.gif?s=1&k=ggt5rtk&ht=tk&h=emiliawickstead.com&f=16179.41000.41005.41006&a=842514&js=1.21.0&app=typekit&e=js&_id=1736616011072	7 days	205B
https://p.typekit.net/p.css?s=1&k=ggt5rtk&ht=tk&f=16179.41000.41005.41006&a=842514&app=typekit&e=css	7 days	172B
https://p.typekit.net/p.css?s=1&k=saw7cwt&ht=tk&f=10774.10775.39516.39517.39518.39519.39523.39524.39526&a=25548834&app=typekit&e=css	7 days	172B

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.

<https://fonts.googleapis.com/css2?family=Nunito+Sans:ital,wght@0,200;0,300;0,400;0,600;0,700;0,800;0,900&family=Poppins:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800;0,900&display=swap>
<https://use.typekit.net/ggt5rtk.css>
<https://use.typekit.net/saw7cwt.css>
<https://use.typekit.net/ggt5rtk.css>
<https://p.typekit.net/p.css?s=1&k=ggt5rtk&ht=tk&f=16179.41000.41005.41006&a=842514&app=typekit&e=css>
<https://use.typekit.net/saw7cwt.css>
<https://p.typekit.net/p.css?s=1&k=saw7cwt&ht=tk&f=10774.10775.39516.39517.39518.39519.39523.39524.39526&a=25548834&app=typekit&e=css>

Low Avoid large layout shifts CLS 2 elements found

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

ELEMENT	CLS CONTRIBUTION
div.sec-Hero_Body > div.sec-Hero_Media > div.sec-Hero_Image > div#ImageWrapper-34828504432877-750-0 <div class="rsp-Image lazyloaded" id="ImageWrapper-34828504432877-750-0" data-image-id="34828504432877" data-expand="-1">	0.16
ENJOY AN EXTRA 15% OF SALE - USE CODE EXTRA15 - ENDS MONDAY <p class="hd-PromoBar_Text fz-10_10">	0.00

Low Avoid long main-thread tasks TBT 8 long tasks found

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

URL	START TIME	DURATION
• https://emiliawickstead.com/	455ms	127ms
• https://emiliawickstead.com/cdn/shop/t/69/assets/bao-utils.js?v=170555491193666051071732097002	333ms	81ms
• https://www.googletagmanager.com/gtm.js?id=GTM-WS2D4W5	2.7s	75ms
• https://script.hotjar.com/modules.60031afb51fb3e88a5b.js	3.2s	65ms
• https://emiliawickstead.com/	920ms	59ms
• https://emiliawickstead.com/cdn/shopifycloud/shopify/assets/shop_events_listener-20905db421adb60b04582abab58b285362bc2e1011d17cd3eabb3bfe05798c59.js	3.4s	57ms
• https://www.googletagmanager.com/gtag/js?id=G-G5KJBWPFS	4.2s	56ms
• https://emiliawickstead.com/	178ms	51ms

Low Eliminate render-blocking resources FCP LCP Potential savings of 81ms

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://cdnjs.cloudflare.com/ajax/libs/jquery/3.2.1/jquery.min.js	27.3KB	949ms

Low Use a Content Delivery Network (CDN) 1 resource found

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

URL

- https://ade.googleadsyndication.com/ddm/activity/src=11163890?type=counter;cat=emili0;ord=6650101707497;npa=1;u1=https%3A%2F%2Femiliawickstead.com%2F;u2=home;u3=undefined;u4=undefined;u5=undefined;u6=undefined;u7=TBD;u8=undefined;u9=undefined;uaa=:uab=:uafvl=:uamb=0;uam=:uap=:uapv=:uaw=0;pscdl=denied;frm=0;gtm=45fe5190v9189050489z8848709037za201zb848709037;gcs=G100;gcd=13p3p3p3p5l1;dma_cps=:dma=0;tag_exp=101925629~102067555~102067808~102081485~102123608~102198178;epver=2;~oref=https%3A%2F%2Femiliawickstead.com%2F?

