



Performance Wake-up

Speed was a company-wide initiative for eBay starting in 2019, with many teams determined to make the site and apps as fast as possible for users.

For every 100 milliseconds improvement in search page loading time, eBay saw a 0.5% increase in “Add to Cart” count.

100ms

Improvement in load time

0.5%

Increase in "Add to Cart" count

**Would you be willing to
slow your site down
0.1 second ?**

Uncomfortable, isn't it?



"A 2012 detailed study at Bing (Kohavi et al.2013) showed that every 100 ms speedup improves revenue by 0.6%."*

*Kohavi, Ron; Tang, Diane; Xu, Ya. Trustworthy Online Controlled Experiments: A Practical Guide to A/B Testing (p. 82).

A close-up, macro photograph of a mechanical watch movement. The image shows intricate metal parts, including gears, jewels, and a rotor with engraved text. The lighting is dramatic, highlighting the textures and metallic sheen of the components. The background is dark and out of focus, emphasizing the detailed craftsmanship of the watch mechanism.

**Performance optimization is
just... optimization.**



SnipesUSA.com decreased page load speed by 30% and saw its average conversion rate double to from 1% to 2%.

[PERMALINK](#) [SHARE ON TWITTER](#)

[#conversion](#) [#2020](#)



Yelp reduced First Contentful Paint (75th percentile) by 45% and Yelp Page Complete (75th percentile) by 25% and saw a 15% improvement in their conversion rate.

[PERMALINK](#) [SHARE ON TWITTER](#)

[#user timing](#) [#conversion](#) [#2021](#)



Bing observed that an engine performance by 10ms (that's one blink) more than pays for himself in millisecond counts



AliExpress reduced load time by 36% and saw a 10.5% increase in orders and a 27% increase in conversion for new customers.

[PERMALINK](#) [SHARE ON TWITTER](#)



Fashion retailer Misguided removed Bazaarvoice for Android visitors. Median page load time improved by 4 seconds, and revenue increased by 26%

[PERMALINK](#) [SHARE ON TWITTER](#)

[#revenue](#) [#2018](#)



A Google study over millions of page impressions found that when a site meets the recommended thresholds for the Core Web Vitals metrics, users are at least 24% less likely to abandon a page before it finishes loading.

[PERMALINK](#) [SHARE ON TWITTER](#)

[#abandonment](#) [#2020](#) [#core web vitals](#)

A photograph of a crowded train car, likely in Japan, showing passengers holding onto handrails and looking at their phones. The scene is dimly lit, with the train's interior lights providing the main illumination. The text "You're competing for subconscious attention" is overlaid in large, white, bold letters across the center of the image.

**You're competing for
subconscious attention**

A close-up, slightly blurred photograph of a dartboard. The board features a central red bullseye, surrounded by concentric rings of green, red, and black. Several darts are visible: one green dart is in the bullseye, another green dart is in the red ring, and two orange darts are in the white segments. The text "So, how are we doing?" is overlaid in white, bold, sans-serif font across the center of the image.

So, how are we doing?

Gratis verzending vanaf 20,-

Bezorging dezelfde dag, 's avonds of in het weekend*

Gratis retourneren

Select Ontdek nu de 4 voordelen

bol.

Waar ben je naar op zoek?



Welkom
Arnout



Categorieën ▾

Cadeaus & Inspiratie ▾

Aanbiedingen ▾

Zakelijk

Cadeaukaart

Bestelstatus

Klantenservice

NL ▾

Woondeals

De nieuwste mode

3+1 gratis

Tuininspiratie

Voorraaddeals >

Voorraaddeals

vul je voorraad
voordelig aan

Bekijk nu



30% korting*
op Starbucks



*op de adviesprijs

Korting*
op eetkamerstoelen



*op de meest getoonde prijs

Hoge korting*
op bijzettafels



*op de meest getoonde prijs

TCL televisies
met voorjaarsvoordeel



Topdeals voor jou

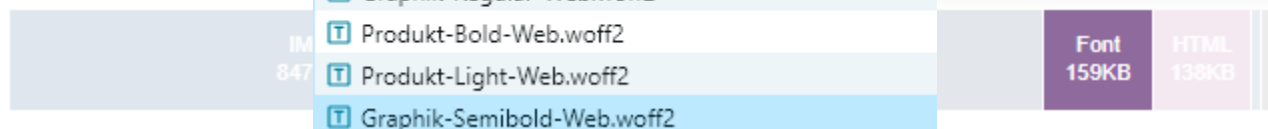
[Bol.com](https://www.bol.com)

Page Details ?

Your page content is broken down into the following:



Total Page Size - 1.74MB



Total Page Requests - 64



HTML

JS

CSS

IMG

Video

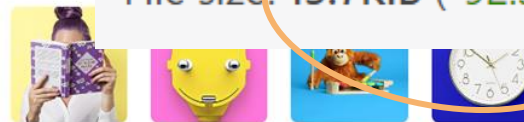
Font

Other

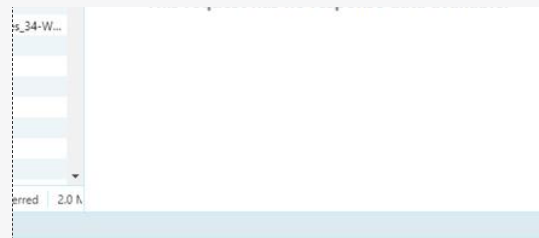
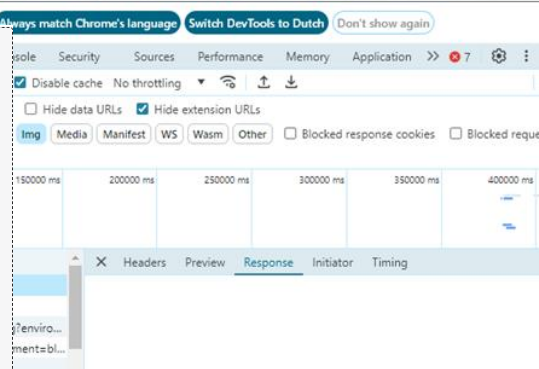
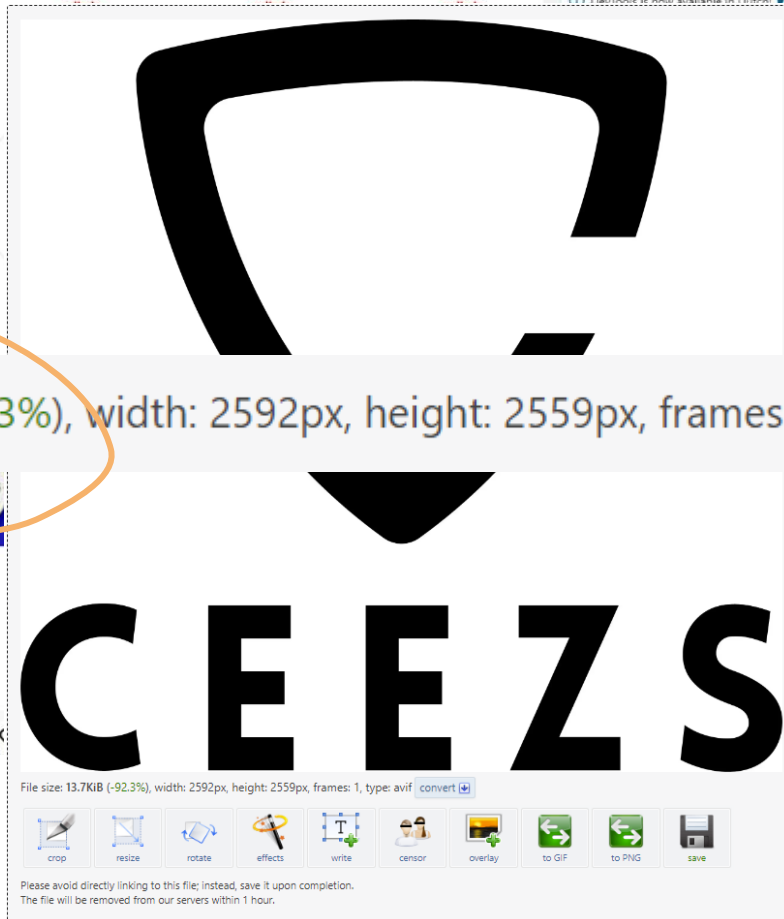
Merken voor jou



Kies e



Topkeuzes voor jou



File size: 13.7KiB (-92.3%), width: 2592px, height: 2559px, frames: 1, type: avif [convert](#)

File size: 13.7KiB (-92.3%), width: 2592px, height: 2559px, frames: 1, type: avif [convert](#)

- crop
- resize
- rotate
- effects
- write
- censor
- overlay
- to GIF
- to PNG
- save

Please avoid directly linking to this file; instead, save it upon completion.
The file will be removed from our servers within 1 hour.

SEJ · Ranking Factors

Core Web Vitals as a Google Ranking Factor: What You Need to Know

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✉ Email Address

https://www.searchenginejournal.com > ... · [Vertaal deze pagina](#) ⋮

Core Web Vitals as a Google Ranking Factor: What You Need ...

18 okt. 2021 — **Google has confirmed that yes, Core Web Vitals are a ranking factor.** Google's web.dev offers great advice on how to improve your LCP, FID, and ...

Are CWV a "ranking factor"?

SEJ ebook

Core Web Vitals

FACT OR FICTION





Ryan Jones • 2nd

23h • 🌐



Let's talk about page speed/performance. SEOS love it because it's a # and no matter what a site starts at, you can always do something to show improvement in that number.

But does it matter? Google has said on record that it's literally the smallest weight possible in the algorithm. That means, time spent doing literally anything else that will impact your site will have a bigger impact.

Should you ignore page performance? No. But quit with the tools and the obsession. If you have a performance problem, you'll know it without the tools. That's when it's time to act.

Barry Adams and 20 others

14 comments

Reactions



Well said...

Thanks for sharing...

What about...

In my opinion



<https://www.linkedin.com/feed/update/urn:li:activity:7173681294403358721/>



Johan Terpstra • 1st

3h ...

E-Commerce Consultant / MarTech Engineer at Yawiss

There's SEOs who only care about bringing in traffic. For them, indeed there's almost no gain to be had.

But then there's the better SEOs who not only bring in traffic, but get judged on how well it converts. For those, Core Web Vitals, web performance and perceived performance does matter of course. No performance = fewer conversions.

So the "anything else will have a bigger impact" part only applies to traffic acquisition. Not on actual business KPIs like revenue and profit.

