

Performance Report for: <http://finlayandco.com/>

Report generated: Mon, Oct 14, 2024 4:21 AM -0700 (via API)
Test Server Location: London, UK
Using: Chrome 117.0.0.0, Lighthouse 11.0.0
Analysis options: iPhone 13/13 Pro/13 Pro Max

C	Performance 71%	Structure 82%	L. Contentful Paint 1.3s	T. Blocking Time 384ms	C. Layout Shift 0
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Top Issues

Med-High	Avoid enormous network payloads LCP	Total size was 4.21MB
Med	Use explicit width and height on image elements CLS	12 images found
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 337KB
Med-Low	Avoid long main-thread tasks TBT	15 long tasks found
Med-Low	Reduce JavaScript execution time TBT	2.1s spent executing JavaScript

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 - 4.17MB



Total Page Requests - 197



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.

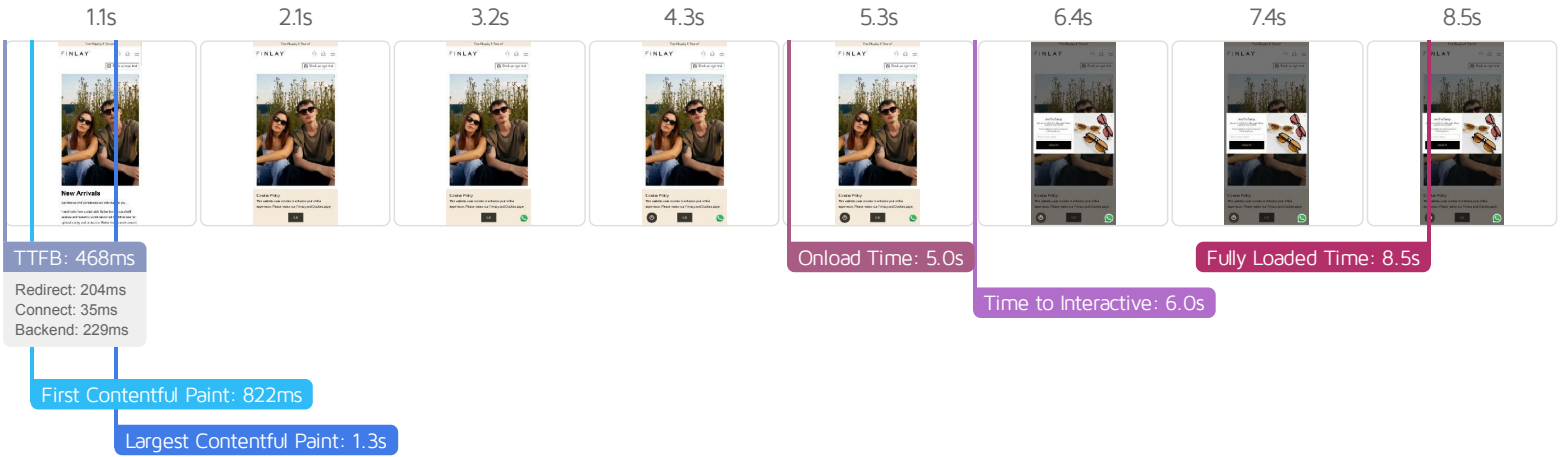
Designer Sunglasses & Spectacles: Handmade in Italy

/	301	finlayandco.com	0	202ms				
/	200	finlayandco.com	31.1KB	394ms				
theme.scss.css?v=98709...	200	finlayandco.com	40.4KB	35ms				
api.js	301	bsdk.api.ditto.com	0	50ms				
vendor.js?v=34214082520...	200	finlayandco.com	48.1KB	94ms				
theme.min.js?v=23919285...	200	finlayandco.com	35.3KB	201ms				
preloads.js?locale=en-GB	200	finlayandco.com	2.21KB	237ms				
preloads.js?locale=en-GB...	200	shop.app	546B	370ms				
gtm.js?id=GTM-MGR7Q7	200	googletagmanager.c...	105KB	314ms				
gtm.js?id=GTM-PQNZMFJ	200	googletagmanager.c...	74.4KB	311ms				
load_feature-f4e7948c1c9...	200	finlayandco.com	4.09KB	262ms				
storefront-80e528be853ea...	200	finlayandco.com	19.1KB	232ms				
bc-sf-filter.scss.css?v=58...	200	finlayandco.com	8.73KB	33ms				
api.js	200	bsdk.api.ditto.com	48.6KB	9ms				
advanced.preorder.js	200	cdn.shopify.com	65.8KB	187ms				
advanced.preorder.css	200	cdn.shopify.com	11.2KB	34ms				
ChatBubble.js	200	cdn.shopify.com	2.48KB	135ms				
ChatBubble.css	200	cdn.shopify.com	339B	31ms				
shopify-perf-kit-1.0.0.min.js	200	finlayandco.com	6.36KB	149ms				
8n5aisgvxj	200	clarity.ms	1.03KB	208ms				
bb27301d1w4f7f79fap829...	200	finlayandco.com	41.1KB	82ms				
trekkie.storefront.c1258b...	200	finlayandco.com	24.6KB	83ms				
shop_events_listener-61f...	200	finlayandco.com	3.42KB	49ms				
shopify-boomerang-1.0.0....	200	finlayandco.com	19.0KB	76ms				
CRAWFORD_MARBLE_B...	200	finlayandco.com	2.24KB	85ms				
WALLACE_DARKHAVAN...	200	finlayandco.com	2.11KB	67ms				
FINLAY_Any_Di_Leopard...	200	finlayandco.com	2.87KB	75ms				
Finlay_New_Collection_2...	200	finlayandco.com	142KB	106ms				
FINLAY_Our_Stores_Hom...	200	finlayandco.com	86.5KB	84ms				
Finlay_New_Collection_2...	200	finlayandco.com	20.8KB	107ms				
BasicCommercialLTCom...	200	finlayandco.com	43.7KB	181ms				
anydi_image_767x.jpg?v...	200	finlayandco.com	121KB	98ms				
amazon-92e856f82cae5a5...	200	finlayandco.com	1.52KB	80ms				
american_express-12858...	200	finlayandco.com	1.38KB	80ms				
apple_pay-f6db0077dc7c...	200	finlayandco.com	2.46KB	80ms				
google_pay-c66a29c63fac...	200	finlayandco.com	1.64KB	80ms				
maestro-d2055c6b416c46...	200	finlayandco.com	1.13KB	82ms				
master-173035bc8124581...	200	finlayandco.com	1.11KB	91ms				
paypal-49e4c1e03244b6d...	200	finlayandco.com	1.26KB	93ms				
visa-319d545c6fd255c9aa...	200	finlayandco.com	1.39KB	91ms				
bc-sf-filter-lib.js?v=85740...	200	finlayandco.com	97.5KB	95ms				
bc-sf-search.js?v=816550...	200	finlayandco.com	1.11KB	88ms				
pixel.modern.js	200	finlayandco.com	4.66KB	36ms				
pixel.modern.js	200	finlayandco.com	2.46KB	38ms				
modern/	200	finlayandco.com	23.4KB	48ms				
modern/	200	finlayandco.com	22.9KB	37ms				
POST produce_batch	200	finlayandco.com	0	118ms				
analytics.js	200	google-analytics.com	20.5KB	89ms				
worker.modern.js	200	finlayandco.com	22.5KB	34ms				
worker.modern.js	200	finlayandco.com	22.4KB	38ms				
POST produce_batch	200	finlayandco.com	0	134ms				
POST produce_batch	200	finlayandco.com	0	136ms				
POST produce_batch	200	finlayandco.com	0	129ms				

