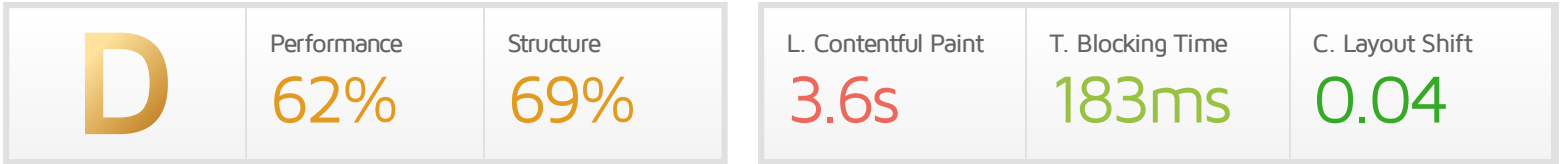




# Performance Report for:

<https://equityreleased2u.co.uk/>

Report generated: Sat, Apr 15, 2023 3:08 AM -0700  
 Test Server Location: Vancouver, Canada  
 Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4



## Top Issues

IMPACT	AUDIT	
High	Avoid enormous network payloads <small>LCP</small>	Total size was 7.45MB
Med	Use a Content Delivery Network (CDN)	78 resources found
Med	Serve static assets with an efficient cache policy	Potential savings of 624KB
Med-Low	Eliminate render-blocking resources <small>FCP LCP</small>	Potential savings of 275ms
Med-Low	Defer offscreen images	Potential savings of 4.09MB

