

EMAILTRAY SOFTWARE

INTERNET MARKETING REPORT

Prepared for
<https://emailtray.com>

Dec 4, 2024



Desktop Speed for [Demo Project](#)

This report shows which page parameters should be fixed to improve the user experience of desktop browser users.

Page: <https://emailtray.com/>

Page preview



Desktop Speed Score

96%

Scale: 90-100 (high speed) 50-89 (medium speed) 0-49 (low speed)

Loading imitation

The speed optimization score is based on the data analyzed by [PageSpeed Insights](#).



🕒 1.0 s
First Contentful Paint

🕒 10 ms
Total Blocking Time

🕒 1.1 s
Speed Index

🕒 1.1 s
Largest Contentful Paint

🕒 0.004
Cumulative Layout Shift

Field Data

Over the last 30 days, the field data shows that this page has a **average** speed compared to other pages in the [Chrome User Experience Report](#)

🕒 1.3 s First Contentful Paint (FCP)



🕒 N/A First Input Delay (FID)



🕒 1.7 s Largest Contentful Paint (LCP)



✔ 0.03 Cumulative Layout Shift (CLS) 

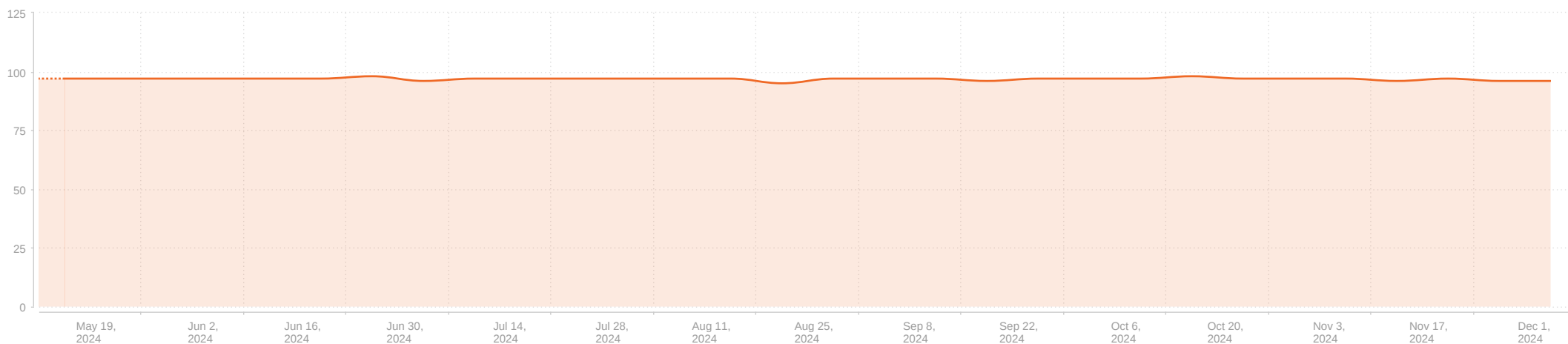


89%

9%

92%

Desktop page speed optimization score - Trend over time



🚩 Optimization opportunities

These optimizations can speed up your page load.

🚩 Eliminate render-blocking resources


Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles.

URL	Transfer Size	Potential Savings
https://fonts.googleapis.com/css?family=Quattrocento+Sans Lato:100,300,400,700,900,100italic,300italic,400italic,700italic,900italic	1.4 KiB	204 ms

🚩 Reduce unused JavaScript

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

URL	Transfer Size	Potential Savings
https://www.googletagmanager.com/gtag/js?id=G-2T1RRNE9M4	130 KiB	48.2 KiB

 Efficiently encode images

Optimized images load faster and consume less cellular data.

	URL	Resource Size	Potential Savings
MANAGE ALL EMAILS FROM ONE PLACE EmailTray will help you manage several email ... <div class="column img1">	https://www.emailtray.com/images/features/map_img.jpg	22.6 KiB	19.3 KiB
HAVE YOUR EMAILS RANKED INTELLIGENTLY EmailTray will analyze your read/respond... <div class="column img2">	https://www.emailtray.com/images/features/ranking_img.jpg	22.2 KiB	19.1 KiB
HAVE GOOD MAIL RESCUED FROM SPAM EmailTray will scan the Spam boxes of all you... <div class="column img4">	https://www.emailtray.com/images/features/spam_img.jpg	21.8 KiB	18.6 KiB
BE NOTIFIED ABOUT IMPORTANT MAIL EmailTray will notify you about new important... <div class="column img3">	https://www.emailtray.com/images/features/alert_img.jpg	20.6 KiB	17.8 KiB
SEE REAL PEOPLE BEHIND THE EMAILS EmailTray will enrich your email communicati... <div class="column img5">	https://www.emailtray.com/images/privacy_practices/save_data_img.jpg	6.9 KiB	4.1 KiB