Low

Reduce JavaScript execution time

TBT

656ms 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
Unattributable	2.2s	16ms	0ms
https://emiliawickstead.com/	923ms	103ms	15ms
https://emiliawickstead.com/cdn/shop/t/69/assets/vendors@layout.password@layout.theme.chunk.4aa3f.js?v=40447790884512323741732097002	204ms	70ms	0ms
https://www.googletagmanager.com/gtm.js?id=GTM-WS2D4W5	198ms	161ms	4ms
https://emiliawickstead.com/cdn/shop/t/69/assets/layout.theme.js?v=172115857237042923111733916787	150ms	30ms	0ms
https://static.klaviyo.com/onsite/js/signup_forms.3439ca6924127f20a194.js?cb=1&v2-route=1	83ms	56ms	0ms
https://script.hotjar.com/modules.60031afb51fb3e88a5b.js	75ms	62ms	4ms
https://www.googletagmanager.com/gtag/js?id=G-G5KBJBWPF5	73ms	36ms	35ms
https://cdn.shopify.com/extensions/52ddd4aa-fb94-4186-9a97-4f14730fd003/pandectes-gdpr-compliance-114/assets/pandectes-core.js	65ms	46ms	10ms

Low

Serve images in next-gen formats

Potential savings of 158KB

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://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Boucle-Grey.jpg?v=1728529732	826KB	77.0KB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Jody-Greyn.jpg?v=1728529933	876KB	65.2KB
https://emiliawickstead.com/cdn/shop/files/EW-2_800x.jpg?v=1659776136	39.3KB	15.9KB

Low

Reduce unused CSS

FCP LCP

Potential savings of 27.9KB

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://emiliawickstead.com/cdn/shop/t/69/assets/layout.theme.css?v=149309973168367459271733916785	19.4KB	15.7KB
https://instafeed.nfcube.com/cdn/instafeed-14.1.0.css	12.7KB	12.1KB