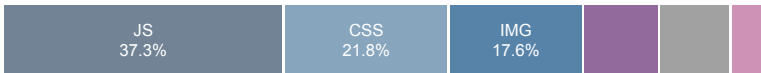
## Page Details



Total Page Size - 7.45MB



Total Page Requests - 142



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.**

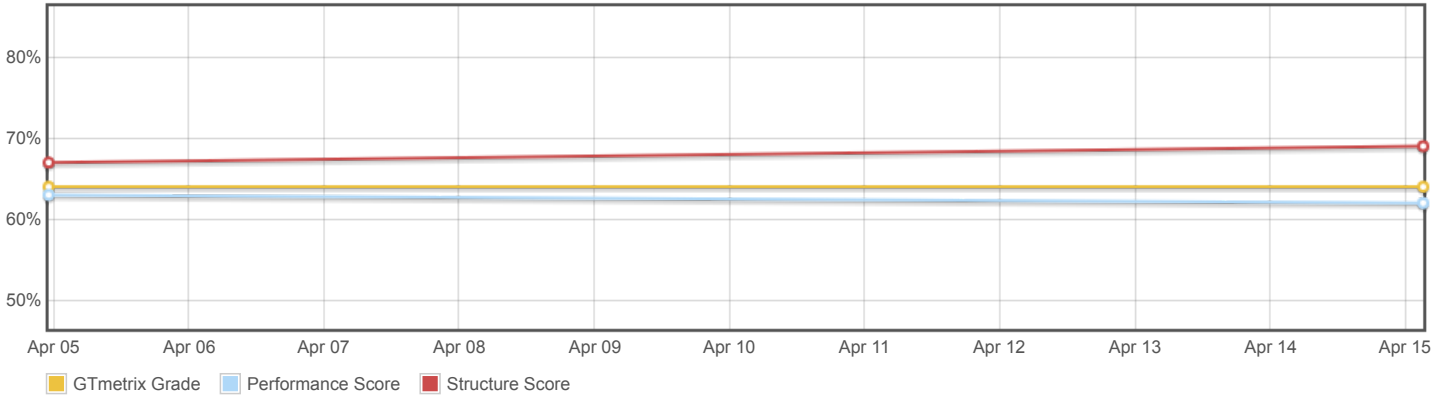
### About GTmetrix



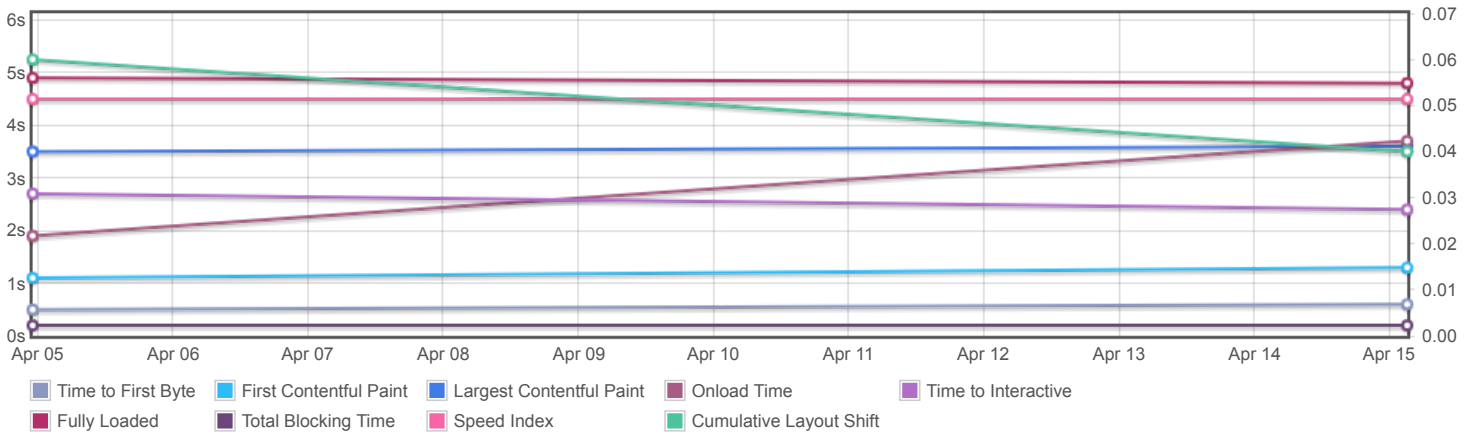
GTmetrix is developed by the good folks at Carbon60, a Canadian hosting company with over 27 years experience in web technology.

