



Performance Report for: <http://www.auditel.co.uk/>

Report generated: Thu, Mar 14, 2024 3:06 AM -0700
 Test Server Location: London, UK
 Using: Chrome 117.0.0.0, Lighthouse 11.0.0

D	Performance	Structure	L. Contentful Paint	T. Blocking Time	C. Layout Shift
	43%	88%	1.4s	562ms	0.96

Top Issues

Med-High	Avoid enormous network payloads <small>LCP</small>	Total size was 4.31MB
Med	Avoid large layout shifts <small>CLS</small>	5 elements found
Low	Avoid multiple page redirects <small>FCP LCP</small>	Potential savings of 329ms
Low	Avoid long main-thread tasks <small>TBT</small>	8 long tasks found
Low	Avoid an excessive DOM size <small>TBT</small>	873 elements

Page Details



Total Page Size - 4.38MB



Total Page Requests - 64



■ HTML
 ■ JS
 ■ CSS
 ■ IMG
 ■ Video
 ■ Font
 ■ Other

How does this affect me?

Today's web user expects a fast and seamless website experience. Delivering that fast experience can result in increased visits, conversions and overall happiness.

As if you didn't need more incentive, **Google has announced that they are using page speed in their ranking algorithm.**

About GTmetrix



GTmetrix is developed by the good folks at **Carbon60**, a Canadian hosting company with over 28 years experience in web technology.

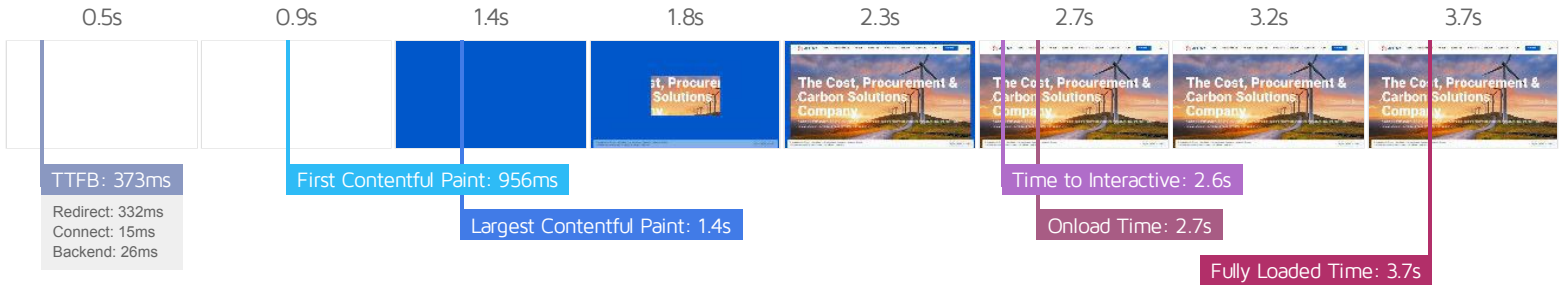
<https://carbon60.com/>

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.

The Cost, Procurement & Carbon Solutions Company | Auditel (U.K.) Ltd



styles__ltr.css	200	gstatic.com	24.0KB						58ms
recaptcha__en.js	200	gstatic.com	199KB						70ms
uRR1sRPRLtZfwf5bdrjW...	200	google.com	7.18KB						9ms
logo_48.png	200	gstatic.com	2.18KB						9ms
KFOmCnqEu92Fr1Mu4mx...	200	fonts.gstatic.com	15.0KB						106ms
KFOICnqEu92Fr1MmEU9f...	200	fonts.gstatic.com	15.2KB						105ms
webworker.js?hl=en&v=0...	200	google.com	135B						19ms
pd.js	200	pi.pardot.com	2.34KB						267ms
apple-iphone-icon-100x10...	200	auditel.co.uk	4.07KB						11ms
analytics?ver=3&visitor_i...	200	pi.pardot.com	1.77KB						289ms
analytics?only=true&vis...	200	go.thefranchisingcen...	1.00KB						367ms
64 Requests 4.38MB (7.71MB Uncompressed) 3.7s (Onload 2.7s)									