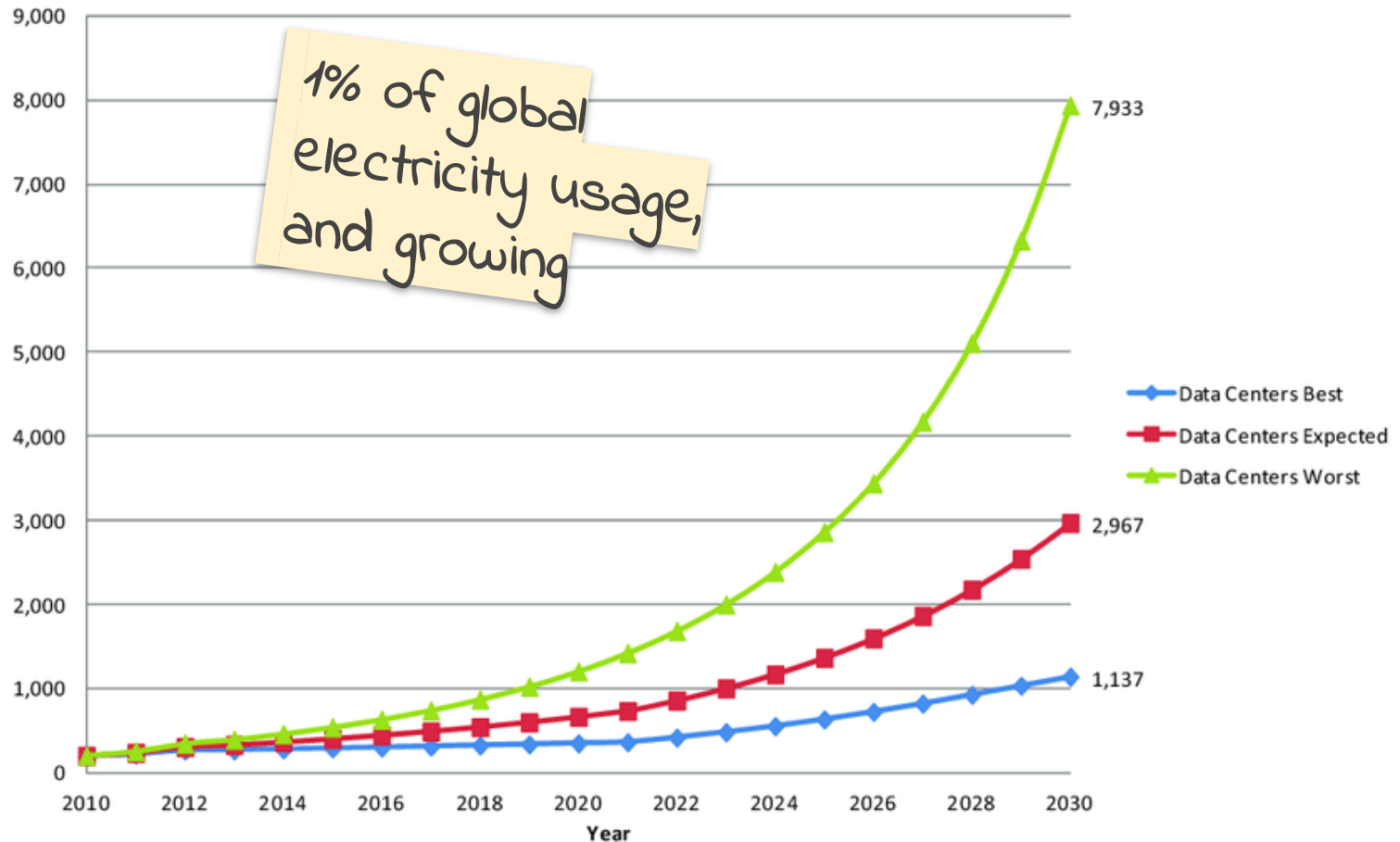
Love ·  1 | Reply

[Johan his excellent comment](#)



**Is this just
academic?**

Electricity usage (TWh) of Data Centers 2010-2030





John
@JohnMu

If you want to prepare for things to come - this is a great topic. It won't silently go away, and it will only become more important. If you're annoyed by the crypto/AI-hype, this is a nice balance, there's a lot to learn, to coordinate, and to help others with.



Matt Tutt @MattTutt1 · Mar 13

Recently I published the results of my climate change and SEO survey over at @engineland 🇺🇸

I'm sharing those results here again in tweet form.

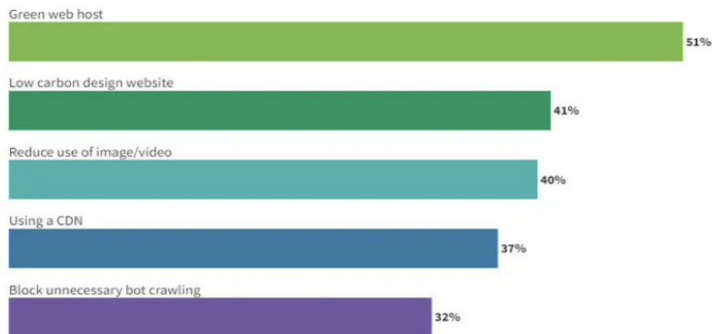
...

[Show more](#)

[Show this thread](#)

Green Web Hosting For the Win

Practices by % of respondents ranking them as most impactful* in reducing the environmental impact of a website.



Click to expand the following practices on their perceived contribution for reducing the environmental impact of a website. Use a scale, where 1 is the most impactful, and 5 is the least impactful; *reflects the % of people ranking the impact of each practice as 1 and 2.

9:08 AM · Mar 14, 2024 · 8,938 Views

<https://twitter.com/JohnMu/status/1768187387698364518>

A collection of fruits and bread on a dark surface. From left to right: a large, bright red tomato; a slice of white bread; a banana with a dark brown stem; a piece of white bread with a large, dark, fuzzy mold spot; and a whole yellow lemon with some white mold spots. The text is overlaid in the center.

**Most websites are
~~slow~~ rotten.
Why?**



developers and their decisions



servers and systems

A background image of a jigsaw puzzle with various colorful pieces, including shades of yellow, orange, green, and blue. The puzzle pieces are scattered and overlapping, creating a textured, abstract pattern. The text "scripts and styles" is overlaid in the center in a white, sans-serif font.

scripts and styles



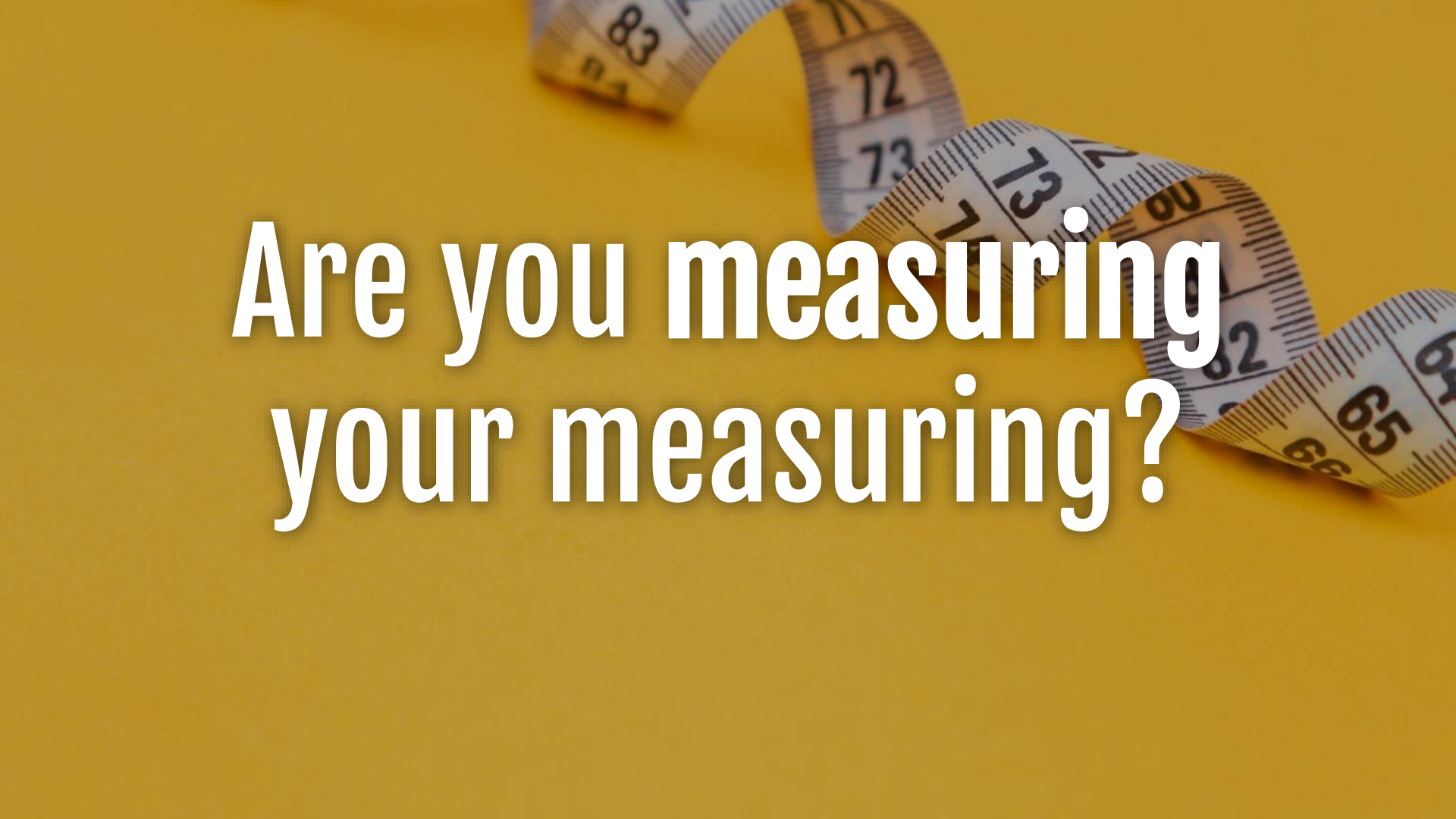
ads and analytics



measurement and monitoring



tools and testing



**Are you measuring
your measuring?**



Latest Performance Report for: <https://yoast.com/>

Report generated: Tue, Nov 15, 2022 7:17 AM -0800

Test Server Location: 🇨🇦 Vancouver, Canada

Using: 🌐 Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

GTmetrix Grade ?

A

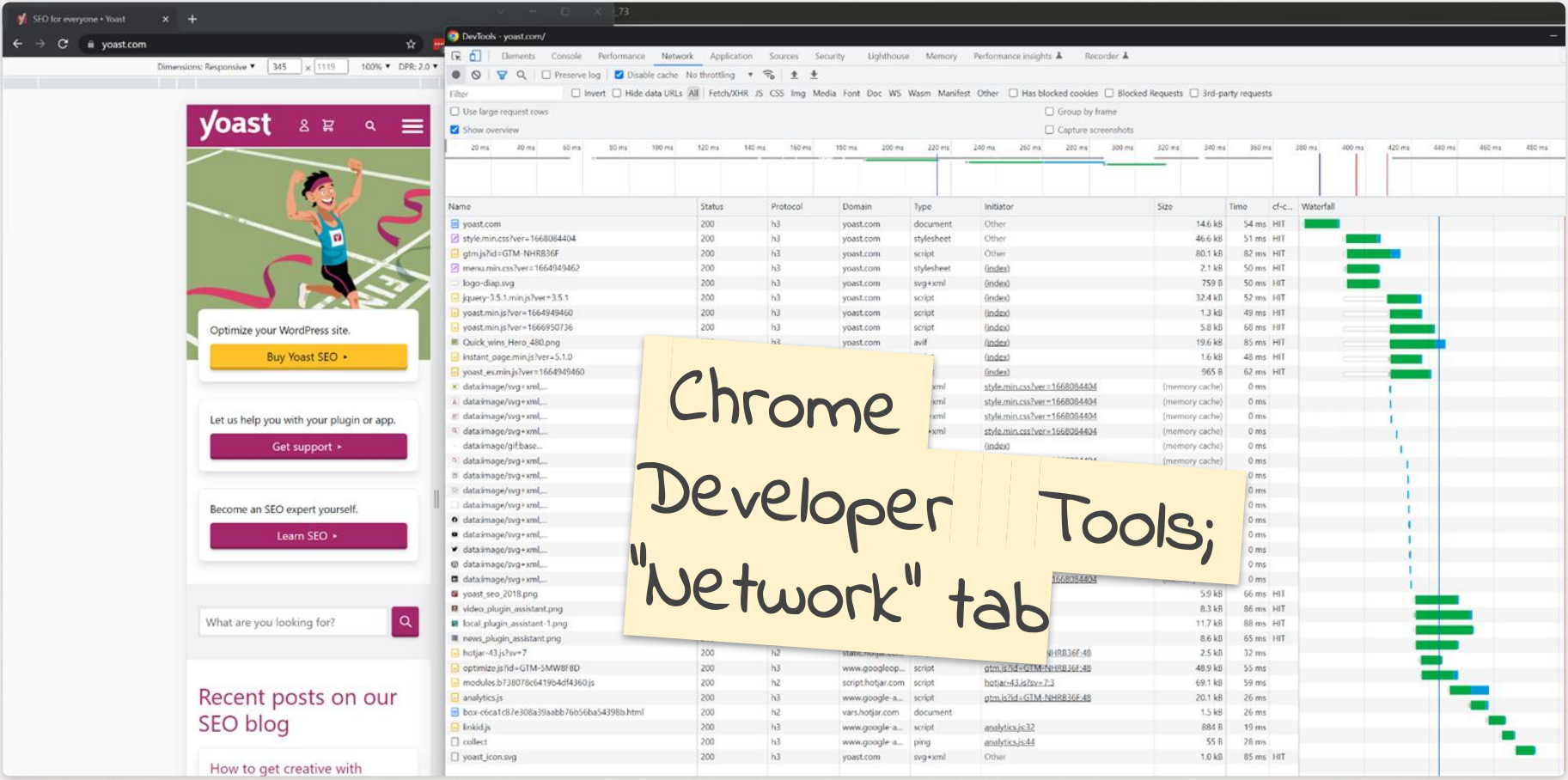
Performance ?