<https://carbon60.com/>

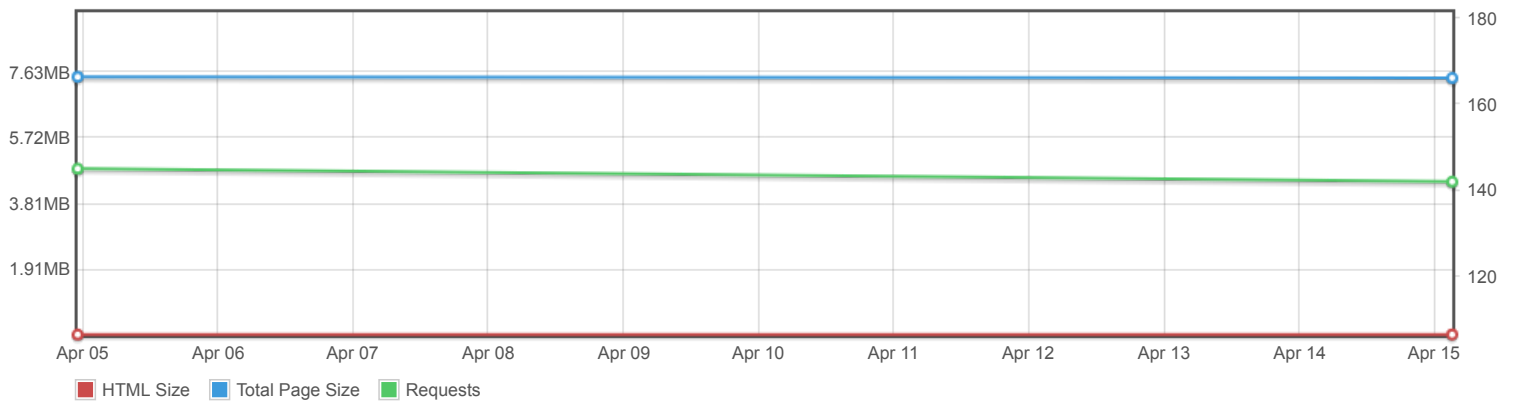
Page scores



Page metrics



Page sizes and request counts



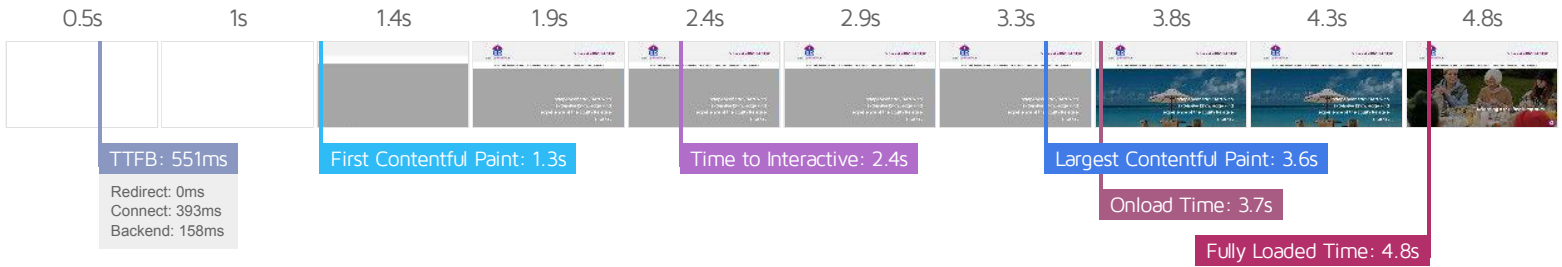
The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

Equity Released 2 U – Release Your Equity

Resource	Size	Source	Weight	Time
/	200	equityreleased2u.co.uk	33.7KB	676ms
wp-emoji-release.min.js?ver=6.2	200	equityreleased2u.co.uk	4.54KB	159ms
style.min.css?ver=6.2	200	equityreleased2u.co.uk	11.5KB	164ms
classic-themes.min.css?ver=6.2	200	equityreleased2u.co.uk	164B	160ms
adviser-portals-content-public.css?v...	200	equityreleased2u.co.uk	833B	160ms
equity.css?ver=6.2	200	equityreleased2u.co.uk	1.59KB	160ms
header-footer-elementor.css?ver=1.6.11	200	equityreleased2u.co.uk	259B	161ms
elementor-icons.min.css?ver=5.15.0	200	equityreleased2u.co.uk	3.52KB	162ms
frontend.min.css?ver=3.6.6	200	equityreleased2u.co.uk	18.0KB	280ms
post-6.css?ver=1654918139	200	equityreleased2u.co.uk	333B	278ms
frontend.min.css?ver=3.0.9	200	equityreleased2u.co.uk	21.1KB	296ms
global.css?ver=1654919609	200	equityreleased2u.co.uk	5.98KB	294ms
post-123.css?ver=1654932484	200	equityreleased2u.co.uk	1.62KB	284ms
fluent-forms-elementor-widget.css?v...	200	equityreleased2u.co.uk	763B	287ms
frontend.css?ver=1.6.11	200	equityreleased2u.co.uk	7.20KB	293ms
post-212.css?ver=1654919609	200	equityreleased2u.co.uk	860B	288ms
post-217.css?ver=1673362529	200	equityreleased2u.co.uk	1.33KB	289ms
css?family=Libre+Franklin%3A300%2...	200	fonts.googleapis.com	1.00KB	36ms
style.css?ver=20201208	200	equityreleased2u.co.uk	14.6KB	292ms
blocks.css?ver=20190105	200	equityreleased2u.co.uk	1.70KB	291ms
ekiticons.css?ver=2.6.1	200	equityreleased2u.co.uk	11.1KB	293ms
widget-styles.css?ver=2.6.1	200	equityreleased2u.co.uk	46.8KB	421ms
responsive.css?ver=2.6.1	200	equityreleased2u.co.uk	2.78KB	404ms
mailin-front.css?ver=6.2	200	equityreleased2u.co.uk	642B	406ms
css?family=Roboto%3A100%2C100it...	200	fonts.googleapis.com	2.14KB	36ms
fontawesome.min.css?ver=5.15.3	200	equityreleased2u.co.uk	11.8KB	407ms
solid.min.css?ver=5.15.3	200	equityreleased2u.co.uk	286B	408ms
regular.min.css?ver=5.15.3	200	equityreleased2u.co.uk	283B	408ms
brands.min.css?ver=5.15.3	200	equityreleased2u.co.uk	284B	409ms
jquery.min.js?ver=3.6.3	200	equityreleased2u.co.uk	29.7KB	290ms
jquery-migrate.min.js?ver=3.4.0	200	equityreleased2u.co.uk	4.50KB	409ms
adviser-portals-content-public.js?ver...	200	equityreleased2u.co.uk	412B	413ms
js?id=UA-225374770-1	200	googletagmanager.com	60.2KB	517ms
mailin-front.js?ver=1654918388	200	equityreleased2u.co.uk	2.61KB	415ms
adsbygoogle.js?client=ca-pub-924511...	200	pagead2.googlesyndic...	46.8KB	537ms
M2L-Logo-Straplins-300x93.png	200	equityreleased2u.co.uk	8.16KB	709ms
download-1-300x150.png	200	equityreleased2u.co.uk	16.8KB	758ms
Just-Retirement-logo-300x183.png	200	equityreleased2u.co.uk	15.4KB	711ms
logo-1.png	200	equityreleased2u.co.uk	17.4KB	758ms
images.jpg	200	equityreleased2u.co.uk	6.35KB	751ms
hodge_full_colour-300x125.png	200	equityreleased2u.co.uk	6.65KB	753ms
1599468201358.jpg	200	equityreleased2u.co.uk	6.08KB	754ms
aviva-header-300x105.png	200	equityreleased2u.co.uk	18.2KB	758ms
canada-life-300x125.jpg	200	equityreleased2u.co.uk	5.09KB	755ms
STL-Home-Finance-Stacked-RGB-300...	200	equityreleased2u.co.uk	9.43KB	756ms
fluent-forms-public.css?ver=4.3.8	200	equityreleased2u.co.uk	1.94KB	571ms
fluentform-public-default.css?ver=4.3.8	200	equityreleased2u.co.uk	3.36KB	573ms
animations.min.css?ver=3.6.6	200	equityreleased2u.co.uk	2.38KB	625ms
effect.min.js?ver=1.13.2	200	equityreleased2u.co.uk	6.16KB	626ms
equity.js?ver=6.2	200	equityreleased2u.co.uk	4.36KB	627ms
19929475.js?integration=WordPress&...	(canceled)	js.hs-scripts.com	99B	617ms
skip-link-focus-fix.js?ver=20161114	200	equityreleased2u.co.uk	329B	628ms
navigation.js?ver=20161203	200	equityreleased2u.co.uk	1.05KB	629ms
global.js?ver=20190121	200	equityreleased2u.co.uk	2.34KB	630ms

