



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

Report generated: Fri, Aug 8, 2025 4:49 AM -0700 (via API)
Test Server Location: London, UK
Using: Chrome 125.0.0.0, Lighthouse 12.3.0
Analysis options: iPhone 13/13 Pro/13 Pro Max

	Performance 34%	Structure 75%	L. Contentful Paint 9.1s	T. Blocking Time 4.2s	C. Layout Shift 0.02
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Top Issues

High	Avoid enormous network payloads LCP	Total size was 8.14MB
High	Avoid long main-thread tasks TBT	20 long tasks found
High	Reduce JavaScript execution time TBT	8.0s spent executing JavaScript
Med-Low	Use explicit width and height on image elements CLS	1 image found
Med-Low	Avoid an excessive DOM size TBT	3,404 elements

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.

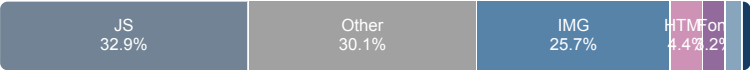
Page Details



Total Page Size - 8.13MB



Total Page Requests - 249



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.

Josh Wood Colour: At Home Hair Colour & Root Touch Up

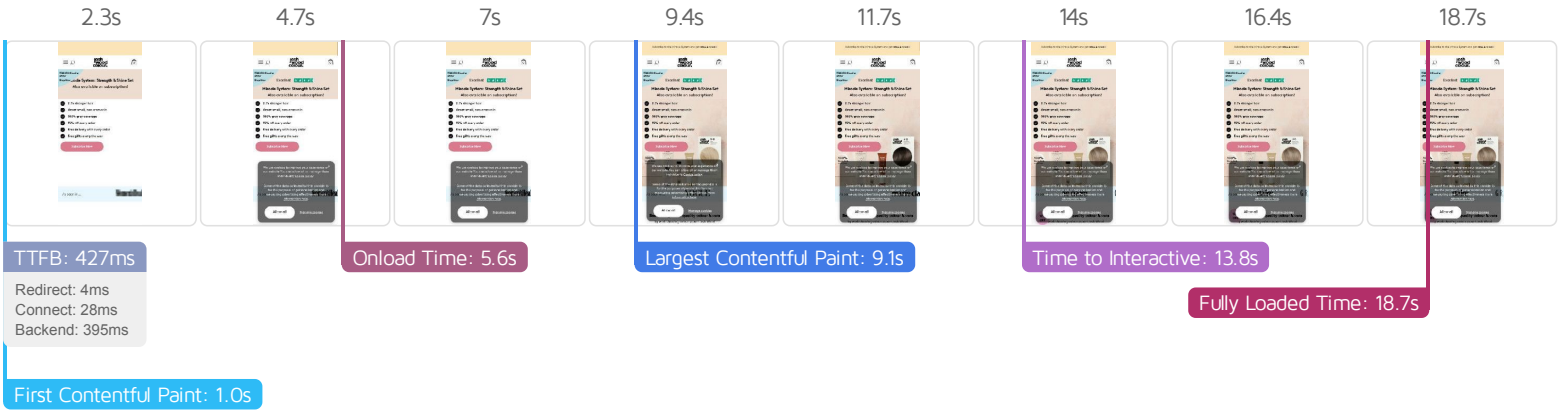
/	307	joshwoodcolour.com	0	0ms					
/	200	joshwoodcolour.com	128KB	660ms					
speculation	200	joshwoodcolour.com	128B	12ms					
gtm.js?id=GTM-MX9SFG5	200	googletagmanager.c...	149KB	171ms					
Brown-Bold.woff2	200	joshwoodcolour.com	19.7KB	103ms					
Brown-Light.woff2	200	joshwoodcolour.com	19.0KB	101ms					
Brown-Regular.woff2	200	joshwoodcolour.com	21.5KB	109ms					
uc.js	200	consent.cookiebot.com	24.9KB	223ms					
j.php?a=766411&u=https...	200	dev.visualwebsiteopt...	10.8KB	137ms					
js?id=G-5TT6JG7CTF	200	googletagmanager.c...	149KB	153ms					
book-button-v1.5.js	200	book.gettimely.com	3.56KB	149ms					
snippet.js?key=44b9355a...	200	static.zdassets.com	4.81KB	122ms					
fbevents.js	200	connect.facebook.net	78.5KB	175ms					
tp.widget.bootstrap.min.js	200	widget.trustpilot.com	7.54KB	100ms					
widget.js	200	staticw2.yotpo.com	11.6KB	120ms					
platform.js	200	static.elfsight.com	14.5KB	171ms					
burger.svg	200	joshwoodcolour.com	807B	33ms					
search-v2.svg	200	joshwoodcolour.com	919B	29ms					
cart-v2.svg	200	joshwoodcolour.com	946B	34ms					
close.png	200	joshwoodcolour.com	842B	32ms					
null	404	joshwoodcolour.com	320KB	153ms					
check-hero.svg	200	joshwoodcolour.com	798B	29ms					
Brown-Regular.woff2	200	joshwoodcolour.com	21.5KB	219ms					
Brown-Bold.woff2	200	joshwoodcolour.com	19.6KB	230ms					
Brown-Light.woff2	200	joshwoodcolour.com	19.0KB	217ms					
worker_safari-e5a8edf63c...	200	dev.visualwebsiteopt...	65.4KB	59ms					
va_gq_safari-4ab7bf7e0d...	200	dev.visualwebsiteopt...	77.2KB	59ms					
v.gif?cd=0&a=766411&d=j...	200	dev.visualwebsiteopt...	35B	91ms					
arrow-left.svg	200	joshwoodcolour.com	1.11KB	27ms					
arrow-right.svg	200	joshwoodcolour.com	1.08KB	33ms					
btn-gradient-17bb595d40...	200	joshwoodcolour.com	15.5KB	22ms					
tick_red.svg	200	joshwoodcolour.com	799B	35ms					
prev-arrow.svg	200	joshwoodcolour.com	804B	28ms					
next-arrow.svg	200	joshwoodcolour.com	786B	33ms					
check-difference.svg	200	joshwoodcolour.com	226KB	40ms					
cross-difference.svg	200	joshwoodcolour.com	796B	32ms					
bundle.js	200	staticw2.yotpo.com	14.7KB	24ms					
app.v0.9.5-7207.js	200	staticw2.yotpo.com	12.3KB	26ms					
1857396801241041?v=2.9....	200	connect.facebook.net	16.7KB	145ms					
facebook.svg	200	joshwoodcolour.com	906B	32ms					
instagram.svg	200	joshwoodcolour.com	1.39KB	39ms					
tiktok.svg	200	joshwoodcolour.com	1.18KB	39ms					
youtube.svg	200	joshwoodcolour.com	1.01KB	38ms					
arrow-swiper-prev.svg	200	joshwoodcolour.com	767B	22ms					
arrow-swiper.svg	200	joshwoodcolour.com	773B	24ms					
boot?page=https%3A%2F...	200	core.service.elfsight....	2.99KB	306ms					
POST collect?tid=AW-962...	(canceled)	google.com	0	570ms					
962380170?random=1754...	200	googleads.g.doublec...	61B	53ms					
bat.js	200	bat.bing.com	14.6KB	39ms					
iframe_api	200	youtube.com	1.93KB	67ms					
kmsjldane7	200	clarity.ms	639B	125ms					
segmentify.js	200	cdn.segmentify.com	53.1KB	83ms					
cc.js?renew=false&refere...	200	consent.cookiebot.com	180KB	150ms					

bc-v4.min.html	200	consentcdn.cookieb...	392B		85ms		
webpack-runtime-e39944...	200	joshwoodcolour.com	2.68KB		51ms		
framework-c52509972116...	200	joshwoodcolour.com	43.7KB		59ms		
app-712c9cbea0cbf47254...	200	joshwoodcolour.com	573KB		379ms		
rum	200	joshwoodcolour.com	4.51KB		100ms		
962380170?random=1754...	200	googleads.g.doublec...	1.98KB		43ms		
sw_iframe.html?origin=ht...	200	googletagmanager.c...	1.45KB		39ms		
instashow.js	200	static.elfsight.com	171KB		35ms		
vcd15cbe7772f49c399c6a...	200	static.cloudflareinsig...	6.93KB		50ms		
44b9355a-8678-4fcf-bdc3-...	200	ekr.zdassets.com	1.43KB		62ms		
partner-10-new.webp	200	joshwoodcolour.com	5.05KB		29ms		
partner-2-new.webp	200	joshwoodcolour.com	11.9KB		31ms		
partner-6-new.webp	200	joshwoodcolour.com	10.4KB		31ms		
nunito_sans_700.css	200	staticw2.yotpo.com	564B		10ms		
nunito_sans_400.css	200	staticw2.yotpo.com	563B		18ms		
app.v0.4.2-7326.js	200	staticw2.yotpo.com	43.9KB		19ms		
tr?id=1857396801241041...	200	facebook.com	0		42ms		
trigger?id=185739680124...	200	facebook.com	195B		215ms		
www-widgetapi.js	200	youtube.com	9.9KB		13ms		
jquery.min.js	200	ajax.googleapis.com	29.7KB		45ms		
pa.js	200	cdn.sgmntfy.com	1.75KB		63ms		
clarity.js	200	scripts.clarity.ms	31.4KB		54ms		
manifest.webmanifest	200	joshwoodcolour.com	1.60KB		300ms		
index.html?templated=54...	200	widget.trustpilot.com	2.33KB		41ms		
nc_safari-45f3b9ceaeb4e...	200	dev.visualwebsiteopt...	23.7KB		19ms		
index.html?templated=54...	200	widget.trustpilot.com	15.7KB		25ms		
index.html?templated=54...	200	widget.trustpilot.com	0		19ms		
962380170?random=1754...	200	google.com	64B		33ms		
962380170?random=1754...	200	google.co.uk	64B		92ms		
134608778.js	200	bat.bing.com	1.67KB		25ms		
main.js	200	widget.trustpilot.com	22.8KB		18ms		
main.js	200	widget.trustpilot.com	0		14ms		
main.js	200	widget.trustpilot.com	0		3ms		
app-data.json	200	joshwoodcolour.com	643B		44ms		
page-data.json	200	joshwoodcolour.com	2.18KB		225ms		
web-widget-main-962968...	200	static.zdassets.com	259KB		51ms		
top_reviews?reviewType=...	200	api-cdn.yotpo.com	2.07KB		53ms		
OPTIONS top_reviews?re...	200	api-cdn.yotpo.com	0		32ms		
1672915144.json	200	joshwoodcolour.com	700B		218ms		
2399668261.json	200	joshwoodcolour.com	1.14MB		2.1s		
3582239177.json	200	joshwoodcolour.com	311KB		1s		
posts?sources%5B%5D=...	200	widget-data.service....	47.1KB		846ms		
OPTIONS posts?sources...	200	widget-data.service....	0		238ms		
5419b6ffb0d04a076446a9...	200	widget.trustpilot.com	894B		14ms		
TrustboxImpression?loca...	204	widget.trustpilot.com	309B		19ms		
TrustboxView?locale=en-...	204	widget.trustpilot.com	309B		19ms		
5419b6ffb0d04a076446a9...	200	widget.trustpilot.com	0		19ms		
TrustboxImpression?loca...	204	widget.trustpilot.com	309B		32ms		
5419b6ffb0d04a076446a9...	200	widget.trustpilot.com	0		16ms		
TrustboxImpression?loca...	204	widget.trustpilot.com	309B		22ms		
v1.json?count=2	200	gandalf-eu.segmentif...	311B		74ms		
searchbox.min.js?_=1754...	200	cdn.segmentify.com	13.0KB		85ms		
134608778?insights=1	200	clarity.ms	830B		53ms		
0?ti=134608778&tm=gtm0...	204	bat.bing.com	285B		22ms		
POST collect	204	f.clarity.ms	0		263ms		
en-us-json-962968d.js	200	static.zdassets.com	5.84KB		21ms		
config	200	joshwoodcolour.zend...	1.47KB		98ms		
settings.js?a=766411&set...	200	dev.visualwebsiteopt...	6.83KB		18ms		
i?e=se&se_ca=reviews-ca...	200	p.yotpo.com	35B		37ms		
square.jpg?1747760426	200	cdn-yotpo-images-pr...	1.93KB		43ms		
nunitosans-v15-latin-nor...	200	cdn-widgetsrepositor...	13.5KB		318ms		
nunitosans-v15-latin-nor...	200	cdn-widgetsrepositor...	13.6KB		312ms		