90%

Structure ?

99%

<https://gtmetrix.com/reports/yoast.com/AVp6lGIT/>



yoast



Optimize your WordPress site.

Buy Yoast SEO

Let us help you with your plugin or app.

Get support

Become an SEO expert yourself.

Learn SEO

What are you looking for?

Recent posts on our SEO blog

How to get creative with

Filter: Use large request rows Show overview Group by frame Capture screenshots

Name	Status	Protocol	Domain	Type	Initiator	Size	Time	cf...	Waterfall
yoast.com	200	h3	yoast.com	document	Other	14.6 kB	54 ms	HIT	
style.min.css?ver=1668084404	200	h3	yoast.com	stylesheet	Other	46.6 kB	51 ms	HIT	
gtm.js?id=GTM-NHR836F	200	h3	yoast.com	script	Other	80.1 kB	82 ms	HIT	
menu.min.css?ver=1664949462	200	h3	yoast.com	stylesheet	(index)	2.1 kB	50 ms	HIT	
logo-diag.svg	200	h3	yoast.com	svg+xml	(index)	759 B	50 ms	HIT	
jquery-3.5.1.min.js?ver=3.5.1	200	h3	yoast.com	script	(index)	32.4 kB	52 ms	HIT	
yoast.min.js?ver=1664949460	200	h3	yoast.com	script	(index)	1.3 kB	49 ms	HIT	
yoast.min.js?ver=1666950736	200	h3	yoast.com	script	(index)	5.8 kB	68 ms	HIT	
Quick_wins_Hero_480.png	200	h3	yoast.com	avif	(index)	19.6 kB	85 ms	HIT	
instant_page.min.js?ver=5.1.0	200	h3	yoast.com	script	(index)	1.6 kB	48 ms	HIT	
yoast_es.min.js?ver=1664949460	200	h3	yoast.com	script	(index)	965 B	62 ms	HIT	
data:image/svg+xml=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
data:image/svg+xml=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
data:image/svg+xml=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
data:image/gif;base=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
data:image/svg+xml=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
data:image/svg+xml=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
data:image/svg+xml=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
data:image/svg+xml=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
data:image/svg+xml=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
data:image/svg+xml=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
data:image/svg+xml=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
data:image/svg+xml=...				xml	style.min.css?ver=1668084404	(memory cache)	0 ms		
yoast_seo_2018.png	200	h3	yoast.com	image/png	(index)	5.9 kB	66 ms	HIT	
video_plugin_assistant.png	200	h3	yoast.com	image/png	(index)	8.3 kB	86 ms	HIT	
local_plugin_assistant.png	200	h3	yoast.com	image/png	(index)	11.7 kB	88 ms	HIT	
news_plugin_assistant.png	200	h3	yoast.com	image/png	(index)	8.6 kB	65 ms	HIT	
hotjar-43.js?v=7	200	h2	stat.hotjar.com	script	Hotjar	2.5 kB	32 ms		
optimize.js?id=GTM-3MWW8D	200	h3	www.google.com	script	Hotjar	2.5 kB	55 ms		
modules.b738078c6419b40f4360.js	200	h2	script.hotjar.com	script	Hotjar	69.1 kB	59 ms		
analytics.js	200	h3	www.google.com	script	Hotjar	20.1 kB	26 ms		
box-cfca1c87e308a39aab76b56ba54398b.html	200	h2	vars.hotjar.com	document	Hotjar	1.5 kB	26 ms		
linkid.js	200	h3	www.google.com	script	Hotjar	884 B	19 ms		
collect	200	h3	www.google.com	ping	Hotjar	55 B	28 ms		
yoast_icon.svg	200	h3	yoast.com	svg+xml	Other	1.0 kB	85 ms	HIT	

Chrome Developer Tools; "Network" tab

The image shows a browser window displaying the Yoast website on the left and the Chrome DevTools Network tab on the right. The website has a purple header with the Yoast logo and navigation icons. Below the header is a hero image of a runner. The main content area contains three call-to-action boxes: 'Optimize your WordPress site. Buy Yoast SEO', 'Let us help you with your plugin or app. Get support', and 'Become an SEO expert yourself. Learn SEO'. At the bottom, there is a search bar and a section for 'Recent posts on our SEO blog'.

The DevTools Network tab shows a list of network requests. A yellow sticky note is placed over the table, highlighting the total size and time for a group of requests. The table columns are Name, Status, Protocol, Domain, Type, Initiator, Size, Time, and cf-... The Waterfall view on the right shows the timing of these requests.

Name	Status	Protocol	Domain	Type	Initiator	Size	Time	cf-...	Waterfall
yoast.com	200	h3	yoast.com	document	Other	14.6 kB	54 ms	HIT	
style.min.css?ver=1668084404	200	h3	yoast.com	stylesheet	Other	46.6 kB	51 ms	HIT	
gtm.js?id=GTM-NHR836F	200	h3	yoast.com	script	Other	80.1 kB	82 ms	HIT	
menu.min.css?ver=1664949462	200	h3	yoast.com	stylesheet	(index)	2.1 kB	50 ms	HIT	
logo-dlqg.svg	200	h3	yoast.com	svg+xml	(index)	759 B	50 ms	HIT	
jquery-3.5.1.min.js?ver=3.5.1	200	h3	yoast.com	script	(index)	32.4 kB	52 ms	HIT	
yoast.min.js?ver=1664949460	200	h3	yoast.com	script	(index)	1.3 kB	49 ms	HIT	
yoast.min.js?ver=1666950736	200	h3	yoast.com	script	(index)	5.8 kB	68 ms	HIT	
Quick_wins_Hero_480.png	200	h3	yoast.com	avif	(index)	19.6 kB	85 ms	HIT	
instant_page.min.js?ver=5.1.0	200	h3	yoast.com	script	(index)	1.6 kB	48 ms	HIT	
yoast_es.min.js?ver=1664949460	200	h3	yoast.com	script	(index)	965 B	62 ms	HIT	
data:image/svg+xml;url=1668084404							0 ms		
data:image/svg+xml;url=1668084404							0 ms		
data:image/svg+xml;url=1668084404							0 ms		
data:image/gif;base64=1668084404							0 ms		
data:image/svg+xml;url=1668084404							0 ms		
data:image/svg+xml;url=1668084404							0 ms		
data:image/svg+xml;url=1668084404							0 ms		
data:image/svg+xml;url=1668084404							0 ms		
data:image/svg+xml;url=1668084404							0 ms		
data:image/svg+xml;url=1668084404							0 ms		
data:image/svg+xml;url=1668084404							0 ms		
yoast_seo_2018.png	200	h3	yoast.com	avif	(index)	5.9 kB	66 ms	HIT	
video_plugin_assistant.png	200	h3	yoast.com	avif	(index)	8.3 kB	86 ms	HIT	
local_plugin_assistant_1.png	200	h3	yoast.com	avif	(index)	11.7 kB	88 ms	HIT	
news_plugin_assistant.png	200	h3	yoast.com	avif	(index)	8.6 kB	65 ms	HIT	
hotjar-43.js?v=7	200	h2	static.hotjar.com	script	gtm.js?id=GTM-NHR836F&#	2.5 kB	32 ms		
optimize.js?id=GTM-3MWW8ED	200	h3	www.googlecoo...	script	gtm.js?id=GTM-NHR836F&#	48.9 kB	55 ms		
modules.b738078c6419b40f4360.js	200	h2	script.hotjar.com	script	hotjar-43.js?v=7.3	69.1 kB	59 ms		
analytics.js	200	h3	www.google-a...	script	gtm.js?id=GTM-NHR836F&#	20.1 kB	26 ms		
box-cfca1c87e308a39aabb76b56ba54398b.html	200	h2	vars.hotjar.com	document		1.5 kB	26 ms		
linkid.js	200	h3	www.google-a...	script	analytics.js32	884 B	19 ms		
collect	200	h3	www.google-a...	ping	analytics.js44	55 B	28 ms		
yoast_icon.svg	200	h3	yoast.com	svg+xml	Other	1.0 kB	85 ms	HIT	

~560kb in
~0.4 seconds

The image shows a browser window with the Yoast website and the Chrome DevTools Network tab. The website has a purple header with the Yoast logo and navigation icons. Below the header is a hero image of a runner and several promotional buttons: "Optimize your WordPress site. Buy Yoast SEO", "Let us help you with your plugin or app. Get support", and "Become an SEO expert yourself. Learn SEO". At the bottom, there's a search bar and a section for "Recent posts on our SEO blog".

The DevTools Network tab shows a list of requests with columns for Name, Status, Protocol, Domain, Type, Initiator, Size, Time, and cf-... A waterfall chart on the right shows the timing of these requests. A purple box highlights a group of requests including:

- style.min.css?ver=1668084404
- gtm.js?id=GTM-NHR836F
- menu.min.css?ver=1664949462
- logo-dtag.svg
- jquery-3.5.1.min.js?ver=3.5.1
- yoast.min.js?ver=1664949460
- yoast.min.js?ver=1666950736
- Quick_wins_Hero_480.png
- instant_page.min.js?ver=5.1.0
- yoast_es.min.js?ver=1664949460
- data:image/svg+xml...
- data:image/svg+xml...
- data:image/svg+xml...
- data:image/gif;base...
- data:image/svg+xml...
- data:image/svg+xml...
- data:image/svg+xml...
- data:image/svg+xml...
- data:image/svg+xml...
- data:image/svg+xml...
- data:image/svg+xml...
- data:image/svg+xml...
- data:image/svg+xml...
- data:image/svg+xml...
- yoast_seo_2018.png
- video_plugin_assistant.png
- local_plugin_assistant_1.png
- news_plugin_assistant.png

Another purple box highlights a group of requests including:

- hotjar-43.js?v=7
- optimize.js?id=GTM-3MWW8D
- modules.b738078c6419b40f4360.js
- analytics.js
- box-c6ca1c87e308a39aab76b56ba54398b.html
- linkid.js
- collect
- yoast_icon.svg