jquery.scrollTo.js?ver=2.1.2	200	equityreleased2u.co.uk	2.19KB		631ms			
frontend-script.js?ver=2.6.1	200	equityreleased2u.co.uk	40B		632ms			
widget-scripts.js?ver=2.6.1	200	equityreleased2u.co.uk	41.9KB		676ms			
frontend.js?ver=1.6.11	200	equityreleased2u.co.uk	3.52KB		633ms			
imagesloaded.min.js?ver=4.1.4	200	equityreleased2u.co.uk	1.69KB		634ms			
form-submission.js?ver=4.3.8	200	equityreleased2u.co.uk	5.38KB		635ms			
webpack.runtime.min.js?ver=3.6.6	200	equityreleased2u.co.uk	2.00KB		650ms			
frontend-modules.min.js?ver=3.6.6	200	equityreleased2u.co.uk	4.34KB		651ms			
jquery.sticky.min.js?ver=3.0.9	200	equityreleased2u.co.uk	1.73KB		651ms			
frontend.min.js?ver=3.0.9	200	equityreleased2u.co.uk	44.6KB		676ms			
waypoints.min.js?ver=4.0.2	200	equityreleased2u.co.uk	2.80KB		653ms			
core.min.js?ver=1.13.2	200	equityreleased2u.co.uk	6.64KB		654ms			
swiper.min.js?ver=5.3.6	200	equityreleased2u.co.uk	33.2KB		676ms			
share-link.min.js?ver=3.6.6	200	equityreleased2u.co.uk	1.00KB		657ms			
dialog.min.js?ver=4.9.0	200	equityreleased2u.co.uk	3.19KB		702ms			
frontend.min.js?ver=3.6.6	200	equityreleased2u.co.uk	10.4KB		703ms			
animate-circle.js?ver=2.6.1	200	equityreleased2u.co.uk	389B		705ms			
elementor.js?ver=2.6.1	200	equityreleased2u.co.uk	4.48KB		704ms			
preloaded-modules.min.js?ver=3.6.6	200	equityreleased2u.co.uk	12.2KB		706ms			
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jizDREVIthGc8qDlbSTKq4XkRiUf2zc....	200	fonts.gstatic.com	26.6KB		39ms			
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pxiByp8kv8JHGfVrLCz7Z1xIFQ.woff2	200	fonts.gstatic.com	7.63KB		80ms			
xfbml.customerchat.js	200	connect.facebook.net	88.9KB		504ms			
fa-solid-900.woff2	200	equityreleased2u.co.uk	76.4KB		597ms			
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show_ads_impl_fy2021.js?bust=3107...	200	pagead2.googleadsyndic...	116KB		116ms			
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js?id=G-F5WMMD95EH&l=dataLayer...	200	googletagmanager.com	70.9KB		52ms			
analytics.js	200	google-analytics.com	19.6KB		29ms			
js?id=G-CXC93RTVJK&l=dataLayer&...	200	googletagmanager.com	69.5KB		48ms			
cookie.js?domain=equityreleased2u....	200	partner.googleadservi...	259B		31ms			
integrator.js?domain=equityreleased...	200	adservice.google.ca	100B		65ms			
integrator.js?domain=equityreleased...	200	adservice.google.com	100B		65ms			
ads?client=ca-pub-9245117431377551...	200	googleads.g.doublecli...	68B		57ms			
image-one-1-scaled.jpg	200	equityreleased2u.co.uk	948KB				1.6s	
Releasing-a-tax-free-lump-sum-scale...	200	equityreleased2u.co.uk	526KB				1.6s	
Repaying-an-existing-mortgage-scale...	200	equityreleased2u.co.uk	497KB				1.5s	
Consolidating-debts-scaled.jpg	200	equityreleased2u.co.uk	544KB				1.8s	
Family-holiday-fund-scaled.jpg	200	equityreleased2u.co.uk	473KB				1.7s	
car-equity-one-scaled.jpg	200	equityreleased2u.co.uk	571KB				1.8s	
Home-improvements-scaled.jpg	200	equityreleased2u.co.uk	662KB				1.8s	
Giftng-family-scaled.jpg	200	equityreleased2u.co.uk	509KB				1.6s	
iframe_api	200	youtube.com	1.76KB		69ms			
www-widgetapi.js	200	youtube.com	61.8KB		30ms			
KvdwtzVSxJQ?controls=1&rel=0&pla...	200	youtube.com	28.3KB		90ms			
www-player.css	200	youtube.com	50.8KB		76ms			
www-embed-player.js	200	youtube.com	108KB		78ms			
base.js	200	youtube.com	617KB		127ms			
fetch-polyfill.js	200	youtube.com	2.75KB		54ms			
KFOmCnqEu92Fr1Mu4mxK.woff2	200	fonts.gstatic.com	15.0KB		52ms			
KFOmCnqEu92Fr1MmEU9fBBc4.woff2	200	fonts.gstatic.com	15.2KB		52ms			
id	302	googleads.g.doublecli...	0		13ms			
ad_status.js	200	static.doubleclick.net	29B		36ms			
POST Create	200	jnn-pa.googleapis.com	30.6KB		82ms			