Low

Defer offscreen images

Potential savings of 2.40MB

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://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Jody-Greyn.jpg?v=1728529933	876KB	876KB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Boucle-Grey.jpg?v=1728529732	826KB	826KB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Bridal_2e4c5151-0634-492c-9759-76a88b4e6921.jpg?v=1730959882	198KB	198KB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Gowns.jpg?v=1730959929	65.3KB	65.3KB
https://cdn.shopify.com/static/images/flags/ta.svg?crop=center&height=40&width=40	50.0KB	50.0KB
https://cdn.shopify.com/static/images/flags/me.svg?crop=center&height=40&width=40	43.0KB	43.0KB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Shoes.jpg?v=1730960202	39.9KB	39.9KB
https://cdn.shopify.com/static/images/flags/rs.svg?crop=center&height=40&width=40	36.0KB	36.0KB
https://emiliawickstead.com/cdn/shop/files/Untitled-1_d02bb1fa-6036-4d49-ba73-823b4ec2075d.jpg?v=1732201137	34.8KB	34.8KB
https://emiliawickstead.com/cdn/shop/files/Emili-Wickstead-Store.jpg?v=1728115414	27.6KB	27.6KB
https://emiliawickstead.com/cdn/shop/files/Emilia_Wickstead_Miles_Dress_Black.jpg?v=1722179835	25.2KB	25.2KB
https://cdn.shopify.com/static/images/flags/gt.svg?crop=center&height=40&width=40	23.4KB	23.4KB
https://cdn.shopify.com/static/images/flags/sh.svg?crop=center&height=40&width=40	18.8KB	18.8KB
https://cdn.shopify.com/static/images/flags/mx.svg?crop=center&height=40&width=40	16.3KB	16.3KB
https://cdn.shopify.com/static/images/flags/es.svg?crop=center&height=40&width=40	15.5KB	15.5KB
https://cdn.shopify.com/static/images/flags/py.svg?crop=center&height=40&width=40	10.0KB	10.0KB
https://cdn.shopify.com/static/images/flags/ni.svg?crop=center&height=40&width=40	9.07KB	9.07KB
https://cdn.shopify.com/static/images/flags/tm.svg?crop=center&height=40&width=40	8.98KB	8.98KB
https://cdn.shopify.com/static/images/flags/gs.svg?crop=center&height=40&width=40	8.52KB	8.52KB
https://cdn.shopify.com/static/images/flags/ht.svg?crop=center&height=40&width=40	8.27KB	8.27KB
https://cdn.shopify.com/static/images/flags/lk.svg?crop=center&height=40&width=40	7.35KB	7.35KB
https://cdn.shopify.com/static/images/flags/sx.svg?crop=center&height=40&width=40	7.11KB	7.11KB
https://cdn.shopify.com/static/images/flags/sm.svg?crop=center&height=40&width=40	6.77KB	6.77KB
https://cdn.shopify.com/static/images/flags/sa.svg?crop=center&height=40&width=40	6.47KB	6.47KB
https://cdn.shopify.com/static/images/flags/va.svg?crop=center&height=40&width=40	6.39KB	6.39KB
https://cdn.shopify.com/static/images/flags/im.svg?crop=center&height=40&width=40	5.87KB	5.87KB
https://cdn.shopify.com/static/images/flags/xk.svg?crop=center&height=40&width=40	5.78KB	5.78KB
https://cdn.shopify.com/static/images/flags/pn.svg?crop=center&height=40&width=40	5.64KB	5.64KB
https://cdn.shopify.com/static/images/flags/kz.svg?crop=center&height=40&width=40	5.62KB	5.62KB
https://cdn.shopify.com/static/images/flags/om.svg?crop=center&height=40&width=40	5.17KB	5.17KB
https://cdn.shopify.com/static/images/flags/li.svg?crop=center&height=40&width=40	5.07KB	5.07KB
https://cdn.shopify.com/static/images/flags/pt.svg?crop=center&height=40&width=40	5.06KB	5.06KB
https://cdn.shopify.com/static/images/flags/mt.svg?crop=center&height=40&width=40	4.94KB	4.94KB
https://cdn.shopify.com/static/images/flags/tc.svg?crop=center&height=40&width=40	4.52KB	4.52KB
https://cdn.shopify.com/static/images/flags/nf.svg?crop=center&height=40&width=40	4.17KB	4.17KB
https://cdn.shopify.com/static/images/flags/md.svg?crop=center&height=40&width=40	3.77KB	3.77KB
https://cdn.shopify.com/static/images/flags/zm.svg?crop=center&height=40&width=40	3.46KB	3.46KB
https://cdn.shopify.com/static/images/flags/ms.svg?crop=center&height=40&width=40	3.01KB	3.01KB
https://emiliawickstead.com/cdn/shop/files/preview_images/54eb236c95074a7b86bef271821feb53.thumbnail.0000000000_small.jpg?v=1729073136	2.92KB	2.92KB
https://cdn.shopify.com/static/images/flags/je.svg?crop=center&height=40&width=40	2.81KB	2.81KB
https://cdn.shopify.com/static/images/flags/mw.svg?crop=center&height=40&width=40	2.71KB	2.71KB
https://cdn.shopify.com/static/images/flags/vu.svg?crop=center&height=40&width=40	2.70KB	2.70KB
https://cdn.shopify.com/static/images/flags/kg.svg?crop=center&height=40&width=40	2.46KB	2.46KB
https://cdn.shopify.com/static/images/flags/ki.svg?crop=center&height=40&width=40	2.38KB	2.38KB

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://cdn.shopify.com/static/images/flags/gi.svg?crop=center&height=40&width=40	2.38KB	2.38KB
https://cdn.shopify.com/static/images/flags/lb.svg?crop=center&height=40&width=40	2.36KB	2.36KB
https://cdn.shopify.com/static/images/flags/ug.svg?crop=center&height=40&width=40	2.16KB	2.16KB
https://cdn.shopify.com/static/images/flags/hk.svg?crop=center&height=40&width=40	2.05KB	2.05KB

Low

Properly size images

Potential savings of 1.92MB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Jody-Greyn.jpg?v=1728529933	876KB	850KB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Boucle-Grey.jpg?v=1728529732	826KB	802KB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Bridal_2e4c5151-0634-492c-9759-76a88b4e6921.jpg?v=1730959882	198KB	164KB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Gowns.jpg?v=1730959929	65.3KB	54.0KB
https://emiliawickstead.com/cdn/shop/files/Emilia-Wickstead-Shoes.jpg?v=1730960202	39.9KB	33.0KB
https://emiliawickstead.com/cdn/shop/files/Untitled-1_d02bb1fa-6036-4d49-ba73-823b4ec2075d.jpg?v=1732201137	34.8KB	28.8KB
https://emiliawickstead.com/cdn/shop/files/Emilia_Wickstead_Miles_Dress_Black.jpg?v=1722179835	25.2KB	24.5KB
https://emiliawickstead.com/cdn/shop/files/Emili-Wickstead-Store.jpg?v=1728115414	27.6KB	11.6KB