fbevents.js	200	connect.facebook.net	57.7KB	42ms		
core.js	200	s.pining.com	1.83KB	76ms		
destination?id=AW-99965...	200	googletagmanager.c...	85.1KB	58ms		
snippet.js?key=1ae16de2...	200	static.zdassets.com	4.86KB	92ms		
8n5aisgvxj?ref=gtm2	200	clarity.ms	1.03KB	105ms		
js?id=G-F8HWEB7213&l=...	200	googletagmanager.c...	107KB	69ms		
clarity.js	200	clarity.ms	27.0KB	23ms		
js?id=G-F8HWEB7213	200	googletagmanager.c...	107KB	38ms		
POST produce_batch	200	finlayandco.com	0	124ms		
quiz-results?view=json	200	finlayandco.com	5.32KB	199ms		
home-try-on-quiz-results...	200	finlayandco.com	4.71KB	380ms		
check?access_key=f463e...	200	api.ipstack.com	1.59KB	308ms		
advanced.preorder.custo...	200	secure.gatewaypreor...	5.15KB	3.2s		
finlay-uk.myshopify.com	200	app.dondy.net	3.19KB	401ms		
OPTIONS finlay-uk.mysh...	204	app.dondy.net	0	255ms		
consent-tracking-api.js	200	cdn.shopify.com	5.23KB	25ms		
1ae16de2-e838-4425-80f5-...	200	ekr.zdassets.com	1.32KB	52ms		
gtm.js?id=GTM-MGR7Q7	200	googletagmanager.c...	105KB	68ms		
advanced.preorder.css	200	secure.gatewaypreor...	13.5KB	27ms		
main.97c41ef3.js	200	s.pining.com	23.1KB	8ms		
2167261793542983?v=2.9....	200	connect.facebook.net	14.7KB	149ms		
999650194?random=1728...	200	googleads.g.doublec...	2.28KB	45ms		
POST collect	204	u.clarity.ms	0	260ms		
web-widget-main-cbf609b.js	200	static.zdassets.com	258KB	55ms		
tr?id=2167261793542983...	200	facebook.com	273B	36ms		
user?tid=2612352401858...	200	ct.pinterest.com	188B	47ms		
fbevents.js	200	connect.facebook.net	57.7KB	31ms		
core.js	200	s.pining.com	1.83KB	52ms		
destination?id=AW-99965...	200	googletagmanager.c...	85.2KB	38ms		
snippet.js?key=1ae16de2...	200	static.zdassets.com	4.85KB	49ms		
8n5aisgvxj?ref=gtm2	200	clarity.ms	1.08KB	121ms		
POST produce_batch	200	finlayandco.com	0	129ms		
999650194?random=1728...	200	google.com	42B	53ms		
999650194?random=1728...	200	google.co.uk	42B	55ms		
v3?tid=2612352401858&p...	200	ct.pinterest.com	434B	32ms		
2167261793542983?v=2.9....	200	connect.facebook.net	14.5KB	12ms		
en-us-json-cbf609b.js	200	static.zdassets.com	5.78KB	29ms		
config	200	finlay.zendesk.com	1.09KB	113ms		
main.97c41ef3.js	200	s.pining.com	23.1KB	55ms		
1ae16de2-e838-4425-80f5-...	200	ekr.zdassets.com	1.32KB	57ms		
clarity.js	200	clarity.ms	27.0KB	23ms		
c.gif	302	c.clarity.ms	0	54ms		
999650194?random=1728...	200	googleads.g.doublec...	2.36KB	47ms		
c.gif?ctsa=mr&CtsSyncld...	302	c.bing.com	0	55ms		
tr?id=2167261793542983...	200	facebook.com	273B	25ms		
status?embed_key=Xeqa...	200	widget-mediator.zopi...	20B	115ms		
c.gif?ctsa=mr&CtsSyncld...	200	c.clarity.ms	42B	14ms		
user?tid=2612352401858...	200	ct.pinterest.com	188B	41ms		
999650194?random=1728...	200	google.com	42B	50ms		
999650194?random=1728...	200	google.co.uk	42B	55ms		
POST produce_batch	200	finlayandco.com	0	125ms		
v3?tid=2612352401858&p...	200	ct.pinterest.com	35B	28ms		
token_create.js	200	ct.pinterest.com	4.18KB	24ms		
ct.html	200	ct.pinterest.com	559B	43ms		
POST collect	204	u.clarity.ms	0	255ms		
POST collect	204	u.clarity.ms	0	224ms		
smartwishlist.js?shop=fin...	200	assets.smartwishlist....	12.9KB	351ms		
klaviyo.js?company_id=R...	200	static.klaviyo.com	2.24KB	28ms		
0ca52ebd07902b3967501...	200	instafeed.nfcube.com	6.11KB	78ms		
awin-shopify-integration-...	200	dr4qe3ddw9y32.clou...	4.55KB	49ms		
polyfills.legWBDja.js	200	cdn.shopify.com	14.9KB	50ms		
c.gif	200	c.clarity.ms	42B	49ms		