segmentify.css	200	cdn.segmentify.com	15.7KB		7ms		
web-widget-chat-sdk-962...	200	static.zdassets.com	53.8KB		33ms		
962380170?random=1754...	200	googleads.g.doublec...	2.02KB		39ms		
POST v1.json?apiKey=60...	200	gandalf-eu.segmentif...	333B		37ms		
OPTIONS v1.json?apiKey...	200	gandalf-eu.segmentif...	0		16ms		
profile?username=joshw...	200	widget-data.service....	918B		493ms		
OPTIONS profile?userna...	200	widget-data.service....	0		198ms		
962380170?random=1754...	200	google.com	64B		30ms		
962380170?random=1754...	200	google.co.uk	64B		33ms		
POST u?en=gtm.sgm_pa...	200	dev.visualwebsiteopt...	37B		139ms		
1.gif?dgi=41478290-ddf4-...	200	imgscat.cookiebot.com	778B		50ms		
c.gif	302	c.clarity.ms	0		50ms		
POST collect	204	f.clarity.ms	0		86ms		
POST rum?	204	joshwoodcolour.com	0		20ms		
c.gif?ctsa=mr&CtsSyncl...	302	c.bing.com	0		27ms		
c.gif?ctsa=mr&CtsSyncl...	200	c.clarity.ms	42B		17ms		
placeholder-avatar.jpg	200	static.elfsight.com	3.73KB		26ms		
?url=https%3A%2F%2Fsc...	200	phosphor.utils.elfsigh...	4.24KB		77ms		
icon-144x144.png?v=0a8...	200	joshwoodcolour.com	34.6KB		288ms		
favicon-32x32.png?v=0a8...	200	joshwoodcolour.com	1.93KB		56ms		
?url=https%3A%2F%2Fsc...	200	phosphor.utils.elfsigh...	34.3KB		115ms		
?url=https%3A%2F%2Fsc...	200	phosphor.utils.elfsigh...	290KB		137ms		
?url=https%3A%2F%2Fsc...	200	phosphor.utils.elfsigh...	19.7KB		109ms		
?url=https%3A%2F%2Fsc...	200	phosphor.utils.elfsigh...	32.8KB		62ms		
?url=https%3A%2F%2Fsc...	200	phosphor.utils.elfsigh...	16.3KB		71ms		
?url=https%3A%2F%2Fsc...	200	phosphor.utils.elfsigh...	19.4KB		76ms		
962380170?random=1754...	200	googleads.g.doublec...	1.98KB		46ms		
web-widget-chat-incomin...	200	static.zdassets.com	845B		35ms		
POST graphql.json	200	jwc-production.mysh...	1.39KB		308ms		
OPTIONS graphql.json	200	jwc-production.mysh...	0		85ms		
null	404	joshwoodcolour.com	593KB		224ms		
731-24770573b928ad2d23...	200	joshwoodcolour.com	16.3KB		43ms		
index.html?templateId=54...	200	widget.trustpilot.com	0		28ms		
getSellingPlanGroups	200	joshwoodcolour.com	8.42KB			3s	
klaviyo.js?company_id=L...	200	static.klaviyo.com	1.91KB		40ms		
POST getCustomer?isPa...	200	joshwoodcolour.com	514B		356ms		
getShopMetafields	200	joshwoodcolour.com	35.8KB		343ms		
954-056175bbf10fee0b365...	200	joshwoodcolour.com	1.98KB		28ms		
main.js	200	widget.trustpilot.com	0		11ms		
962380170?random=1754...	200	google.com	64B		27ms		
962380170?random=1754...	200	google.co.uk	64B		51ms		
miracle-mask-mobile-e1c...	206	joshwoodcolour.com	303KB		165ms		
miracle-mask-desktop-de...	206	joshwoodcolour.com	386KB		203ms		
collection-dropdown-arro...	200	joshwoodcolour.com	749B		30ms		
app.v0.4.2-7326.js	200	staticw2.yotpo.com	0		48ms		
index.html?templateId=54...	200	widget.trustpilot.com	0		4ms		
?format=json	200	api.ipify.org	21B		166ms		
index.html?templateId=54...	200	widget.trustpilot.com	0		21ms		
down-arrow.png	200	joshwoodcolour.com	796B		24ms		
main.js	200	widget.trustpilot.com	0		0ms		
main.js	200	widget.trustpilot.com	0		0ms		
POST collect	204	f.clarity.ms	0		97ms		
fda6cd35495c75f83508d9...	206	static.zdassets.com	19.2KB		27ms		
json/	200	ipapi.co	888B		217ms		
5419b6ffb0d04a076446a9...	200	widget.trustpilot.com	0		33ms		
TrustboxImpression?loca...	204	widget.trustpilot.com	307B		30ms		
TrustboxView?locale=en-...	204	widget.trustpilot.com	309B		29ms		
fender_analytics.bf2596c...	200	static-tracking.klaviy...	12.9KB		255ms		
static.45264a1e53c737929...	200	static-tracking.klaviy...	281B		255ms		
runtime.03f9aeea4990671...	200	static.klaviyo.com	8.22KB		143ms		
sharedUtils.e7933f8795f7...	200	static.klaviyo.com	23.0KB		255ms		
vendors~in_app_forms~s...	200	static.klaviyo.com	4.08KB		236ms		

vendors-in_app_forms~s...	200	static.klaviyo.com	2.94KB						234ms		
vendors-in_app_forms~s...	200	static.klaviyo.com	10.1KB						218ms		
vendors-in_app_forms~s...	200	static.klaviyo.com	4.41KB						254ms		
default-in_app_forms~si...	200	static.klaviyo.com	10.1KB						196ms		
default-in_app_forms~si...	200	static.klaviyo.com	7.55KB						195ms		
signup_forms.9dfcc3510f...	200	static.klaviyo.com	573B						207ms		
vendors~event_adapter~...	200	static.klaviyo.com	2.09KB						194ms		
event_adapter.7b9b31cd9...	200	static.klaviyo.com	5.36KB						102ms		
vendors-in_app_forms~s...	200	static-tracking.klaviy...	4.08KB						212ms		
vendors-in_app_forms~s...	200	static-tracking.klaviy...	2.94KB						212ms		
telemetry.a0b27be8889c7...	200	static-tracking.klaviy...	5.41KB						206ms		
partner-8-new.webp	200	joshwoodcolour.com	12.4KB						164ms		
partner-1-new.webp	200	joshwoodcolour.com	29.4KB						207ms		
guarantee.webp	200	joshwoodcolour.com	12.1KB						178ms		
perm-colour-collection.w...	200	joshwoodcolour.com	9.64KB						178ms		
root-touch-up-collection....	200	joshwoodcolour.com	14.1KB						212ms		
gloss-collection.webp	200	joshwoodcolour.com	13.5KB						206ms		
care-collection.webp	200	joshwoodcolour.com	13.8KB						205ms		
5419b6ffb0d04a076446a9...	200	widget.trustpilot.com	0						122ms		
TrustboxImpression?loca...	204	widget.trustpilot.com	309B						105ms		
5419b6ffb0d04a076446a9...	200	widget.trustpilot.com	0						124ms		
TrustboxImpression?loca...	204	widget.trustpilot.com	308B						103ms		
POST shopify	201	transaction-watcher-...	14B						411ms		
OPTIONS shopify	204	transaction-watcher-...	0						283ms		
POST u?en=gtm.dl_route...	200	dev.visualwebsiteopt...	37B						98ms		
top_reviews?reviewType=...	200	api-cdn.yotpo.com	2.07KB						13ms		
posts?sources%5B%5D=...	200	widget-data.service....	47.1KB						675ms		
player.js	200	player.vimeo.com	12.9KB						51ms		
onsite?company_id=Lky...	200	fast.a.klaviyo.com	386B						119ms		
css2?family=Kanit:ital,wg...	200	fonts.googleapis.com	1.10KB						60ms		
oembed.json?url=https%...	200	vimeo.com	8.59KB						167ms		
profile?username=joshw...	200	widget-data.service....	918B						256ms		
1012525184?title=0&bylin...	200	player.vimeo.com	10.1KB						265ms		
full-forms	200	static-forms.klaviyo.c...	24.7KB						40ms		
default-Render-back-in-s...	200	static.klaviyo.com	4.40KB						15ms		
default-onsite-back-in-st...	200	static.klaviyo.com	3.79KB						32ms		
default-Render-ClientSto...	200	static.klaviyo.com	17.4KB						31ms		
ClientStore.04c1504c733a...	200	static.klaviyo.com	2.66KB						15ms		
placeholder-avatar.jpg	200	static.elfsight.com	0						20ms		
532.7c036d5c8a2162b1a5...	200	static.klaviyo.com	8.55KB						84ms		
styles.c47a5618928fea7a4...	200	static.klaviyo.com	4.11KB						11ms		
vendors-Render.5831bb5...	200	static.klaviyo.com	6.57KB						18ms		
Render.deeec4c9079229b...	200	static.klaviyo.com	49.4KB						87ms		
player.module.js	200	f.vimeocdn.com	138KB						96ms		
vendor.module.js	200	f.vimeocdn.com	106KB						107ms		
player.css	200	f.vimeocdn.com	22.1KB						59ms		
1930783016-ae7c52a7e9b...	200	i.vimeocdn.com	1.97KB						25ms		
partner-3-new.webp	200	joshwoodcolour.com	4.61KB						31ms		
vuid.min.js	200	f.vimeocdn.com	985B						11ms		
1930783016-ae7c52a7e9b...	200	i.vimeocdn.com	15.9KB						8ms		
cast_sender.js?loadCastF...	200	gstatic.com	1.96KB						73ms		
POST player-stats?beaco...	200	arclight.vimeo.com	142B						156ms		
playlist.json?omit=av1-he...	200	vod-adaptive-ak.vim...	7.51KB						58ms		
vendors-PhoneNumberIn...	200	static.klaviyo.com	6.48KB						22ms		
Dropdown.8ca0da72cc12...	200	static.klaviyo.com	2.88KB						21ms		
ac0a9987-631b-418c-8255...	200	d3k81ch9hvuctc.clou...	965KB						71ms		
POST collect	204	f.clarity.ms	0						84ms		
POST u?en=gtm.core-we...	200	dev.visualwebsiteopt...	37B						108ms		
POST player-stats?beaco...	200	arclight.vimeo.com	40B						107ms		
page-data.json	200	joshwoodcolour.com	5.11KB						246ms		
page-data.json	200	joshwoodcolour.com	831B						377ms		
page-data.json	200	joshwoodcolour.com	59.9KB						774ms		

POST vuid?pid=436c52b5...	204	vimeo.com	7.78KB					176ms	
cast_framework.js	200	gstatic.com	11.9KB					40ms	
cast_sender.js	200	gstatic.com	14.3KB					14ms	
page-data.json	200	joshwoodcolour.com	0					11ms	
page-data.json	200	joshwoodcolour.com	0					2ms	
POST collect	204	f.clarity.ms	0					428ms	
page-data.json	200	joshwoodcolour.com	0					11ms	
partner-5-new.webp	200	joshwoodcolour.com	31.7KB					26ms	
partner-9-new.webp	200	joshwoodcolour.com	5.57KB						21ms
POST collect	204	f.clarity.ms	0						268ms
249 Requests 8.13MB (36.9MB Uncompressed) Fully Loaded 18.7s (Onload 5.6s)									



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.	OK, but consider improvement 1.0s	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 13.8s
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 5.5s	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 4.2s
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 9.1s	Cumulative Layout Shift How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.	Good - Nothing to do here 0.02

Browser Timings

Redirect	4ms	Connect	28ms	Backend	395ms
TTFB	427ms	First Paint	1.0s	DOM Int.	2.2s
DOM Loaded	2.9s	Onload	5.6s	Fully Loaded	18.7s

IMPACT AUDIT

High

Avoid enormous network payloads LCP

Total size was 8.14MB

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

URL	TRANSFER SIZE
https://joshwoodcolour.com/page-data/sq/d/2399668261.json	1.14MB
https://d3k81ch9hvuct.cloudfront.net/company/LkyH2S/images/ac0a9987-631b-418c-8255-7149f727bc4b.png	965KB
https://joshwoodcolour.com/null	593KB
https://joshwoodcolour.com/app-712c9cbea0cbf47254c2.js	573KB
https://joshwoodcolour.com/static/miracle-mask-desktop-de1269cb19b58aabdd59781c8dc6f114.mp4	386KB
https://joshwoodcolour.com/null	320KB
https://joshwoodcolour.com/page-data/sq/d/3582239177.json	311KB
https://joshwoodcolour.com/static/miracle-mask-mobile-e1c0e478823bfa33358da033ea57d402.mp4	303KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fcontent-vie1-1.cdninstagram.com%2Fv%2F51.82787-15%2F527572685_18515259910046020_6690680518796266925_n.jpg%3Fstp%3Ddst-jpegr_e35_p1080x1080_tt6%26_nc_cat%3D110%26cb%3D30a688f7-eb420179%26ig_cac he_key%3DMzY5MDg5MzU2MzY2MTI3Nzk5Mg%253D%253D.3-ccb1-7-cb30a688f7-eb420179%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3 DeyJ2ZW5jb2RlX3RhZyl6lnhwaWRzLjE0ND84MTkyMC5oZHIuQzMiQ%253D%253D%26_nc_ohc%3DOcNrVtyDnNoQ7kNvwERTRa4%26_nc_o c%3DAdnVaS0ci1S2GiHMTZP8AXbjfYFGgZ7jgl5gR6VQy0YMsFMVqz3jJFQ3pYevBdCCliA%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D2 3%26se%3D-1%26_nc_ht%3Dscontent-vie1-1.cdninstagram.com%26_nc_gid%3DgwH8Xa-vqAWqpvFtExYBQ%26oh%3D00_Afx8s7o_JcteXHYX zQi78BOdiPmPqeEX9Tyrb17k070U8w%26oe%3D6896D466	290KB
https://static.zdassets.com/web_widget/classic/latest/web-widget-main-962968d.js	259KB