Performance Metrics

<p>First Contentful Paint</p> <p>How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.</p>	<p>OK, but consider improvement</p> <p>955ms</p>	<p>Time to Interactive</p> <p>How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.</p>	<p>OK, but consider improvement</p> <p>2.6s</p>
<p>Speed Index</p> <p>How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.</p>	<p>Longer than recommended</p> <p>2.0s</p>	<p>Total Blocking Time</p> <p>How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.</p>	<p>Much longer than recommended</p> <p>562ms</p>
<p>Largest Contentful Paint</p> <p>How long it takes for the largest element of content (e.g. a hero image) to be painted on your page. A good user experience is 1.2s or less.</p>	<p>OK, but consider improvement</p> <p>1.4s</p>	<p>Cumulative Layout Shift</p> <p>How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.</p>	<p>Much more than recommended</p> <p>0.96</p>

Browser Timings

Redirect	332ms	Connect	15ms	Backend	26ms
TTFB	373ms	First Paint	956ms	DOM Int.	1.2s
DOM Loaded	1.4s	Onload	2.7s	Fully Loaded	3.7s

IMPACT AUDIT

Low

Use a Content Delivery Network (CDN)

3 resources found

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

URL

- <https://pi.pardot.com/pd.js>
- [https://pi.pardot.com/analytics?ver=3&visitor_id=&visitor_id_sign=&pi_opt_in=&campaign_id=25931&account_id=317391&title=The%20Cost%2C%20Procurement%20%26%20Carbon%20Solutions%20Company%20%7C%20Auditel%20\(U.K.\)%20Ltd&uri=https%3A%2F%2Fauditel.co.uk%2F&referrer=](https://pi.pardot.com/analytics?ver=3&visitor_id=&visitor_id_sign=&pi_opt_in=&campaign_id=25931&account_id=317391&title=The%20Cost%2C%20Procurement%20%26%20Carbon%20Solutions%20Company%20%7C%20Auditel%20(U.K.)%20Ltd&uri=https%3A%2F%2Fauditel.co.uk%2F&referrer=)
- [https://go.thefranchisingcentre.uk/analytics?only=true&visitor_id=339335088&visitor_id_sign=86262b35322e14a72c8d8c6115b47295ae6631e181d87d31e6bd86acc9bfa9c33928afeb5aadf67adc02e982b73808dd3373f6b3&pi_opt_in=&campaign_id=25931&account_id=317391&title=The%20Cost%2C%20Procurement%20%26%20Carbon%20Solution%20Company%20%7C%20Auditel%20\(U.K.\)%20Ltd&uri=https%3A%2F%2Fauditel.co.uk%2F&referrer=](https://go.thefranchisingcentre.uk/analytics?only=true&visitor_id=339335088&visitor_id_sign=86262b35322e14a72c8d8c6115b47295ae6631e181d87d31e6bd86acc9bfa9c33928afeb5aadf67adc02e982b73808dd3373f6b3&pi_opt_in=&campaign_id=25931&account_id=317391&title=The%20Cost%2C%20Procurement%20%26%20Carbon%20Solution%20Company%20%7C%20Auditel%20(U.K.)%20Ltd&uri=https%3A%2F%2Fauditel.co.uk%2F&referrer=)

Low

Reduce JavaScript execution time TBT

882ms spent executing JavaScript

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

URL	TOTAL CPU TIME	SCRIPT EVALUATION	SCRIPT PARSE
https://auditel.co.uk/wp-content/uploads/siteground-optimizer-assets/siteground-optimizer-combined-js-ee48fc4ba45a34bdec7dd1186640ef99.js	904ms	126ms	16ms
https://auditel.co.uk/	720ms	5ms	2ms
https://auditel.co.uk/wp-includes/js/jquery/jquery.min.js	503ms	248ms	2ms
Unattributable	379ms	19ms	0ms
https://www.gstatic.com/recaptcha/releases/07g0mpPGukTo20VqKa8GbTSw/recaptcha_en.js	316ms	267ms	12ms
https://www.googletagmanager.com/gtag/js?id=UA-375110-14	95ms	72ms	18ms
https://www.googletagmanager.com/gtag/js?id=G-LW1NE1YSD0&l=dataLayer&cx=c	90ms	76ms	12ms

