Performance Report for:

https://listify-demos.astoundify.com/classic/

Report generated: Mon, Feb 27, 2017, 10:06 AM -0800
Test Server Region: 🇺🇸 Dallas, USA
Using: Chrome (Desktop) 54.0.2840.71, PageSpeed 1.15-gt1, YSlow 3.1.8

PageSpeed Score	YSlow Score	Fully Loaded Time	Total Page Size	Requests
A (98%) ^	A (90%) ^	1.7s ^	1.47MB ^	48 ^

Top 5 Priority Issues

Defer parsing of JavaScript	A (92)	^ AVG SCORE: 70%	JS	HIGH	
Serve scaled images	A (95)	^ AVG SCORE: 71%	IMAGES	HIGH	
Optimize images	A (98)	^ AVG SCORE: 69%	IMAGES	HIGH	
Minify JavaScript	A (99)	^ AVG SCORE: 88%	JS	HIGH	
Specify image dimensions	A (99)	◆ AVG SCORE: 98%	IMAGES	MEDIUM	

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.**

About GTmetrix

We can help you develop a faster, more efficient, and all-around improved website experience for your users. We use Google PageSpeed and Yahoo! YSlow to grade your site's performance and provide actionable recommendations to fix these issues.

About the Developer

GT.net
Performance Hosting

GTmetrix is developed by the good folks at **GT.net**, a Vancouver-based performance hosting company with over 21 years experience in web technology.

https://gt.net/

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?

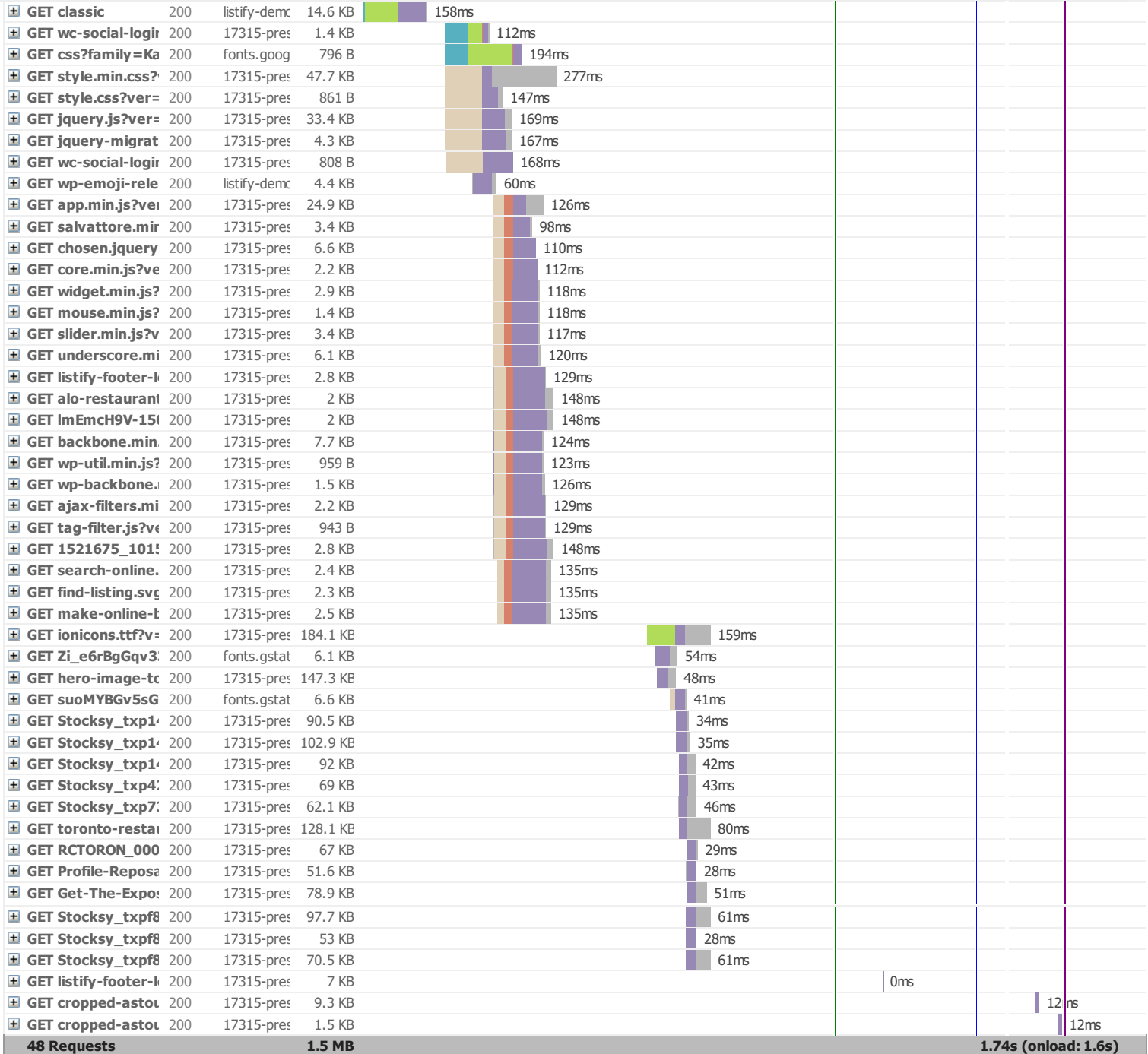This report covers basic to technical analyses on your page. It is categorized under many headings:

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

These will provide you with a snapshot of your performance.

Waterfall Chart

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.

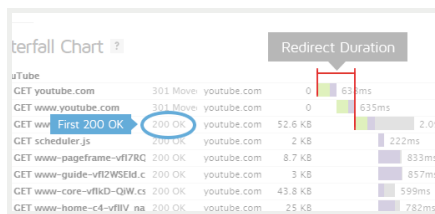**Listify Classic – The last WordPress directory theme you will ever buy.**

GET classic	200	listify-demo	14.6 KB	158ms	
GET wc-social-login	200	17315-pres	1.4 KB	112ms	
GET css?family=Ka	200	fonts.goog	796 B	194ms	
GET style.min.css?	200	17315-pres	47.7 KB	277ms	
GET style.css?ver=	200	17315-pres	861 B	147ms	
GET jquery.js?ver=	200	17315-pres	33.4 KB	169ms	
GET jquery-migrat	200	17315-pres	4.3 KB	167ms	
GET wc-social-login	200	17315-pres	808 B	168ms	
GET wp-emoji-rele	200	listify-demo	4.4 KB	60ms	
GET app.min.js?ver	200	17315-pres	24.9 KB	126ms	
GET salvattore.min	200	17315-pres	3.4 KB	98ms	
GET chosen.jquery	200	17315-pres	6.6 KB	110ms	
GET core.min.js?ve	200	17315-pres	2.2 KB	112ms	
GET widget.min.js?	200	17315-pres	2.9 KB	118ms	
GET mouse.min.js?	200	17315-pres	1.4 KB	118ms	
GET slider.min.js?v	200	17315-pres	3.4 KB	117ms	
GET underscore.mi	200	17315-pres	6.1 KB	120ms	
GET listify-footer-l	200	17315-pres	2.8 KB	129ms	
GET alo-restaurant	200	17315-pres	2 KB	148ms	
GET lmEmcH9V-150	200	17315-pres	2 KB	148ms	
GET backbone.min.	200	17315-pres	7.7 KB	124ms	
GET wp-util.min.js?	200	17315-pres	959 B	123ms	
GET wp-backbone.	200	17315-pres	1.5 KB	126ms	
GET ajax-filters.mi	200	17315-pres	2.2 KB	129ms	
GET tag-filter.js?ve	200	17315-pres	943 B	129ms	
GET 1521675_101!	200	17315-pres	2.8 KB	148ms	
GET search-online.	200	17315-pres	2.4 KB	135ms	
GET find-listing.svg	200	17315-pres	2.3 KB	135ms	
GET make-online-b	200	17315-pres	2.5 KB	135ms	
GET ionicons.ttf?v=	200	17315-pres	184.1 KB	159ms	
GET Zi_e6rBgGqv3:	200	fonts.gstat	6.1 KB	54ms	
GET hero-image-to	200	17315-pres	147.3 KB	48ms	
GET suoMYBGv5sG	200	fonts.gstat	6.6 KB	41ms	
GET Stocksy_txp14	200	17315-pres	90.5 KB	34ms	
GET Stocksy_txp14	200	17315-pres	102.9 KB	35ms	
GET Stocksy_txp14	200	17315-pres	92 KB	42ms	
GET Stocksy_txp42	200	17315-pres	69 KB	43ms	
GET Stocksy_txp7:	200	17315-pres	62.1 KB	46ms	
GET toronto-restau	200	17315-pres	128.1 KB	80ms	
GET RCTORON_000	200	17315-pres	67 KB	29ms	
GET Profile-Reposa	200	17315-pres	51.6 KB	28ms	
GET Get-The-Expo:	200	17315-pres	78.9 KB	51ms	
GET Stocksy_txpf8	200	17315-pres	97.7 KB	61ms	
GET Stocksy_txpf8	200	17315-pres	53 KB	28ms	
GET Stocksy_txpf8	200	17315-pres	70.5 KB	61ms	
GET listify-footer-l	200	17315-pres	7 KB	0ms	
GET cropped-astou	200	17315-pres	9.3 KB	12ms	
GET cropped-astou	200	17315-pres	1.5 KB	12ms	
48 Requests			**1.5 MB**	**1.74s (onload: 1.6s)**	