ⓘ Serve images in next-gen formats

Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

	URL	Resource Size	Potential Savings
Smart Email Client 	https://www.emailtray.com/images/index/v4/screen-4.png	110.3 KiB	89.1 KiB
MANAGE ALL EMAILS FROM ONE PLACE EmailTray will help you manage several email ... <div class="column img1">	https://www.emailtray.com/images/features/map_img.jpg	22.6 KiB	21.1 KiB
HAVE YOUR EMAILS RANKED INTELLIGENTLY EmailTray will analyze your read/respond... <div class="column img2">	https://www.emailtray.com/images/features/ranking_img.jpg	22.2 KiB	20.9 KiB
HAVE GOOD MAIL RESCUED FROM SPAM EmailTray will scan the Spam boxes of all you... <div class="column img4">	https://www.emailtray.com/images/features/spam_img.jpg	21.8 KiB	20.3 KiB
BE NOTIFIED ABOUT IMPORTANT MAIL EmailTray will notify you about new important... <div class="column img3">	https://www.emailtray.com/images/features/alert_img.jpg	20.6 KiB	19.3 KiB

ⓘ Avoid multiple page redirects

Redirects introduce additional delays before the page can be loaded.

URL	Time Spent
https://emailtray.com/	230 ms
https://www.emailtray.com/	

 **Serve static assets with an efficient cache policy**

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

URL	Cache TTL	Transfer Size
https://www.google-analytics.com/analytics.js	2 h	21 KiB
https://www.emailtray.com/allow_trackings.js	14 d	1 KiB
https://www.emailtray.com/css/alert.css	14 d	1 KiB
https://www.emailtray.com/images/index/v4/screen-4.png	90 d	111 KiB
https://www.emailtray.com/images/features/map_img.jpg	90 d	23 KiB
https://www.emailtray.com/images/features/ranking_img.jpg	90 d	23 KiB
https://www.emailtray.com/images/features/spam_img.jpg	90 d	22 KiB
https://www.emailtray.com/images/features/alert_img.jpg	90 d	21 KiB
https://www.emailtray.com/images/privacy_practices/save_data_img.jpg	90 d	7 KiB
https://www.emailtray.com/images/cnet.png	90 d	6 KiB
https://www.emailtray.com/images/index/v2/logo-emailtray.png	90 d	5 KiB
https://www.emailtray.com/images/index/v4/getit-btn-android.png	90 d	5 KiB
https://www.emailtray.com/images/index/v4/quote.png	90 d	3 KiB
https://www.emailtray.com/images/privacy_practices/pass_img.jpg	90 d	3 KiB

URL	Cache TTL	Transfer Size
https://www.emailtray.com/css/v4/index.css	90 d	2 KiB
https://www.emailtray.com/images/index/v3/bullet.png	90 d	2 KiB
https://www.emailtray.com/images/index/v4/btn-arrow.png	90 d	1 KiB

⚠️ Avoid chaining critical requests

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load.

Maximum critical path latency: 1.2 s

Initial Navigation

- ↳ <https://emailtray.com/> - 478 ms 0.3 KiB
 - ↳ <https://www.emailtray.com/> - 232 ms 3.9 KiB
 - ↳ <https://www.emailtray.com/css/v4/index.css> - 233 ms 2.1 KiB
 - ↳ <https://www.emailtray.com/css/alert.css> - 223 ms 0.9 KiB
 - ↳ https://www.emailtray.com/allow_trackings.js - 470 ms 1.1 KiB
 - ↳ <https://fonts.googleapis.com/css?family=Quattrocento+Sans|Lato:100,300,400,700,900,100italic,300italic,400italic,700italic,900italic> - 8 ms 1.4 KiB
 - ↳ <https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh50XSwiPGQ3q5d0.woff2> - 15 ms 14.2 KiB
 - ↳ <https://fonts.gstatic.com/s/lato/v24/S6uyw4BMUTPHjx4wXiWtFCc.woff2> - 15 ms 14.4 KiB
 - ↳ <https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh7USSwiPGQ3q5d0.woff2> - 15 ms 14.4 KiB
 - ↳ <https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh6UVSwiPGQ3q5d0.woff2> - 15 ms 14.6 KiB

⚠️ User Timing marks and measures

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences.