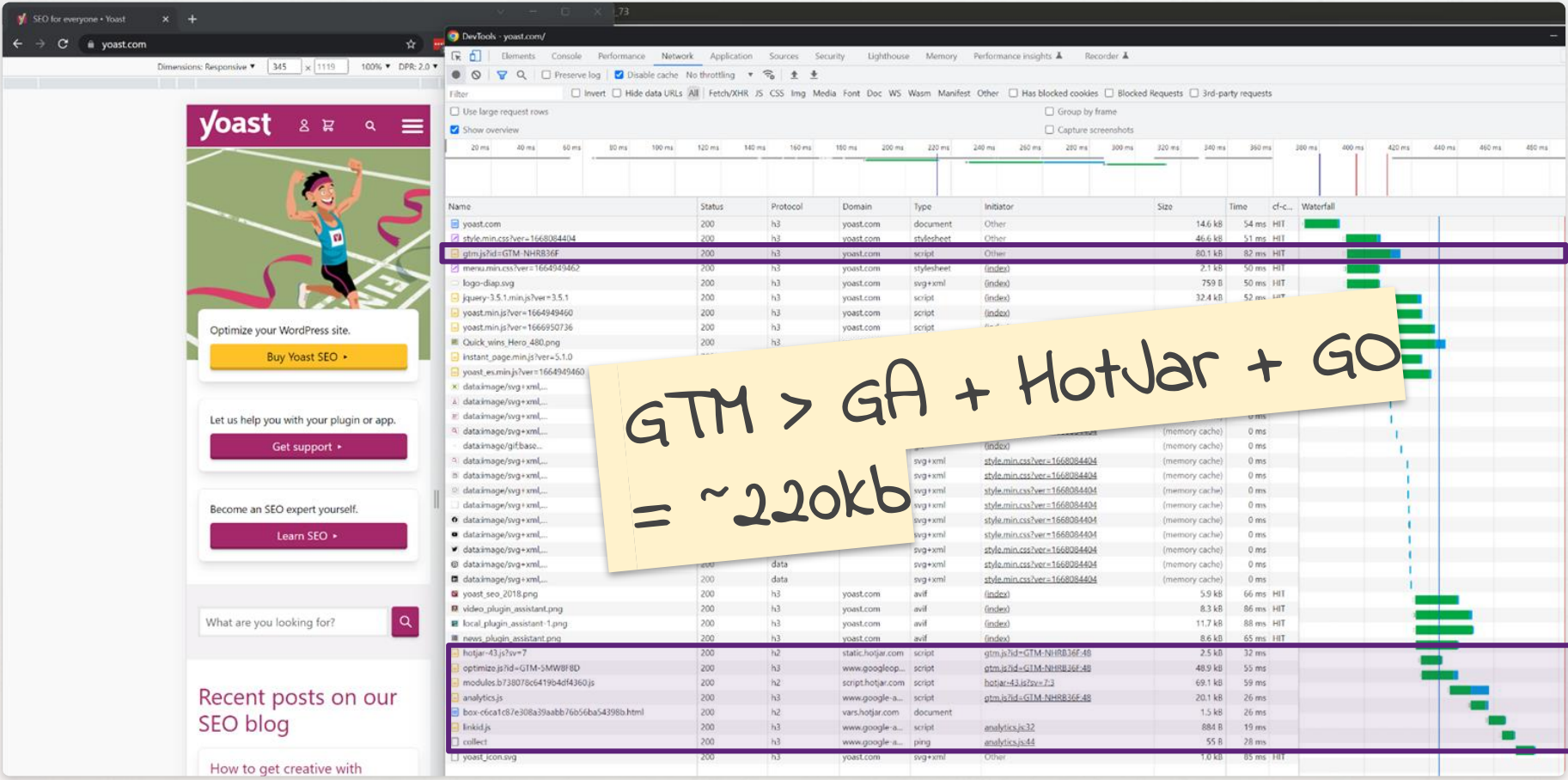
The image shows a browser window displaying the Yoast website on the left and the Chrome DevTools Network tab on the right. The Network tab is filtered to show 'Show overview' and displays a list of network requests. A yellow sticky note is placed over the network log with the text "GTM > GA + Hotjar + GO". The network log shows various resources being loaded, with GTM-related scripts and analytics tools like Hotjar and Google Analytics highlighted.

Name	Status	Protocol	Domain	Type	Initiator	Size	Time	cf-...	Waterfall
yoast.com	200	h3	yoast.com	document	Other	14.6 kB	54 ms	HIT	
style.min.css?ver=1668084404	200	h3	yoast.com	stylesheet	Other	46.6 kB	51 ms	HIT	
gtm.js?id=GTM-NHR836F	200	h3	yoast.com	script	Other	80.1 kB	82 ms	HIT	
menu.min.css?ver=1664949462	200	h3	yoast.com	stylesheet	(index)	2.1 kB	50 ms	HIT	
logo-dlqg.svg	200	h3	yoast.com	image	(index)	759 B	50 ms	HIT	
jqwey-3.5.1.min.js?ver=3.5.1	200	h3	yoast.com	script	(index)	32.4 kB	52 ms	HIT	
yoast.min.js?ver=1664949460	200	h3	yoast.com	script	(index)				
yoast.min.js?ver=1666950736	200	h3	yoast.com	script	(index)				
Quick_wins_Hero_480.png	200	h3	yoast.com	image	(index)				
instant_page.min.js?ver=5.1.0	200	h3	yoast.com	script	(index)				
yoast_es.min.js?ver=1664949460	200	h3	yoast.com	script	(index)				
data:image/svg+xml...	200	data		image	(memory cache)	0 ms			
data:image/svg+xml...	200	data		image	(memory cache)	0 ms			
data:image/svg+xml...	200	data		image	(memory cache)	0 ms			
data:image/gif;base64...	200	data		image	(memory cache)	0 ms			
data:image/svg+xml...	200	data		image	(memory cache)	0 ms			
data:image/svg+xml...	200	data		image	(memory cache)	0 ms			
data:image/svg+xml...	200	data		image	(memory cache)	0 ms			
data:image/svg+xml...	200	data		image	(memory cache)	0 ms			
data:image/svg+xml...	200	data		image	(memory cache)	0 ms			
data:image/svg+xml...	200	data		image	(memory cache)	0 ms			
data:image/svg+xml...	200	data		image	(memory cache)	0 ms			
yoast_seo_2018.png	200	h3	yoast.com	image	(index)	5.9 kB	66 ms	HIT	
video_plugin_assistant.png	200	h3	yoast.com	image	(index)	8.3 kB	86 ms	HIT	
local_plugin_assistant_1.png	200	h3	yoast.com	image	(index)	11.7 kB	88 ms	HIT	
news_plugin_assistant.png	200	h3	yoast.com	image	(index)	8.6 kB	65 ms	HIT	
hotjar-43.js?ver=7	200	h2	static.hotjar.com	script	gtm.js?id=GTM-NHR836F-48	2.5 kB	32 ms		
optimize.js?id=GTM-3MWW8D	200	h3	www.optimize.com	script	gtm.js?id=GTM-NHR836F-48	48.9 kB	55 ms		
modules.b738078c6419b40f4360.js	200	h2	script.hotjar.com	script	hotjar-43.js?ver=7.3	69.1 kB	59 ms		
analytics.js	200	h3	www.google-a...	script	gtm.js?id=GTM-NHR836F-48	20.1 kB	26 ms		
box-c6ca1c87e308a39aab76b656ba54398b.html	200	h2	vars.hotjar.com	document		1.5 kB	26 ms		
linkid.js	200	h3	www.google-a...	script	analytics.js32	884 B	19 ms		
collect	200	h3	www.google-a...	ping	analytics.js44	55 B	28 ms		
yoast_icon.svg	200	h3	yoast.com	image	Other	1.0 kB	85 ms	HIT	

