YUM SOFTWARE

INTERNET MARKETING REPORT

Prepared for
https://emailtray.com

Dec 4, 2024
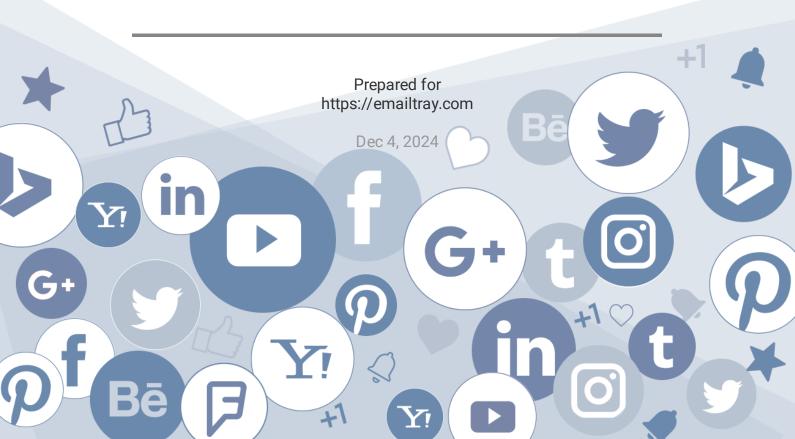
Mobile Optimization for Demo Project

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

Page: https://emailtray.com/

Page preview

Mobile Speed Score

61%

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

Mobile usability

2 mobile usability issues found

Flash content on the page

No flash content

Accelerated Mobile Pages check-up

No AMP

Loading imitation

The speed optimization score is based on the data analyzed by PageSpeed Insights.

⚠ 3.3 s
First Contentful Paint

⚠ 460 ms
Total Blocking Time

⚠ 3.7 s
Speed Index 🔖

⚠ 5.6 s
Largest Contentful Paint

✓ 0
Cumulative Layout Shift

Field Data

The Chrome User Experience Report does not have sufficient real-world speed data for this page.

⚠ 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://www.emailtray.com/css/v4/index.css	2.1 KiB	152 ms
https://fonts.googleapis.com/css?family=Quattrocento+Sans|Lato:100,300,400,700,900,100italic,300italic,400italic,700italic,900italic	1.4 KiB	0.8 s

⚠ 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 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 `<img src="/images/index/v4/screen-4.png" alt="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/	0.8 s
https://www.emailtray.com/	

⚠ 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.

⚠ **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: **358 ms**

Initial Navigation

https://emailtray.com/ **- 90 ms 0.2 KiB**

https://www.emailtray.com/ **- 129 ms 3.9 KiB**

https://www.emailtray.com/css/alert.css **- 88 ms 0.9 KiB**

https://fonts.googleapis.com/css?family=Quattrocento+Sans|Lato:100,300,400,700,900,100italic,300italic,400italic,700italic,900italic **- 9 ms 1.4 KiB**

https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh50XSwiPGQ3q5d0.woff2 **- 7 ms 14.2 KiB**

https://fonts.gstatic.com/s/lato/v24/S6uyw4BMUTPHjx4wXiWtFCc.woff2 **- 5 ms 14.4 KiB**

https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh6UVSwiPGQ3q5d0.woff2 **- 7 ms 14.6 KiB**

https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh7USSwiPGQ3q5d0.woff2 **- 5 ms 14.4 KiB**

https://www.emailtray.com/css/v4/index.css **- 93 ms 2.1 KiB**

https://www.emailtray.com/allow_trackings.js **- 88 ms 1.1 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	7 ms
https://fonts.gstatic.com/s/lato/v24/S6uyw4BMUTPHjx4wXiWtFCc.woff2	5 ms
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh6UVSwiPGQ3q5d0.woff2	7 ms
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh7USSwiPGQ3q5d0.woff2	5 ms