OPTIONS Create	200	jnn-pa.googleapis.com	0					44ms		
remote.js	200	youtube.com	35.6KB					8ms		
2odrZu4NrapatEoBxceaXJmOvBRJ7...	200	google.com	14.0KB					35ms		
sddefault.webp	200	i.ytimg.com	6.82KB					80ms		
embed.js	200	youtube.com	8.78KB					6ms		
id?sif_rd=1	200	googleads.g.doublecli...	146B					14ms		
AGlKgqOsgC56cfr216Sf6fq1uAR40JJ...	200	yt3.ggpht.com	2.04KB					472ms		
POST GenerateIT	200	jnn-pa.googleapis.com	134B					43ms		
OPTIONS GenerateIT	200	jnn-pa.googleapis.com	0					19ms		
cast_sender.js	200	gstatic.com	1.96KB					58ms		
generate_204?MekUdg	204	youtube.com	0					19ms		
cast_sender.js	200	gstatic.com	14.8KB					20ms		
sodar?sv=200&tid=gda&tv=r2023041...	200	pagead2.google syndic...	10.7KB					36ms		
new_domain_gating?endpoint=custo...	200	socialplugin.facebook...	1.03KB					277ms		
favicon-removebg-preview-100x100.p...	200	equityreleased2u.co.uk	11.6KB					434ms		
sodar2.js	200	tpc.google syndication...	6.24KB					49ms		
runner.html	200	tpc.google syndication...	4.95KB					62ms		
aframe	200	google.com	531B					69ms		
kBq9KUdG_fSJS_g22hG5lJOh94ldGE...	200	pagead2.google syndic...	14.1KB					8ms		
sodar?id=sodar2&v=225&li=gda_r202...	204	pagead2.google syndic...	0					14ms		
SDK?app_id=&attribution=wordpress...	200	facebook.com	1.80KB					400ms		
facade?app_id=&attribution=wordpre...	200	facebook.com	911B					493ms		
generate_204?Vpqmxw	204	tpc.google syndication...	0					7ms		
SDK?app_id=&attribution=wordpress...	200	facebook.com	0					205ms		
sodar?id=sodar2&v=225&t=2&li=gda...	204	pagead2.google syndic...	0					15ms		
POST log_event?alt=json&key=AlzaS...	200	youtube.com	50B					20ms		
<b>142 Requests    7.44MB (13.0MB Uncompressed)    Fully Loaded 4.8s (Onload 3.7s)</b>										