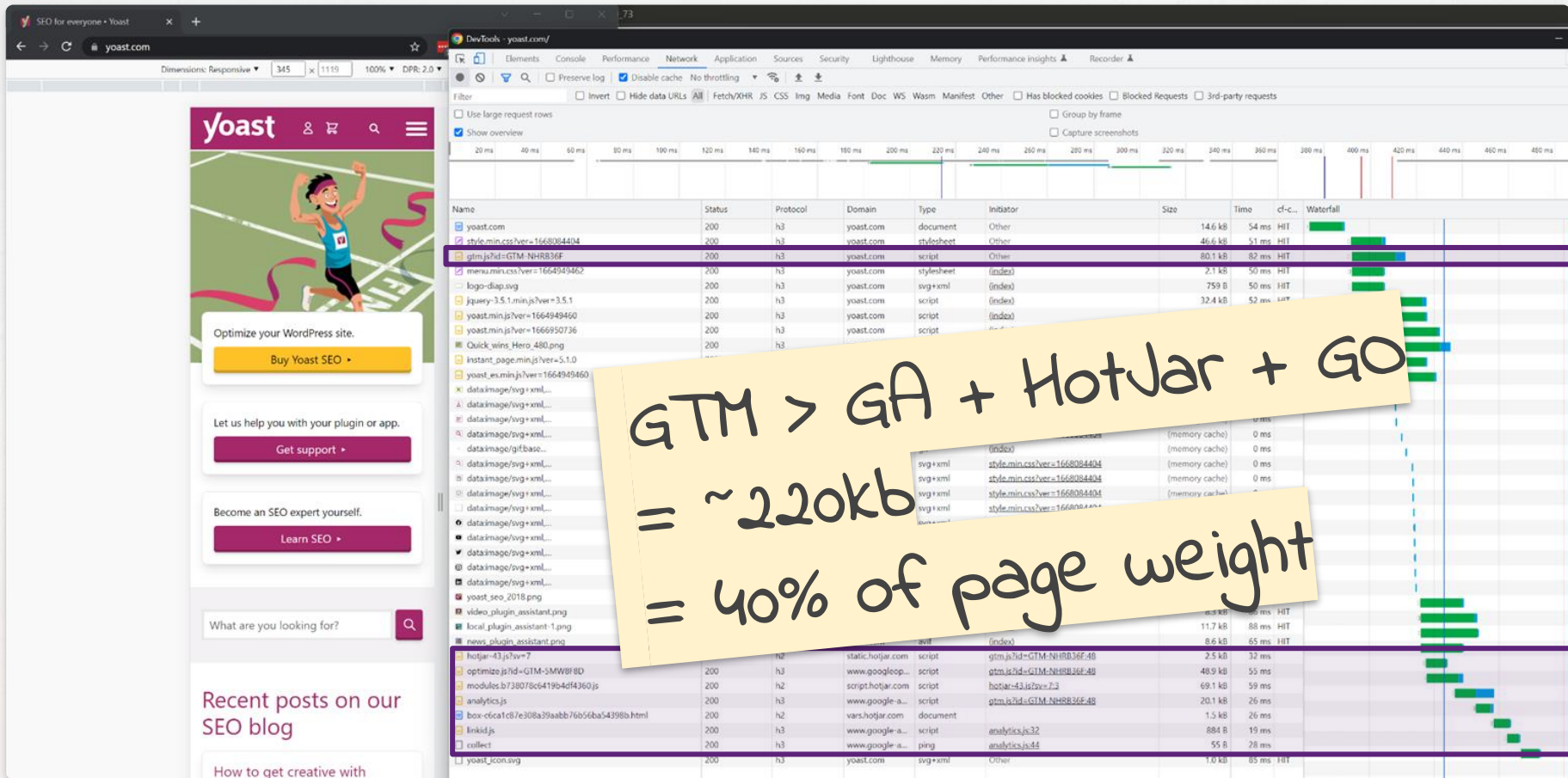
GTM > GA + Hotjar + GO

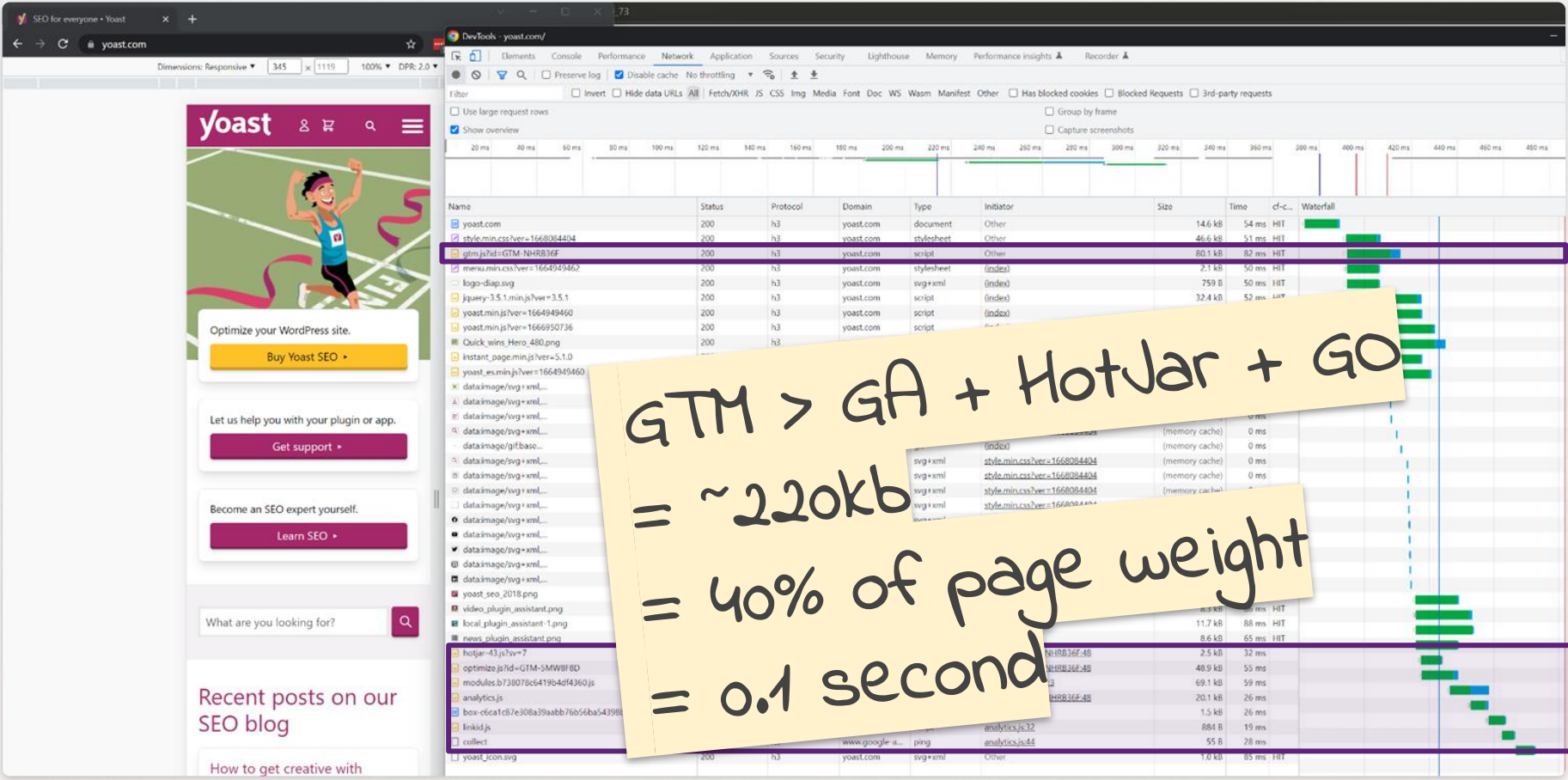
Recent posts on our SEO blog

How to get creative with



GTM > GA + Hotjar + GO
= ~220kb





A hand holding a crystal ball that reflects a sunset over a forest. The text "What's the real world impact?" is overlaid in white. The background is a blurred sunset scene with silhouettes of trees.

**What's the real
world impact?**

Carbon results for

yoast.com/

Share [f](#) [t](#) [in](#) [w](#) [e](#)

This page was last tested on 15 Sep, 2022. [Test again](#)



Hurrah! This web page is cleaner than **84%** of web pages tested

Over a year, with $\pm 10,000$
monthly page views,
yoast.com/
produces



19.71kg of CO2 equivalent.

The same weight as 0.13
sumo wrestlers and as much
CO2 as boiling water for
2,671 cups of tea

2 trees

Over a year, with $\pm 1,000,000,000,000$
monthly page views,
[yoast.com/
produces](https://www.yoast.com/produces)



$1.97126840535972e+27$ kg
of CO₂ equivalent.

The same weight as
 $1.31417893690648e+25$
sumo wrestlers and as much
CO₂ as boiling water for
 $2.6710954002164228e+29$
cups of tea

Lots of trees
Yikes.

**How's your site?
(Spoiler: It's probably worse)**



A blacksmith's anvil and scattered nails on a wooden surface. The anvil is dark and worn, with a small metal piece embedded in its side. The nails are scattered across the wooden surface, some lying flat and others standing upright. The background is a blurred wooden surface.

**You have to optimize
your optimizing.**

**“But this stuff is
hard / new / alien”**

How do I do it?



Core Web Vitals

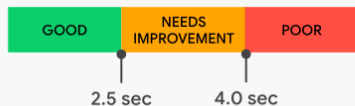
May 2020



(Loading)

LCP

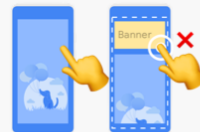
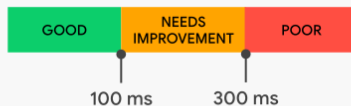
Largest Contentful Paint



(Interactivity)

FID

First Input Delay



(Visual Stability)

CLS

Cumulative Layout Shift



Core Web Vitals



(Loading)

LCP

Largest Contentful Paint

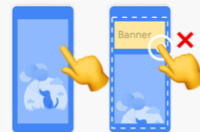


(Interactivity)

"INP"

Interaction to Next Paint

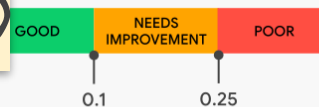
(12 March, 2024)



(Visual Stability)

CLS

Cumulative Layout Shift



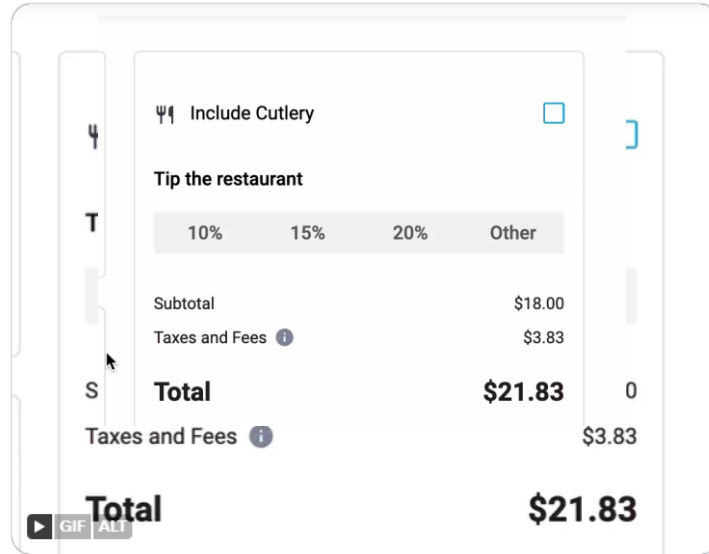


Josh W. Comeau
@JoshWComeau



Like, here's an example of a frustrating user experience that has nothing to do with initial load times.

I click the button to add a tip. Nothing happens, so I click again, figuring I misclicked. But it's just really slow, and I wind up toggling it off. 🙄



12:23 AM · Mar 13, 2024 · 19.4K Views



2



3



27



6





Month: Apr 2020

(1)

Device

Core Web Vitals

Origin

https://developers.google.com

Month

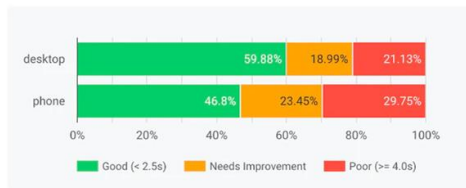
Apr 2020



Largest Contentful Paint (LCP)

LCP reports the render time of the largest content element that is visible within the viewport.

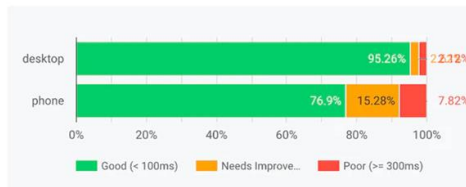
web.dev/lcp



First Input Delay (FID)

FID measures the time from when a user first interacts with a page (i.e. when they click a link, tap on a button, or use a custom, JavaScript-powered control) to the time when the browser is actually able to respond to that interaction.

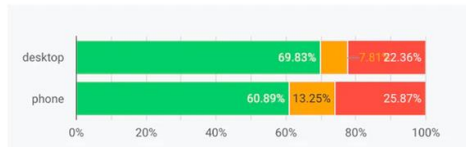
web.dev/fid



Cumulative Layout Shift (CLS)

CLS measures the sum total of all individual layout shift scores for every unexpected layout shift that occurs during the entire lifespan of the page.

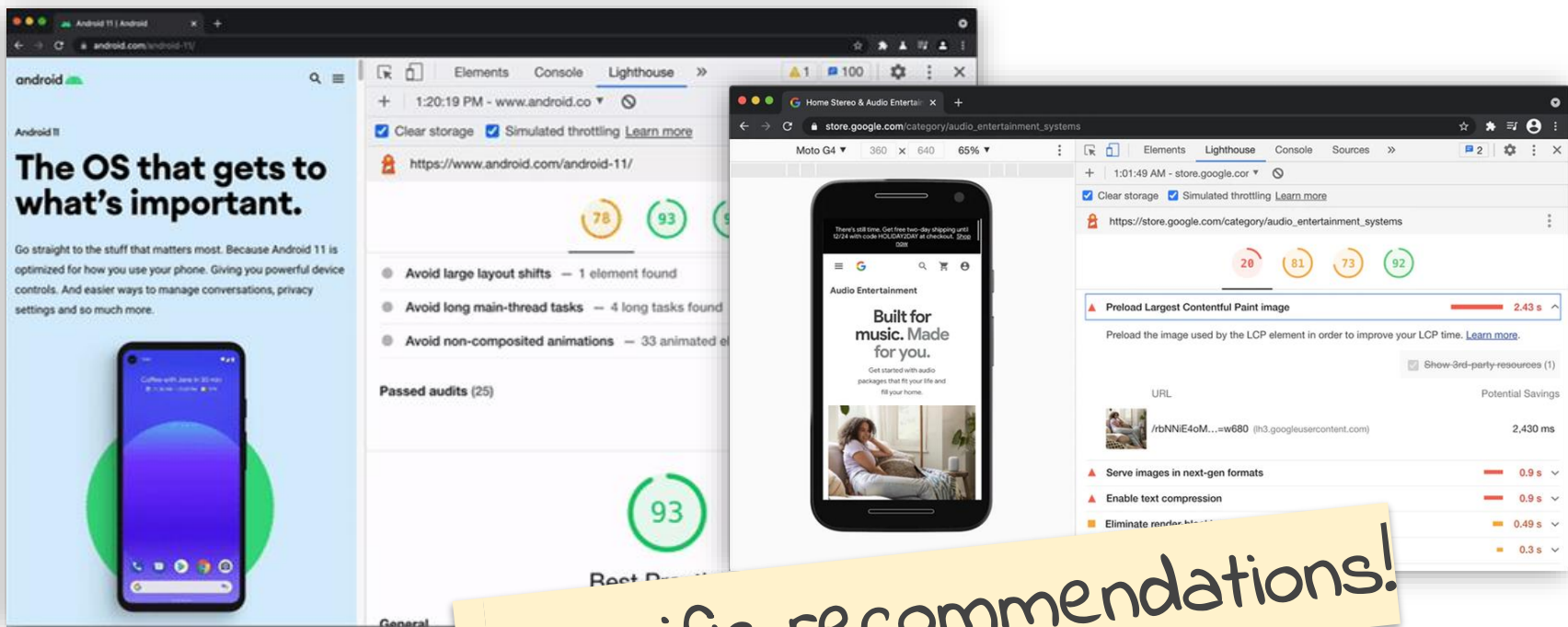
web.dev/cls





CWV fixes

"It's hard to quantify"



Specific recommendations!


Carousels

A carousel is a UX component that displays content in a slideshow-like manner. Large, above-the-fold carousels often contain a page's [Largest Contentful Paint \(LCP\) element](#), and therefore can have a significant impact on [LCP](#). In addition, a surprising number of carousels use [non-composited animations](#) that can contribute to [Cumulative Layout Shift \(CLS\)](#). On pages with autoplaying carousels, this has the potential to cause infinite layout shifts.

To learn about performance and UX best practices for carousels, see [Carousels](#).

Autoplay carousel

Autoplay carousel



— — — — —

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Maecenas velutat blandit aliquam etiam erat

HTML JS CSS

```
<div id="carousel">
  <div id="slide-container">
    <div class="slide" data-slideIndex="0">
      <div class="slide-banner">Tour the Empi
      
      <div class="slide-banner">Ride the Shin
      
      <div class="slide-banner">Discover rela
      
```

Patterns!

- All
- Carousels
- Fonts
- Images
- Infinite Scroll
- Banners and notices
- Placeholders
- Video

Web Fundamentals Tools Updates Case Studies Search English

density and choose the best image to download.

```

```

Try it

port width (`sizes="50vw"`), and depending on the width of the viewport, the browser will choose the correct image regardless of how large the browser window is. The browser would choose:

Viewport width	Image used	Effective resolution
400px	200 . jpg	1x
400px	400 . jpg	2x
320px	400 . jpg	2.5x
600px	800 . jpg	2.67x
640px	1000 . jpg	3.125x
1100px	800 . png	1.45x

Account for breakpoints in responsive images

In many cases, the image size may change depending on the site's layout breakpoints. For example, on a small screen, you might want the image to span the full width of the viewport, while on larger screens, it should only take a small proportion.