token_create.js	200	ct.pinterest.com	4.18KB				8ms	
ct.html	200	ct.pinterest.com	0				17ms	
app.CBTi4rg4.js	200	cdn.shopify.com	367KB				118ms	
fender_analytics.673ab99...	200	static-tracking.klaviy...	11.8KB				35ms	
static.8d136cd44b74e818...	200	static-tracking.klaviy...	280B				35ms	
runtime.c6067c71d376a2a...	200	static.klaviyo.com	7.64KB				28ms	
sharedUtils.3ee3ffff305af...	200	static.klaviyo.com	17.7KB				28ms	
vendors~signup_forms~p...	200	static.klaviyo.com	4.00KB				21ms	
vendors~signup_forms~c...	200	static.klaviyo.com	2.85KB				22ms	
vendors~signup_forms.ff...	200	static.klaviyo.com	4.24KB				20ms	
default~signup_forms~on...	200	static.klaviyo.com	9.14KB				25ms	
signup_forms.a279a1ac6...	200	static.klaviyo.com	5.60KB				18ms	
72687.js	200	dwin1.com	12.3KB				74ms	
instafeed-4.6.1.css	200	instafeed.nfcube.com	3.12KB				46ms	
Finlay_New_Collection_S...	200	finlayandco.com	263KB				63ms	
onsite?company_id=R7f5...	200	fast.a.klaviyo.com	38B				67ms	
full-forms	200	static-forms.klaviyo.c...	3.24KB				44ms	
OnePage.BwplTLKg.js	200	cdn.shopify.com	35.8KB				53ms	
vendors~reviews~atlas~C...	200	static.klaviyo.com	8.16KB				7ms	
ClientStore.00ba351e0798...	200	static.klaviyo.com	18.5KB				10ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	21.0KB				84ms	
532.6b7731948f1a181190b...	200	static.klaviyo.com	8.82KB				62ms	
styles.c55c43061a96111d...	200	static.klaviyo.com	3.57KB				55ms	
vendors~Render.0c25648...	200	static.klaviyo.com	13.0KB				59ms	
Render.744fc49de038509...	200	static.klaviyo.com	32.2KB				60ms	
POST track-analytics?co...	202	a.klaviyo.com	50B				344ms	
OPTIONS track-analytics...	200	a.klaviyo.com	0				195ms	
POST track-analytics?co...	202	a.klaviyo.com	50B				345ms	
POST track-analytics?co...	202	a.klaviyo.com	50B				341ms	
POST track-analytics?co...	202	a.klaviyo.com	50B				341ms	
OPTIONS track-analytics...	200	a.klaviyo.com	0				181ms	
OPTIONS track-analytics...	200	a.klaviyo.com	0				189ms	
OPTIONS track-analytics...	200	a.klaviyo.com	0				188ms	
smartwishlist.min.css?20...	200	assets.smartwishlist...	1.82KB				106ms	
font-awesome.min.css	200	maxcdn.bootstrapcdn...	7.73KB				86ms	
fetchstoredata.php?callb...	200	front.smartwishlist.w...	935B				276ms	
POST collect	204	u.clarity.ms	0				104ms	
useUnauthenticatedError...	200	cdn.shopify.com	1.54KB				31ms	
8a3a849e-fd9f-4f5b-ba94-...	200	d3k81ch9hvuctc.clou...	810KB				59ms	
LegacyVaultedShippingM...	200	cdn.shopify.com	1.28KB				32ms	
Rollup.C3L5PRtn.js	200	cdn.shopify.com	2.39KB				35ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	3.23KB				44ms	
Finlay-Fav_32x32.png?v=...	200	finlayandco.com	1.87KB				29ms	
RageClickCapture.DJgQS...	200	cdn.shopify.com	2.08KB				32ms	
ShopPayLogo.CQP4cpv4.js	200	cdn.shopify.com	2.25KB				38ms	
PurchaseOptionsAgreem...	200	cdn.shopify.com	3.12KB				35ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	2.48KB				34ms	
hooks.cUQo04SP.js	200	cdn.shopify.com	3.83KB				31ms	
VaultedPayment.C-gnuR5...	200	cdn.shopify.com	39.6KB				72ms	
OnePageModal.jCPgLEjd.js	200	cdn.shopify.com	1.44KB				38ms	
useShowShopPayOptin.D...	200	cdn.shopify.com	1.84KB				29ms	
Section.Cgkq2SCR.js	200	cdn.shopify.com	2.06KB				28ms	
useGooglePaySdk.CjSCf...	200	cdn.shopify.com	6.31KB				33ms	
ShopPayLoginLoader.-Lx...	200	cdn.shopify.com	2.80KB				26ms	
publishMessage.BSCaMIj...	200	cdn.shopify.com	2.14KB				28ms	
PayButtonSection.CbQyR...	200	cdn.shopify.com	4.63KB				31ms	
context.nPi2KOI1.js	200	cdn.shopify.com	3.36KB				29ms	
DutyOptions.DEvLP76I.js	200	cdn.shopify.com	4.82KB				30ms	
useAmazonContact.DubE...	200	cdn.shopify.com	3.60KB				34ms	
StockProblemsLineItemLi...	200	cdn.shopify.com	1.77KB				35ms	
component-ShopPayVerif...	200	cdn.shopify.com	7.74KB				30ms	
index.COUagLzQ.js	200	cdn.shopify.com	25.8KB				32ms	

app.DhZZMK7-.css	200	cdn.shopify.com	22.8KB						28ms	
OnePage.BL1uXB7_.css	200	cdn.shopify.com	1.76KB						31ms	
DeliveryMethodSelectorS...	200	cdn.shopify.com	2.94KB						26ms	
Rollup.o9Mx-fKL.css	200	cdn.shopify.com	1.08KB						46ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	831B						67ms	
RageClickCapture.DnkQ4...	200	cdn.shopify.com	846B						37ms	
ShopPayLogo.D_HPU8Dh...	200	cdn.shopify.com	830B						37ms	
PickupPointCarrierLogo....	200	cdn.shopify.com	789B						72ms	
VaultedPayment.Bk8Je7sl...	200	cdn.shopify.com	2.20KB						44ms	
Section.sQehCocD.css	200	cdn.shopify.com	810B						55ms	
ShopPayLoginLoader.CjG...	200	cdn.shopify.com	848B						31ms	
PayButtonSection.DF7trk...	200	cdn.shopify.com	870B						29ms	
DutyOptions.CtZGmwZL....	200	cdn.shopify.com	1.69KB						30ms	
useAmazonContact.D-Ox...	200	cdn.shopify.com	892B						43ms	
StockProblemsLinItemLi...	200	cdn.shopify.com	827B						28ms	
ShopPayVerificationSwitc...	200	cdn.shopify.com	1.40KB						28ms	
basiccommercial_n4.1613...	200	fonts.shopifycdn.com	34.6KB						79ms	
basiccommercial_n7.58fc...	200	fonts.shopifycdn.com	30.4KB						43ms	
finlay-logo_x320.png?v=1...	200	cdn.shopify.com	4.94KB						30ms	
POST collect	204	u.clarity.ms	0							88ms
197 Requests 4.17MB (9.24MB Uncompressed) 8.5s (Onload 5s)										



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 822ms	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 6.0s
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 3.7s	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 384ms
Largest Contentful Paint How long it takes for the largest element of content (i.e., a hero image) to be painted on your page. A good user experience is 1.2s or less.	OK, but consider improvement 1.3s	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	204ms	Connect	35ms	Backend	229ms
TTFB	468ms	First Paint	822ms	DOM Int.	1.6s
DOM Loaded	1.7s	Onload	5.0s	Fully Loaded	8.5s