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

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	312 ms
https://www.googletagmanager.com/gtag/js?id=G-2T1RRNE9M4	134141	312.136471922859
Google Analytics	23 KiB	47 ms
https://www.google-analytics.com/analytics.js	21900	47
https://www.google-analytics.com/j/collect?v=1&_v=j101&aip=1&a=319033751&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=412x823&vp=980x1957&je=0&_u=YAhAAEABAAAAACAAI~&jid=544665537&gjid=1149640943&cid=195338435.1733087729&tid=UA-17970827-3&_gid=1495615507.1733087729&_r=1&_slc=1&z=359248018	898	0
https://www.google-analytics.com/g/collect?v=2&tid=G-2T1RRNE9M4&gtm=45je4bk0v871340956za200&_p=1733087728613&gcs=G100&gcd=13p3p3p5l1&npa=1&dma_cps=-&dma=0&tag_exp=101925629~102067555~102067808~102077855~102081485&cid=195338435.1733087729&ul=en-us&sr=412x823&are=1&frm=0&pscdl=denied&uaa=&uab=64&uafvl=HeadlessChrome%3B131.0.6778.69%7CChromium%3B131.0.6778.69%7CNot_A%2520Brand%3B24.0.0.0&uamb=1&uam=moto%20g%20power%20(2022)&uap=Android&uapv=11.0&uaw=0&_eu=BA&_s=1&sid=1733087728&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=571	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	14791	0
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh7USSwiPGQ3q5d0.woff2	14723	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

ⓘ **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.

ⓘ **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.

⚠ **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 `<img src="/images/index/v4/screen-4.png" alt="Smart Email Client">`	https://www.emailtray.com/images/index/v4/screen-4.png
CNet Editors' Ranking: 5 stars `<img src="/images/cnet.png" alt="CNet Editors' Ranking: 5 stars">`	https://www.emailtray.com/images/cnet.png
EmailTray v.4.0 `<img itemprop="image" src="/images/index/v2/logo-emailtray.png" alt="EmailTray v.4.0">`	https://www.emailtray.com/images/index/v2/logo-emailtray.png

⚠ **Mobile usability issues**

Make sure your page is optimized for mobile devices so users don't have to pinch or zoom in order to read the content.

⚠ **Does not have a `<meta name="viewport">` tag with `width` or `initial-scale`**

A `<meta name="viewport">` not only optimizes your app for mobile screen sizes, but also prevents a 300 millisecond delay to user input.

⚠ **Document doesn't use legible font sizes**

Text is illegible because there's no viewport meta tag optimized for mobile screens.

Font sizes less than 12px are too small to be legible and require mobile visitors to "pinch to zoom" in order to read. Strive to have >60% of page text ≥12px.

⊘ 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/	29 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.

⊙ 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.googletagmanager.com/gtag/js?id=G-2T1RRNE9M4	483 ms	400 ms	27 ms
https://www.emailtray.com/	437 ms	216 ms	10 ms
Unattributable	314 ms	106 ms	0
https://www.google-analytics.com/analytics.js	103 ms	92 ms	6 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	823 ms
Other	215 ms
Style & Layout	215 ms
Script Parsing & Compilation	43 ms
Garbage Collection	34 ms
Rendering	18 ms
Parse HTML & CSS	15 ms

⊘ 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
EmailTray will enrich your email communication with your contacts' information … `<p>`	0.0
{'value': 'https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh50XSwiPGQ3q5d0.woff2', 'type': 'url'}	Web font loaded
{'type': 'url', 'value': 'https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh6UVSwiPGQ3q5d0.woff2'}	Web font loaded
{'type': 'url', 'value': 'https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh7USSwiPGQ3q5d0.woff2'}	Web font loaded
{'value': 'https://fonts.gstatic.com/s/lato/v24/S6uyw4BMUTPHjx4wXiWtFCc.woff2', 'type': 'url'}	Web font loaded
{'value': 'https://www.emailtray.com/allow_trackings.js', '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	5.1 s	280 ms
https://www.googletagmanager.com/gtag/js?id=G-2T1RRNE9M4	5.3 s	212 ms
https://www.googletagmanager.com/gtag/js?id=G-2T1RRNE9M4	5.7 s	129 ms
Unattributable	5.6 s	98 ms
https://www.google-analytics.com/analytics.js	3.7 s	97 ms
https://www.emailtray.com/	1.6 s	86 ms
Unattributable	1.5 s	76 ms

⊙ Touch targets have sufficient size and spacing.

Touch targets with sufficient size and spacing help users who may have difficulty targeting small controls to activate the targets.