Low

Avoid multiple page redirects

FCP

LCP

Potential savings of 83ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
http://emiliawickstead.com/ https://emiliawickstead.com/	83ms 0ms

Low

Avoid non-composited animations

CLS

2 animated elements found

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

ELEMENT	NAME
li.mbm-NavItems_Item > div.mbm-NavItem > header.mbm-NavItem_Link > span.mbm-NavItem_Icon	
	
Unsupported CSS Property: background-color	background-color
li.mbm-NavItems_Item > div.mbm-NavItem > header.mbm-NavItem_Link > span.mbm-NavItem_Icon	
	
Unsupported CSS Property: background-color	background-color

Low	Reduce unused JavaScript	LCP	Potential savings of 492KB
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Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://www.googletagmanager.com/gtag/js?id=G-G5KBJBWPF5	135KB	89.5KB
https://www.googletagmanager.com/gtag/js?id=G-G5KBJBWPF5	135KB	65.5KB
https://www.googletagmanager.com/gtag/destination?id=AW-385086626&l=dataLayer&cx=c&gtm=45He5190v848709037za200	93.9KB	54.2KB
https://www.googletagmanager.com/gtm.js?id=GTM-WS2D4W5	107KB	49.7KB
https://www.googletagmanager.com/gtag/js?id=AW-385086626	94.1KB	47.8KB
https://www.googletagmanager.com/gtag/destination?id=DC-11163890&l=dataLayer&cx=c&gtm=45He5190v848709037za200	84.0KB	41.6KB
https://script.hotjar.com/modules.60031afb51fb3e88a5b.js	55.6KB	37.4KB
https://strn.rise-ai.com/?shop=e-wickstead.myshopify.com	54.4KB	36.1KB
https://static.klaviyo.com/onsite/js/Render.895189b37f47550a0b8a.js	36.9KB	27.9KB
https://a.klaviyo.com/media/js/onsite/onsite.js	33.1KB	21.3KB
https://emiliawickstead.com/cdn/wpm/b740c64e3w77d0d2c6pfaaaa8c0m859bd135m.js	41.8KB	20.9KB

Low

Ensure text remains visible during webfont load

FCP

LCP

4 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/13404c/00000000000000007735a171/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3 https://use.typekit.net/af/7b9654/00000000000000007735a174/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i4&v=3 https://use.typekit.net/af/ef9200/00000000000000007735a17b/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3 https://use.typekit.net/af/495fbd/00000000000000007735a17c/30/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i7&v=3	25ms 7ms 11ms 11ms