IMPACT AUDIT

Med-High

Avoid enormous network payloads

LCP

Total size was 4.21MB

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

URL	TRANSFER SIZE
https://d3k81ch9hvuctc.cloudfront.net/company/R7f5X2/images/8a3a849e-fd9f-4f5b-ba94-917422245c3c.jpeg	810KB
https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.CBTi4rg4.js	367KB
https://www.finlayandco.com/cdn/shop/files/Finlay_New_Collection_Sqaure_Sunglasses_960x.jpg?v=1716557925	263KB
https://static.zdassets.com/web_widget/classic/latest/web-widget-main-cbf609b.js	258KB
https://www.finlayandco.com/cdn/shop/files/Finlay_New_Collection_2024_Mobile_767x.jpg?v=1716594463	142KB
https://www.finlayandco.com/cdn/shop/files/anydi_image_767x.jpg?v=1702053798	121KB
https://www.googletagmanager.com/gtag/js?id=G-F8HWEB7213	107KB
https://www.googletagmanager.com/gtag/js?id=G-F8HWEB7213&l=dataLayer&cx=c	107KB
https://www.googletagmanager.com/gtm.js?id=GTM-MGR7Q7	105KB
https://www.googletagmanager.com/gtm.js?id=GTM-MGR7Q7	105KB

Med

Use explicit width and height on image elements

CLS

12 images found

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

FAILING ELEMENTS

div.col-12 > div.feautred-image > picture > img.img-fluid

```

```

div.left-image > div.hero-image > picture > img.img-fluid

```

```

div.left-image > div.hero-image > picture > img.img-fluid

```

```

div.left-image > div.hero-image > picture > img.img-fluid

```

```

amazon payments

```

```

american express

```

```

apple pay

```

```

google pay

```

```

maestro

```

```

master

```

```

paypal

```

```

visa

```

```

Med-Low

Serve static assets with an efficient cache policy

Potential savings of 337KB

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

URL	CACHE TTL	TRANSFER SIZE
https://bsdk.api.ditto.com/default/5.8.8/en-gb/api.js	none	48.6KB
https://dr4qe3ddw9y32.cloudfront.net/awin-shopify-integration-code.js?aid=72687&v=shopifyApp_4.3.0&ts=1706176283268&shop=finlay-uk.myshopify.com	none	4.55KB
https://front.smartwishlist.webmarked.net/v6/fetchstoredata.php?callback=jQuery321008565216957198851_1728904898398&store_domain=www.finlayandco.com&store_id=28542173281&customer_id=0&_id=1728904898399	none	1.07KB
https://www.facebook.com/tr/?id=2167261793542983&ev=PageView&dl=https%3A%2F%2Fwww.finlayandco.com%2F&rl=&if=false&ts=1728904899130&sw=390&sh=844&v=2.9.170&r=stable&ec=0&o=12318&fbp=fb_1.1728904899126.148617341676069261&cs_est=true&ler=empty&cdl=API_unavailable&it=1728904898741&coo=false&eid=PV_1728904898218&rqm=GET	none	273B
https://www.facebook.com/tr/?id=2167261793542983&ev=PageView&dl=https%3A%2F%2Fwww.finlayandco.com%2Fwpm%40b27301d1w4f7f9fap82969c05mefc5317e%2Fcustom%2Fweb-pixel-16449633%409%2Fsandbox%2Fmodern%2F&rl=&if=true&ts=1728904899654&sw=390&sh=844&v=2.9.170&r=stable&ec=0&o=12318&fbp=fb_1.1728904899126.148617341676069261&cs_est=true&ler=empty&cdl=API_unavailable&it=1728904899358&coo=false&eid=PV_1728904899198&rqm=GET	none	273B
https://shop.app/checkouts/internal/preloads.js?locale=en-GB&shop_id=28542173281	60 seconds	546B
https://www.dwin1.com/72687.js	10 minutes	12.3KB
https://connect.facebook.net/en_US/fbevents.js	20 minutes	60.5KB
https://connect.facebook.net/en_US/fbevents.js	20 minutes	60.1KB
https://connect.facebook.net/signals/config/2167261793542983?v=2.9.170&r=stable&domain=www.finlayandco.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	14.7KB
https://connect.facebook.net/signals/config/2167261793542983?v=2.9.170&r=stable&domain=www.finlayandco.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	14.7KB
https://static.zdassets.com/ekr/snippet.js?key=1ae16de2-e838-4425-80f5-48fef3733f21	60 minutes	4.86KB
https://static.zdassets.com/ekr/snippet.js?key=1ae16de2-e838-4425-80f5-48fef3733f21	60 minutes	4.85KB
https://www.google-analytics.com/analytics.js	2 hours	21.1KB
https://ct.pinterest.com/static/ct/token_create.js	2 hours	4.18KB
https://ct.pinterest.com/static/ct/token_create.js	2 hours	4.18KB
https://s.pimimg.com/ct/core.js	2 hours	2.10KB
https://s.pimimg.com/ct/core.js	2 hours	2.09KB
https://www.clarity.ms/s/0.7.48/clarity.js	24 hours	27.0KB
https://www.clarity.ms/s/0.7.48/clarity.js	24 hours	27.0KB
https://secure.gatewaypreorder.com/preorder/extensions/theme-app-extension/assets/advanced_preorder.css	7 days	13.5KB
https://secure.gatewaypreorder.com/preorder/extensions/theme-app-extension/assets/advanced_preorder_custom.js?store=finlay-uk.myshopify.com&_id=1728904898397	7 days	5.15KB
https://s.pimimg.com/ct/lib/main.97c41ef3.js	14 days	23.4KB
https://s.pimimg.com/ct/lib/main.97c41ef3.js	14 days	23.2KB
https://d3k81ch9hvuct.cloudfront.net/company/R7f5X2/images/8a3a849e-fd9f-4f5b-ba94-917422245c3c.jpeg	30 days	810KB
https://assets.smartwishlist.webmarked.net/static/v6/smartwishlist.js?shop=finlay-uk.myshopify.com	30 days	13.2KB
https://assets.smartwishlist.webmarked.net/static/v6/css/smartwishlist.min.css?20200409	30 days	2.09KB