High

Avoid long main-thread tasks TBT

20 long tasks found

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

URL	START TIME	DURATION
https://joshwoodcolour.com/framework-c52509972116a3570118.js	7.0s	863ms
https://static.elfsight.com/apps/instashow/stable/29687accfb291cd0848d2b8ac907966dc5605948/app/instashow.js	5.8s	619ms
https://www.googletagmanager.com/gtm.js?id=GTM-MX9SFG5	2.9s	489ms
https://joshwoodcolour.com/app-712c9cbea0cbf47254c2.js	8.5s	445ms
https://static.elfsight.com/platform/platform.js	4.1s	442ms
https://static.elfsight.com/platform/platform.js	1.5s	371ms
https://joshwoodcolour.com/framework-c52509972116a3570118.js	6.5s	365ms
https://staticw2.yotpo.com/widget-assets/widget-reviews-carousel/app.v0.4.2-7326.js	9.6s	321ms
https://joshwoodcolour.com/framework-c52509972116a3570118.js	10.2s	256ms
https://static.elfsight.com/apps/instashow/stable/29687accfb291cd0848d2b8ac907966dc5605948/app/instashow.js	11.1s	254ms
https://www.clarity.ms/tag/uet/134608778?insights=1	4.7s	254ms
https://scripts.clarity.ms/0.8.23/clarity.js	9.0s	233ms
https://joshwoodcolour.com/	880ms	222ms
https://static.klaviyo.com/onsite/js/Render.deeeec4c9079229be88eb.js	11.5s	208ms
https://joshwoodcolour.com/framework-c52509972116a3570118.js	11.7s	208ms
https://cdn.segmentify.com/600b2278-656d-453a-ace9-958549417968/segmentify.js	3.5s	183ms
https://joshwoodcolour.com/framework-c52509972116a3570118.js	10.1s	172ms
https://joshwoodcolour.com/framework-c52509972116a3570118.js	8.0s	168ms
https://joshwoodcolour.com/app-712c9cbea0cbf47254c2.js	8.4s	159ms
https://www.googletagmanager.com/gtag/js?id=G-5TT6JG7CTF	1.3s	157ms

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

URL	TOTAL CPU TIME	SCRIPT EVALUATION	SCRIPT PARSE
https://joshwoodcolour.com/framework-c52509972116a3570118.js	2.7s	1.7s	16ms
https://joshwoodcolour.com/	2.7s	1.3s	32ms
https://joshwoodcolour.com/app-712c9cbea0cbf47254c2.js	1.1s	624ms	52ms
https://static.elfsight.com/apps/instashow/stable/29687accfb291cd0848d2b8ac907966dc5605948/app/instashow.js	1.0s	204ms	11ms
https://staticw2.yotpo.com/widget-assets/widget-reviews-carousel/app.v0.4.2-7326.js	919ms	685ms	6ms
Unattributable	887ms	2ms	0ms
https://consent.cookiebot.com/uc.js	775ms	350ms	2ms
https://static.zdassets.com/web_widget/classic/latest/web-widget-chat-sdk-962968d.js	640ms	594ms	3ms
https://www.googletagmanager.com/gtm.js?id=GTM-MX9SFG5	606ms	187ms	17ms
https://static.klaviyo.com/onsite/js/vendors-in_app_forms-signup_forms-reviews-atlas.0201e888d834a3782e3a.js?cb=2	592ms	393ms	0ms
https://scripts.clarity.ms/0.8.23/clarity.js	520ms	312ms	1ms
https://static.elfsight.com/platform/platform.js	410ms	291ms	0ms
https://www.googletagmanager.com/gtag/js?id=G-5TT6JG7CTF	217ms	153ms	9ms
https://static.klaviyo.com/onsite/js/Render.deeec4c9079229be88eb.js	211ms	189ms	20ms
https://cdn.segmentify.com/600b2278-656d-453a-ace9-958549417968/segmentify.js	203ms	124ms	7ms
https://static.klaviyo.com/onsite/js/default-in_app_forms-signup_forms-onsite-triggering.3cd12220991d2784f132.js?cb=2	199ms	38ms	0ms
https://static.zdassets.com/web_widget/classic/latest/web-widget-main-962968d.js	183ms	156ms	15ms
https://connect.facebook.net/signals/config/1857396801241041?v=2.9.223&r=stable&domain=joshwoodcolour.com&hme=2e9ee56babe122798b967566f46100108daa710154b06378259c746cb66ac325&ex_m=83%2C143%2C124%2C18%2C117%2C58%2C40%2C118%2C64%2C57%2C131%2C72%2C13%2C82%2C26%2C112%2C103%2C62%2C65%2C111%2C128%2C91%2C133%2C7%2C3%2C4%2C6%2C5%2C2%2C73%2C81%2C134%2C208%2C155%2C52%2C213%2C210%2C211%2C45%2C170%2C25%2C61%2C217%2C216%2C158%2C28%2C51%2C8%2C54%2C77%2C78%2C79%2C84%2C107%2C27%2C24%2C110%2C106%2C105%2C125%2C63%2C127%2C126%2C41%2C108%2C50%2C100%2C12%2C130%2C37%2C199%2C201%2C165%2C21%2C22%2C23%2C15%2C16%2C36%2C33%2C34%2C68%2C74%2C76%2C89%2C116%2C119%2C38%2C90%2C19%2C17%2C94%2C59%2C31%2C121%2C120%2C122%2C113%2C20%2C30%2C49%2C88%2C129%2C29%2C180%2C151%2C86%2C109%2C67%2C98%2C44%2C39%2C96%2C97%2C102%2C48%2C14%2C104%2C95%2C55%2C43%2C46%2C0%2C80%2C132%2C1%2C101%2C11%2C99%2C257%2C197%2C141%2C183%2C176%2C9%2C47%2C75%2C53%2C123%2C56%2C93%2C71%2C70%2C42%2C114%2C69%2C66%2C60%2C92%2C85%2C35%2C115%2C32%2C87%2C10%2C135	114ms	70ms	1ms
https://joshwoodcolour.com/731-24770573b928ad2d2345.js	82ms	61ms	1ms
https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js	76ms	43ms	0ms
https://static.klaviyo.com/onsite/js/event_adapter.7b9b31cd9fb89b49cf5d.js?cb=2	75ms	44ms	0ms
https://static.zdassets.com/web_widget/classic/latest/web-widget-locales/classic/en-us-json-962968d.js	66ms	49ms	0ms
https://staticw2.yotpo.com/widget-assets/yotpo-pixel/2024-04-18_14-53-12/bundle.js	63ms	24ms	0ms
https://static.klaviyo.com/onsite/js/default-Render-ClientStore-.175cbcd7e145cfbb31c9.js	61ms	59ms	1ms
https://static.klaviyo.com/onsite/js/klaviyo.js?company_id=LkyH2S	51ms	51ms	0ms
https://joshwoodcolour.com/954-056175bbf10fee0b3659.js	50ms	49ms	0ms

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

FAILING ELEMENTS

mystery offer when you sign up to Josh Wood Colour

```

```

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		3404
Maximum DOM Depth	svg > defs > lineargradient#yotpo_stars_gradient_0.0766927106050106 > stop<stop offset="100%" stop-color="rgba(0,0,0,1) ">	27
Maximum Child Elements	body<body>	28

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

URL	CACHE TTL	TRANSFER SIZE
https://cdn.segmentify.com/600b2278-656d-453a-ace9-958549417968/segmentify.js	none	53.5KB
https://cdn.segmentify.com/600b2278-656d-453a-ace9-958549417968/segmentify.css	none	16.1KB
https://cdn.segmentify.com/searchboxv2/searchbox.min.js?_=1754653759909	none	13.4KB
https://staticw2.yotpo.com/A5b97WIFTZMtpsAaK32yCks3ZF3IGGbBFq7cMPUt/widget.js	none	12.0KB
https://cdn.sgmtntfy.com/pa.js	none	1.75KB
https://www.facebook.com/tr/?id=1857396801241041&ev=PageView&dl=https%3A%2F%2Fjoshwoodcolour.com%2F&rl=&if=false&ts=1754653758620&sw=390&sh=844&v=2.9.223&r=stable&ec=0&o=4126&fbp=fb.1.1754653758615.893866493336447835&cs_est=true&ler=empty&cdl=API_unavailable&pmf[title]=Josh%20Wood%20Colour%3A%20At%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&it=1754653757414&coo=false&exp=r0&rqm=GET	none	19B
https://consent.cookiebot.com/uc.js	3 minutes	25.2KB
https://connect.facebook.net/en_US/fbevents.js	20 minutes	78.5KB
https://connect.facebook.net/signals/config/1857396801241041?v=2.9.223&r=stable&domain=joshwoodcolour.com&hme=2e9ee56babe122798b967566f46100108daa710154b06378259c746cb66ac325&ex_m=83%2C143%2C124%2C18%2C117%2C58%2C40%2C118%2C64%2C57%2C131%2C72%2C13%2C82%2C26%2C112%2C103%2C62%2C65%2C111%2C128%2C91%2C133%2C7%2C3%2C4%2C6%2C5%2C2%2C73%2C81%2C134%2C208%2C155%2C52%2C213%2C210%2C211%2C45%2C170%2C25%2C61%2C217%2C216%2C158%2C28%2C51%2C8%2C54%2C77%2C78%2C79%2C84%2C107%2C27%2C24%2C110%2C106%2C105%2C125%2C63%2C127%2C126%2C41%2C108%2C50%2C100%2C12%2C130%2C37%2C199%2C201%2C165%2C21%2C22%2C23%2C15%2C16%2C36%2C33%2C34%2C68%2C74%2C76%2C89%2C116%2C119%2C38%2C90%2C19%2C17%2C94%2C59%2C31%2C121%2C120%2C122%2C113%2C20%2C30%2C49%2C88%2C129%2C29%2C180%2C151%2C86%2C109%2C67%2C98%2C44%2C39%2C96%2C97%2C102%2C48%2C14%2C104%2C95%2C55%2C43%2C46%2C0%2C80%2C132%2C1%2C101%2C21%2C99%2C257%2C197%2C141%2C183%2C176%2C9%2C47%2C75%2C53%2C123%2C56%2C93%2C71%2C70%2C42%2C114%2C69%2C66%2C60%2C92%2C85%2C35%2C115%2C32%2C87%2C10%2C135	20 minutes	16.7KB
https://player.vimeo.com/api/player.js	30 minutes	12.9KB
https://imgscot.cookiebot.com/1.gif?dgi=41478290-ddf4-4be2-b394-590fc4ba57a9	30 minutes	778B
https://static.elfsight.com/apps/instashow/stable/29687accfb291cd0848d2b8ac907966dc5605948/app/instashow.js	60 minutes	171KB
https://static.elfsight.com/platform/platform.js	60 minutes	14.5KB
https://static.zdassets.com/ekr/snippet.js?key=44b9355a-8678-4fcf-bdc3-07ace72d8a3d	60 minutes	4.81KB
https://static.elfsight.com/apps/instashow/placeholder-avatar.jpg	60 minutes	4.02KB
https://static.elfsight.com/apps/instashow/placeholder-avatar.jpg	60 minutes	0B
https://book.gettimely.com/widget/book-button-v1.5.js	4 hours	3.56KB
https://dev.visualwebsiteoptimizer.com/v.gif?cd=0&a=766411&d=joshwoodcolour.com&u=DD64E686CB43A178730B4B5A190083C74&h=39a1ec24ba9fbc3fa7b4aaa8720c90e3&t=false	12 hours	147B
https://cdn.yotpo-images-production.yotpo.com/Product/244755239/240396929/square.jpg?1747760426	12 hours	2.74KB
https://scripts.clarity.ms/0.8.23/clarity.js	24 hours	31.4KB
https://widget.trustpilot.com/trustboxes/5419b6ffb0d04a076446a9af/main.js	24 hours	22.8KB
https://www.gstatic.com/eureka/clank/125/cast_sender.js	24 hours	14.6KB
https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js	24 hours	8.01KB
https://static.cloudflareinsights.com/beacon.min.js/vcd15cbe7772f49c399c6a5babf22c1241717689176015	24 hours	6.93KB
https://widget.trustpilot.com/trustboxes/5419b6ffb0d04a076446a9af/main.js	24 hours	0B
https://widget.trustpilot.com/trustboxes/5419b6ffb0d04a076446a9af/main.js	24 hours	0B
https://widget.trustpilot.com/trustboxes/5419b6ffb0d04a076446a9af/main.js	24 hours	0B
https://widget.trustpilot.com/trustboxes/5419b6ffb0d04a076446a9af/main.js	24 hours	0B
https://widget.trustpilot.com/trustboxes/5419b6ffb0d04a076446a9af/main.js	24 hours	0B
https://f.vimeocdn.com/p/4.43.5/js/player.module.js	14 days	139KB
https://f.vimeocdn.com/p/4.43.5/js/vendor.module.js	14 days	106KB
https://f.vimeocdn.com/p/4.43.5/css/player.css	14 days	22.4KB
https://d3k81ch9hvuct.cloudfront.net/company/LkyH2S/images/ac0a9987-631b-418c-8255-7149f727bc4b.png	30 days	965KB
https://i.vimeocdn.com/video/1930783016-ae7c52a7e9bf302aa8736bbb5ecb103b6a35ab6ae1962a022ec1074b6fb49a59-d?mw=400&mh=225	30 days	16.1KB
https://i.vimeocdn.com/video/1930783016-ae7c52a7e9bf302aa8736bbb5ecb103b6a35ab6ae1962a022ec1074b6fb49a59-d?mw=80&q=85	30 days	2.21KB
https://f.vimeocdn.com/js_opt/modules/utills/vuid.min.js	30 days	1.14KB

Med-Low

Use a Content Delivery Network (CDN)

9 resources found

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

- [illegible]

1 resource found

Using CSS @import in an external stylesheet can add additional delays during the loading of a web page.

