



Performance Report for:

<https://oohwala.com/>

Report generated: Sat, Dec 3, 2016, 5:32 AM -0800

Test Server Region: Vancouver, Canada

Using: Firefox (Desktop) 49.0.2, PageSpeed 1.15-gt1, YSlow 3.1.8

PageSpeed Score

F (37%) ▾

YSlow Score

D (67%) ◆

Page Load Time

3.2s ▲

Total Page Size

9.7MB ▾

Requests

63 ▲

Top 5 Priority Issues

Serve scaled images

F (0)

▾ AVG SCORE 73%

IMAGES

HIGH

Serve resources from a consistent URL

F (33)

▾ AVG SCORE 91%

CONTENT

HIGH

Optimize images

E (57)

▾ AVG SCORE 70%

IMAGES

HIGH

Defer parsing of JavaScript

B (80)

▲ AVG SCORE 71%

JS

HIGH

Optimize the order of styles and scripts

B (83)

▾ AVG SCORE 96%

CSS/JS

HIGH

How does this affect me?

Studies show that users leave a site if it hasn't loaded in 4 seconds; keep your users happy and engaged by providing a fast performing website.

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

What do these grades mean?

This report is an analysis of your site with Google and Yahoo!'s metrics for how to best develop a site for optimized speed. The **grades you see represent** how well the scanned URL adheres to those rules.

Lower grades (C or lower) mean that the page can stand to be faster using better practices and optimizing your settings.

What's in this report?

This report covers basic to technical analyses on your page. It is categorized under many headings:

- **Executive:** Overall score information and Priority Issues
- **History:** Graphed history of past performance
- **Waterfall:** Graph of your site's loading time
- **Technical:** In-depth PageSpeed & YSlow information

These will provide you with a snapshot of your performance.

Waterfall Chart

The waterfall chart displays the loading behavior 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.



Waterfall Chart



PageSpeed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Serve scaled images	F (0)	♥ AVG SCORE 73%	IMAGES	HIGH

The following images are resized in HTML or CSS. Serving scaled images could save 1.6MB (91% reduction).

- https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/page_home_img.png?12551278265697234025 is resized in HTML or CSS from 3333x2237 to 455x305. Serving a scaled image could save 1.1MiB (98% reduction).
- https://cdn.shopify.com/s/files/1/1124/2764/products/204_FO_10_large.png?v=1469782131 is resized in HTML or CSS from 450x450 to 211x211. Serving a scaled image could save 159.5KiB (78% reduction).
- https://cdn.shopify.com/s/files/1/1124/2764/products/215_FO_10_large.png?v=1469782132 is resized in HTML or CSS from 450x450 to 211x211. Serving a scaled image could save 142.0KiB (78% reduction).
- https://cdn.shopify.com/s/files/1/1124/2764/products/204_FO_10_large.png?v=1469782129 is resized in HTML or CSS from 450x450 to 211x211. Serving a scaled image could save 125.1KiB (78% reduction).
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/logo.png?12551278265697234025> is resized in HTML or CSS from 3041x582 to 213x41. Serving a scaled image could save 51.2KiB (99% reduction).
- https://cdn.shopify.com/s/files/1/1124/2764/products/4139_Bermuda_Blue_I_large.jpg?v=1469782094 is resized in HTML or CSS from 480x480 to 211x211. Serving a scaled image could save 26.6KiB (80% reduction).
- https://cdn.shopify.com/s/files/1/1124/2764/products/sol_4137_001_bbl_1_z1_large.jpg?v=1469782085 is resized in HTML or CSS from 480x480 to 211x211. Serving a scaled image could save 16.3KiB (80% reduction).

Serve resources from a consistent URL	F (3)	♥ AVG SCORE 91%	CONTENT	HIGH
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The following resources have identical contents, but are served from different URLs. Serve these resources from a consistent URL to save 2 request(s) and 4.9KB.

- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/loader.gif?12551278265697234025>
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/loader.gif?4905306170902805677>
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/loader.gif?7592061256987900648>

The following resources have identical contents, but are served from different URLs. Serve these resources from a consistent URL to save 1 request(s) and 51.5KB.

- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/logo.png?12551278265697234025>
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/logo2x.png?12551278265697234025>

Optimize images	E (57)	♥ AVG SCORE 70%	IMAGES	HIGH
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Optimize the following images to reduce the size by 52.2KB (15% reduction).

- Losslessly compressing <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/logo.png?12551278265697234025> could save 16.8KiB (33% reduction). See [optimized version](#).
- Losslessly compressing <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/logo2x.png?12551278265697234025> could save 16.8KiB (33% reduction). See [optimized version](#).
- Losslessly compressing https://cdn.shopify.com/s/files/1/1124/2764/products/4139_Bermuda_Blue_I_large.jpg?v=1469782094 could save 9.0KiB (28% reduction). See [optimized version](#).
- Losslessly compressing https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/slide_image_1.jpg?12551278265697234025 could save 6.9KiB (4% reduction). See [optimized version](#).
- Losslessly compressing https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/cart_empty_dark.png?4436007642420198757 could save 2.6KiB (44% reduction). See [optimized version](#).