Med-Low

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://static.zdassets.com/web_widget/classic/latest/web-widget-main-cbf609b.js	2.6s	156ms
• https://www.googletagmanager.com/gtm.js?id=GTM-MGR7Q7	1.6s	109ms
• https://www.finlayandco.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	1.0s	106ms
• https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore.dd9d02dd9fc376e8dd48.js	5.6s	76ms
• https://www.googletagmanager.com/gtag/js?id=G-F8HWEB7213&l=dataLayer&cx=c	2.1s	69ms
• https://www.finlayandco.com/cdn/shopifycloud/shopify/assets/shop_events_listener-61fa9e0a912c675e178777d2b27f6cbd482f8912a6b0aa31fa3515985a8cd626.js	5.7s	68ms
• https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js	5.4s	68ms
• https://www.finlayandco.com/	856ms	67ms
• https://www.googletagmanager.com/gtm.js?id=GTM-MGR7Q7	5.0s	66ms
• https://www.finlayandco.com/cdn/shop/t/6/assets/vendor.js?v=34214082520822959051592821738	5.9s	65ms
• https://www.finlayandco.com/	727ms	62ms
• https://www.clarity.ms/s/0.7.48/clarity.js	2.1s	61ms
• https://www.googletagmanager.com/gtm.js?id=GTM-MGR7Q7	1.4s	58ms
• https://static.klaviyo.com/onsite/js/sharedUtils.3ee3ffff305afeb8e5df.js?cb=1	5.1s	56ms
• https://static.zdassets.com/web_widget/classic/latest/web-widget-locales/classic/en-us-json-cbf609b.js	2.9s	53ms

Med-Low

Reduce JavaScript execution time TBT

2.1s 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
• Unattributable	841ms	44ms	0ms
• https://www.finlayandco.com/	467ms	144ms	7ms
• https://www.finlayandco.com/cdn/shop/t/6/assets/vendor.js?v=34214082520822959051592821738	281ms	180ms	3ms
• https://www.finlayandco.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	197ms	165ms	3ms
• https://static.zdassets.com/web_widget/classic/latest/web-widget-main-cbf609b.js	191ms	173ms	14ms
• https://www.googletagmanager.com/gtm.js?id=GTM-MGR7Q7	179ms	156ms	16ms
• https://www.clarity.ms/s/0.7.48/clarity.js	172ms	149ms	4ms
• https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore_dd9d02dd9fc376e8dd48.js	147ms	123ms	0ms
• https://static.klaviyo.com/onsite/js/ClientStore.00ba351e0798f9eafd68.js	99ms	95ms	1ms
• https://static.zdassets.com/web_widget/classic/latest/web-widget-locales/classic/en-us-json-cbf609b.js	92ms	86ms	1ms
• https://www.googletagmanager.com/gtag/destination?id=AW-999650194&l=dataLayer&cx=c	91ms	77ms	13ms
• https://connect.facebook.net/en_US/fbevents.js	77ms	55ms	21ms
• https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js	76ms	64ms	2ms
• https://www.googletagmanager.com/gtag/js?id=G-F8HWEB7213&l=dataLayer&cx=c	73ms	56ms	6ms
• https://connect.facebook.net/signals/config/2167261793542983?v=2.9.170&r=stable&domain=www.finlayandco.com&hmc=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	65ms	47ms	2ms
• https://www.finlayandco.com/cdn/shopifycloud/boomerang/shopify-boomerang-1.0.0.min.js	65ms	61ms	2ms
• https://bsdk.api.ditto.com/default/5.6.0/en-gb/api.js	62ms	53ms	3ms
• https://www.finlayandco.com/wpm/b27301d1w4f7f79fap82969c05mefc5317e/custom/web-pixel-16449633@9/sandbox/modern/	62ms	28ms	6ms
• https://www.finlayandco.com/cdn/shop/t/6/assets/theme.min.js?v=2391928570986774861726213348	61ms	46ms	2ms
• https://www.finlayandco.com/cdn/s/trekkie.storefront.c1258b47cccb7bc2aeeaeb253b8999e078bd2f6b.min.js	57ms	54ms	1ms
• https://static.klaviyo.com/onsite/js/sharedUtils.3ee3ffff305afeb8e5df.js?cb=1	56ms	55ms	0ms
• https://www.finlayandco.com/wpm/b27301d1w4f7f79fap82969c05mefc5317e/custom/web-pixel-shopify-custom-pixel@0220/sandbox/modern/	54ms	13ms	4ms
• https://www.finlayandco.com/cdn/shop/t/6/assets/bc-sf-filter-lib.js?v=85740113304194131671591089047	51ms	38ms	5ms

Low

Use a Content Delivery Network (CDN)

7 resources found

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

URL
• https://www.google.co.uk/pagead/1p-user-list/999650194/?random=1728904898808&cv=11&fst=1728903600000&bg=ffffff&guid=ON&async=1&gtm=45be4a90z872470465za201zb72470465&gcd=1313131511&dma=0&tag_exp=101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fwww.finlayandco.com%2F&hn=www.googleadservices.com&frm=0&tiba=Designer%20Sunglasses%20%26%20Spectacles%3A%20Handmade%20in%20Italy&npa=0&pscdl=noapi&aid=1433567458.1728904898&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&rft=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnfZMPB4mz84h1OJOL-1Orzmi9lUWUWjg&random=1157662120&rmt_tld=1&jpr=y
• https://c.clarity.ms/c.gif?ctsa=mr&CtsSyncId=60B1F83897FD41868DFAE888471A1207&MUID=1AAD325E7538647E19DD2746740065BE
• https://www.google.co.uk/pagead/1p-user-list/999650194/?random=1728904899591&cv=11&fst=1728903600000&bg=ffffff&guid=ON&async=1&gtm=45be4a90z872470465za201zb72470465&gcd=1313131111&dma=0&tag_exp=101529666~101671035~101686685&u_w=390&u_h=844&url=https%3A%2F%2Fwww.finlayandco.com%2Fwpm%40b27301d1w4f7f79fap82969c05mefc5317e%2Fcustom%2Fweb-pixel-16449633%409%2Fsandbox%2Fmodern%2F&hn=www.googleadservices.com&frm=2&tiba=Designer%20Sunglasses%20%26%20Spectacles%3A%20Handmade%20in%20Italy&npa=0&pscdl=noapi&aid=560886816.1728904899&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&rft=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnfZMPB4mz84h1OJOL-1Orzmi9lUWUWjg&random=1131867769&rmt_tld=1&jpr=y
• https://assets.smartwishlist.webmarked.net/static/v6/smartwishlist.js?shop=finlay-uk.myshopify.com
• https://c.clarity.ms/c.gif
• https://assets.smartwishlist.webmarked.net/static/v6/css/smartwishlist.min.css?20200409
• https://front.smartwishlist.webmarked.net/v6/fetchstoredata.php?callback=iQuery321008565216957198851_1728904898398&store_domain=www.finlayandco.com&store_id=28542173281&customer_id=0&_id=1728904898399

Low

Use passive listeners to improve scrolling performance

2 event listeners not passive

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance.