STYLESHEETS WITH @IMPORT STATEMENTS AND THE STYLESHEETS THEY IMPORT

https://staticw2.votpo.com/web-fonts/css/nunito_sans/v1/nunito_sans_700.css

https://staticw2.yotpo.com/web-fonts/css/nunito_sans/v1/nunito_sans_400.css

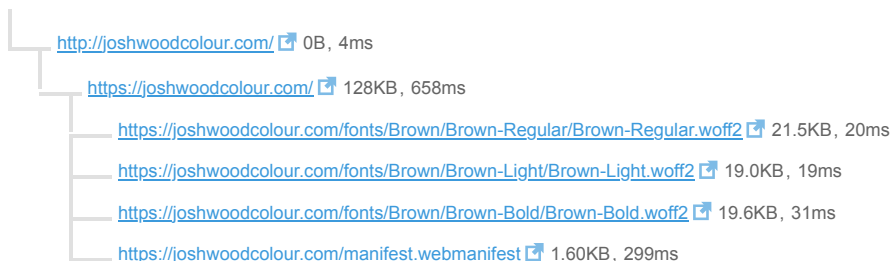
<https://fonts.googleapis.com/css2?family=Kanit:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800;0,900&display=swap>

4 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: **3.0s**

INITIAL NAVIGATION



Low

Lazy load third-party resources with facades

TBT

1 facade alternative available

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

PRODUCT	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
Vimeo Embedded Player (Video)	334KB	14ms
https://f.vimeocdn.com/p/4.43.5/js/player.module.js	139KB	0ms
https://f.vimeocdn.com/p/4.43.5/js/vendor.module.js	106KB	0ms
https://f.vimeocdn.com/p/4.43.5/css/player.css	22.4KB	0ms
https://i.vimeocdn.com/video/1930783016-ae7c52a7e9bf302aa8736bbb5ecb103b6a35ab6ae1962a022ec1074b6fb49a59-d?mw=400&mh=225	16.1KB	0ms
https://player.vimeo.com/api/player.js	12.9KB	14ms
Other resources	37.9KB	0ms

Low

Reduce unused JavaScript

LCP

Potential savings of 768KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://joshwoodcolour.com/app-712c9cbea0cbf47254c2.js	572KB	328KB
https://static.zdassets.com/web_widget/classic/latest/web-widget-main-962968d.js	259KB	106KB
https://static.elfsight.com/apps/instashow/stable/29687accfb291cd0848d2b8ac907966dc5605948/app/instashow.js	170KB	95.8KB
https://www.googletagmanager.com/gtm.js?id=GTM-MX9SFG5	149KB	54.3KB
https://www.googletagmanager.com/gtag.js?id=G-5TT6JG7CTE	149KB	53.4KB
https://consent.cookiebot.com/41478290-ddf4-4be2-b394-590fc4ba57a9/cc.js?renew=false&referrer=joshwoodcolour.com&dnt=false&init=false	179KB	50.4KB
https://static.klaviyo.com/onsite/js/Render.deeec4c9079229be88eb.js	49.4KB	31.3KB
https://connect.facebook.net/en_US/fbevents.js	78.3KB	25.1KB
https://static.zdassets.com/web_widget/classic/latest/web-widget-chat-sdk-962968d.js	53.4KB	23.9KB

Low

Allow back/forward cache restoration

1 failure reason

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

FAILURE REASON	FAILURE TYPE
Pages that use WebXR are not currently eligible for back/forward cache.	Actionable
https://player.vimeo.com/video/1012525184?title=0&byline=0&portrait=0&playsinline=0&autoplay=0&app_id=122963	

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://consent.cookiebot.com/41478290-ddf4-4be2-b394-590fc4ba57a9/cc.js?renew=false&referrer=joshwoodcolour.com&dnt=false&init=false	Line:1
https://static.klaviyo.com/onsite/js/vendors~in_app_forms-signup_forms~reviews-atlas.0201e888d834a3782e3a.js?cb=2	Line:0

Low

Reduce initial server response time

FCP LCP

Root document took 394ms

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

URL		TIME SPENT
https://joshwoodcolour.com/		394ms
Low	Serve images in next-gen formats	Potential savings of 959KB
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/LkyH2S/images/ac0a9987-631b-418c-8255-7149f727bc4b.png	965KB	882KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F527572685_18515259910046020_6690680518796266925_n.jpg%3Fstp%3Ddst-jpegr_e35_p1080x1080_tt6%26_nc_cat%3D110%26cb%3D30a688f7-eb420179%26ig_cache_key%3DMzY5MDg5MzU2MzY2MTI3Nzk5Mg%253D%253D%26ccb1-7-cb30a688f7-eb420179%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyl6InhwaWRzLjE0NDB4MTkyMC5oZHIuQzMifQ%253D%253D%26_nc_ohc%3DOcNrVtyDnNoQ7kNvwERTRa4%26_nc_oc%3DAdnVaS0ci1S2GtHMTZP8AXbfYFGgZ7jgl5gR6VQy0YMsFMVgz3jJFQ3pYevBdCCliA%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26se%3D1-1%26_nc_ht%3Dscontent-vie1-1.cdninstagram.com%26_nc_gid%3Dg_wH8Xa-vqAWqpvFtExYBQ%26oh%3D00_AfX8s7o_JcteXHYXzQi78BOdiPmPqeEX9Tyrb17k070U8w%26oe%3D6896D466	289KB	59.5KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F522872753_18523790581035565_4028921823571766848_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_tt6%26_nc_cat%3D105%26ig_cache_key%3DMzY4Mjc0MzY3MzI5ODcwOTc3NjE4NTIzNzkwNTc1MDM1NTY1.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyl6InhwaWRzLjEzMjB4MjM0OC5zZHIifQ%253D%253D%26_nc_ohc%3DK5Qj9Kmd2dQQ7kNwvFCzglx%26_nc_oc%3DAdnXidQHyeZGkiBiVfbuMrSdMDniDtTcNge1A474zQK0uen1D1T1IV13LhOOYAOF2MU%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_ht%3Dscontent-vie1-1.cdninstagram.com%26_nc_gid%3DO0zklahdiY_rz9BHX4DI3g%26oh%3D00_AfS2Bm-2fIMl6oJgmXA9V6DAyYLlw5FGt9FAEcSZH8Lc8g%26oe%3D68879290	32.1KB	9.54KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F527990842_18526364689035565_8050186052231678530_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_tt6%26_nc_cat%3D109%26ig_cache_key%3DMzY5Mjk2MjM4MzI4MDA2MjlxMTE4NTI2MzY0NjgzMDM1NTY1.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyl6InhwaWRzLjMyMTZ4NTcxMi5zZHIuQzMifQ%253D%253D%26_nc_ohc%3D7EVbVBQUNdQQ7kNwvHKWVK%26_nc_oc%3DAdmkpQ5i48vj-cqmg2fbhBI0vkODr5QyuaHbPLF1IEyK3-zDHgpoiDehYSN9hhq7RU0%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_h%3Dscontent-vie1-1.cdninstagram.com%26_nc_gid%3Dwv7TaffKie2YVnMVQSVjDA%26oh%3D00_AfvkTicR-kVGPBb1yxVbGef0yl4FNEiFCoINarkkYM7dUA%26oe%3D689957D1	33.5KB	8.13KB
Low	Defer offscreen images	Potential savings of 418KB

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://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F527572685_18515259910046020_6690680518796266925_n.jpg%3Fstp%3Ddst-jpeg_e35_p1080x1080_tt6%26_nc_cat%3D110%26cb%3D30a688f7-eb420179%26ig_cache_key%3DMzY5MDg5MzU2MzY2MTI3Nzk5Mg%253D%253D.3-ccb1-7-cb30a688f7-eb420179%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyJl6inhwaWRZlJlE0NDB4MTkyMC5oZHIuQzMiQ%253D%26_nc_ohc%3D0cNrVtyDnNoQ7kNvwERTRa4%26_nc_oc%3DAdnVaS0ci1S2GiHMTZP8ABxjFYFGZ7jgl5gR6VQy0YMsFMVgz3jJFQ3pYevBdCCliA%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26se%3D-1%26_nc_ht%3Dscontent-vie1-1.cdninstagram.com%26_nc_gid%3Dg_wH8Xa-vqAWgpvFtExYBQ%26oh%3D00_AfX8s7o_JcteXHYXzQi78BOdiPmPqeEX9Tyrb17k070U8w%26oe%3D6896D466	289KB	289KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F527990842_18526364689035565_8050186052231678530_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_tt6%26_nc_cat%3D109%26ig_cache_key%3DMzY5Mjk2MjM4MzI4MDA2MjlxMTE4NTI2MzY0NjgzMDM1NTY1.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyJl6inhwaWRZlJlMyMTZ4NTcxMi5zZHIuQzMiQ%253D%253D%26_nc_ohc%3D7EVbVBQUNdQQ7kNvwHKWVK%26_nc_oc%3DAdmkpQ5I48vj-cgmg2fbhBI0vkQDR5QyuaHbPLFIeYK3-zDHgoolDehYSN9hhq7RU0%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_h%3Dscontent-vie1-1.cdninstagram.com%26_nc_gid%3Ddw7TaffKie2YVnMVQSVjDA%26oh%3D00_AfVktICR-kVGPBt1yxVbGef0yI4FNEiFCoiNarKkYm7dUA%26oe%3D689957D1	33.5KB	33.5KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F5272872753_18092413888647965_183402551417521934_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_tt6%26_nc_cat%3D107%26ig_cache_key%3DMzY4ODEZmZAzMjgyMTU1MDYwODE4MDkyNDEzODg1NjQ3OTY1.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyJl6inhwaWRZlJlEzBjM4MjM0OC5zZHIiQ%253D%253D%26_nc_ohc%3DK5Qj9Kmd2dQQ7kNvwFCzglx%26_nc_oc%3DAdnXidQHYZGkiBiVfbuMrSdMDniDITcNge1A474zQK0uen1D1T1IV13LHOQYAOQF2MU%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_ht%3Dscontent-vie1-1.cdninstagram.com%26_nc_gid%3D00zklahdiY_rz9BHX4DI3g%26oh%3D00_AfS2Bm-2flMI6oJgmXA9V6DAyYlLw5FGI9FAECszH8LC8g%26oe%3D68879290	32.1KB	32.1KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F526668963_18092413888647965_183402551417521934_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_tt6%26_nc_cat%3D107%26ig_cache_key%3DMzY4ODEZmZAzMjgyMTU1MDYwODE4MDkyNDEzODg1NjQ3OTY1.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyJl6inhwaWRZlJlcyMHgxMjgwLnNkci5DMYJ9%26_nc_ohc%3DmfiMpDEOM0cQ7kNvwGimXhV%26_nc_oc%3DAdkfgNxCbfvwyS6TB5ghlcb7CnhXK0Pe4KcSIWMq84flvkMHo_iPnKabK9rck7RLJg%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_ht%3Dscontent-vie1-1.cdninstagram.com%26_nc_gid%3D-WEgJazuc6NTyVwLCHZMhA%26oh%3D00_AfRALnFfx67DctpwO9v0EidVztb7woFpLC6BnBx6z0cl3Q%26oe%3D68940DBE	18.9KB	18.9KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F520474056_18394511380136951_864029078056747487_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_tt6%26_nc_cat%3D110%26ig_cache_key%3DMzY4MTQ1MDQzODg3OTc5NTM3OQ%253D%253D.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyJl6inhwaWRZlJlU4MngxMDM0LnNkciJ9%26_nc_ohc%3DxsEXr4B2N8gQ7kNvwFd4kqE%26_nc_oc%3DAdmYSrIDeCQxqT1udPNs-kNpUD3LTg8HcTMC1yiWHHVdA9bjj3Fae54qTUbCCKfGFP4%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_ht%3Dscontent-vie1-1.cdninstagram.com%26_nc_gid%3D00zklahdiY_rz9BHX4DI3g%26oh%3D00_AfQZHKeaSxT-Q9Q8gNjllkEOz2P53tFKwsZG-KtaVYx9A%26oe%3D68879CC5	18.6KB	18.6KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft39.30808-6%2F520430442_630033949599447_299638662523304885_n.jpg%3Fstp%3Ddst-jpeg_e15_p360x360_tt6%26_nc_cat%3D108%26ig_cache_key%3DMzY4MTQ1MDQzODg3OTc5NTM3OQ%253D%253D.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyJl6inhwaWRZlJlOMHgxMTM2LmhkciJ9%26_nc_ohc%3D7hjmUNa_9LMQ7kNvwFF9nrG%26_nc_oc%3DAdmai-xUC1wW4awQ4etRF36jDYUD24H1F7BPujKt9DMMQQCqJxev9Hmb-UuFfaYZc1%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26se%3D-1%26_nc_ht%3Dscontent-vie1-1.cdninstagram.com%26_nc_gid%3D00zklahdiY_rz9BHX4DI3g%26oh%3D00_AfTktFX_3z5yYYbcPnm7viiU2KQSSGRrEk3Nuz4xcyE-nw%26oe%3D68879A24	15.5KB	15.5KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-ord5-2.cdninstagram.com%2Fv%2Ft51.2885-19%2F527142837_18514728934046020_5683988918563287686_n.jpg%3Fstp%3Ddst-jpg_e0_s150x150_tt6%26efg%3DeyJ2ZW5jb2RlX3RhZyJl6lnByb2ZpbGVfcGJlLmRqYW5nbY44NDYuY2FuYXJ5ln0%26_nc_ht%3Dscontent-ord5-2.cdninstagram.com%26_nc_cat%3D104%26_nc_oc%3DQ6cZ2QESMrXallfi_W20a2pHgRQq5F_sQ5ChgKyCNQr1-HE3bxHp4Jvu3_R7ZeEQq2ZSbjg%26_nc_ohc%3DmlTcitmO6sgQ7kNvwF22u5W%26_nc_gid%3D82R5njjoDtPbVHyNmhkOQg%26edm%3DAO4kU9EBAAAA%26ccb%3D7-5%26ig_cache_key%3DGLWPax9E_TIBDMdBAlayOG7OleFObmNDAQAB-ccb7-5%26oh%3D00_AfV6R_-DJjfsW1J2fU21a-BKpCqCruIPGLsALN9oJ4Rg%26oe%3D68995AC7%26_nc_sid%3D164c1d	3.46KB	3.46KB
data:image/png;base64,iVBORw0KGgoAAAANSUHEuGAAABQAAAAhCAYAAADZPosTAAACXBIWXMAACxLAAAsSwGIPZapAAAJe...	2.45KB	2.45KB
data:image/png;base64,iVBORw0KGgoAAAANSUHEuGAAABQAAAAgCAYAAAAASYli2AAAAACXBIWXMAAAATAAALEwEAmPwYAAAlx...	2.27KB	2.27KB
data:image/png;base64,iVBORw0KGgoAAAANSUHEuGAAABQAAAAgCAYAAAAASYli2AAAAACXBIWXMAAAATAAALEwEAmPwYAAAIM...	2.13KB	2.13KB
Low	Avoid non-composited animations	CLS
19 animated elements found		