### Performance Metrics

<p><b>First Contentful Paint</b></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>Longer than recommended</p> <p><b>1.3s</b></p>	<p><b>Time to Interactive</b></p> <p>How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.</p>	<p>Good - Nothing to do here</p> <p><b>2.4s</b></p>
<p><b>Speed Index</b></p> <p>How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.</p>	<p>Much longer than recommended</p> <p><b>4.5s</b></p>	<p><b>Total Blocking Time</b></p> <p>How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.</p>	<p>OK, but consider improvement</p> <p><b>183ms</b></p>
<p><b>Largest Contentful Paint</b></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>Much longer than recommended</p> <p><b>3.6s</b></p>	<p><b>Cumulative Layout Shift</b></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>Good - Nothing to do here</p> <p><b>0.04</b></p>

### Browser Timings

Redirect	0ms	Connect	393ms	Backend	158ms
TTFB	551ms	First Paint	1.3s	DOM Int.	1.7s
DOM Loaded	1.7s	Onload	3.7s	Fully Loaded	4.8s

IMPACT	AUDIT	
High	<b>Avoid enormous network payloads</b> <small>LCP</small>	Total size was 7.45MB
Med	<b>Use a Content Delivery Network (CDN)</b>	78 resources found
Med	<b>Serve static assets with an efficient cache policy</b>	Potential savings of 624KB
Med-Low	<b>Eliminate render-blocking resources</b> <small>FCP LCP</small>	Potential savings of 275ms
Med-Low	<b>Defer offscreen images</b>	Potential savings of 4.09MB
Med-Low	<b>Lazy load third-party resources with facades</b> <small>TBT</small>	2 facade alternatives available
Low	<b>Reduce unused JavaScript</b> <small>LCP</small>	Potential savings of 356KB
Low	<b>Avoid an excessive DOM size</b> <small>TBT</small>	884 elements
Low	<b>Ensure text remains visible during webfont load</b> <small>FCP LCP</small>	7 fonts found
Low	<b>Serve images in next-gen formats</b>	Potential savings of 2.17MB
Low	<b>Preconnect to required origins</b> <small>FCP LCP</small>	Potential savings of 157ms
Low	<b>Avoid long main-thread tasks</b> <small>TBT</small>	7 long tasks found
Low	<b>Avoid chaining critical requests</b> <small>FCP LCP</small>	63 chains found
Low	<b>Properly size images</b>	Potential savings of 12.8KB
Low	<b>Reduce JavaScript execution time</b> <small>TBT</small>	347ms spent executing JavaScript
Low	<b>Reduce unused CSS</b> <small>FCP LCP</small>	Potential savings of 132KB
Low	<b>Reduce initial server response time</b> <small>FCP LCP</small>	Root document took 158ms
Low	<b>Avoid serving legacy JavaScript to modern browsers</b> <small>TBT</small>	Potential savings of 5.63KB
Low	<b>Avoid large layout shifts</b> <small>CLS</small>	5 elements found
Low	<b>Minify CSS</b> <small>FCP LCP</small>	Potential savings of 3.75KB
Low	<b>Avoid non-composited animations</b> <small>CLS</small>	2 animated elements found
N/A	<b>Largest Contentful Paint element</b> <small>LCP</small>	1 element found
N/A	<b>Minimize main-thread work</b> <small>TBT</small>	Main-thread busy for 1.8s

N/A

**Reduce the impact of third-party code** TBT

Total size was 1.55MB

N/A

**User Timing marks and measures**