Low

Serve static assets with an efficient cache policy

Potential savings of 15.8KB

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

URL	CACHE TTL	TRANSFER SIZE
https://www.google-analytics.com/analytics.js	2 hours	20.8KB
https://www.gstatic.com/recaptcha/api2/logo_48.png	7 days	2.31KB

Low

Properly size images

Potential savings of 86.6KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://auditel.co.uk/wp-content/uploads/NQA-AP-Logo-Horizontal-CMYK-1536x588.jpg	49.4KB	48.7KB
https://auditel.co.uk/wp-content/uploads/BSI-ACP-logo-2021.png	20.0KB	19.6KB
https://auditel.co.uk/wp-content/uploads/2018/12/Auditel-Updated-Logo.png	18.6KB	18.4KB

Low

Efficiently encode images

Potential savings of 177KB

Optimized images load faster and consume less cellular data.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://auditel.co.uk/wp-content/uploads/procurement.jpg	227KB	154KB
https://auditel.co.uk/wp-content/uploads/TBL-Banner-Issue-20-s.jpg	120KB	23.8KB

Low **Reduce unused CSS** FCP LCP Potential savings of 121KB

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
<ul style="list-style-type: none">https://auditel.co.uk/wp-content/uploads/siteground-optimizer-assets/siteground-optimizer-combined-css-866ce59ca34127697d2aa7670df099d2.css	137KB	121KB

Low **Serve images in next-gen formats** Potential savings of 1.32MB

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://auditel.co.uk/wp-content/uploads/procurement.jpg	227KB	196KB
https://auditel.co.uk/wp-content/uploads/Guide-to-Net-Zero-scaled.jpg	433KB	155KB
https://auditel.co.uk/wp-content/uploads/carbon-footprint-auditel.png	166KB	86.8KB
https://auditel.co.uk/wp-content/uploads/TBL-Banner-Issue-20-s.jpg	120KB	77.9KB
https://auditel.co.uk/wp-content/uploads/Agilitas-SMI-800x800.jpg	179KB	64.0KB
https://auditel.co.uk/wp-content/uploads/Oxfam-Ireland-SMI-v1-800x800.jpg	156KB	62.1KB
https://auditel.co.uk/wp-content/uploads/Radiodetection-SMI-800x800.jpg	151KB	58.0KB
https://auditel.co.uk/wp-content/uploads/Dunelm-SMI-800x800.jpg	154KB	56.3KB
https://auditel.co.uk/wp-content/uploads/JR-Construction-and-JR-Scaffold-Social-Media-2024-800x800.jpg	137KB	55.4KB
https://auditel.co.uk/wp-content/uploads/Climate-Change-image.jpg	79.8KB	54.8KB
https://auditel.co.uk/wp-content/uploads/UJC-Technologies-SMI-800x800.jpg	140KB	54.2KB
https://auditel.co.uk/wp-content/uploads/SHD-Composite-Materials-Ltd-SMI-800x800.jpg	129KB	49.9KB
https://auditel.co.uk/wp-content/uploads/Firechief-SMI2-800x800.jpg	120KB	49.0KB
https://auditel.co.uk/wp-content/uploads/Birkett-Long-SMI-800x800.jpg	123KB	48.0KB
https://auditel.co.uk/wp-content/uploads/PAS-2060-ISO-14068-comparison-Campaign-1.1-800x800.jpg	122KB	47.6KB
https://auditel.co.uk/wp-content/uploads/Progressive-SMI-800x800.jpg	110KB	46.1KB
https://auditel.co.uk/wp-content/uploads/GREEN-ELECTRICITY-FROM-THE-GRID-800x800.jpg	82.1KB	36.7KB
https://auditel.co.uk/wp-content/uploads/NQA-AP-Logo-Horizontal-CMYK-1536x588.jpg	49.4KB	27.9KB
https://auditel.co.uk/wp-content/uploads/foot-small-1.jpg	43.1KB	21.5KB
https://auditel.co.uk/wp-content/uploads/Cardiff-Badges-NQA-IEMA.jpg	37.6KB	21.3KB
https://auditel.co.uk/wp-content/uploads/car-3117778_1280-e1710352922619-600x403.jpg	58.1KB	20.8KB
https://auditel.co.uk/wp-content/uploads/about-us-world.jpg	86.3KB	18.1KB
https://auditel.co.uk/wp-content/uploads/BSI-ACP-logo-2021.png	20.0KB	15.4KB
https://auditel.co.uk/wp-content/uploads/PAS-2060-ISO-14068-comparison-Banner.jpg	41.8KB	15.0KB
https://auditel.co.uk/wp-content/uploads/auditel-cover-banner.jpg	49.6KB	14.4KB