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

ELEMENT	NAME
<code></code> Unsupported CSS Property: transform-origin	transform-origin
<code></code> Unsupported CSS Property: transform-origin	transform-origin
<code></code> Unsupported CSS Property: transform-origin	transform-origin
<code></code> Unsupported CSS Property: transform-origin	transform-origin
<code></code> Unsupported CSS Property: transform-origin	transform-origin
<code></code> Unsupported CSS Property: transform-origin	transform-origin
<code>a.eapps-instagram-feed-posts-item-link > div.eapps-instagram-feed-posts-item-media > div.eapps-instagram-feed-posts-item-image-wrapper > span.eapps-instagram-feed-posts-item-image-icon-carousel</code> <code></code> Unsupported CSS Property: transform-origin Unsupported CSS Property: visibility	transform-origin visibility
<code>a.eapps-instagram-feed-posts-item-link > div.eapps-instagram-feed-posts-item-media > div.eapps-instagram-feed-posts-item-image-wrapper > span.eapps-instagram-feed-posts-item-image-icon-video</code> <code></code> Unsupported CSS Property: transform-origin Unsupported CSS Property: visibility	transform-origin visibility
<code>a.eapps-instagram-feed-posts-item-link > div.eapps-instagram-feed-posts-item-media > div.eapps-instagram-feed-posts-item-image-wrapper > span.eapps-instagram-feed-posts-item-image-icon-video</code> <code></code> Unsupported CSS Property: transform-origin Unsupported CSS Property: visibility	transform-origin visibility
<code>a.eapps-instagram-feed-posts-item-link > div.eapps-instagram-feed-posts-item-media > div.eapps-instagram-feed-posts-item-image-wrapper > span.eapps-instagram-feed-posts-item-image-icon-video</code> <code></code> Unsupported CSS Property: transform-origin Unsupported CSS Property: visibility	transform-origin visibility
<code>a.eapps-instagram-feed-posts-item-link > div.eapps-instagram-feed-posts-item-media > div.eapps-instagram-feed-posts-item-image-wrapper > span.eapps-instagram-feed-posts-item-image-icon-video</code> <code></code> Unsupported CSS Property: transform-origin Unsupported CSS Property: visibility	transform-origin visibility
<code>a.eapps-instagram-feed-posts-item-link > div.eapps-instagram-feed-posts-item-media > div.eapps-instagram-feed-posts-item-image-wrapper > span.eapps-instagram-feed-posts-item-image-icon-video</code> <code></code> Unsupported CSS Property: transform-origin Unsupported CSS Property: visibility	transform-origin visibility

Dreaming of that just-stepped-out-of-the-salon shine? 🌟 Well dream no more...

ELEMENT	NAME
<div class="eapps-instagram-feed-posts-item-template-tile eapps-instagram-feed-posts-i..." data-code="undefined" style="width: calc(33.3333% - 5px); margin: 2.5px;"> Unsupported CSS Property: visibility We have had the warmest of welcomes and a fantastic first few days in Melbour...	visibility
<div class="eapps-instagram-feed-posts-item-template-tile eapps-instagram-feed-posts-i..." data-code="undefined" style="width: calc(33.3333% - 5px); margin: 2.5px;"> Unsupported CSS Property: visibility Legendary colorist Josh Wood has landed in DREST! You can try his Champagne...	visibility
<div class="eapps-instagram-feed-posts-item-template-tile eapps-instagram-feed-posts-i..." data-code="undefined" style="width: calc(33.3333% - 5px); margin: 2.5px;"> Unsupported CSS Property: visibility Your best hair starts here! 🧑🏻 Meet #JoshWoodHair – the first and only A...	visibility
<div class="eapps-instagram-feed-posts-item-template-tile eapps-instagram-feed-posts-i..." data-code="undefined" style="width: calc(33.3333% - 5px); margin: 2.5px;"> Unsupported CSS Property: visibility Hair goals achieved as @sophiethomashair works her magic with tape extensions...	visibility
<div class="eapps-instagram-feed-posts-item-template-tile eapps-instagram-feed-posts-i..." data-code="undefined" style="width: calc(33.3333% - 5px); margin: 2.5px;"> Unsupported CSS Property: visibility ANNOUNCEMENT 📢 We're proud to share that @joshwood, Co-Founder of Josh Wood ...	visibility
<div data-testid="animated-teaser" class="needsclick kl-private-reset-css-Xuajsl" style="height: 100%; width: 100%; animation-timing-function: ease;"> Unsupported CSS Property: visibility	klaviyo-slideindown

Low

Avoid multiple page redirects

FCP

LCP

Potential savings of 5ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
http://joshwoodcolour.com/ https://joshwoodcolour.com/	5ms 0ms

Low

Reduce unused CSS

FCP

LCP

Potential savings of 111KB

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
.dropdown-menu{background-color:#fff;border-radius:6px;box-shadow:0 4px 6px rgba(0,0,0,.1); ... } ... https://cdn.segmentify.com/600b2278-656d-453a-ace9-958549417968/segmentify.css	106KB 15.7KB	95.0KB 15.7KB

Low

Properly size images

Potential savings of 1.25MB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://d3k81ch9hvutc.cloudfront.net/company/LkyH2S/images/ac0a9987-631b-418c-8255-7149f727bc4b.png	965KB	880KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie-1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F527572685_18515259910046020_6690680518796266925_n.jpg%3Fstp%3Ddst-jpeg_e35_p1080x1080_tt6%26_nc_cat%3D110%26cb%3D30a688f7-eb420179%26ig_cache_key%3DMzY5MDg5MzU2MzY2MTI3Nzk5Mg%253D%253D.3-ccb1-7-cb30a688f7-eb420179%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyl6lnhwaWRzLjE0NDh4MTkyMC50ZHUzQzMiQ%253D%26_nc_ohc%3DQcNrVtyDnNoQ7kNwvERTRa4%26_nc_oc%3DAdnVaS0ci1S2GhMTZP8AXbfYFGZ7jgl5gR6VQy0YMsFMVgz3jJFQ3pYevBdCCliA%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26se%3D-1%26_nc_ht%3Dscontent-vie-1-1.cdninstagram.com%26_nc_gid%3DgwH8Xa-vqAWqpVfIEyBQ%26oh%3D00_AfX8s7o_JcteXHYXzQi78BOdiPmPqeEX9Tyrb17k070U8w%26oe%3D6896D466	289KB	287KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie-1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F527990842_18526364689035565_8050186052231678530_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_tt6%26_nc_cat%3D109%26ig_cache_key%3DMzY5Mjk2MjM4MzIzMDA2MjlxMTE4NTI2MzY0NjgzMDM1NTY1.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyl6lnhwaWRzLjMyMTZ4NTcxMi5zZHUzQzMiQ%253D%253D%26_nc_ohc%3D7EVbVBQUndQQ7kNwvHKWVXK%26_nc_oc%3DAdmkpQ5i48y-cqmg2fbhBI0vkODr5QyuahbPLF1IEyK3-zDHgpoIDeHYSN9hhq7RU0%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_h%3Dscontent-vie-1-1.cdninstagram.com%26_nc_gid%3Dwv7TaffKie2YVnMVQSVjDA%26oh%3D00_AfVktICr-kVGPBBI1yxVbGef0y4FNEiFCoINarKkYm7dUA%26oe%3D689957D1	33.5KB	31.7KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie-1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F522872753_18523790581035565_4028921823571766848_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_tt6%26_nc_cat%3D105%26ig_cache_key%3DMzY4Mjc0MzY3MzI5ODcwOTc3NjE4NTIzNzkwNTc1MDM1NTY1.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyl6lnhwaWRzLjEzMTB4MjM0OC5zZHUzQzMiQ%253D%253D%26_nc_ohc%3Dk5Qj9Kmd2dQQ7kNwvFCzgx%26_nc_oc%3DAdnXidQHYZGkiBiVfbuMrSdMDNiDtTcNge1A474zQKQuen1D1T1IV13LhOOYAOf2MUJ%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_ht%3Dscontent-vie-1-1.cdninstagram.com%26_nc_gid%3D00zklahdiY_rz9BHX4DI3g%26oh%3D00_AfS2Bm-zfIMi6oJgmXA9V6DAyYLlw5FGt9FAEcSZH8Lc8g%26oe%3D68879290	32.1KB	30.3KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie-1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F526688963_18092413888647965_183402551417521934_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_tt6%26_nc_cat%3D107%26ig_cache_key%3DMzY4ODEzMzYzMjY0MDYwODE4MDkyNDEzODg1NjQ3OTY1.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyl6lnhwaWRzLjcyMHGxMjgwLnNkci5DMYJ9%26_nc_ohc%3DmfiMpDE0M0cQ7kNwvGlmXhV%26_nc_oc%3DAdkfgNxCBfdvwyS6TB5ghlcb7CnhXK0Pe4KcSIWMg84flvkMHo_tPnKabK9rcK7RLJg%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_ht%3Dscontent-vie-1-1.cdninstagram.com%26_nc_gid%3D-WEGJazuc6NTyVwLCHZMhA%26oh%3D00_AfRALnFfx67DctpwO9v0EidVztb7woFpLC6BnBx6z0cl3Q%26oe%3D688940DBE	18.9KB	17.9KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie-1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F520274056_18394511380136975_864029078056747487_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_tt6%26_nc_cat%3D110%26ig_cache_key%3DMzY4MTQ1MDQzODg3OTc5NTM3OQ%253D%253D.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyl6lnhwaWRzLjU4MngxMDM0LnNkciJ9%26_nc_ohc%3DxsEXr4B2N8gQ7kNwvFd4kqE%26_nc_oc%3DAdmYSrLDeCOxqT1udPNs-kNpUD3LTq8HcTMC1yiWHHvDA9bjj3Fae54qTUbcCKFGFP4%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_ht%3Dscontent-vie-1-1.cdninstagram.com%26_nc_gid%3D00zklahdiY_rz9BHX4DI3g%26oh%3D00_AfQZHKeaSX-T-Q9O8gNjilkEOz2P53tFfKwsZG-KtaVYx9A%26oe%3D68879CC5	18.6KB	17.6KB
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie-1-1.cdninstagram.com%2Fv%2Fi39.30808-6%2F520430442_630033949599447_299638662523304885_n.jpg%3Fstp%3Ddst-jpeg_e15_p360x360_tt6%26_nc_cat%3D108%26ig_cache_key%3DMzY4MjI4MDM1ODEwMzE0MzY1Nw%253D%253D.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyl6lnhwaWRzLjY0MHGxMTM2LmhkciJ9%26_nc_ohc%3D7hjmUNa_9LMQ7kNwvFF9nrG%26_nc_oc%3DAdmai-xUC1wW4awQ4etRF36jDYUD24H1F7BPUIKt9DMMQCCgJxev9Hmb-UuFfaYzC1%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26se%3D-1%26_nc_ht%3Dscontent-vie-1-1.cdninstagram.com%26_nc_gid%3D00zklahdiY_rz9BHX4DI3g%26oh%3D00_AfTokFX_3z5yYYbcPnm7vliU2KQSSGRrEk3Nuz4xcyE-nw%26oe%3D68879A24	15.5KB	14.7KB

Low	Minify JavaScript	FCP	LCP	Potential savings of 2.84KB
Minifying JavaScript files can reduce payload sizes and script parse time.				
URL	TRANSFER SIZE	POTENTIAL SAVINGS		
https://staticw2.yotpo.com/A5b97WIFTZMtpsAak32yCks3ZF3IGGbBFq7cMPUt/widget.js	11.6KB	2.84KB		
N/A	Avoid large layout shifts	CLS	13 layout shifts found	

These are the largest layout shifts observed on the page. Each table item represents a single layout shift, and shows the element that shifted the most. Below each item are possible root causes that led to the layout shift. Some of these layout shifts may not be included in the CLS metric value due to windowing.