Page Load Timings

RUM Speed Index: 1,171

0ms Redirect	88ms Connect	69ms Backend	157ms TTFB
1.2s First paint	1.3s DOM int.	1.3s (194ms) DOM loaded	1.6s (1ms) Onload

Redirect duration

This is the time spent redirecting URLs before the final HTML page is loaded. Common redirects include:

- Redirect from a non-www to www (eg. example.com to www.example.com)
- Redirect to a secure URL (eg. http:// to https://)
- Redirect to set cookies
- Redirect to a mobile version of the site

Some sites may even perform a chain of multiple redirects (eg. non-www to www, then to a secure URL). This timing is the total of all this time that's spent redirecting, or 0 if no redirects occurred.

In the Waterfall Chart, Redirect duration consists of the time from the beginning of the test until just before we start the request of the final HTML page (when we receive the first 200 OK response).

During this time, the browser screen is blank! Ensure that this duration is kept to short by minimizing your redirects.

Connection duration
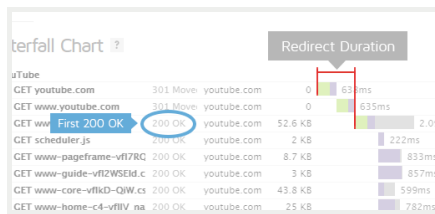
Once any redirects have completed, Connection duration is measured. This is the time spent connecting to the server to make the request to the page.

Technically speaking, this duration is a combination of the blocked time, DNS time, connect time and sending time of the request (rather than *just* connect time). We've combined those components into a single Connection duration to simplify things (as most of these times are usually small).

In the Waterfall Chart, Connection duration consists of everything up to and including the "Sending" time in the final HTML page request (the first 200 OK response).

During this time, the browser screen is still blank! Various causes could contribute to this, including a slow/problematic connection between GTmetrix and the server or slow response times from the server.

Backend duration
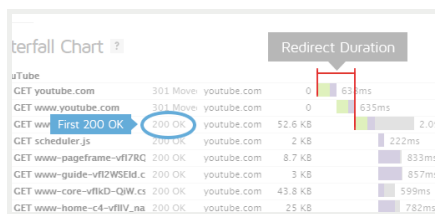
Once the connection is complete and the request is made, the server needs to generate a response for the page. The time it takes to generate the response is known as the Backend duration.

In the Waterfall Chart, Backend duration consists of purple waiting time in the page request.

There are a number of reasons why Backend duration could be slow. We cover this is our "Why is my page slow" article.

Time to First Byte (TTFB)

Time to First Byte (TTFB) is the total amount of time spent to receive the first byte of the response once it has been requested. It is the sum of "Redirect duration" + "Connection duration" + "Backend duration". This metric is one of the key indicators of web performance.
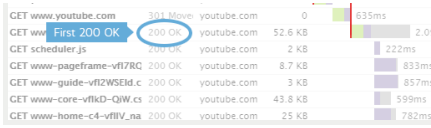
In the Waterfall Chart, it is calculated at the start of the test until just before receiving on the page request and represented by the orange line.