N/A

Reduce the impact of third-party code

TBT

Third-party code blocked the main thread for 16ms

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
GOOGLE TAG MANAGER	516KB	16ms
• https://www.googletagmanager.com/gtm.js?id=GTM-WS2D4W5	107KB	16ms
• https://www.googletagmanager.com/gtag/js?id=G-G5KJBWPFS	135KB	0ms
• https://www.googletagmanager.com/gtag/js?id=AW-385086626	94.1KB	0ms
• https://www.googletagmanager.com/gtag/destination?id=AW-385086626&l=dataLayer&cx=c&gtm=45He5190v848709037za200	93.9KB	0ms
• https://www.googletagmanager.com/gtag/destination?id=DC-11163890&l=dataLayer&cx=c&gtm=45He5190v848709037za200	84.0KB	0ms
SHOPIFY	1.69MB	0ms
• https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.BepfASJv.js	364KB	0ms
• https://cdn.shopify.com/static/images/flags/ac.svg?crop=center&height=40&width=40	121KB	0ms
• Other resources	1.21MB	0ms
ADOBE TYPEKIT	374KB	0ms
• https://use.typekit.net/af/495fbd/00000000000000007735a17c/30/l/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i7&v=3	101KB	0ms
• https://use.typekit.net/af/7b9654/00000000000000007735a174/30/l/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=i4&v=3	94.4KB	0ms
• https://use.typekit.net/af/ef9200/00000000000000007735a17b/30/l/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n7&v=3	87.1KB	0ms
• https://use.typekit.net/af/13404c/00000000000000007735a171/30/l/?primer=7cdcb44be4a7db8877ffa5c0007b8dd865b3bbc383831fe2ea177f62257a9191&fvd=n4&v=3	82.0KB	0ms
KLAVIYO	218KB	0ms
• https://static.klaviyo.com/onsite/js/Render.895189b37f47550a0b8a.js	36.9KB	0ms
• https://a.klaviyo.com/media/js/onsite/onsite.js	33.1KB	0ms
• https://static.klaviyo.com/onsite/js/ClientStore.ac8d97b122f5bdb2dca0.js	20.4KB	0ms
• https://static.klaviyo.com/onsite/js/sharedUtils.e82919a2352d77ce58ea.js?cb=1&v2-route=1	18.2KB	0ms
• https://static-forms.klaviyo.com/forms/api/v7/VBWkFH/full-forms	17.7KB	0ms
• Other resources	91.3KB	0ms
RISE-AI.COM	85.3KB	0ms
• https://strn.rise-ai.com/?shop=e-wickstead.myshopify.com	54.4KB	0ms
• https://str.rise-ai.com/?shop=e-wickstead.myshopify.com	31.0KB	0ms
HOTJAR	61.2KB	0ms
• https://script.hotjar.com/modules.60031afbf51fb3e88a5b.js	55.6KB	0ms
• https://static.hotjar.com/c/hotjar-4939851.js?sv=6	5.51KB	0ms
NFCUBE.COM	31.1KB	0ms
• https://storage.nfcube.com/instafeed-ef8e16b8f67fca21b982dbb8a680d651.js?shop=e-wickstead.myshopify.com	14.0KB	0ms
• https://instafeed.nfcube.com/cdn/instafeed-14.1.0.css	12.7KB	0ms
• Other resources	4.39KB	0ms
CLOUDFLARE CDN	27.3KB	0ms
• https://cdnjs.cloudflare.com/ajax/libs/jquery/3.2.1/jquery.min.js	27.3KB	0ms
RAKUTEN MARKETING	17.7KB	0ms
• https://tag.rmp.rakuten.com/124464.ct.js?shop=e-wickstead.myshopify.com	17.7KB	0ms
BING ADS	15.4KB	0ms
• https://bat.bing.com/bat.js	14.7KB	0ms
ORDERDEADLINE.COM	11.8KB	0ms
• https://shopify.orderdeadline.com/app/frontend/js/order-deadline.min.js?shop=e-wickstead.myshopify.com	11.8KB	0ms
OTHER GOOGLE APIS/SDKS	5.73KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
https://storage.googleapis.com/gsf-scripts/global-remarketing/e-wickstead.js?1691584624&shop=e-wickstead.myshopify.com	5.73KB	0ms
DYN-REV.APP	2.19KB	0ms
CRAZY EGG	1.92KB	0ms
GORGAS.CHAT	1.74KB	0ms
GOOGLE FONTS	1.38KB	0ms
RAKUTENADVERTISING.IO	760B	0ms
CIRKLEINC.COM	588B	0ms
NOSTO	410B	0ms
GOOGLE/DOUBLECLICK ADS	401B	0ms
RAKUTEN LINKSHARE	281B	0ms
GORGAS.HELP	115B	0ms
GETGOOGLETAGMANAGER.COM	0B	0ms

N/A

User Timing marks and measures

3 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
shopify.content_for_header.start	Mark	338ms	0ms
shopify.content_for_header.end	Mark	342ms	0ms
wpm:start	Mark	368ms	0ms

N/A

Minimize main-thread work

TBT

Main-thread busy for 4.6s

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

CATEGORY	TIME SPENT
Other	2.4s
Script Evaluation	1.0s
Style & Layout	733ms
Script Parsing & Compilation	154ms
Parse HTML & CSS	133ms
Rendering	88ms
Garbage Collection	30ms

N/A

Largest Contentful Paint element

LCP

3,560 ms

This is the largest contentful element painted within the viewport.