URL	LOCATION
https://www.finlayandco.com/cdn/shop/t/6/assets/vendor.js?v=34214082520822959051592821738	Line:11
https://static.klaviyo.com/onsite/js/vendors~reviews~atlas~ClientStore_dd9d02dd9fc376e8dd48.js	Line:0

Low

Allow back/forward cache restoration

1 failure reason

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

FAILURE REASON	FAILURE TYPE
The page has an unload handler in the main frame. https://www.finlayandco.com/	Actionable

Low

Properly size images

Potential savings of 1.04MB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://d3k81ch9hvuctc.cloudfront.net/company/R7f5X2/images/8a3a849e-fd9f-4f5b-ba94-917422245c3c.jpeg	810KB	792KB
https://www.finlayandco.com/cdn/shop/files/Finlay_New_Collection_2024_Mobile_767x.jpg?v=1716594463	141KB	110KB
https://www.finlayandco.com/cdn/shop/files/anydi_image_767x.jpg?v=1702053798	120KB	89.2KB
https://www.finlayandco.com/cdn/shop/files/FINLAY_Our_Stores_Homepage_Image_fb35b82b-5c43-4bc4-b63f-0a4d5fa91e2f_767x.png?v=1614362796	85.6KB	63.4KB
https://www.finlayandco.com/cdn/shop/files/Finlay_New_Collection_2024_Reglaze_Mobile_767x.jpg?v=1716557298	19.9KB	14.6KB

Low

Eliminate render-blocking resources

FCP LCP

Potential savings of 24ms

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://www.finlayandco.com/cdn/shop/t/6/assets/theme.scss.css?v=9870941989082677061726213527	41.3KB	757ms
https://www.finlayandco.com/cdn/shop/t/6/assets/bc-sf-filter.scss.css?v=58046773687937991751697197096	8.73KB	504ms
https://cdn.shopify.com/extensions/104103e9-723a-475e-9164-9f76201c6f21/advanced-preorder-all-in-one-46/assets/advanced.preorder.css	12.1KB	928ms
https://cdn.shopify.com/extensions/e4714f3e-f14a-4d1e-8572-b58686946456/dondy-whatsapp-chat-marketing-23/assets/ChatBubble.css	858B	150ms

Low

Avoid chaining critical requests

FCP LCP

9 chains found

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

Maximum critical path latency: **1.4s**

INITIAL NAVIGATION
http://finlayandco.com/ 1.38KB, 198ms
https://www.finlayandco.com/ 31.1KB, 393ms

https://www.finlayandco.com/cdn/shop/t/6/assets/bc-sf-filter.scss.css?v=58046773687937991751697197096	8.73KB, 31ms
https://cdn.shopify.com/extensions/e4714f3e-f14a-4d1e-8572-b58686946456/dondy-whatsapp-chat-marketing-23/assets/ChatBubble.css	858B, 30ms
https://www.finlayandco.com/cdn/shop/t/6/assets/bc-sf-search.js?v=81655043391516571131591011136	1.11KB, 77ms
https://www.finlayandco.com/wpm@b27301d1w4f7f79fap82969c05mefc5317e/web-pixel-shopify-app-pixel@0220/sandbox/worker.modern.js	22.4KB, 34ms
https://www.finlayandco.com/cdn/shop/t/6/assets/bc-sf-filter-lib.js?v=85740113304194131671591089047	97.5KB, 83ms
https://cdn.shopify.com/extensions/104103e9-723a-475e-9164-9f76201c6f21/advanced-preorder-all-in-one-46/assets/advanced_preorder.css	12.1KB, 29ms
https://www.finlayandco.com/wpm@b27301d1w4f7f79fap82969c05mefc5317e/web-pixel-17662049@a1b02873e723a3795ebe21f57f56ff35/sandbox/worker.modern.js	22.5KB, 30ms
https://bsdk.api.ditto.com/default/5.6.0/en-gb/api.js	307B, 79ms
https://bsdk.api.ditto.com/default/5.8.8/en-gb/api.js	48.6KB, 8ms
https://www.finlayandco.com/cdn/shop/t/6/assets/theme.scss.css?v=9870941989082677061726213527	41.3KB, 33ms
https://www.finlayandco.com/cdn/shop/t/6/assets/BasicCommercialLTCom-Roman.woff2?v=184162047861225899191592905932	43.7KB, 61ms

Low

Avoid an excessive DOM size

TBT

648 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		648
Maximum DOM Depth	Full collection 	17
Maximum Child Elements	body#designer-sunglasses-amp-spectacles-handmade-in-italy <body id="designer-sunglasses-amp-spectacles-handmade-in-italy" class="template-index " style="padding-top: 89px;">	19

Low

Reduce unused JavaScript

LCP

Potential savings of 749KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://static.zdassets.com/web_widget/classic/latest/web-widget-main-cbf609b.js	258KB	107KB
https://www.googletagmanager.com/gtag.js?id=G-F8HWEB7213	107KB	75.6KB
https://www.finlayandco.com/cdn/shop/t/6/assets/bc-sf-filter-lib.js?v=85740113304194131671591089047	97.5KB	69.1KB
https://cdn.shopify.com/extensions/104103e9-723a-475e-9164-9f76201c6f21/advanced-preorder-all-in-one-46/assets/advanced_preorder.js	66.4KB	62.4KB
https://connect.facebook.net/en_US/fbevents.js	60.5KB	56.6KB
https://www.googletagmanager.com/gtm.js?id=GTM-MGR7Q7	105KB	55.5KB
https://www.googletagmanager.com/gtm.js?id=GTM-MGR7Q7	105KB	53.0KB
https://www.googletagmanager.com/gtag.js?id=G-F8HWEB7213&l=dataLayer&cx=c	107KB	52.0KB
https://www.googletagmanager.com/gtag/destination?id=AW-999650194&l=dataLayer&cx=c	85.5KB	43.9KB
https://www.googletagmanager.com/gtag/destination?id=AW-999650194&l=dataLayer&cx=c	85.5KB	42.1KB
https://www.googletagmanager.com/gtm.js?id=GTM-PQNZMFJ	75.1KB	37.5KB
https://bsdk.api.ditto.com/default/5.6.0/en-gb/api.js	48.6KB	30.0KB
https://www.finlayandco.com/cdn/shop/t/6/assets/theme.min.js?v=23919285709896774861726213348	35.3KB	24.0KB
https://connect.facebook.net/en_US/fbevents.js	60.5KB	20.4KB
https://connect.facebook.net/en_US/fbevents.js	60.5KB	20.2KB

Low

Minify JavaScriptFCPLCP

Potential savings of 23.7KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://www.finlayandco.com/cdn/shop/t/6/assets/theme.min.js?v=23919285709896774861726213348	35.3KB	11.9KB
https://cdn.shopify.com/extensions/104103e9-723a-475e-9164-9f76201c6f21/advanced-preorder-all-in-one-46/assets/advanced_preorder.js	66.4KB	9.68KB
https://secure.gatewaypreorder.com/preorder/extensions/theme-app-extension/assets/advanced_preorder.custom.js?store=finlay-uk.myshopify.com&_id=1728904898397	5.15KB	2.11KB