ELEMENT	LAYOUT SHIFT SCORE
Recommended for You 32 SHADES 815 The Miracle System From £28.90 Choose shad... <div id="products-customer-love-homepage" class="products-customer-love">	0.02
Miracle System: Strength & Shine Set <h2>	< 0.01
We use cookies to improve your experience on our website.You can allow all or m... <div id="cookiebanner" lang="en" dir="ltr" ng-non-bindable="" name="cookiebanner" style="display: block; bottom: 0px;">	< 0.01
We use cookies to improve your experience on our website.You can allow all or m... <div id="cookiebanner" lang="en" dir="ltr" ng-non-bindable="" name="cookiebanner" style="display: block; bottom: 0px;">	< 0.01
We use cookies to improve your experience on our website.You can allow all or m... <div id="cookiebanner" lang="en" dir="ltr" ng-non-bindable="" name="cookiebanner" style="display: block; bottom: 0px;">	< 0.01
We use cookies to improve your experience on our website.You can allow all or m... <div id="cookiebanner" lang="en" dir="ltr" ng-non-bindable="" name="cookiebanner" style="display: block; bottom: 0px;">	< 0.01
We use cookies to improve your experience on our website.You can allow all or m... <div id="cookiebanner" lang="en" dir="ltr" ng-non-bindable="" name="cookiebanner" style="display: block; bottom: 0px;">	< 0.01
We use cookies to improve your experience on our website.You can allow all or m... <div id="cookiebanner" lang="en" dir="ltr" ng-non-bindable="" name="cookiebanner" style="display: block; bottom: 0px;">	< 0.01
We use cookies to improve your experience on our website.You can allow all or m... <div id="cookiebanner" lang="en" dir="ltr" ng-non-bindable="" name="cookiebanner" style="display: block; bottom: 0px;">	< 0.01
We use cookies to improve your experience on our website.You can allow all or m... <div id="cookiebanner" lang="en" dir="ltr" ng-non-bindable="" name="cookiebanner" style="display: block; bottom: 0px;">	< 0.01
We use cookies to improve your experience on our website.You can allow all or m... <div id="cookiebanner" lang="en" dir="ltr" ng-non-bindable="" name="cookiebanner" style="display: block; bottom: 0px;">	< 0.01
We use cookies to improve your experience on our website.You can allow all or m... <div id="cookiebanner" lang="en" dir="ltr" ng-non-bindable="" name="cookiebanner" style="display: block; bottom: 0px;">	< 0.01
We use cookies to improve your experience on our website.You can allow all or m... <div id="cookiebanner" lang="en" dir="ltr" ng-non-bindable="" name="cookiebanner" style="display: block; bottom: 0px;">	< 0.01

N/A

Largest Contentful Paint element LCP

9,130 ms

This is the largest contentful element painted within the viewport.

ELEMENT

```
div#hero-video-small-bundle > div.miracle-hero-banner__video > div > video
```

```
<video src="/static/miracle-mask-mobile-e1c0e478823bfa33358da033ea57d402.mp4" preload="metadata" loop="" playsinline="" webkit-playsinline="" x5-playsinline="" style="width: 100%; height: 100%;" autoplay="">
```

PHASE	% OF LCP	TIMING
TTFB	5%	427ms
Load Delay	0%	0ms
Load Time	0%	0ms
Render Delay	95%	8.7s

N/A

Reduce the impact of third-party code TBT

Third-party code blocked the main thread for 4.0s

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.