Defer parsing of JavaScript	B (80)	♥ AVG SCORE 71%	JS	HIGH
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228.7KB of JavaScripts parsed during a page load. Defer parsing JavaScript to reduce blocking of page rendering.

PageSpeed Recommendations

- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/jquery.1.8.2.min.js?12551278265697234025> (84 2KiB)
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/jquery.plugins.min.js?12551278265697234025> (42 1KiB)
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/bootstrap.min.3x.js?12551278265697234025> (26 4KiB)
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/jquery.flexslider.min.js?12551278265697234025> (19 1KiB)
- <https://www.oohwala.com/> (17 4KiB of inline JavaScript)
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/kumascript.js?12551278265697234025> (16 6KiB)
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/jquery.notify.min.js?12551278265697234025> (6 9KiB)
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/modernizr.js?12551278265697234025> (5 6KiB)
- https://cdn.shopify.com/s/assets/themes_support/api.jquery.b90ee9a5604bc68b2f4a3a86b4551207834575e264152eac4822d0b60e0c0d5.js (4 9KiB)
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/jquery.easing.1.3.js?12551278265697234025> (3 5KiB)
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/kumiglobal.js?12551278265697234025> (2 1KiB)

Optimize the order of styles and scripts

B (83)

AVG SCORE 96%

CSS/JS

HIGH

The following inline script blocks were found in <https://www.oohwala.com/> between an external CSS file and another resource. To allow parallel downloading, move the inline script before the external CSS file, or after the next resource.

- inline script block #1

The following external CSS files were included after an external JavaScript file in <https://www.oohwala.com/>. To ensure CSS files are downloaded in parallel, always include external CSS before external JavaScript.

- https://cdn.shopify.com/s/assets/storefront/additional_checkout_buttons_e666b0b8a20c90d1eaafcc0f38897f2b4ab8af21f68426b37926e48a2ae452c2.css

Leverage browser caching

B (87)

AVG SCORE 61%

SERVER

HIGH

Leverage browser caching for the following cacheable resources:

- https://connect.facebook.net/en_US/fbevents.js (20 minutes)
- https://cdn.shopify.com/s/javascripts/tricorder/trekkie_storefront.min.js?v=2016.11.01.1 (30 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

Minimize redirects

A (92)

AVG SCORE 89%

CONTENT

HIGH

Remove the following redirect chain if possible:

- <https://www.oohwala.com/services/javascripts/currencies.js>
- <https://cdn.shopify.com/s/javascripts/currencies.js>

Specify image dimensions

A (98)

AVG SCORE 97%

IMAGES

MEDIUM

The following image(s) are missing width and/or height attributes.

- https://cdn.shopify.com/s/files/1/1124/2764/products/202_FO_10_large.png?v=1469782131 (Dimensions 450 x 450)
- https://cdn.shopify.com/s/files/1/1124/2764/products/204_FO_10_large.png?v=1469782129 (Dimensions 450 x 450)
- https://cdn.shopify.com/s/files/1/1124/2764/products/215_FO_10_large.png?v=1469782132 (Dimensions 450 x 450)
- https://cdn.shopify.com/s/files/1/1124/2764/products/229_FO_10_large.png?v=1469782133 (Dimensions 450 x 450)
- https://cdn.shopify.com/s/files/1/1124/2764/products/4139_Bermuda_Blue_1_large.jpg?v=1469782094 (Dimensions 480 x 480)
- https://cdn.shopify.com/s/files/1/1124/2764/products/4439_bermudablue_large.png?v=1469782113 (Dimensions 267 x 267)
- https://cdn.shopify.com/s/files/1/1124/2764/products/Component_Swarovskireg_crystals_Crystal_Passionsreg_crystal_CAL_V_S_2_p1433crb_large.jpg?v=1469782086 (Dimensions 300 x 300)
- https://cdn.shopify.com/s/files/1/1124/2764/products/sol_4137_001_bb1_1_z1_large.jpg?v=1469782085 (Dimensions 480 x 480)
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/logo.png?12551278265697234025> (Dimensions 3041 x 582)
- <https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/logo2x.png?12551278265697234025> (Dimensions 3041 x 582)
- https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/page_home_img.png?12551278265697234025 (Dimensions 3333 x 2237)
- https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/pm_paypal.png?12551278265697234025 (Dimensions 63 x 24)
- https://cdn.shopify.com/s/files/1/1124/2764/t/10/assets/slide_image_1.jpg?12551278265697234025 (Dimensions 1380 x 920)