ELEMENT

```
div.sec-Hero_Media > div.sec-Hero_Image > div#ImageWrapper-34828504432877-750-0 > img#Image-34828504432877-750-0

```

PHASE	% OF LCP	TIMING
TTFB	4%	147ms
Load Delay	62%	2.2s
Load Time	1%	36ms
Render Delay	33%	1.2s

N/A **Reduce initial server response time** FCP LCP Root document took 41ms

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

URL	TIME SPENT
• https://emiliawickstead.com/	41ms

N/A **Avoid serving legacy JavaScript to modern browsers** TBT Potential savings of 22.4KB

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://strn.rise-ai.com/?shop=e-wickstead.myshopify.com		14.7KB
Line:13 Column:68157	Array.prototype.forEach	
Line:13 Column:73126	Array.prototype.filter	
Line:13 Column:84184	@babel/plugin-transform-regenerator	
Line:13 Column:104828	Array.prototype.find	
Line:13 Column:120764	Array.from	
Line:13 Column:124021	Object.keys	
Line:13 Column:129230	Array.prototype.map	
Line:13 Column:129723	Object.getOwnPropertyDescriptors	
https://shopify.orderdeadline.com/app/frontend/js/order-deadline.min.js?shop=e-wickstead.myshopify.com		6.76KB
Line:0 Column:44015	Date.now	
https://static.hotjar.com/c/hotjar-4939851.js?sv=6		72B
Line:2 Column:921	@babel/plugin-transform-classes	
https://emiliawickstead.com/cdn/shopifycloud/shopify/assets/shop_events_listener-20905db421adb60b04582abab58b285362bc2e1011d17cd3eabb3bfe05798c59.js		71B
Line:0 Column:400	@babel/plugin-transform-classes	
https://static.klaviyo.com/onsite/js/vendors~signup_forms.ffb16c5d33241b7ebc9d.js?cb=1&v2-route=1		59B
Line:1 Column:2166	@babel/plugin-transform-classes	
https://script.hotjar.com/modules.60031afb51fb3e88a5b.js		59B
Line:1 Column:80107	@babel/plugin-transform-classes	
https://emiliawickstead.com/cdn/shop/t/69/assets/promo-bar.chunk.64b14.js		56B
Line:0 Column:155	@babel/plugin-transform-classes	
https://emiliawickstead.com/cdn/shop/t/69/assets/market-selector.chunk.292c2.js		56B
Line:0 Column:155	@babel/plugin-transform-classes	
https://emiliawickstead.com/cdn/shop/t/69/assets/accordion.chunk.8e038.js		55B
Line:0 Column:4005	@babel/plugin-transform-classes	
https://emiliawickstead.com/cdn/shop/t/69/assets/product-carousel.chunk.6984c.js		55B
Line:0 Column:9629	@babel/plugin-transform-classes	
https://emiliawickstead.com/cdn/shop/t/69/assets/store-selector.chunk.4f417.js		55B
Line:1 Column:1781	@babel/plugin-transform-classes	
https://emiliawickstead.com/cdn/shop/t/69/assets/modals.chunk.e595c.js		53B
Line:0 Column:160	@babel/plugin-transform-classes	
https://emiliawickstead.com/cdn/shop/t/69/assets/drawers.chunk.2c189.js		52B
Line:0 Column:160	@babel/plugin-transform-classes	
https://static.klaviyo.com/onsite/js/vendors~Render.92dcda48e90318e1e147.js		51B

URL		POTENTIAL SAVINGS
Line:1 Column:2450	@babel/plugin-transform-classes	
https://emiliawickstead.com/cdn/shop/t/69/assets/header.chunk.f5ffc.js		50B
Line:0 Column:155	@babel/plugin-transform-classes	
https://emiliawickstead.com/cdn/shop/t/69/assets/push-cart.chunk.5c23d.js		49B
Line:0 Column:167	@babel/plugin-transform-classes	
https://cdn.shopify.com/proxy/56ece1455124f9358c5a5724c205b8c4f3a8a2dfc701a6d67edaed1f80948301/s.pandect.es/scripts/pandectes-core.js?shop=e-wickstead.myshopify.com&sp-cache-control=cHVibGjjLCBtYXgtYWdlPTkwMA		48B
Line:0 Column:12639	@babel/plugin-transform-classes	
https://cdn.shopify.com/extensions/52ddd4aa-fb94-4186-9a97-4f14730fd003/pandectes-gdpr-compliance-114/assets/pandectes-core.js		47B
Line:0 Column:12639	@babel/plugin-transform-classes	
https://str.rise-ai.com/?shop=e-wickstead.myshopify.com		41B
Line:7 Column:17403	@babel/plugin-transform-classes	