Table of contents

- Art direction
- Responsive images
- Images in markup
 - Use relative sizes for images
 - Enhance imgs with srcset for high DPI devices
 - Art direction in responsive images with picture
 - Make product images expandable
- Other image techniques
- Images in CSS
 - Use media queries for conditional image loading or art direction
 - Use image-set to provide high res images
 - Use media queries to provide high res images or art direction
- Use SVG for icons
 - Replace simple icons with unicode
 - Replace complex icons with SVG
 - Use icon fonts with caution
- Optimize images for performance
 - Choose the right format
 - Reduce the file size
 - Use image sprites
 - Consider lazy loading
 - Avoid images completely

Advanced theory!

Step C: Monitor and continuous development



- 1 Use [CrUX on BigQuery](#), [CrUX API](#), [PSI API](#) and [web-vitals.js](#) to automate a website's real user data collection, to power custom dashboards and build alerting systems.
- 2 Use [Lighthouse-CI](#) to automate lab tests and prevent regressions.



**So, aren't these are
all solved problems?**

A dark, narrow tunnel with walls covered in graffiti. A glowing, multi-colored light trail (red, orange, yellow, blue) forms a rectangular shape in the center of the tunnel, with a bright light source at the top. The floor is dark and reflective, showing the light trail's glow.

**What happens in a
real world scenario?**

Twine
Software project

- Twine Scrum Board
- Backlog
- Active sprints**
- Reports
- Issues
- Components
- Deployments
- Releases
- Project pages
- Bitbucket

You're in a company-managed project [Learn more](#)

Jira Software Your work ▾ Projects ▾ Filters ▾ Dashboards ▾ People ▾ Apps ▾ [Create](#)

Projects / Twine / Twine Scrum

Twine
Software project

- Twine Scrum Board
- Backlog**
- Active sprints
- Reports
- Issues
- Components
- Deployments
- Releases
- Project pages
- Bitbucket

You're in a company-managed project

Backlog

[Only My Issues](#) [Recently Updated](#) [Agile Cards](#)


VERSIONS ▾ **Sprint 68 - existing users** 29 issues [Plan sprint](#)

20/Jul/21 2:51 PM - 31/Aug/22 2:51 PM

...

ERIC'S

- Issue with hidden knowledge articles showing in 'related items' [Knowledge](#) TWN-35
- 'Public' tick box doesn't update in settings - user data [People](#) TWN-35
- As a user, I want to mention someone in a comment and news post [Tickets of high import...](#) TWN-35
- As a user, I want to be notified when someone mentions me in a news post or commer [Tickets of high import...](#) TWN-35
- As an admin, I want the option to notify people about a mandatory read item in 'Knowledge' [Notifications](#) TWN-26
- As a user, I want to like news posts and/or react to them with emojis [Tickets of high import...](#) TWN-35
- Implement new functionality to record views for news articles [Tickets of high import...](#) TWN-35
- As a Content Writer, I need to see how many employees read my article [Tickets of high import...](#) TWN-35
- As a Content writer, I want to send re-push notifications to employees that didn't read [Tickets of high import...](#) TWN-35

The background of the image is a blurred photograph of a sports arena. In the foreground, several players in red and white uniforms are visible on the field. In the background, the stands are filled with spectators, some wearing white and red clothing. The overall scene is out of focus, emphasizing the text overlaid on it.

Maybe the wrong
people (or nobody)
own this?

A person is shown from the waist down, wearing a grey knit sweater and blue jeans. They are carrying a brown leather satchel bag with two buckles and a small pocket. The bag has the letters 'AW' embossed on it. The background consists of stone steps and a wall. The text 'Start with a business case' is overlaid in white, bold, sans-serif font.

**Start with a
business case**



Site performance is site-wide
(and therefore doesn't get prioritized)



Align with company values / goals

Environment (greener)

Cost Saving

Inclusivity

Profitability

Agility / Velocity

An aerial photograph of a dense, lush green forest covering a hillside. The trees are a mix of deciduous and coniferous species, creating a rich, textured canopy. The lighting is bright, highlighting the vibrant green colors of the foliage.

e.g., CO2 impact



**CO2 impact x pageviews
= number of trees to plant to offset**

28,000
trees!

or cost saving

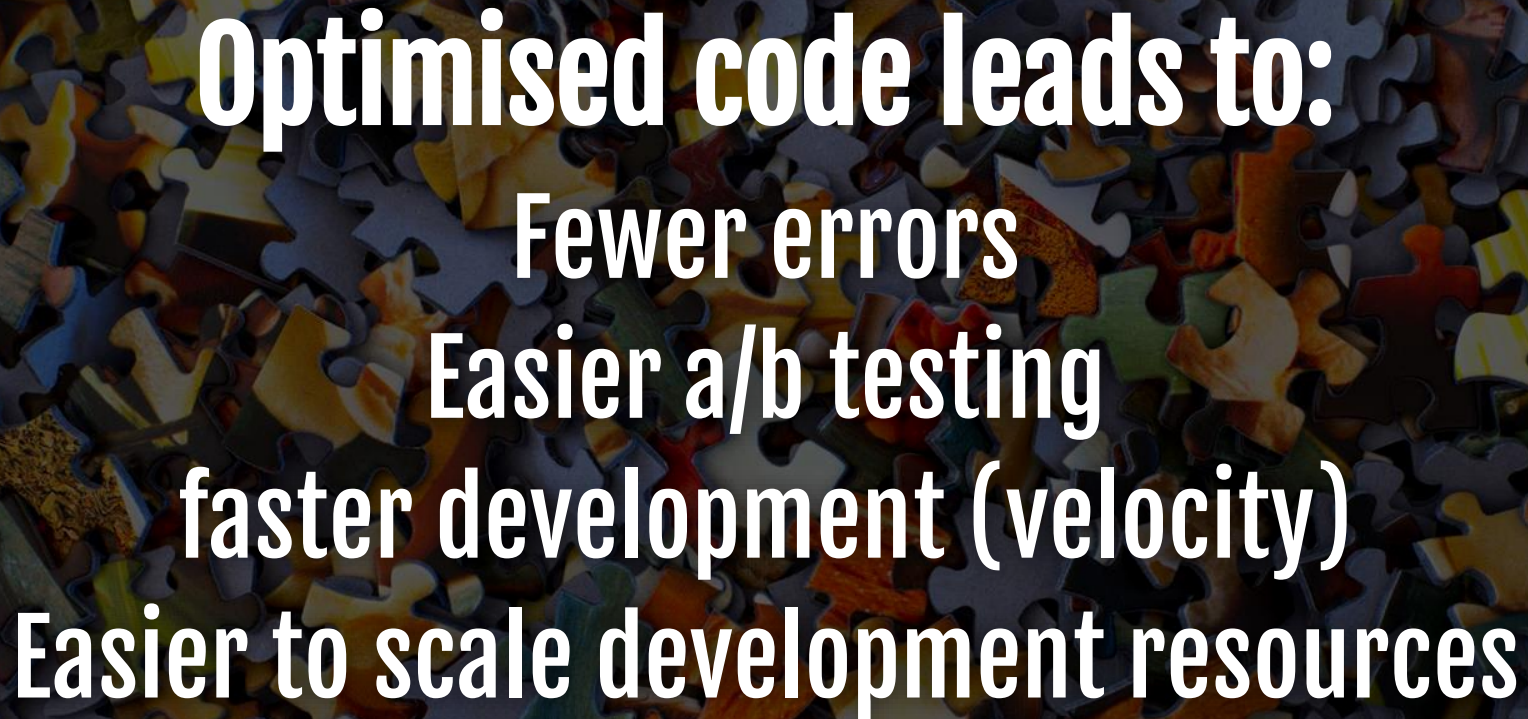




**Page transfer size
x number of requests
x \$**

```
20 glBindBuffer(GL_ELEMENT_ARRAY_BUFFER, indexBufferObj);
21 glBufferData(GL_ELEMENT_ARRAY_BUFFER, 6 * sizeof(unsigned int), indices, GL_STATIC_DRAW);
22
23 // shader
24 unsigned int shader = createShader(readFile("res/shaders/vertex.shader"),
25 readFile("res/shaders/fragment.shader"));
26 glUseProgram(shader);
27 int location1 = glGetUniformLocation(shader, "u_color");
28
29 while(!glfwWindowShouldClose(window)) {
30     // clear the buffer
31     glClear(GL_COLOR_BUFFER_BIT);
32
33     // set the background color
34     glColor4f(0.0f, 0.0f, 0.0f, 1.0f);
35
36     // draw
37     glUseProgram(shader);
38     glUniform4f(location1, 85.0f*INV_255, 184.0f*INV_255, 237.0f*INV_255, 1.0f);
39     glBindVertexArray(vertexArrayObj);
40     glDrawElements(GL_TRIANGLES, 6, GL_UNSIGNED_INT, NULL);
41
42     // display bound buffer
43     glfwSwapBuffers(window);
44 }
```

and code quality...



































Optimised code leads to:

- Fewer errors**
- Easier a/b testing**
- faster development (velocity)**
- Easier to scale development resources**

A black smartphone is lying on a dark, textured surface, possibly a piece of paper or fabric. The phone is positioned diagonally, with its screen facing upwards. The text "And don't forget about device tax..." is overlaid in a large, white, sans-serif font across the center of the image. The background is dark and has some faint, light-colored lines or creases.

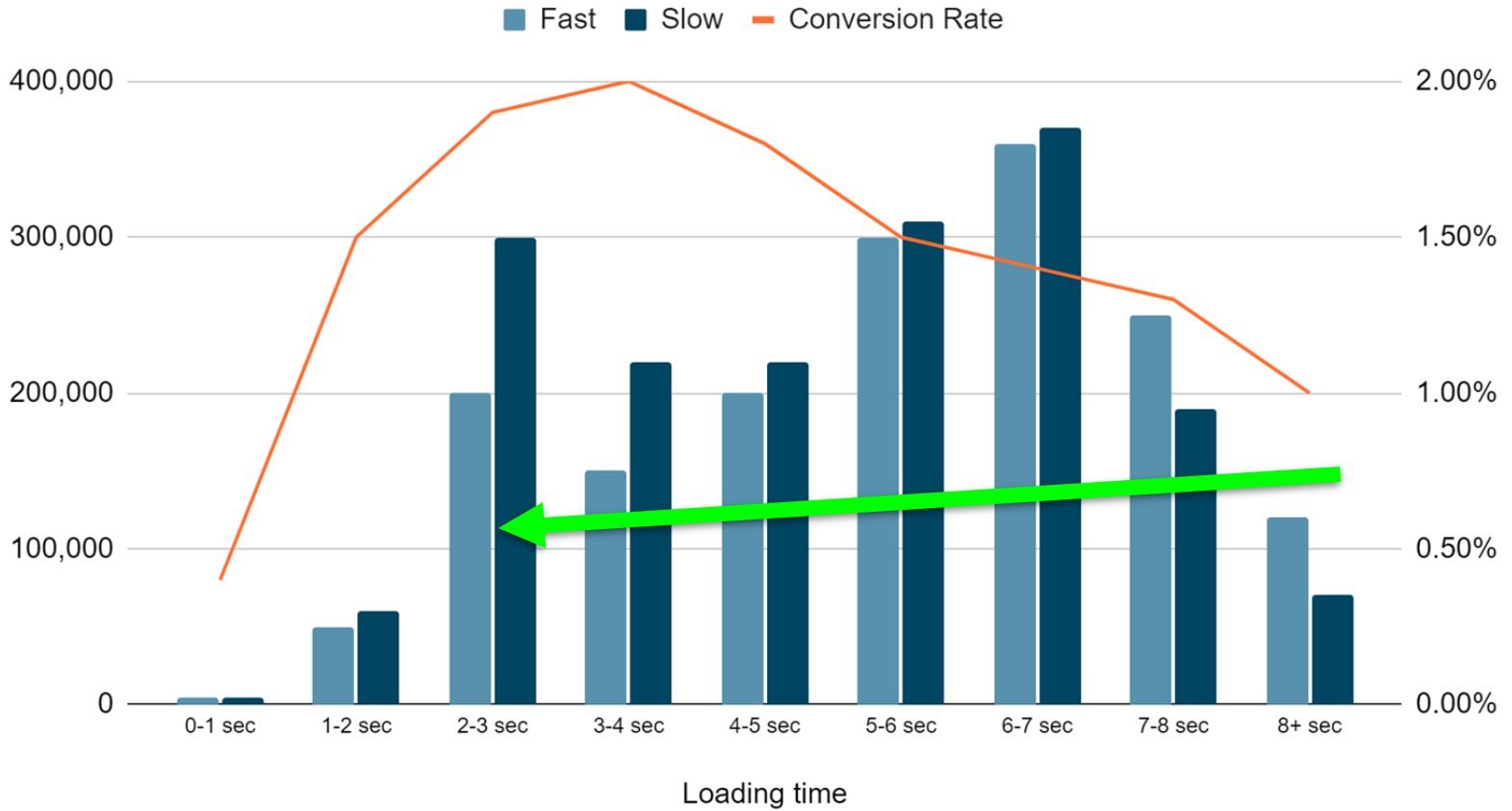
**And don't forget
about device tax...**