PageSpeed Recommendations

- https://cdn.shopify.com/s/files/1/1124/2764/10/assets/slide_image_2.jpg?12551278265697234025 (Dimensions 1380 x 920)
- https://cdn.shopify.com/s/files/1/1124/2764/10/assets/slide_image_3.jpg?12551278265697234025 (Dimensions 1380 x 863)
- https://cdn.shopify.com/s/files/1/1124/2764/10/assets/slide_image_4.jpg?12551278265697234025 (Dimensions 1380 x 917)

Minify JavaScript

A (98)



AVG SCORE 88%

JS

HIGH

Minify JavaScript for the following resources to reduce the size by 3.0KB (10% reduction).

- Minifying https://cdn.shopify.com/s/files/1/1124/2764/10/assets/kumi_script.js?12551278265697234025 could save 1.7KiB (24% reduction) after compression. See [optimized version](#)
- Minifying https://cdn.shopify.com/s/files/1/1124/2764/10/assets/kumi_global.js?12551278265697234025 could save 558B (33% reduction) after compression. See [optimized version](#)
- Minifying https://cdn.shopify.com/s/javascripts/shopify_stats.js?v=6 could save 508B (25% reduction) after compression. See [optimized version](#)
- Minifying https://connect.facebook.net/en_US/fbevents.js could save 127B (4% reduction) after compression. See [optimized version](#)
- Minifying <https://www.google-analytics.com/analytics.js> could save 71B (1% reduction) after compression. See [optimized version](#)
- Minifying <https://cdn.shopify.com/s/javascripts/currencies.js> could save 24B (2% reduction) after compression. See [optimized version](#)
- Minifying https://cdn.shopify.com/s/files/1/1124/2764/10/assets/jquery.currencies_min.js?12551278265697234025 could save 4B (1% reduction) after compression. See [optimized version](#)
- Minifying https://cdn.shopify.com/s/files/1/1124/2764/10/assets/jquery.products_min.js?12551278265697234025 could save 3B (1% reduction) after compression. See [optimized version](#)

Minify HTML

A (98)



AVG SCORE 98%

CONTENT

LOW

Minify HTML for the following resources to reduce the size by 3.0KB (14% reduction).

- Minifying <https://www.oohwala.com/> could save 2.9KiB (20% reduction) after compression. See [optimized version](#)
- Minifying <https://www.oohwala.com/collections/all?view=ajax> could save 41B (1% reduction) after compression. See [optimized version](#)

Specify a cache validator

A (98)



AVG SCORE 94%

SERVER

HIGH

The following resources are missing a cache validator. Resources that do not specify a cache validator cannot be refreshed efficiently. Specify a Last-Modified or ETag header to enable cache validation for the following resources:

- <https://fonts.googleapis.com/css?family=Raleway:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800&subset=cyrillic-ext,greek-ext,latin,latin-ext,cyrillic,greek,vietnamese>

Minify CSS

A (99)



AVG SCORE 94%

CSS

HIGH

Minify CSS for the following resources to reduce the size by 169B (1% reduction).

- Minifying <https://maxcdn.bootstrapcdn.com/font-awesome/4.2.0/css/font-awesome.min.css> could save 100B (2% reduction) after compression. See [optimized version](#)
- Minifying <https://fonts.googleapis.com/css?family=Raleway:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800&subset=cyrillic-ext,greek-ext,latin,latin-ext,cyrillic,greek,vietnamese> could save 43B (5% reduction) after compression. See [optimized version](#)
- Minifying https://cdn.shopify.com/s/files/1/1124/2764/10/assets/kumi_media.scss?12551278265697234025 could save 9B (1% reduction) after compression. See [optimized version](#)
- Minifying <https://cdn.shopify.com/s/files/1/1124/2764/10/assets/jquery.flexslider.scss?12551278265697234025> could save 4B (1% reduction) after compression. See [optimized version](#)
- Minifying https://cdn.shopify.com/s/files/1/1124/2764/10/assets/jquery.plugins_min.scss?12551278265697234025 could save 4B (1% reduction) after compression. See [optimized version](#)
- Minifying https://cdn.shopify.com/s/assets/storefront/additional_checkout_buttons_e666b0b8a20c90d1eaafcc0f38897f2b4ab8af21f68426b37926e48a2ae452c2.css could save 3B (1% reduction) after compression. See [optimized version](#)
- Minifying https://cdn.shopify.com/s/files/1/1124/2764/10/assets/kumi_global.scss?12551278265697234025 could save 3B (1% reduction) after compression. See [optimized version](#)
- Minifying https://cdn.shopify.com/s/files/1/1124/2764/10/assets/kumi_style.scss?12551278265697234025 could save 3B (1% reduction) after compression. See [optimized version](#)