<https://thenextlevel.app>

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
https://static-forms.klaviyo.com/forms/api/v7/LkyH2S/full-forms	25.3KB	0ms
https://static.klaviyo.com/onsite/js/sharedUtils.e7933f8795f74ad92b0d.js?cb=2	23.2KB	0ms
https://static-tracking.klaviyo.com/onsite/js/fender_analytics.bf2596cb078079363d8f.js?cb=2	13.5KB	0ms
https://static.klaviyo.com/onsite/js/default~in_app_forms~signup_forms.5c5de6a94296c32bd8db.js?cb=2	7.80KB	0ms
https://static.klaviyo.com/onsite/js/vendors~PhoneNumberInput~Dropdown.4aa6066f2834fb7ace61.js	6.72KB	0ms
https://static.klaviyo.com/onsite/js/default~Render~back-in-stock-dynamic-button-handler~ClientStore~.c5f046cc55cd8a524982.js	4.67KB	0ms
https://static.klaviyo.com/onsite/js/vendors~in_app_forms~signup_forms.8a3c97f472337d74431f.js?cb=2	4.65KB	0ms
https://static.klaviyo.com/onsite/js/styles.c47a5618928fea7a40f3.js	4.59KB	0ms
https://static.klaviyo.com/onsite/js/vendors~in_app_forms~signup_forms~reviews~event_adapter~telemetry~onsite-triggering~customerHubRoot~renderFavoritesButton~renderFavoritesIconButton~renderFaqWidget.c4a654aeb90c3b558d39.js?cb=2	4.30KB	0ms
https://static.klaviyo.com/onsite/js/vendors~in_app_forms~signup_forms~client_identity~event_adapter~telemetry~onsite-triggering.4768afcea6fedb2d7bdb.js?cb=2	3.21KB	0ms
https://static.klaviyo.com/onsite/js/vendors~event_adapter~onsite-back-in-stock~Render~ClientStore~.3107525c2fe4964fa98b.js?cb=2	2.59KB	0ms
https://static.klaviyo.com/onsite/js/signup_forms.9dfcc3510f2d875d87a5.js?cb=2	1.07KB	0ms
https://fast.a.klaviyo.com/custom-fonts/api/v1/company-fonts/onsite?company_id=LkyH2S	977B	0ms
https://static-tracking.klaviyo.com/onsite/js/static.45264a1e53c737929610.js?cb=2	528B	0ms
GOOGLE TAG MANAGER	301KB	501ms
https://www.googletagmanager.com/gtm.js?id=GTM-MX9SFG5	150KB	400ms
https://www.googletagmanager.com/gtag/js?id=G-5TT6JG7CTF	150KB	101ms
https://www.googletagmanager.com/static/service_worker/5840/sw_iframe.html?origin=https%3A%2F%2Fjoshwoodcolour.com	1.95KB	0ms
COOKIEBOT	206KB	485ms
https://consent.cookiebot.com/uc.js	25.2KB	468ms
https://consent.cookiebot.com/41478290-ddf4-4be2-b394-590fc4ba57a9/cc.js?renew=false&referrer=joshwoodcolour.com&dnt=false&init=false	180KB	16ms
https://consentcdn.cookiebot.com/sdk/bc-v4.min.html	812B	0ms
https://imgscot.cookiebot.com/1.gif?dqi=41478290-ddf4-4be2-b394-590fc4ba57a9	778B	0ms
ZENDESK	347KB	257ms
https://static.zdassets.com/web_widget/classic/latest/web-widget-main-962968d.js	259KB	117ms
https://static.zdassets.com/web_widget/classic/latest/web-widget-chat-sdk-962968d.js	53.8KB	79ms
https://static.zdassets.com/web_widget/classic/latest/web-widget-locales/classic/en-us-json-962968d.js	5.84KB	51ms
https://static.zdassets.com/ekr/snippet.js?key=44b9355a-8678-4fcf-bdc3-07ace72d8a3d	4.81KB	7ms
https://static.zdassets.com/web_widget/classic/latest/web-widget-chat-incoming-message-notification-962968d.js	845B	0ms
https://static.zdassets.com/web_widget/classic/latest/fda6cd35495c75f83508d9d2e77ee33d.mp3	19.8KB	0ms
https://joshwoodcolour.zendesk.com/embeddable/config	1.47KB	0ms
https://ekr.zdassets.com/compose/44b9355a-8678-4fcf-bdc3-07ace72d8a3d	1.43KB	0ms
CLARITY	36.3KB	217ms
https://scripts.clarity.ms/0.8.23/clarity.js	31.4KB	202ms
https://www.clarity.ms/tag/uet/134608778?insights=1	1.06KB	13ms
https://www.clarity.ms/tag/kmsjldane7	0.98KB	0ms
https://f.clarity.ms/collect	1.65KB	0ms
https://c.clarity.ms/c.gif?cta=mr&CtsSyncl=ECACE62C412F42AE93BDCB55AA0ADD27&MUID=1262100EBDDC6BA1285C064CBCE46AE0	718B	0ms
https://c.clarity.ms/c.gif	517B	0ms
SEGMENTIFY.COM	83.7KB	114ms
https://cdn.segmentify.com/600b2278-656d-453a-ace9-958549417968/segmentify.js	53.5KB	113ms
https://cdn.segmentify.com/searchboxv2/searchbox.min.js?_=1754653759909	13.4KB	1ms
https://cdn.segmentify.com/600b2278-656d-453a-ace9-958549417968/segmentify.css	16.1KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
https://gandalf-eu.segmentify.com/add/events/v1.json?apiKey=600b2278-656d-453a-ace9-958549417968 https://gandalf-eu.segmentify.com/get/key/v1.json?count=2	333B	0ms
	311B	0ms
FACEBOOK	95.3KB	58ms
https://connect.facebook.net/signals/config/1857396801241041?v=2.9.223&r=stable&domain=joshwoodcolour.com&hme=2e9ee56babe122798b967566f46100108daa710154b06378259c746cb66ac325&ex_m=83%2C143%2C124%2C18%2C117%2C58%2C40%2C118%2C64%2C57%2C131%2C72%2C13%2C82%2C26%2C112%2C103%2C62%2C65%2C111%2C128%2C91%2C133%2C7%2C3%2C4%2C6%2C5%2C2%2C73%2C81%2C134%2C208%2C155%2C52%2C213%2C210%2C211%2C45%2C170%2C25%2C61%2C217%2C216%2C158%2C28%2C51%2C8%2C54%2C77%2C78%2C79%2C84%2C107%2C27%2C24%2C110%2C106%2C105%2C125%2C63%2C127%2C126%2C41%2C108%2C50%2C100%2C12%2C130%2C37%2C199%2C201%2C165%2C21%2C22%2C23%2C15%2C16%2C36%2C33%2C34%2C68%2C74%2C76%2C89%2C116%2C119%2C38%2C90%2C19%2C17%2C94%2C59%2C31%2C121%2C120%2C122%2C113%2C20%2C30%2C49%2C88%2C129%2C29%2C180%2C151%2C86%2C109%2C67%2C98%2C44%2C39%2C96%2C97%2C102%2C48%2C14%2C104%2C95%2C55%2C43%2C46%2C0%2C80%2C132%2C1%2C101%2C11%2C99%2C257%2C197%2C141%2C183%2C176%2C9%2C47%2C75%2C53%2C123%2C56%2C93%2C71%2C70%2C42%2C114%2C69%2C66%2C60%2C92%2C85%2C35%2C115%2C32%2C87%2C10%2C135 https://connect.facebook.net/en_US/fbevents.js https://www.facebook.com/privacy_sandbox/pixel/register/trigger/?id=1857396801241041&ev=PageView&dl=https%3A%2F%2Fjoshwoodcolour.com%2F&ri=&if=false&ts=1754653758620&sw=390&sh=844&v=2.9.223&r=stable&ec=0&o=4126&fbp=fb.1.1754653758615.893866493336447835&cs_est=true&ler=empty&cdl=API_unavailable&pmd[title]=Josh%20Wood%20Colour%3A%20A%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&it=1754653757414&coo=false&exp=r0&rqm=FGET https://www.facebook.com/tr/?id=1857396801241041&ev=PageView&dl=https%3A%2F%2Fjoshwoodcolour.com%2F&ri=&if=false&ts=1754653758620&sw=390&sh=844&v=2.9.223&r=stable&ec=0&o=4126&fbp=fb.1.1754653758615.893866493336447835&cs_est=true&ler=empty&cdl=API_unavailable&pmd[title]=Josh%20Wood%20Colour%3A%20A%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&it=1754653757414&coo=false&exp=r0&rqm=GET	16.7KB	58ms
	78.5KB	0ms
	195B	0ms
	19B	0ms
TRUST PILOT	36.4KB	49ms
https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js https://widget.trustpilot.com/trustboxes/5419b6ffb0d04a076446a9af/index.html?templateId=5419b6ffb0d04a076446a9af&businessUnitId=5a8bffc07bd930001347155 https://widget.trustpilot.com/trustboxes/5419b6ffb0d04a076446a9af/main.js https://widget.trustpilot.com/trustbox-data/5419b6ffb0d04a076446a9af?businessUnitId=5a8bffc07bd930001347155&locale=en-GB https://widget.trustpilot.com/stats/TrustboxView?locale=en-GB&styleHeight=23px&styleWidth=100%25&theme=light&stars=4%2C5&noReviews=hide&scrollToList=true&url=https%3A%2F%2Fjoshwoodcolour.com%2F&referrer=&userAgent=Mozilla%2F5.0%20(iPhone%3B%20CPU%20iPhone%20OS%2015_5%20like%20Mac%20OS%20X)%20AppleWebKit%2F605.1.15%20(KHTML%2C%20like%20Gecko)%20Version%2F15.5%20Mobile%2F15E148%20Safari%2F604.1%20GTmetrix&language=en-US&platform=Win32&nosettings=1&businessUnitId=5a8bffc07bd930001347155&widgetId=5419b6ffb0d04a076446a9af https://widget.trustpilot.com/stats/TrustboxImpression?locale=en-GB&styleHeight=40px&styleWidth=100%25&theme=light&stars=4%2C5&noReviews=hide&scrollToList=true&url=https%3A%2F%2Fjoshwoodcolour.com%2F&referrer=&userAgent=Mozilla%2F5.0%20(iPhone%3B%20CPU%20iPhone%20OS%2015_5%20like%20Mac%20OS%20X)%20AppleWebKit%2F605.1.15%20(KHTML%2C%20like%20Gecko)%20Version%2F15.5%20Mobile%2F15E148%20Safari%2F604.1%20GTmetrix&language=en-US&platform=Win32&nosettings=1&businessUnitId=5a8bffc07bd930001347155&widgetId=5419b6ffb0d04a076446a9af https://widget.trustpilot.com/stats/TrustboxImpression?locale=en-GB&styleHeight=25px&styleWidth=100%25&theme=light&stars=4%2C5&noReviews=hide&scrollToList=true&url=https%3A%2F%2Fjoshwoodcolour.com%2F&referrer=&userAgent=Mozilla%2F5.0%20(iPhone%3B%20CPU%20iPhone%20OS%2015_5%20like%20Mac%20OS%20X)%20AppleWebKit%2F605.1.15%20(KHTML%2C%20like%20Gecko)%20Version%2F15.5%20Mobile%2F15E148%20Safari%2F604.1%20GTmetrix&language=en-US&platform=Win32&nosettings=1&businessUnitId=5a8bffc07bd930001347155&widgetId=5419b6ffb0d04a076446a9af https://widget.trustpilot.com/stats/TrustboxImpression?locale=en-GB&styleHeight=23px&styleWidth=100%25&theme=light&stars=4%2C5&noReviews=hide&scrollToList=true&url=https%3A%2F%2Fjoshwoodcolour.com%2F&referrer=&userAgent=Mozilla%2F5.0%20(iPhone%3B%20CPU%20iPhone%20OS%2015_5%20like%20Mac%20OS%20X)%20AppleWebKit%2F605.1.15%20(KHTML%2C%20like%20Gecko)%20Version%2F15.5%20Mobile%2F15E148%20Safari%2F604.1%20GTmetrix&language=en-US&platform=Win32&nosettings=1&businessUnitId=5a8bffc07bd930001347155&widgetId=5419b6ffb0d04a076446a9af	8.01KB	48ms
	2.33KB	0ms
	22.8KB	0ms
	894B	0ms
	618B	0ms
	618B	0ms
	617B	0ms
	616B	0ms
VIMEO	334KB	14ms
https://player.vimeo.com/api/player.js https://player.vimeo.com/video/1012525184?title=0&byline=0&portrait=0&playsinline=0&autoplay=0&app_id=122963	12.9KB	14ms
	10.1KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
https://f.vimeocdn.com/p/4.43.5/js/player.module.js https://f.vimeocdn.com/p/4.43.5/js/vendor.module.js https://f.vimeocdn.com/p/4.43.5/css/player.css https://i.vimeocdn.com/video/1930783016-ae7c52a7e9bf302aa8736bbb5ecb103b6a35ab6ae1962a022ec1074b6fb49a59-d?mw=400&mh=225 https://vimeo.com/api/oembed.json?url=https%3A%2F%2Fplayer.vimeo.com%2Fvideo%2F1012525184&url=https%3A%2F%2Fplayer.vimeo.com%2Fvideo%2F1012525184&autoplay=0&muted=false&loop=false&playsinline=false&controls=true&autopause=false&byline=false&portrait=false&title=false&thumbnailicon=null https://vod-adaptive-ak.vimeocdn.com/exp=1754657366~acl=%2F46ecfcb7-9030-4cb5-8c73-2531012421c1%2F%2A~hmac=dd60f1fae9ed4b1f01a95375b97924007462a5dfd005bc1d67ac2c5a61ed9cec/46ecfcb7-9030-4cb5-8c73-2531012421c1/v2/playlist/av/primary/prot/cXNYPTE/playlist.json?omit=av1-hevc&pathsig=8c953e4f~Duot1XnI977Gtgomrwiq6DoUTEvMBXXFrY-44rx8hQ&qsr=1&r=dXM%3D&r_h=3yy7IQ https://vimeo.com/ablincoln/vuid?pid=436c52b5cf7b8b186b507faecd40c7bcd883f93b1754653766 https://i.vimeocdn.com/video/1930783016-ae7c52a7e9bf302aa8736bbb5ecb103b6a35ab6ae1962a022ec1074b6fb49a59-d?mw=80&q=85 https://f.vimeocdn.com/js_opt/modules/utills/vuid.min.js https://arclight.vimeo.com/add/player-stats?beacon=1&session-id=436c52b5cf7b8b186b507faecd40c7bcd883f93b1754653766	139KB 106KB 22.4KB 16.1KB 8.59KB 7.96KB 7.78KB 2.21KB 1.14KB 182B	0ms 0ms 0ms 0ms 0ms 0ms 0ms 0ms 0ms 0ms
GOOGLE/DOUBLECLICK ADS	6.04KB	7ms
https://googleads.g.doubleclick.net/pagead/viewthroughconversion/962380170/?random=1754653758075&cv=11&fst=1754653758075&bg=ffffff&guid=ON&async=1&gtm=45je5861h1v881002826z8830475785za200zd881002826xec&gcd=131313111&dma=0&tag_exp=101509157~103116026~103200004~103233427~104527906~104528501~104684208~104684211~104782879~104948813~105103161~105103163~105135708~105135710~105231383~105231385&u_w=390&u_h=844&url=https%3A%2F%2Fjoshwoodcolour.com%2F&hn=www.googleadservices.com&frm=0&tiba=Josh%20Wood%20Colour%3A%20At%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&did=dMWZhNz&gclid=dMWZhNz&npa=0&us_privacy=1YNY&pscdl=noapi&uid=1838288049.1754653758&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&_tu=Cg&data=ecomm_pagetype%3Dhome&rft=3&rft=4 https://googleads.g.doubleclick.net/pagead/viewthroughconversion/962380170/?random=175465375796&cv=11&fst=175465375796&bg=ffffff&guid=ON&async=1&en=gtag.config&gtm=45je5861h1v881002826za200zd881002826xec&gcd=131313111&dma=0&tag_exp=101509157~103116026~103200004~103233427~104527906~104528501~104684208~104684211~104782879~104948813~105103161~105103163~105135708~105135710~105231383~105231385&u_w=390&u_h=844&url=https%3A%2F%2Fjoshwoodcolour.com%2F&hn=www.googleadservices.com&frm=0&tiba=Josh%20Wood%20Colour%3A%20At%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&npa=0&us_privacy=1YNY&pscdl=noapi&uid=1838288049.1754653758&fdr=QA&data=event%3Dgtag.config&rft=3&rft=4 https://googleads.g.doubleclick.net/pagead/viewthroughconversion/962380170/?random=1754653761931&cv=11&fst=1754653761931&bg=ffffff&guid=ON&async=1&en=gtag.config&gtm=45je5861h1v881002826za200zd881002826xec&gcd=131313111&dma=0&tag_exp=101509157~103116026~103200004~103233427~104527906~104528501~104684208~104684211~104782879~104948813~105103161~105103163~105135708~105135710~105231383~105231385&u_w=390&u_h=844&url=https%3A%2F%2Fjoshwoodcolour.com%2F&hn=www.googleadservices.com&frm=0&tiba=Josh%20Wood%20Colour%3A%20At%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&did=dMWZhNz&gclid=dMWZhNz&npa=0&us_privacy=1---&pscdl=noapi&uid=1838288049.1754653758&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&_tu=Dg&data=event%3Dgtag.config&rft=3&rft=4 https://googleads.g.doubleclick.net/pagead/viewthroughconversion/962380170/?random=175465376114&cv=11&fst=175465376114&bg=ffffff&guid=ON&async=1&en=sgm_page_view&gtm=45je5861h1v881002826za200zd881002826xec&gcd=131313111&dma=0&tag_exp=101509157~103116026~103200004~103233427~104527906~104528501~104684208~104684211~104782879~104948813~105103161~105103163~105135708~105135710~105231383~105231385&u_w=390&u_h=844&url=http%3A%2F%2Fjoshwoodcolour.com%2F&hn=www.googleadservices.com&frm=0&tiba=Josh%20Wood%20Colour%3A%20At%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&did=dMWZhNz&gclid=dMWZhNz&npa=0&us_privacy=1---&pscdl=noapi&uid=1838288049.1754653758&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&_tu=Dg&data=event%3Dsgm_page_view%3Bevent_label%3DHome%20Page%3Bnon_interaction%3Dtrue&rft=3&rft=4	1.98KB 61B 1.98KB 2.02KB	7ms 0ms 0ms 0ms
GOOGLE CDN	59.6KB	4ms
https://ajax.googleapis.com/ajax/libs/jquery/3.7.0/jquery.min.js https://www.gstatic.com/eureka/clank/125/cast_sender.js https://www.gstatic.com/cast/sdk/libs/sender/1.0/cast_framework.js https://www.gstatic.com/cv/js/sender/v1/cast_sender.js?loadCastFramework=1	30.3KB 14.6KB 12.2KB 2.47KB	4ms 0ms 0ms 0ms
CLOUDFLARE	6.93KB	2ms
https://static.cloudflareinsights.com/beacon.min.js/vcd15cbe7772f49c399c6a5babf22c1241717689176015	6.93KB	2ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
VWO	184KB	1ms
https://dev.visualwebsiteoptimizer.com/docdn/settings.js?a=766411&settings_type=4&ts=1754650623&dt=mobile&cc=GB	6.83KB	1ms
https://dev.visualwebsiteoptimizer.com/cdn/edrv/va_gg_safari-4ab7bf7e0dcc4b9fe4ce1bb4824a0d6a.br.js	77.2KB	0ms
https://dev.visualwebsiteoptimizer.com/cdn/edrv/worker_safari-e5a8edf63c6eae5801ef0cd8bc9d3bba.br.js	65.4KB	0ms
https://dev.visualwebsiteoptimizer.com/cdn/edrv/nc_safari-45f3b9ceaeb4e859caf2bd35b3daf2df.br.js	23.7KB	0ms
https://dev.visualwebsiteoptimizer.com/j.php?a=766411&u=https%3A%2F%2Fjoshwoodcolour.com%2F&vn=2.1&x=true	10.8KB	0ms
https://dev.visualwebsiteoptimizer.com/v.gif?cd=0&a=766411&d=joshwoodcolour.com&u=DD64E686CB43A178730B4B5A190083C74&h=39a1ec24ba9fbc3fa7b4aaa8720c90e3&t=false	147B	0ms
https://dev.visualwebsiteoptimizer.com/events/t/u?en=gtm.sgm_page_view&a=766411&v=439143c1b&_cu=https%3A%2F%2Fjoshwoodcolour.com%2F	37B	0ms
https://dev.visualwebsiteoptimizer.com/events/t/u?en=gtm.dl_route_change&a=766411&v=439143c1b&_cu=https%3A%2F%2Fjoshwoodcolour.com%2F	37B	0ms
https://dev.visualwebsiteoptimizer.com/events/t/u?en=gtm.core-web-vitals&a=766411&v=439143c1b&_cu=https%3A%2F%2Fjoshwoodcolour.com%2F	37B	0ms
YOUTUBE	12.2KB	1ms
https://www.youtube.com/iframe_api	1.93KB	1ms
https://www.youtube.com/s/player/761c1f12/www-widgetapi.vflset/www-widgetapi.js	10.2KB	0ms
GOOGLE FONTS	1.10KB	1ms
https://fonts.googleapis.com/css2?family=Kanit:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800;0,900&display=swap	1.10KB	1ms
BING ADS	17.6KB	0ms
https://bat.bing.com/bat.js	15.1KB	0ms
https://bat.bing.com/p/action/134608778.js	1.67KB	0ms
https://c.bing.com/c.gif?ctsa=mr&CtsSyncId=ECACE62C412F42AE93BDCB55AA0ADD27&RedC=c.c.larity.ms&MXFR=34CE33A22F44656D366025E02B446B5B	581B	0ms
https://bat.bing.com/action/0?ti=134608778&tm=gtm002&Ver=2&mid=27c4ef47-b83c-4574-8b2d-8643f84153ea&bo=1&sid=b833c490744d11f08c9411bb0da7e2f6&vid=b83402d0744d11f098d8b153aca3a27c&vids=1&mssclkid=N&pi=0&lg=en-US&sw=390&sh=844&sc=24&tl=Josh%20Wood%20Colour%3A%20At%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&p=https%3A%2F%2Fjoshwoodcolour.com%2F&r=&lt=2859&evt=pageLoad&sv=1&cdb=AQIR&m=635281	285B	0ms
GETTIMELY.COM	3.56KB	0ms
https://book.gettimely.com/widget/book-button-v1.5.js	3.56KB	0ms
CLOUDFRONT.NET	965KB	0ms
https://d3k81ch9hvuct.cloudfront.net/company/LkyH2S/images/ac0a9987-631b-418c-8255-7149f727bc4b.png	965KB	0ms
ELFSIGHTCDN.COM	417KB	0ms
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F527572685_18515259910046020_6690680518796266925_n.jpg%3Fstp%3Ddst-jpeg_e35_p1080x1080_t6%26_nc_cat%3D110%26cb%3D30a688f7-eb420179%26ig_cache_key%3DMzY5MDg5MzU2MzY2MTI3Nzk5Mg%253D%253D.3-ccb1-7-cb30a688f7-eb420179%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyYl6lnhwaWRzLjE0ND84MTkyMC5oZlHluQzMifQ%253D%253D%26_nc_ohc%3D0cNrVtyDnNoQ7kNvwERTRa4%26_nc_oc%3DAdnVaS0ci1S2GtHMTZP8AXbjYFGgZTjgJ5gR6VQy0YMsFMVgq3jJFQ3pYevBdCCliA%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26se%3D-1%26_nc_ht%3Dscnt-vie1-1.cdninstagram.com%26_nc_gid%3Dgwh8Xa-vqAWqpVfExYBQ%26oh%3D00_AfX8s7o_JcteXHYXzQi78BODiPmPqeEX9Tyrb17k070U8w%26oe%3D6896D466	290KB	0ms
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F527990842_18526364689035565_8050186052231678530_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_t6%26_nc_cat%3D109%26ig_cache_key%3DMzY5Mjk2MjMzMzI4MDA2MjI0xMTE4NTI2MzY0NjgzMDM1NTY1.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyYl6lnhwaWRzLjE0ND84MTkyMC5oZlHluQzMifQ%253D%253D%26_nc_ohc%3D7EVBQUNdQKQ7kNvwHkWXVK%26_nc_oc%3DAdmkpQ5l48vj-cqmg2fbhBlOvkODr5QyuahbPLF1lEyK3-zDHgpoiDehYSN9hhq7RU0%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_ht%3Dscnt-vie1-1.cdninstagram.com%26_nc_gid%3Dwv7TaffKie2YVnMVQSVjDA%26oh%3D00_AfVktlCr-kVGPBB1yxVbGefQyl4FNEiFCoINarkKkYM7dUA%26oe%3D689957D1	34.3KB	0ms
https://phosphor.utils.elfsightcdn.com/?url=https%3A%2F%2Fscontent-vie1-1.cdninstagram.com%2Fv%2Ft51.82787-15%2F522872753_18523790581035565_4028921823571766848_n.jpg%3Fstp%3Ddst-jpg_e15_p360x360_t6%26_nc_cat%3D105%26ig_cache_key%3DMzY4Mjc0MzY3MzI5ODcwOTc3NjE4NTIzNzkwNTE1MDM1NTY1.3-ccb1-7%26ccb%3D1-7%26_nc_sid%3D58cdad%26efg%3DeyJ2ZW5jb2RlX3RhZyYl6lnhwaWRzLjE0ND84MTkyMC5oZlHluQzMifQ%253D%253D%26_nc_ohc%3D7EVBQUNdQKQ7kNvwHkWXVK%26_nc_oc%3DAdmkpQ5l48vj-cqmg2fbhBlOvkODr5QyuahbPLF1lEyK3-zDHgpoiDehYSN9hhq7RU0%26_nc_ad%3Dz-m%26_nc_cid%3D0%26_nc_zt%3D23%26_nc_ht%3Dscnt-vie1-1.cdninstagram.com%26_nc_gid%3Dwv7TaffKie2YVnMVQSVjDA%26oh%3D00_AfVktlCr-kVGPBB1yxVbGefQyl4FNEiFCoINarkKkYM7dUA%26oe%3D689957D1	32.8KB	0ms