 iPhone 14 Apple A15 Bionic @ 3.2 GHz	4610	
 iPhone SE (3rd generation) Apple A15 Bionic @ 3.2 GHz	4554	
 iPhone 13 mini Apple A15 Bionic @ 3.2 GHz	4509	
 iPhone 13 Apple A15 Bionic @ 3.2 GHz	4504	
 iPhone 12 Pro Max Apple A14 Bionic @ 3.0 GHz	3990	
 iPhone 12 Mini Apple A14 Bionic @ 3.0 GHz	3874	
 iPhone 12 Pro Apple A14 Bionic @ 3.0 GHz	3871	
 iPhone 12 Apple A14 Bionic @ 3.0 GHz	3864	
 iPhone 11 Pro Max Apple A13 Bionic @ 2.7 GHz	3286	
 iPhone 11 Pro Apple A13 Bionic @ 2.7 GHz	3278	
 iPhone 11 Apple A13 Bionic @ 2.7 GHz	3105	
 iPhone SE (2nd generation) Apple A13 Bionic @ 2.7 GHz	2856	
 iPhone XS Apple A12 Bionic @ 2.5 GHz	2534	
 iPhone XS Max Apple A12 Bionic @ 2.5 GHz	2501	
 iPhone XR Apple A12 Bionic @ 2.5 GHz	2280	
 iPhone X Apple A11 Bionic @ 2.4 GHz	2150	



Inclusivity = Device tax or Connection tax

Conversion rate vs site speed, before & after optimization



A collage of various international banknotes, including Euro, US Dollar, Mexican Peso, and Indian Rupee, scattered across the frame. The text is overlaid in the center.

12 million EUR / per 0.5
second



Manage (control) stakeholder expectations

You can
be "creative"
with forecasts...

A group of people are sitting around a table in a meeting room, working on laptops. The scene is dimly lit, with the primary light source being the screens of the laptops. The people are seen from behind or in profile, focused on their work. The overall atmosphere is professional and collaborative.

Got a dedicated,
embedded team

"Quality" isn't a
one-off process!



CONGRATULATIONS

**We've made your
roadmap for 2024.**

A photograph of a long, straight asphalt road winding through a dense forest. The road is flanked by tall trees with green and some autumn-colored foliage. The sun is low on the horizon, creating a warm, golden glow and long shadows. The road has a dashed yellow center line and solid white edge lines. In the center of the road, the text "So, where do I start?" is written in a large, white, sans-serif font.

So, where do I start?

Four tactical focus areas

Code &
nerdy stuff
coming up!

1. Caching

The image features a dark gray background with the text '1. Caching' centered in a large, white, sans-serif font. Surrounding the text are four USB cables: a white cable with a white connector at the top left, a black cable with a black connector at the top right, a white cable with a white connector at the bottom left, and a black cable with a black connector at the bottom right. The cables are arranged in a roughly rectangular pattern around the central text.

A long-exposure photograph of a winding road at night. The road curves from the foreground into the distance. Light trails from cars are visible, including a prominent red and white trail in the foreground and a bright white trail further down the road. In the background, a city skyline is visible with numerous lights. The sky is dark with some stars. The overall scene is illuminated by the city lights and the light trails.

**What's the fastest way
to load something?**

The screenshot shows the DevTools Network tab for the URL `https://yoast.com/app/themes/yoast-theme/images/logo.svg`. The request is a GET method with a status code of 304. The response headers include `cache-control: public, max-age=315360000`, which is highlighted in yellow. A red arrow points from the `yoast` logo in the top header to the request URL. Another red arrow points from the `cache-control` header to a sticky note.

Cache this "forever"

Request URL: `https://yoast.com/app/themes/yoast-theme/images/logo.svg`

Request Method: GET

Status Code: 304

Remote Address: [2606:4700::6812:1a19]:443

Referrer Policy: strict-origin-when-cross-origin

Response Headers

- `access-control-allow-origin: *`
- `age: 1313123`
- `alt-svc: h3=":443"; ma=86400, h3-29=":443"; ma=86400`
- `cache-control: public, max-age=315360000`**
- `cf-cache-status: HIT`
- `cf-ray: 76a8c9c5ed3dd21c-MAN`
- `date: Tue, 15 Nov 2022 14:48:30 GMT`
- `etag: "62440c01-33c4"`
- `expires: Fri, 12 Nov 2032 14:48:30 GMT`
- `last-modified: Wed, 30 Mar 2022 07:51:29 GMT`
- `server: cloudflare`
- `strict-transport-security: max-age=31536000; includeSubDomains; preload`
- `vary: Accept-Encoding, Cookie`
- `x-content-type-options: nosniff`

Request Headers

- `:authority: yoast.com`
- `:method: GET`
- `:path: /app/themes/yoast-theme/images/logo.svg`

explain in this post!

you? Let's ask expert Hannah Smith!

what it is, and help you get started!

The screenshot shows the DevTools Network tab with a request for `logo.svg` selected. The response headers are expanded, showing the following information:

- General**
 - Request URL: `https://yoast.com/app/themes/yoast-theme/images/logo.svg`
 - Request Method: `GET`
 - Status Code: `304`
 - Remote Address: `[2606:4700::6812:1a19]:443`
 - Referrer Policy: `strict-origin-when-cross-origin`
- Response Headers**
 - `access-control-allow-origin: *`
 - `age: 1313123`
 - `alt-svc: h3=":443"; ma=86400, h3-29=":443"; ma=86400`
 - `cache-control: public, max-age=315360000`
 - `cf-cache-status: HIT`
 - `cf-ray: 76a8c9c5ed3dd21c-MAN`
 - `date: Tue, 15 Nov 2022 14:48:30 GMT`
 - `etag: "62440c01-33c4"`
 - `expires: Fri, 12 Nov 2032 14:48:30 GMT`
 - `last-modified: Wed, 30 Mar 2022 07:51:29 GMT`
 - `server: cloudflare`
 - `strict-transport-security: max-age=31536000; includeSubDomains; preload`
 - `vary: Accept-Encoding, Cookie`
 - `x-content-type-options: nosniff`
- Request Headers**
 - `:authority: yoast.com`
 - `:method: GET`
 - `:path: /app/themes/yoast-theme/images/logo.svg`

A yellow sticky note with the text "(but not if I update it)" is placed over the `etag` header, with a red arrow pointing to its value.

(but not if I update it)

explain in this post!

you? Let's ask expert Hannah Smith!

what it is, and help you get started!

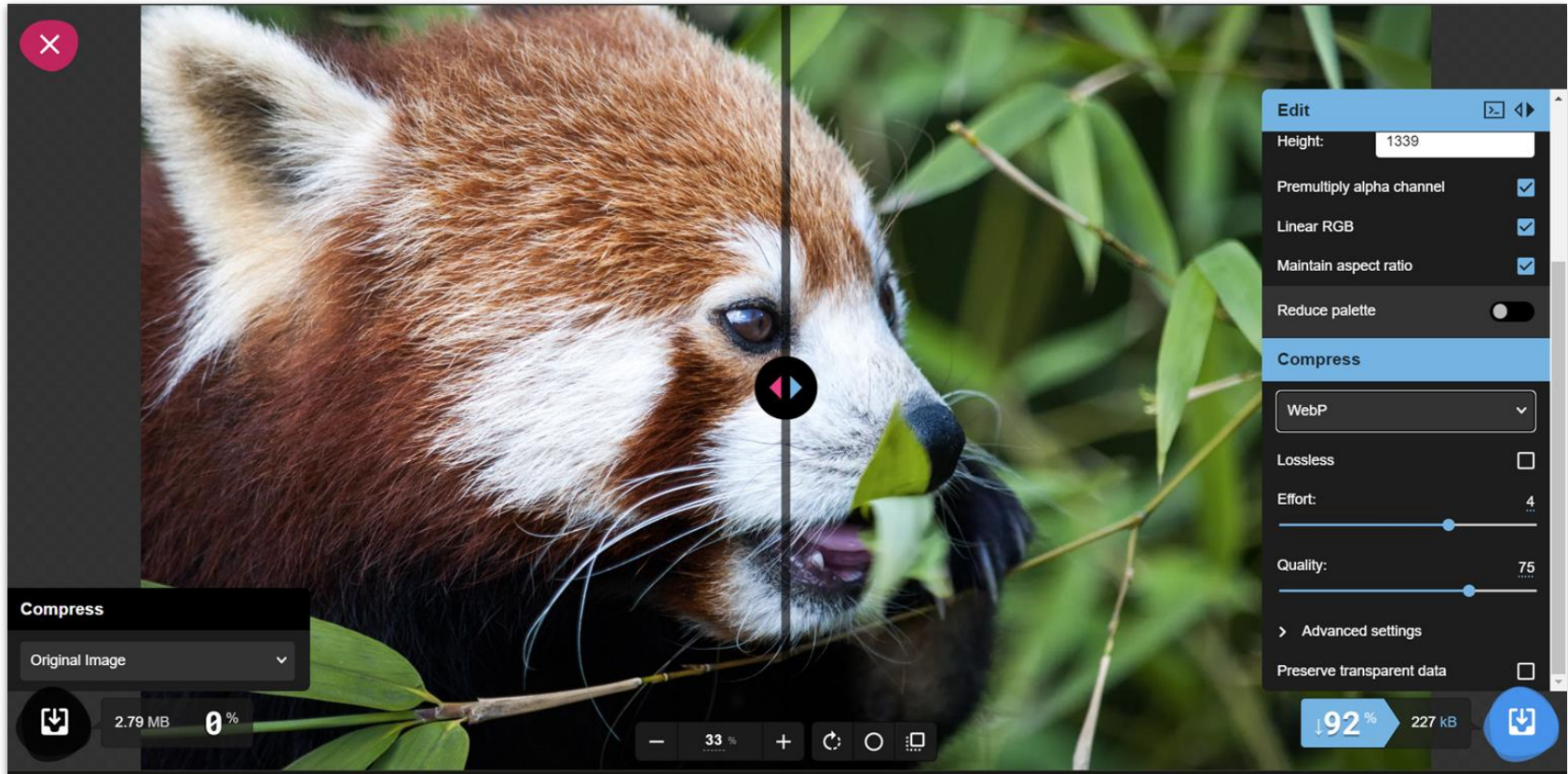
A top-down view of a person's hand dipping a brush into a red paint bucket among many other paint containers. The scene is a collection of various paint buckets and containers in different colors (yellow, blue, dark blue, orange, white, black, green) arranged on a light-colored, textured surface. A hand is visible in the upper left, holding a brush and dipping it into a red bucket. Other buckets contain different colors of paint, some with brushes inside. There are also some plastic bottles and a piece of paper with pink floral patterns visible. The overall scene suggests a painting or art project in progress.

2. Images



What format?

AVIF > WEBP > PNG/JPG



[Squoosh.app](https://squosh.app)

A dense, chaotic pile of various wooden and metal type blocks, representing a font set. The blocks are scattered across the frame, with some showing signs of wear and discoloration. The colors range from dark blue/black to light tan. The text "3. Fonts" is overlaid in the center in a large, white, sans-serif font.