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://auditel.co.uk/wp-content/uploads/procurement.jpg	227KB	227KB
https://auditel.co.uk/wp-content/uploads/Agilitas-SMI-800x800.jpg	179KB	179KB
https://auditel.co.uk/wp-content/uploads/carbon-footprint-auditel.png	166KB	166KB
https://auditel.co.uk/wp-content/uploads/Oxfam-Ireland-SMI-v1-800x800.jpg	156KB	156KB
https://auditel.co.uk/wp-content/uploads/Dunelm-SMI-800x800.jpg	154KB	154KB
https://auditel.co.uk/wp-content/uploads/Radiodetection-SMI-800x800.jpg	151KB	151KB
https://auditel.co.uk/wp-content/uploads/UJC-Technologies-SMI-800x800.jpg	140KB	140KB
https://auditel.co.uk/wp-content/uploads/JR-Construction-and-JR-Scaffold-Social-Media-2024-800x800.jpg	137KB	137KB
https://auditel.co.uk/wp-content/uploads/SHD-Composite-Materials-Ltd-SMI-800x800.jpg	129KB	129KB
https://auditel.co.uk/wp-content/uploads/Birkett-Long-SMI-800x800.jpg	123KB	123KB
https://auditel.co.uk/wp-content/uploads/PAS-2060-ISO-14068-comparison-Campaign-1.1-800x800.jpg	122KB	122KB
https://auditel.co.uk/wp-content/uploads/TBL-Banner-Issue-20-s.jpg	120KB	120KB
https://auditel.co.uk/wp-content/uploads/Firechief-SMI2-800x800.jpg	120KB	120KB
https://auditel.co.uk/wp-content/uploads/Progressive-SMI-800x800.jpg	110KB	110KB
https://auditel.co.uk/wp-content/uploads/GREEN-ELECTRICITY-FROM-THE-GRID-800x800.jpg	82.1KB	82.1KB
https://auditel.co.uk/wp-content/uploads/Climate-Change-image.jpg	79.8KB	79.8KB
https://auditel.co.uk/wp-content/uploads/auditel-cover-banner.jpg	49.6KB	46.8KB
https://auditel.co.uk/wp-content/uploads/PAS-2060-ISO-14068-comparison-Banner.jpg	41.8KB	38.0KB

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

ELEMENT

NAME

Close Menu

```
<a class="slide_out_area_close" href="#">
```

Unsupported CSS Property: right

right

Unsupported CSS Property: color

color

Unsupported CSS Property: font-size

font-size

Unsupported CSS Property: line-height

line-height

Unsupported CSS Property: top

top

div.swiper-slide > a.slider-down-arrow > svg.nectar-scroll-icon > path.nectar-scroll-icon-path

```
<path class="nectar-scroll-icon-path" fill="none" stroke="#ffffff" stroke-width="2" stroke-miterlimit="10" d="M15,1.118c12.352,0,13.967,12.88,13.967,12.88v18.76 c0,0-1.514,11.204-13.9...">
```

Unsupported CSS Property: stroke-dashoffset

mouse-scroll-b
tn-roll-out

div.swiper-slide > a.slider-down-arrow > svg.nectar-scroll-icon > path.nectar-scroll-icon-path

```
<path class="nectar-scroll-icon-path" fill="none" stroke="#ffffff" stroke-width="2" stroke-miterlimit="10" d="M15,1.118c12.352,0,13.967,12.88,13.967,12.88v18.76 c0,0-1.514,11.204-13.9...">
```