Low

Avoid non-composited animationsCLS

6 animated elements found

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

ELEMENT	NAME
BOOK AN EYE TEST <code></code> Unsupported CSS Property: visibility	visibility
FIND OUT MORE <code></code> Unsupported CSS Property: visibility	visibility
DISCOVER MORE <code></code> Unsupported CSS Property: visibility	visibility
SHOP ACCESSORIES <code></code> Unsupported CSS Property: visibility	visibility
SHOP GIFT CARDS <code></code> Unsupported CSS Property: visibility	visibility
Join The Family Sign up to enjoy 50% off an Italian Leather Sleeve on your fir... <code><div data-testid="POPOP" class="needsclick kl-private-reset-css-Xuajsl" style="flex: 1 1 0%;"></code> Unsupported CSS Property: visibility	klaviyo-fadeinup

Low

Avoid multiple page redirectsFCPLCP

Potential savings of 199ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
http://finlayandco.com/	199ms
https://www.finlayandco.com/	0ms

Low

Enable text compressionFCPLCP

Potential savings of 3.72KB

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://ct.pinterest.com/static/ct/token_create.js	4.01KB	1.94KB
https://app.dondy.net/api/WhatsAppWidgetsView/finlay-uk.myshopify.com	3.19KB	1.78KB

Low

Reduce unused CSS

FCP

LCP

Potential savings of 50.0KB

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://www.finlayandco.com/cdn/shop/t/6/assets/theme.scss.css?v=9870941989082677061726213527	41.3KB	38.0KB
https://cdn.shopify.com/extensions/104103e9-723a-475e-9164-9f76201c6f21/advanced-preorder-all-in-one-46/assets/advanced_preorder.css	12.1KB	12.1KB

Low

Minify CSS

FCP

LCP

Potential savings of 2.77KB

Minifying CSS files can reduce network payload sizes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://cdn.shopify.com/extensions/104103e9-723a-475e-9164-9f76201c6f21/advanced-preorder-all-in-one-46/assets/advanced_preorder.css	12.1KB	2.77KB

Low

Serve images in next-gen formats

Potential savings of 530KB

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://d3k81ch9hvuctc.cloudfront.net/company/R7f5X2/images/8a3a849e-fd9f-4f5b-ba94-917422245c3c.jpeg	810KB	530KB

Low

Efficiently encode images

Potential savings of 35.2KB

Optimized images load faster and consume less cellular data.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://d3k81ch9hvuctc.cloudfront.net/company/R7f5X2/images/8a3a849e-fd9f-4f5b-ba94-917422245c3c.jpeg	810KB	35.2KB

Low

Defer offscreen images

Potential savings of 769KB

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://d3k81ch9hvuctc.cloudfront.net/company/R7f5X2/images/8a3a849e-fd9f-4f5b-ba94-917422245c3c.jpeg	810KB	626KB
https://www.finlayandco.com/cdn/shop/files/anydi_image_767x.jpg?v=1702053798	120KB	120KB
https://www.finlayandco.com/cdn/shop/files/Finlay_New_Collection_2024_Reglaze_Mobile_767x.jpg?v=1716557298	19.9KB	19.9KB
https://www.finlayandco.com/cdn/shopifycloud/shopify/assets/payment_icons/apple_pay-f6db0077dc7c325b436ecbdcf254239100b35b70b1663bc7523d7c424901fa09.svg	2.46KB	2.46KB

N/A

Largest Contentful Paint element

LCP

1,280 ms

This is the largest contentful element painted within the viewport.

ELEMENT

div.col-12 > div.feautred-image > picture > img.img-fluid

PHASE	% OF LCP	TIMING
TTFB	21%	266ms
Load Delay	36%	461ms
Load Time	8%	104ms
Render Delay	35%	448ms

N/A

Minimize main-thread workTBT

Main-thread busy for 4.0s

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	2.3s
Other	1.1s
Style & Layout	241ms
Script Parsing & Compilation	167ms
Parse HTML & CSS	69ms
Garbage Collection	63ms
Rendering	31ms

N/A

Reduce initial server response timeFCPLCP

Root document took 27ms

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

URL	TIME SPENT
<ul style="list-style-type: none">https://www.finlayandco.com/	27ms

N/A

Avoid serving legacy JavaScript to modern browsersTBT

Potential savings of 39.5KB

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.

https://thenextlevel.app

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URL	POTENTIAL SAVINGS
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://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://connect.facebook.net/en_US/fbevents.js	10.6KB
Line:23 Column:2302	@bab el/p lugi n-tr ansf orm-

	clas ses	
https://static.zdassets.com/web_widget/classic/latest/web-widget-main-cbf609b.js		52B
Line:1 Column:592009	@bab el/p lugi n-tr ansf orm- clas ses	
https://static.klaviyo.com/onsite/js/vendors~Render.0c25648017ae73d787f3.js		50B
Line:0 Column:2424	@bab el/p lugi n-tr ansf orm- clas ses	
https://bsdk.api.ditto.com/default/5.6.0/en-gb/api.js		48B
Line:1 Column:1317	@bab el/p lugi n-tr ansf orm- clas ses	
https://connect.facebook.net/signals/config/2167261793542983?v=2.9.170&r=stable&domain=www.finlayandco.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	
https://connect.facebook.net/signals/config/2167261793542983?v=2.9.170&r=stable&domain=www.finlayandco.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	