3. Fonts

```
<link rel="preconnect" href="https://fonts.gstatic.com">
```

```
<link
```

```
href="https://fonts.googleapis.com/css2?family=Rubik&display=swap" rel="stylesheet">
```

Third-party resources = slow

```
<link rel="preload" as="font" type="font/woff2"
href="/fonts/rubik.woff2" fetchpriority="high"/>
```

```
<style type="text/css">
```

```
@font-face {
```

```
font-family:'Rubik'; src: url('/fonts/rubik.woff2');
```

```
}
```

```
</style>
```

self-hosting = faster
woff2 = faster
fetchpriority = new

```
<style type="text/css">
```

```
@font-face { font-family:'Rubik'; font-style:normal; font-weight:400; font-display:swap; unicode-  
range:U+0000-00FF, U+0131, U+0152-0153, U+02BB-02BC, U+02C6, U+02DA, U+02DC,  
U+2000-206F, U+2074, U+20AC, U+2122, U+2191, U+2193, U+2212, U+2215, U+FEFF, U+FFFD;  
src:local('Rubik'), local('Rubik-Regular'), url('/fonts/rubik-latin-400.woff2?ver=1606167081')  
format('woff2'); }
```

```
@font-face { font-family:'Rubik'; font-style:normal; font-weight:700; font-display:swap; unicode-  
range:U+0000-00FF, U+0131, U+0152-0153, U+02BB-02BC, U+02C6, U+02DA, U+02DC,  
U+2000-206F, U+2074, U+20AC, U+2122, U+2191, U+2193, U+2212, U+2215, U+FEFF, U+FFFD;  
src:local('Rubik Bold'), local('Rubik-Bold'), url('/font...')  
format('woff2'); }
```

```
</style>
```

Manage weight,
style, display, and
glyphs

4. JavaScript & CSS

```
let data
let subjectAverage;
query(
  "SELECT * FROM marks WHERE subject_ID=" + subject
function (datasetsWithSubject) {
  (datasetsWithSubject.length > 0) {
    subjectAverage = 0;
    datasetsWithSubjectLength = datasetsWithSubject.length;
    datasetsWithSubject.forEach((dataset) => {
      subjectAverage += parseFloat(dataset.subject_marks);
    });
  }
});
```

```
<script src="/scripts/example.js" />
```

Synchronous JavaScript



```
<script async src="/scripts/example.js" />
```

Async attribute



```
<script defer src="/scripts/example.js" />
```

Defer attribute



A lighthouse on a rocky island at night, with its light reflecting on the water.

Honestly...
Just use Lighthouse,
then go read web.dev



CONGRATULATIONS

**You're at step one.
Your site is no longer *on fire***

A collection of various metal wrenches scattered on a dark, textured background. The wrenches are of different sizes and orientations, some showing signs of use. The word "Tools" is centered in a large, white, sans-serif font.

Tools

Analyze



Mobile



Desktop



Discover what your real users are experiencing

This URL

Origin

Core Web Vitals Assessment: **Failed**

Expand view

■ Largest Contentful Paint (LCP)

2.6 s



● First Input Delay (FID)

15 ms



● Cumulative Layout Shift (CLS)

0



OTHER NOTABLE METRICS

■ First Contentful Paint (FCP)

2 s

■ Interaction to Next Paint (INP) [△](#)

216 ms

■ Time to First Byte (TTFB) [△](#)

1.1 s



Latest 28-day collection period

Full visit durations

Various mobile devices

Various network connections

 Many samples ([Chrome UX Report](#))

All Chrome versions

The original Website Carbon calculator

Estimate your web page carbon footprint:

Your web page address



A global network built for the cloud

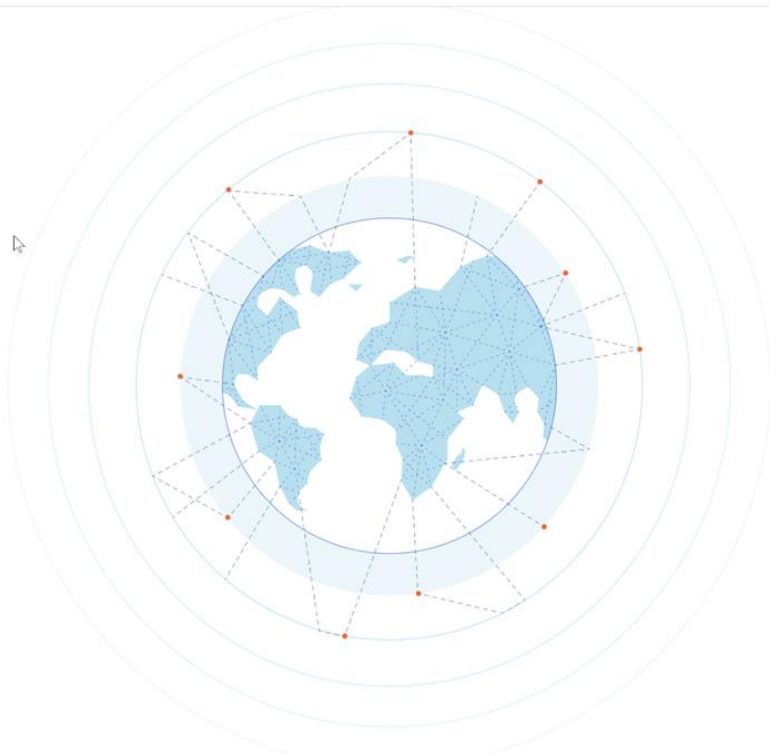
Cloudflare is a global network designed to make everything you connect to the Internet secure, private, fast, and reliable.

- Secure your websites, APIs, and Internet applications.
- Protect corporate networks, employees, and devices.
- Write and deploy code that runs on the network edge.

[▶ What is Cloudflare? \(1 min\)](#)

[Learn More](#)

[Get Started Free](#)





Make your site's pages instant in **1 minute** and improve your conversion rate noticeably.

TRUSTED BY:



Put this HTML code just before `</body>`:

```
<script src="//instant.page/5.2.0" type="module" integrity="sha384-jnZyxPjiiipYXnSU0ygqeaC2q7CVYMBh84q0uHVRrxEtvFPiQYbXWUorga2aqZJ0z"></script>
```

[Copy snippet](#)

Amazon and others found that removing 100 milliseconds of latency improves sales by 1%.¹ But latency on the web is hard to overcome.

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Changelog

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4



Squoosh.app

Can I use

? ⚙ Settings

Index of features

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Latest features

- [CSS Anchor Positioning](#)
- [WebAssembly Reference Types](#)
- [Selectlist - Customizable select element](#)
- [zstd \(Zstandard\) content-encoding](#)
- [Scoped Styles: the @scope rule](#)

Did you know?

If a feature you're looking for is not available on the site, you can [vote to have it included](#). Better yet, if you've done the research you can even [submit it yourself!](#)

Next

Most searched features

1. [WebP image format](#)
2. [Flexbox](#)
3. [gap property for Flexbox](#)
4. [CSS Grid](#)
5. [WebGL](#)

Third party tools

- [The CanIUse Embed](#) — Add support tables to your site
- [Caniuse Component](#) — Add support tables to your presentations
- [Caniuse command line tool](#)
- [Doluse...?](#) — Lint your CSS to check what features work
- [I want to use](#) — Select multiple features and see what % of users can use them

[See full list](#)

Test a feature

Our partnership with [BrowserStack](#) now lets you test your website for compatibility across 2,000+ real browsers and devices.

Test on:

- [IE 11](#)
- [Safari on iPhone 11 Pro](#)
- [Safari 13](#)
- [Chrome on Galaxy S20](#)

Browser scores

Current version Dev version
[About these scores](#)

Can I use...

Browser support tables for modern web technologies

Support via Patreon

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Legend

■ = Supported

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HTML

NextJS

Nuxt

React

Remix

Shopify

Run Third-Party Scripts From A Web Worker

Partytown is a lazy-loaded library to help relocate resource intensive scripts into a [web worker](#), and off of the [main thread](#). Its goal is to help speed up sites by dedicating the main thread to your code, and offloading third-party scripts to a web worker.

Even with a fast and highly tuned website following all of today's best practices, it's all too common for your performance wins to be erased the moment third-party scripts are added. By third-party scripts we mean code that is embedded within your site, but not directly under your control. A few examples include: analytics, metrics, ads, A/B testing, trackers, etc.

Partytown is maintained by [Builder.io](#) and is currently in [Beta](#).

[Smashing Magazine: How Partytown Eliminates Website Bloat From Third-Party Scripts](#)

Goals

We set out to solve this situation, so that apps of all sizes will be able to continue to use third-party scripts without the performance hit. Some of Partytown's goals include:

- Free up main thread resources to be used only for the primary web app execution.
- Sandbox third-party scripts and allow or deny their access to main thread APIs.
- Isolate long-running tasks within the web worker thread.
- Reduce layout thrashing coming from third-party scripts by batching DOM setters/getter into group updates.

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Code Coverage

[Printable PDF](#)
[CSS Export](#)
[JavaScript Export](#)

The Code Coverage report below shows how much of the CSS and JavaScript code loaded in across the whole website, is actually being used for rendering. Cleaning this up so you only include the code you need will allow you to reduce the size of your pages and improve load time.

[CSS Coverage](#)
[JavaScript Coverage](#)

Site wide CSS Coverage

View the table below to see which CSS files are being loaded in across the whole site, and on how many URLs they are actually used for rendering. Click the burger menu and choose 'Code Wastage' to see the exact lines of code that are unused from each CSS file.

IMPORTANT NOTE: Please check the code in the browser before removing any of it. Some CSS files may be used for rendering following user actions (which Sitebulb cannot emulate), or used for other purposes (e.g. tracking).

URL	Content Coverage (Bytes)			Incoming References		
	Total	Unused	Wasted ▲	Total URLs	Wasted URLs	
☰ https://d34x7pndxujosg.cloudfront.net/css/247243690/dec652e02389924ceda6bb408c8a5024.css	290 KB	218 KB	75.33%		237	0
☰ https://www.gstatic.com/recaptcha/releases/NJPGLzplZgjszqyOymHUP0XR/fallback_ltr.css	6 KB	5 KB	80.45%		1	0
☰ https://d34x7pndxujosg.cloudfront.net/css/247243690/e1073097aea6400357788fe6a9fbecd7.css	325 KB	265 KB	81.53%		186	0
☰ https://d34x7pndxujosg.cloudfront.net/css/247243690/c73858c1e689ab1d4641befaa611ab56.css	307 KB	266 KB	86.79%		26	0
☰ https://d34x7pndxujosg.cloudfront.net/css/247243690/64d41363c7fd9a2f26852f2fed6be5e.css	300 KB	270 KB	90.24%		619	0
☰ https://d34x7pndxujosg.cloudfront.net/css/247243690/d06b7163ee95277a86e95566b87e971c.css	298 KB	274 KB	92.17%		3	0
☰ https://www.youtube.com/s/player/03bec62d/www-player.css	359 KB	332 KB	92.37%		29	22
☰ https://d34x7pndxujosg.cloudfront.net/css/247243690/352547f9b450259a5e538a93557344f8.css	294 KB	273 KB	92.87%		4	0
☰ https://fe3f15707564077f761370.pub.s10.sfmt-content.com/mnmcwaws53q	279 KB	278 KB	99.43%		1053	0
☰ https://ajax.googleapis.com/ajax/libs/jqueryui/1.12.1/themes/smoothness/jquery-ui.css	36 KB	36 KB	100.00%		1062	1033



Capo: get your < head > in order

Remove from Chrome

rviscomi.dev

★★★★★ 1 ⓘ | Developer Tools | 1,000+ users

Overview

Privacy practices

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Related

Actual <head> order



Sorted <head> order

GAME OVER

A close-up, low-angle shot of a large LED display screen. The screen is composed of a dense grid of small lights. The words "GAME OVER" are displayed in large, red, pixelated characters. The "O" in "OVER" is particularly stylized, resembling a square with a diagonal line. The background is dark, with some blurred lights visible in the upper left corner.