⚠️ Ensure text remains visible during webfont load

Leverage the 'font-display' CSS feature to ensure text is user-visible while webfonts are loading.

URL	Potential Savings
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh50XSwiPGQ3q5d0.woff2	15 ms
https://fonts.gstatic.com/s/lato/v24/S6uyw4BMUTPHjx4wXiWtFCc.woff2	15 ms
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh6UVSwiPGQ3q5d0.woff2	15 ms
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh7USSwiPGQ3q5d0.woff2	15 ms

⚠️ Lazy load third-party resources with facades

Some third-party embeds can be lazy loaded. Consider replacing them with a facade until they are required.

⚠️ Avoid non-composited animations

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

Image elements do not have explicit `width` and `height`

Set an explicit width and height on image elements to reduce layout shifts and improve CLS.

	URL
Smart Email Client 	https://www.emailtray.com/images/index/v4/screen-4.png
CNet Editors' Ranking: 5 stars 	https://www.emailtray.com/images/cnet.png
EmailTray v.4.0 	https://www.emailtray.com/images/index/v2/logo-emailtray.png

Does not have a `

A `300 millisecond delay to user input.

Passed rules

Properly size images

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

Defer offscreen images

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive.

ⓘ Minify CSS

Minifying CSS files can reduce network payload sizes.

ⓘ Minify JavaScript

Minifying JavaScript files can reduce payload sizes and script parse time.

ⓘ Reduce unused CSS

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity.

ⓘ Enable text compression

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes.

ⓘ Preconnect to required origins

Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins.

ⓘ Initial server response time was short

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

URL	Time Spent
https://www.emailtray.com/	77 ms

ⓘ Use video formats for animated content

Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes.

ⓘ Remove duplicate modules in JavaScript bundles

Remove large, duplicate JavaScript modules from bundles to reduce unnecessary bytes consumed by network activity.

ⓘ Avoid serving legacy JavaScript to modern browsers

Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers.

ⓘ Preload Largest Contentful Paint image

If the LCP element is dynamically added to the page, you should preload the image in order to improve LCP.

 Avoids enormous network payloads

Large network payloads cost users real money and are highly correlated with long load times.

URL	Transfer Size
https://www.googletagmanager.com/gtag/js?id=G-2T1RRNE9M4	131 KiB
https://www.emailtray.com/images/index/v4/screen-4.png	111 KiB
https://www.emailtray.com/images/features/map_img.jpg	23 KiB
https://www.emailtray.com/images/features/ranking_img.jpg	23 KiB
https://www.emailtray.com/images/features/spam_img.jpg	22 KiB
https://www.google-analytics.com/analytics.js	21 KiB
https://www.emailtray.com/images/features/alert_img.jpg	21 KiB
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh6UVSwiPGQ3q5d0.woff2	15 KiB
https://fonts.gstatic.com/s/lato/v24/S6uyw4BMUTPHjx4wXiWtFCc.woff2	14 KiB
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh7USSwiPGQ3q5d0.woff2	14 KiB

ⓘ Avoids an excessive DOM size

A large DOM will increase memory usage, cause longer [style calculations](#), and produce costly [layout reflows](#).

Statistic	Element	Value
Total DOM Elements		109
Maximum DOM Depth	div.column > div.getit > a.getit-btn > br 	9
Maximum Child Elements	body <body>	9

ⓘ JavaScript execution time

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

URL	Total CPU Time	Script Evaluation	Script Parse
https://www.emailtray.com/	111 ms	75 ms	1 ms
https://www.googletagmanager.com/gtag/js?id=G-2T1RRNE9M4	51 ms	42 ms	7 ms

 **Minimizes main-thread work**

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

Category	Time Spent
Script Evaluation	122 ms
Other	35 ms
Style & Layout	23 ms
Script Parsing & Compilation	9 ms
Rendering	5 ms
Parse HTML & CSS	3 ms