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
ZENDESK	278KB	88ms
<ul style="list-style-type: none"> https://static.zdassets.com/web_widget/classic/latest/web-widget-main-cbf609b.js Other resources 	258KB	88ms
	19.8KB	0ms
KLAVIYO	161KB	26ms
<ul style="list-style-type: none"> https://static.klaviyo.com/onsite/js/ClientStore.00ba351e0798f9eafd68.js https://static.klaviyo.com/onsite/js/Render.744fc49de038509e0bea.js https://static.klaviyo.com/onsite/js/sharedUtils.3ee3ffff305afeb8e5df.js?cb=1 https://static.klaviyo.com/onsite/js/vendors~Render.0c25648017ae73d787f3.js https://static-tracking.klaviyo.com/onsite/js/fender_analytics.673ab9965e3fc6bf229e.js?cb=1 Other resources 	18.7KB	13ms
	32.7KB	8ms
	18.0KB	4ms
	13.3KB	0ms
	12.1KB	0ms
	66.3KB	0ms
CLARITY	60.5KB	8ms
<ul style="list-style-type: none"> https://www.clarity.ms/s/0.7.48/clarity.js Other resources 	54.0KB	8ms
	6.49KB	0ms
GOOGLE TAG MANAGER	672KB	3ms
<ul style="list-style-type: none"> https://www.googletagmanager.com/gtm.js?id=GTM-MGR7Q7 https://www.googletagmanager.com/gtag/js?id=G-F8HWEB7213&l=dataLayer&cx=c https://www.googletagmanager.com/gtag/destination?id=AW-999650194&l=dataLayer&cx=c https://www.googletagmanager.com/gtag/js?id=G-F8HWEB7213 https://www.googletagmanager.com/gtm.js?id=GTM-PQNZMFJ 	211KB	2ms
	107KB	1ms
	171KB	0ms
	107KB	0ms
	75.1KB	0ms
CLOUDFRONT.NET	815KB	0ms
<ul style="list-style-type: none"> https://d3k81ch9hvuctc.cloudfront.net/company/R7f5X2/images/8a3a849e-fd9f-4f5b-ba94-917422245c3c.jpeg 	810KB	0ms
SHOPIFY	769KB	0ms
<ul style="list-style-type: none"> https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.CBTi4rg4.js https://cdn.shopify.com/extensions/104103e9-723a-475e-9164-9f76201c6f21/advanced-preorder-all-in-one-46/assets/advanced.preorder.js https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/VaultedPayment.C-gnuR57.js Other resources 	367KB	0ms
	66.4KB	0ms
	39.6KB	0ms
	296KB	0ms
FACEBOOK	151KB	0ms
<ul style="list-style-type: none"> https://connect.facebook.net/en_US/fbevents.js https://connect.facebook.net/signals/config/2167261793542983?v=2.9.170&r=stable&domain=www.finlayandco.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 	29.4KB	0ms
PINTEREST	61.6KB	0ms
<ul style="list-style-type: none"> https://s.pinimg.com/ct/lib/main.97c41ef3.js https://ct.pinterest.com/static/ct/token_create.js https://s.pinimg.com/ct/core.js 	46.6KB	0ms
	8.35KB	0ms
	4.19KB	0ms
DITTO.COM	48.9KB	0ms
<ul style="list-style-type: none"> https://bsdk.api.ditto.com/default/5.8.8/en-gb/api.js 	48.6KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
GOOGLE ANALYTICS	21.1KB	0ms
• https://www.google-analytics.com/analytics.js	21.1KB	0ms
GATEWAYPREORDER.COM	18.6KB	0ms
• https://secure.gatewaypreorder.com/preorder/extensions/theme-app-extension/assets/advanced_preorder.css	13.5KB	0ms
• https://secure.gatewaypreorder.com/preorder/extensions/theme-app-extension/assets/advanced_preorder.custom.js?store=finlay-uk.myshopify.com&=1728904898397	5.15KB	0ms
WEBMARKED	16.4KB	0ms
• https://assets.smartwishlist.webmarked.net/static/v6/smartwishlist.js?shop=finlay-uk.myshopify.com	13.2KB	0ms
AFFILIATE WINDOW	12.3KB	0ms
• https://www.dwin1.com/72687.js	12.3KB	0ms
NFCUBE.COM	9.23KB	0ms
• https://instafeed.nfcube.com/cdn/0ca52ebd07902b3967501ae43fe35369.js?shop=finlay-uk.myshopify.com	6.11KB	0ms
BOOTSTRAP CDN	7.73KB	0ms
• https://maxcdn.bootstrapcdn.com/font-awesome/4.6.3/css/font-awesome.min.css	7.73KB	0ms
GOOGLE/DOUBLECLICK ADS	5.59KB	0ms
DONDY.NET	3.34KB	0ms
OTHER GOOGLE APIS/SDKS	1.78KB	0ms
IPSTACK.COM	1.60KB	0ms
BING ADS	761B	0ms
SHOP.APP	546B	0ms

N/A	User Timing marks and measures	39 user timings
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Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences.

NAME	TYPE	START TIME	DURATION
wpm:completed	Measure	677ms	1.6s
wpm:pixel:register:973898101:app	Measure	1.1s	520ms
wpm:pixel:register:99156065:app	Measure	1.1s	767ms
wpm:pixel:register:17662049:app	Measure	1.1s	1.2s
wpm:pixel:register:16449633:custom	Measure	1.1s	920ms
wpm:pixel:register:shopify-app-pixel:app	Measure	1.1s	1.2s
wpm:pixel:register:shopify-custom-pixel:custom	Measure	1.1s	923ms
shopify.content_for_header.start	Mark	663ms	0ms
shopify.content_for_header.end	Mark	669ms	0ms
wpm:start	Mark	677ms	0ms
wpm:pixel:register:started:973898101:app	Mark	1.1s	0ms
wpm:pixel:register:started:99156065:app	Mark	1.1s	0ms
wpm:pixel:register:started:17662049:app	Mark	1.1s	0ms
wpm:pixel:register:started:16449633:custom	Mark	1.1s	0ms
wpm:pixel:register:started:shopify-app-pixel:app	Mark	1.1s	0ms
wpm:pixel:register:started:shopify-custom-pixel:custom	Mark	1.1s	0ms
wpm:pixel:register:completed:973898101:app	Mark	1.6s	0ms
wpm:pixel:register:completed:99156065:app	Mark	1.9s	0ms
wpm:pixel:register:completed:16449633:custom	Mark	2.0s	0ms
wpm:pixel:register:completed:shopify-custom-pixel:custom	Mark	2.0s	0ms
wpm:pixel:register:completed:17662049:app	Mark	2.3s	0ms
wpm:pixel:register:completed:shopify-app-pixel:app	Mark	2.3s	0ms
wpm:pixels:resolved	Mark	2.3s	0ms
fbevents:start:estPageViewProcessing	Mark	2.4s	0ms
fbevents:end:estPageViewProcessing	Mark	2.4s	0ms
fbevents:start:unwantedDataProcessing_2167261793542983	Mark	2.4s	0ms
fbevents:end:unwantedDataProcessing_2167261793542983	Mark	2.4s	0ms

NAME	TYPE	START TIME	DURATION
fbevents:start:unwantedParamsProcessing_2167261793542983	Mark	2.4s	0ms
fbevents:start:validateUrlProcessing_2167261793542983	Mark	2.4s	0ms
fbevents:end:validateUrlProcessing_2167261793542983	Mark	2.4s	0ms
fbevents:start:standardParamChecksProcessing_2167261793542983	Mark	2.4s	0ms
fbevents:start:estPageViewProcessing	Mark	2.9s	0ms
fbevents:end:estPageViewProcessing	Mark	2.9s	0ms
fbevents:start:unwantedDataProcessing_2167261793542983	Mark	2.9s	0ms
fbevents:end:unwantedDataProcessing_2167261793542983	Mark	2.9s	0ms
fbevents:start:unwantedParamsProcessing_2167261793542983	Mark	2.9s	0ms
fbevents:start:validateUrlProcessing_2167261793542983	Mark	2.9s	0ms
fbevents:end:validateUrlProcessing_2167261793542983	Mark	2.9s	0ms
fbevents:start:standardParamChecksProcessing_2167261793542983	Mark	2.9s	0ms

N/A

Avoid large layout shifts CLS

Nothing to do here, good job!