Some ways to improve the TTFB include: optimizing application code, implementing caching, fine-tuning your web server configuration, or upgrading server hardware.

First paint time
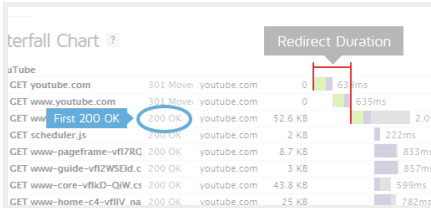
First paint time is the first point at which the browser does any sort of rendering on the page. Depending on the structure of the page, this first paint could just be displaying the background colour (including white), or it could be a majority of the page being rendered.

In the Waterfall Chart, it is represented by the green line.

This timing is of significance because until this point, the browser will have only shown a blank page and this change gives the user an indication that the page is loading. However, we don't know how much of the page was rendered with this paint, so having a early first paint doesn't necessarily indicate a fast loading page.
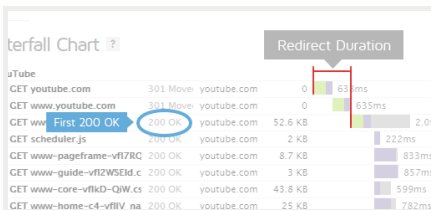
DOM interactive time
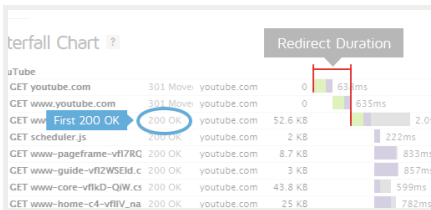
DOM interactive time is the point at which the browser has finished loading and parsing HTML, and the DOM (Document Object Model) has been built. The DOM is how the browser internally structures the HTML so that it can render it.

DOM interactive time isn't marked in the Waterfall Chart as it's usually very close in timing to DOM content loaded.

DOM content loaded time

DOM content loaded time (DOM loaded or DOM ready for short) is the point at which the DOM is ready (ie. DOM interactive) and there are no stylesheets blocking JavaScript execution.

If there are no stylesheets blocking JavaScript execution and there is no parser blocking JavaScript, then this will be the same as DOM interactive time.

In the Waterfall Chart, it is represented by the blue line.

The time in brackets is the time spent executing JavaScript triggered by the DOM content loaded event. Many JavaScript frameworks use this event as a starting point to begin execution of their code.

Since this event is often used by JavaScript as the starting point and delays in this event mean delays in rendering, it's important to make sure that style and script order is optimized and that parsing of JavaScript is deferred.

Onload time
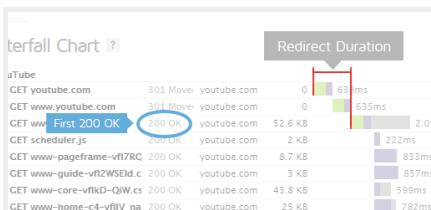
Onload time occurs when the processing of the page is complete and all the resources on the page (images, CSS, etc.) have finished downloading. This is also the same time that DOM complete occurs and the JavaScript window.onload event fires.

Note that there may be JavaScript that initiates subsequent requests for more resources, hence the reason why Fully loaded timing is preferred.

In the Waterfall Chart, it is represented by the red line.

The time in brackets is the time spent executing JavaScript triggered by the Onload event.

Note that Onload time was the previous default for when to stop the test for GTmetrix.