Unsupported CSS Property: stroke-dashoffset

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div.swiper-slide > a.slider-down-arrow > svg.nectar-scroll-icon > path.nectar-scroll-icon-path

```
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```

Unsupported CSS Property: stroke-dashoffset

mouse-scroll-b
tn-roll-out

div.nectar-recent-posts-slider-inner > ol.flickity-page-dots > li.dot > ::before

```
<::before>
```

Unsupported CSS Property: box-shadow

box-shadow

Low

Avoid chaining critical requests

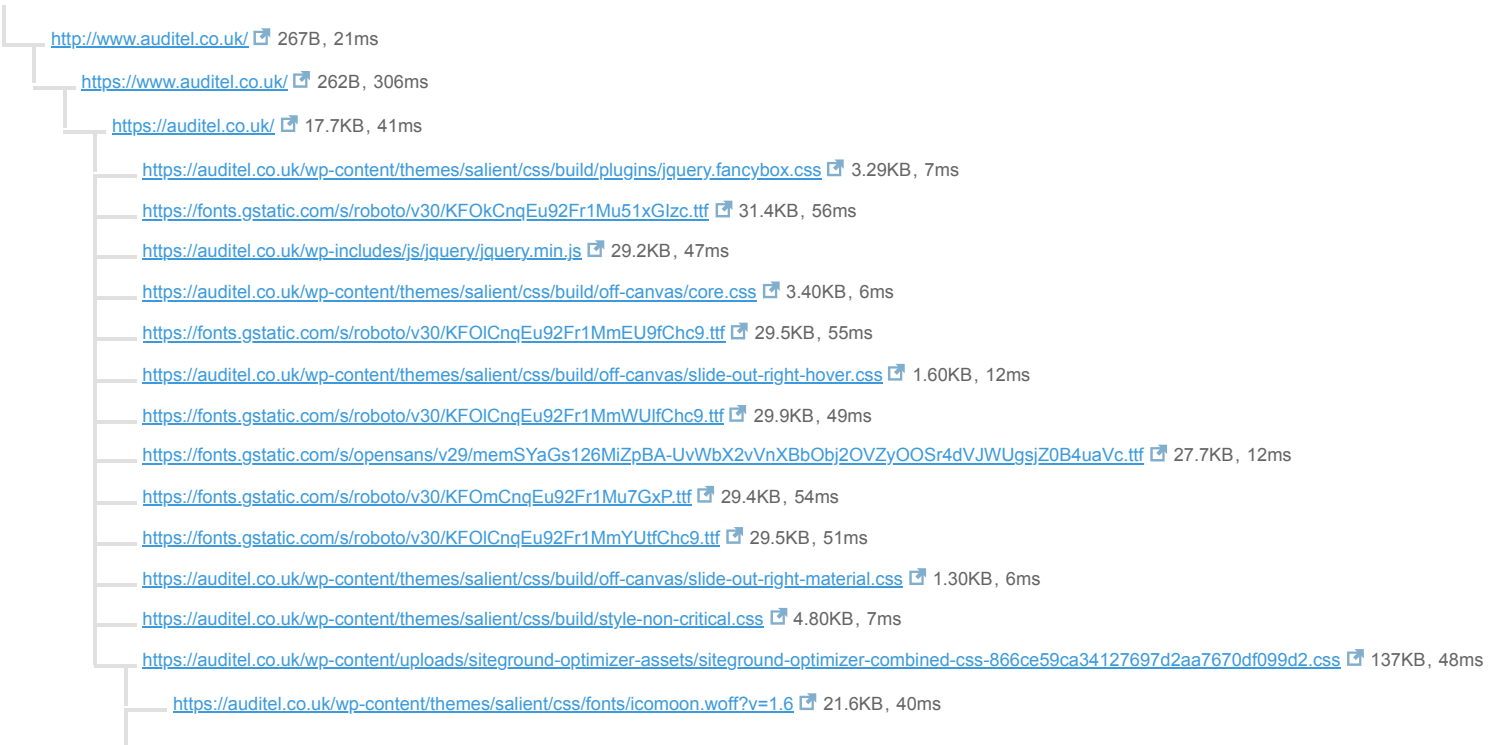
FCP LCP

14 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: 1.2s

INITIAL NAVIGATION



Low **Reduce unused JavaScript** LCP Potential savings of 301KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://auditel.co.uk/wp-content/uploads/siteground-optimizer-assets/siteground-optimizer-combined-js-ee48fc4ba45a34bdec7dd1186640ef99.js	173KB	118KB
https://www.gstatic.com/recaptcha/releases/07g0mpPGukTo20VqKa8GbTSw/recaptcha_en.js	199KB	108KB
https://www.googletagmanager.com/gtag/js?id=G-LW1NE1YSD0& =dataLayer&cx=c	96.7KB	42.5KB
https://www.googletagmanager.com/gtag/js?id=UA-375110-14	70.8KB	32.0KB

N/A **Eliminate render-blocking resources** FCP LCP Potential savings of 11ms

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://auditel.co.uk/wp-content/uploads/siteground-optimizer-assets/siteground-optimizer-combined-css-866ce59ca34127697d2aa7670df099d2.css	137KB	1.5s
https://auditel.co.uk/wp-includes/js/jquery/jquery.min.js	29.2KB	453ms

N/A **Reduce initial server response time** FCP LCP Root document took 25ms

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

URL	TIME SPENT
https://auditel.co.uk/	25ms

N/A **Minimize main-thread work** TBT Main-thread busy for 3.1s

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

CATEGORY	TIME SPENT
Other	1.1s
Style & Layout	875ms
Script Evaluation	843ms