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- [=1&cid=CAQSGwDZpuyzB5ZgbqyAzWHXK7GgY37DGYagpckPVg&random=942892499&rmt_tld=1&i
pr=y](#)
- https://www.google.com/pagead/1p-user-list/962380170/?random=1754653761114&cv=11&fst=17546508000000&bg=ffffff&guid=ON&asyn=1&en=sgm_page_view>m=45je5861h1v881002826za200zd881002826xec&gcd=13131313111&dma=0&tag_exp=101509157~103116026~103200004~103233427~104527906~104528501~104684208~104684211~104782879~104948813~105103161~105103163~105135708~105135710~105231383~105231385&u_w=390&u_h=844&url=https%3A%2F%2Fjoshwoodcolour.com%2F&hn=www.googleadservices.com&frm=0&tiba=Josh%20Wood%20Colour%3A%20A%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&did=dMWZhNz&gid=dMWZhNz&npa=0&us_privacy=1---&pscdl=noapi&aid=1838288049.1754653758&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA& tu=Dg&data=event%3Dsgm_page_view%3Bevent_label%3DHome%20Page%3Bnon_interaction%3Dtrue&rfmt=3&fnt=3&is_vtc=1&cid=CAQSGwDZpuyzskTbGJr6B84H6KfV0U1EHvUeOa2IXg&random=3961056622&rmt_tld=0&ipr=y
 - https://www.google.co.uk/pagead/1p-user-list/962380170/?random=1754653761114&cv=11&fst=17546508000000&bg=ffffff&guid=ON&asyn=1&en=sgm_page_view>m=45je5861h1v881002826za200zd881002826xec&gcd=13131313111&dma=0&tag_exp=101509157~103116026~103200004~103233427~104527906~104528501~104684208~104684211~104782879~104948813~105103161~105103163~105135708~105135710~105231383~105231385&u_w=390&u_h=844&url=https%3A%2F%2Fjoshwoodcolour.com%2F&hn=www.googleadservices.com&frm=0&tiba=Josh%20Wood%20Colour%3A%20A%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&did=dMWZhNz&gid=dMWZhNz&npa=0&us_privacy=1---&pscdl=noapi&aid=1838288049.1754653758&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA& tu=Dg&data=event%3Dsgm_page_view%3Bevent_label%3DHome%20Page%3Bnon_interaction%3Dtrue&rfmt=3&fnt=3&is_vtc=1&cid=CAQSGwDZpuyzskTbGJr6B84H6KfV0U1EHvUeOa2IXg&random=3961056622&rmt_tld=1&ipr=y
 - https://www.google.com/pagead/1p-user-list/962380170/?random=1754653761931&cv=11&fst=17546508000000&bg=ffffff&guid=ON&asyn=1&en=gtag.config>m=45je5861h1v881002826za200zd881002826xec&gcd=13131313111&dma=0&tag_exp=101509157~103116026~103200004~103233427~104527906~104528501~104684208~104684211~104782879~104948813~105103161~105103163~105135708~105135710~105231383~105231385&u_w=390&u_h=844&url=https%3A%2F%2Fjoshwoodcolour.com%2F&hn=www.googleadservices.com&frm=0&tiba=Josh%20Wood%20Colour%3A%20A%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&did=dMWZhNz&gid=dMWZhNz&npa=0&us_privacy=1---&pscdl=noapi&aid=1838288049.1754653758&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA& tu=Dg&data=event%3Dgtag.config&rfmt=3&fnt=3&is_vtc=1&cid=CAQSGwDZpuyznYHqDcst81I985kEY_ox-9VCscKrNA&random=3016216685&rmt_tld=0&ipr=y
 - https://www.google.co.uk/pagead/1p-user-list/962380170/?random=1754653761931&cv=11&fst=17546508000000&bg=ffffff&guid=ON&asyn=1&en=gtag.config>m=45je5861h1v881002826za200zd881002826xec&gcd=13131313111&dma=0&tag_exp=101509157~103116026~103200004~103233427~104527906~104528501~104684208~104684211~104782879~104948813~105103161~105103163~105135708~105135710~105231383~105231385&u_w=390&u_h=844&url=https%3A%2F%2Fjoshwoodcolour.com%2F&hn=www.googleadservices.com&frm=0&tiba=Josh%20Wood%20Colour%3A%20A%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&did=dMWZhNz&gid=dMWZhNz&npa=0&us_privacy=1---&pscdl=noapi&aid=1838288049.1754653758&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA& tu=Dg&data=event%3Dgtag.config&rfmt=3&fnt=3&is_vtc=1&cid=CAQSGwDZpuyznYHqDcst81I985kEY_ox-9VCscKrNA&random=3016216685&rmt_tld=1&ipr=y
 - https://www.google.com/ccm/collect/?tid=AW-962380170&en=page_view&dl=https%3A%2F%2Fjoshwoodcolour.com%2F&scsrc=www.googletagmanager.com&frm=0&rnd=653494221.1754653758&dt=Josh%20Wood%20Colour%3A%20A%20Home%20Hair%20Colour%20%26%20Root%20Touch%20Up&aid=1838288049.1754653758&navt=n&npa=0&us_privacy=1YYY>m=45je5861h1v881002826za200zd881002826xec&gcd=13131313111&dma=0&tag_exp=101509157~103116026~103200004~103233427~104527906~104528501~104684208~104684211~104782879~104948813~105103161~105103163~105135708~105135710~105231383~105231385&tft=1754653757809&tfd=1722&apve=1&apvf=f

IPIFY

- <https://api.ipify.org/?format=json>

LITTLEDATA

- <https://transaction-watcher-2.littledata.io/clientID/shopify>

64B

0ms

64B

0ms

64B

0ms

64B

0ms

21B

0ms

315B

0ms

315B

0ms

230B

0ms

230B

0ms

N/A

Minimize main-thread work TBT

Main-thread busy for 15.0s

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	8.0s
Other	4.2s
Style & Layout	1.4s
Garbage Collection	396ms
Rendering	390ms
Parse HTML & CSS	272ms
Script Parsing & Compilation	261ms

N/A

User Timing marks and measures

11 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
yotpo:loader:loaded	Mark	1.3s	0ms
yotpo:initializer:loaded	Mark	2.3s	0ms
yotpo:reviews-carousel-widget:loaded	Mark	3.6s	0ms
yotpo:reviews-carousel-widget:loaded	Mark	3.6s	0ms
yotpo:reviews-carousel-widget:start	Mark	3.6s	0ms
yotpo:reviews-carousel-widget:end	Mark	4.1s	0ms
onInitialClientRender	Mark	6.8s	0ms
yotpo:reviews-carousel-widget:loaded	Mark	9.1s	0ms
yotpo:reviews-carousel-widget:loaded	Mark	9.1s	0ms
yotpo:reviews-carousel-widget:start	Mark	9.1s	0ms
yotpo:reviews-carousel-widget:end	Mark	9.6s	0ms

N/A

Avoid serving legacy JavaScript to modern browsers TBT

Potential savings of 13.1KB

Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers.

URL	POTENTIAL SAVINGS
https://connect.facebook.net/en_US/fbevents.js	10.3KB
Line:23 Column:3580	@babel/plugin-transform-classes
Line:247 Column:15256	Array.prototype.map
Line:247 Column:22971	Array.from
Line:247 Column:25544	Array.prototype.filter
Line:247 Column:28561	Array.prototype.find
https://cdn.segmentify.com/600b2278-656d-453a-ace9-958549417968/segmentify.js	2.18KB
Line:2 Column:295611	Array.prototype.map
https://joshwoodcolour.com/app-712c9cbea0cbf47254c2.js	121B
Line:1 Column:1323797	@babel/plugin-transform-classes
https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js	74B
Line:0 Column:2726	@babel/plugin-transform-classes
https://staticw2.yotpo.com/widget-assets/widget-reviews-carousel/app.v0.4.2-7326.js	69B
Line:1 Column:8837	@babel/plugin-transform-classes
https://staticw2.yotpo.com/widget-assets/widget-reviews-carousel/app.v0.4.2-7326.js	69B
Line:1 Column:8837	@babel/plugin-transform-classes
https://static.klaviyo.com/onsite/js/vendors~Render.5831bb592d01bfdaa627.js	65B
Line:1 Column:598	@babel/plugin-transform-classes
https://cdn.sgmntfy.com/pa.js	64B
Line:0 Column:1111	@babel/plugin-transform-classes
https://static.zdassets.com/web_widget/classic/latest/web-widget-chat-sdk-962968d.js	62B
Line:1 Column:163639	@babel/plugin-transform-classes
https://static.klaviyo.com/onsite/js/vendors~in_app_forms~signup_forms.8a3c97f472337d74431f.js?cb=2	56B
Line:1 Column:2394	@babel/plugin-transform-classes
https://static.zdassets.com/web_widget/classic/latest/web-widget-main-962968d.js	52B
Line:1 Column:591413	@babel/plugin-transform-classes
https://player.vimeo.com/api/player.js	51B
Line:1 Column:7732	@babel/plugin-transform-classes
https://connect.facebook.net/signals/config/1857396801241041?v=2.9.223&r=stable&domain=joshwoodcolour.com&hme=2e9ee56babe122798b967566f46100108daa710154b06378259c746cb66ac325&ex_m=83%2C143%2C124%2C18%2C117%2C58%2C40%2C118%2C64%2C57%2C131%2C72%2C13%2C82%2C26%2C112%2C103%2C62%2C65%2C111%2C128%2C91%2C133%2C7%2C3%2C4%2C6%2C5%2C2%2C73%2C81%2C134%2C208%2C155%2C52%2C213%2C210%2C211%2C45%2C170%2C25%2C61%2C217%2C216%2C158%2C28%2C51%2C8%2C54%2C77%2C78%2C79%2C84%2C107%2C27%2C24%2C110%2C106%2C105%2C125%2C63%2C127%2C126%2C41%2C108%2C50%2C100%2C12%2C130%2C37%2C199%2C201%2C165%2C21%2C22%2C23%2C15%2C16%2C36%2C33%2C34%2C68%2C74%2C76%2C89%2C116%2C119%2C38%2C90%2C19%2C17%2C94%2C59%2C31%2C121%2C120%2C122%2C113%2C20%2C30%2C49%2C88%2C129%2C29%2C180%2C151%2C86%2C109%2C67%2C98%2C44%2C39%2C96%2C97%2C102%2C48%2C14%2C104%2C95%2C55%2C43%2C46%2C0%2C80%2C132%2C1%2C101%2C11%2C99%2C257%2C197%2C141%2C183%2C176%2C9%2C47%2C75%2C53%2C123%2C56%2C93%2C71%2C70%2C42%2C114%2C69%2C66%2C60%2C92%2C85%2C35%2C115%2C32%2C87%2C10%2C135	39B
Line:19 Column:1901	@babel/plugin-transform-classes

N/A

Eliminate render-blocking resources

FCP

LCP

Nothing to do here, good job!