ⓘ Minimize third-party usage

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

Third-Party	Transfer Size	Main-Thread Blocking Time
Google Tag Manager	131 KiB	0 ms
https://www.googletagmanager.com/gtag/js?id=G-2T1RRNE9M4	134143	0.26344962068606
Google Analytics	23 KiB	0 ms
https://www.google-analytics.com/analytics.js	21900	0.0427396089325309
https://www.google-analytics.com/j/collect?v=1&_v=j101&aip=1&a=589305477&t=pageview&_s=1&dl=https%3A%2F%2Fwww.emailtray.com%2F&ul=en-us&de=UTF-8&dt=EmailTray%2C%20an%20email%20client%20and%20email%20notifier%20for%20Windows%20and%20Android&sd=24-bit&sr=800x600&vp=1335x940&je=0&_u=aEBAEABEAAAACAAI~&jid=1601245129&gjid=722066094&cid=1936921354.1733087639&tid=UA-17970827-3&_gid=317907144.1733087639&_r=1&_slc=1&z=1483670650	898	0
https://www.google-analytics.com/g/collect?v=2&tid=G-2T1RRNE9M4&gtm=45je4bk0v871340956za200&_p=1733087639087&gcs=G100&gcd=13p3p3p3p5l1&npa=1&dma_cps=-&dma=0&tag_exp=101925629~102067555~102067808~102077855~102081485&cid=2104135345.1733087639&ul=en-us&sr=800x600&are=1&frm=0&pscdl=denied&uaa=x86&uab=64&uafvl=HeadlessChrome%3B131.0.6778.69%7CChromium%3B131.0.6778.69%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&_eu=BA&_s=1&sid=1733087639&sct=1&seg=0&dl=https%3A%2F%2Fwww.emailtray.com%2Fdownload-email-client.html&dt=EmailTray%2C%20an%20email%20client%20and%20email%20notifier%20for%20Windows%20and%20Android&en=download_page&_fv=1&_ss=1&_ee=1&ep.anonymize_ip=true&tfd=1272	795	0

Third-Party	Transfer Size	Main-Thread Blocking Time
Google Fonts	59 KIB	0
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh6UVSwiPGQ3q5d0.woff2	14979	0
https://fonts.gstatic.com/s/lato/v24/S6uyw4BMUTPHjx4wXiWtFCc.woff2	14792	0
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh7USSwiPGQ3q5d0.woff2	14724	0
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh50XSwiPGQ3q5d0.woff2	14536	0
https://fonts.googleapis.com/css?family=Quattrocento+Sans Lato:100,300,400,700,900,100italic,300italic,400italic,700italic,900italic	1430	0

! Largest Contentful Paint element

This is the largest contentful element painted within the viewport.

! Largest Contentful Paint image was not lazily loaded

Above-the-fold images that are lazily loaded render later in the page lifecycle, which can delay the largest contentful paint.

Element
Smart Email Client

⚠ Avoid large layout shifts

These are the largest layout shifts observed on the page. Each table item represents a single layout shift, and shows the element that shifted the most.

Below each item are possible root causes that led to the layout shift. Some of these layout shifts may not be included in the CLS metric value due to [windowing](#).

Element	Layout shift score
MANAGE ALL EMAILS FROM ONE PLACE EmailTray will help you manage several email ... <div id="content">	0.0
{lhId: 'page-0-IMG', 'path': '1,HTML,1,BODY,0,DIV,1,DIV,0,DIV,1,DIV,0,DIV,0,A,0,IMG', 'boundingRect': {'left': 158, 'width': 481, 'top': 269, 'bottom': 603, 'height': 334, 'right': 639}, 'selector': 'div.columns > div.column > a > img', 'nodeLabel': 'Smart Email Client', 'type': 'node', 'snippet': '}	Media element lacking an explicit size
{type: 'url', 'value': 'https://www.emailtray.com/css/v4/index.css'}	A late network request adjusted the page layout
{value: 'https://www.emailtray.com/css/alert.css', 'type': 'url'}	A late network request adjusted the page layout
{value: 'https://fonts.googleapis.com/css?family=Quattrocento+Sans Lato:100,300,400,700,900,100italic,300italic,400italic,700italic,900italic', 'type': 'url'}	A late network request adjusted the page layout

⚠ Uses passive listeners to improve scrolling performance

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance.

⚠ Avoids `document.write()`

For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds.

⚠ Avoid long main-thread tasks

Lists the longest tasks on the main thread, useful for identifying worst contributors to input delay.

URL	Start Time	Duration
https://www.googletagmanager.com/gtag/js?id=G-2T1RRNE9M4	1.1 s	75 ms