Rendering	117ms
Script Parsing & Compilation	66ms
Parse HTML & CSS	48ms
Garbage Collection	21ms

N/A **Reduce the impact of third-party code** TBT Third-party code blocked the main thread for 27ms

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading.

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
GOOGLE TAG MANAGER	168KB	22ms
• https://www.googletagmanager.com/gtag/js?id=G-LW1NE1YSD0&l=dataLayer&cx=c	96.7KB	22ms
• https://www.googletagmanager.com/gtag/js?id=UA-375110-14	70.8KB	0ms
GOOGLE CDN	425KB	5ms
• https://www.gstatic.com/recaptcha/releases/07g0mpPGukTo20VqKa8GbTSw/recaptcha_en.js	399KB	5ms
• https://www.gstatic.com/recaptcha/releases/07g0mpPGukTo20VqKa8GbTSw/styles_ltr.css	24.1KB	0ms
GOOGLE FONTS	208KB	0ms
• https://fonts.gstatic.com/s/roboto/v30/KFOkCngEu92Fr1Mu51xGlzc.ttf	31.4KB	0ms
• https://fonts.gstatic.com/s/roboto/v30/KFOICngEu92Fr1MmWUlfChc9.ttf	29.9KB	0ms
• https://fonts.gstatic.com/s/roboto/v30/KFOICngEu92Fr1MmEU9fChc9.ttf	29.5KB	0ms
• https://fonts.gstatic.com/s/roboto/v30/KFOICngEu92Fr1MmYUlfChc9.ttf	29.5KB	0ms
• https://fonts.gstatic.com/s/roboto/v30/KFOmCngEu92Fr1Mu7GxP.ttf	29.4KB	0ms
• Other resources	58.5KB	0ms
OTHER GOOGLE APIS/SDKS	36.9KB	0ms
• https://www.google.com/recaptcha/api2/anchor?ar=1&k=6Le6548pAAAAAMCRMhi-Az37g_LQH4YEmg-p-ZlaOS&co=aHR0cHM6Ly9hdWRpdGVsLmNvLnVrOjQ0Mw..&hl=en&v=07g0mpPGukTo20VqKa8GbTSw&size=invisible&cb=xgjp9ljpmaj	28.0KB	0ms
• https://www.google.com/js/bg/uRR1sRPRLtZfwf5bdrjW5kKsmrbC4ge_Gpx92wGck4.js	7.59KB	0ms
GOOGLE ANALYTICS	20.8KB	0ms
• https://www.google-analytics.com/analytics.js	20.8KB	0ms
PARDOT	4.11KB	0ms
THEFRANCHISINGCENTRE.UK	1.00KB	0ms

N/A **Largest Contentful Paint element** LCP

Nothing to do here, good job!

N/A **Avoid serving legacy JavaScript to modern browsers** TBT

Nothing to do here, good job!

N/A

User Timing marks and measures

No user timings and/or marks found.