PageSpeed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Defer parsing of JavaScript	A (92)	▲ AVG SCORE: 70%	JS	HIGH
Serve scaled images	A (95)	▲ AVG SCORE: 71%	IMAGES	HIGH
Optimize images	A (98)	▲ AVG SCORE: 69%	IMAGES	HIGH
Minify JavaScript	A (99)	▲ AVG SCORE: 88%	JS	HIGH
Specify image dimensions	A (99)	◆ AVG SCORE: 98%	IMAGES	MEDIUM
Minify HTML	A (99)	◆ AVG SCORE: 98%	CONTENT	LOW
Minify CSS	A (99)	◆ AVG SCORE: 94%	CSS	HIGH
Remove query strings from static resources	B (80)	▼ AVG SCORE: 90%	CONTENT	LOW
Specify a Vary: Accept-Encoding header	A (96)	◆ AVG SCORE: 96%	SERVER	LOW
Avoid bad requests	A (100)	◆ AVG SCORE: 98%	CONTENT	HIGH
Avoid landing page redirects	A (100)	◆ AVG SCORE: 98%	SERVER	HIGH
Enable gzip compression	A (100)	▲ AVG SCORE: 82%	SERVER	HIGH
Enable Keep-Alive	A (100)	▲ AVG SCORE: 93%	SERVER	HIGH
Inline small CSS	A (100)	◆ AVG SCORE: 96%	CSS	HIGH
Inline small JavaScript	A (100)	◆ AVG SCORE: 95%	JS	HIGH
Leverage browser caching	A (100)	▲ AVG SCORE: 59%	SERVER	HIGH
Minimize redirects	A (100)	▲ AVG SCORE: 87%	CONTENT	HIGH
Minimize request size	A (100)	◆ AVG SCORE: 98%	CONTENT	HIGH
Optimize the order of styles and scripts	A (100)	◆ AVG SCORE: 96%	CSS/JS	HIGH
Put CSS in the document head	A (100)	◆ AVG SCORE: 100%	CSS	HIGH
Serve resources from a consistent URL	A (100)	▲ AVG SCORE: 88%	CONTENT	HIGH
Specify a cache validator	A (100)	▲ AVG SCORE: 94%	SERVER	HIGH
Combine images using CSS sprites	A (100)	▲ AVG SCORE: 86%	IMAGES	HIGH
Avoid CSS @import	A (100)	◆ AVG SCORE: 98%	CSS	MEDIUM
Prefer asynchronous resources	A (100)	◆ AVG SCORE: 99%	JS	MEDIUM
Specify a character set early	A (100)	◆ AVG SCORE: 100%	CONTENT	MEDIUM
Avoid a character set in the meta tag	A (100)	◆ AVG SCORE: 100%	CONTENT	LOW

YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Make fewer HTTP requests	F (36)	AVG SCORE: 35%	CONTENT	HIGH
Add Expires headers	B (89)	AVG SCORE: 25%	SERVER	HIGH
Use a Content Delivery Network (CDN)	A (90)	AVG SCORE: 14%	SERVER	MEDIUM
Minify JavaScript and CSS	A (90)	AVG SCORE: 74%	CSS/JS	MEDIUM
Compress components with gzip	A (100)	AVG SCORE: 81%	SERVER	HIGH
Avoid URL redirects	A (100)	AVG SCORE: 85%	CONTENT	MEDIUM
Make AJAX cacheable	A (100)	AVG SCORE: 100%	JS	MEDIUM
Remove duplicate JavaScript and CSS	A (100)	AVG SCORE: 100%	CSS/JS	MEDIUM
Avoid AlphaImageLoader filter	A (100)	AVG SCORE: 98%	CSS	MEDIUM
Avoid HTTP 404 (Not Found) error	A (100)	AVG SCORE: 99%	CONTENT	MEDIUM
Reduce the number of DOM elements	A (100)	AVG SCORE: 93%	CONTENT	LOW
Use cookie-free domains	A (100)	AVG SCORE: 46%	COOKIE	LOW
Use GET for AJAX requests	A (100)	AVG SCORE: 100%	JS	LOW
Avoid CSS expressions	A (100)	AVG SCORE: 99%	CSS	LOW
Reduce DNS lookups	A (100)	AVG SCORE: 70%	CONTENT	LOW
Reduce cookie size	A (100)	AVG SCORE: 100%	COOKIE	LOW
Make favicon small and cacheable	A (100)	AVG SCORE: 100%	IMAGES	LOW
Configure entity tags (ETags)	A (100)	AVG SCORE: 83%	SERVER	LOW
Make JavaScript and CSS external	(n/a)		CSS/JS	MEDIUM