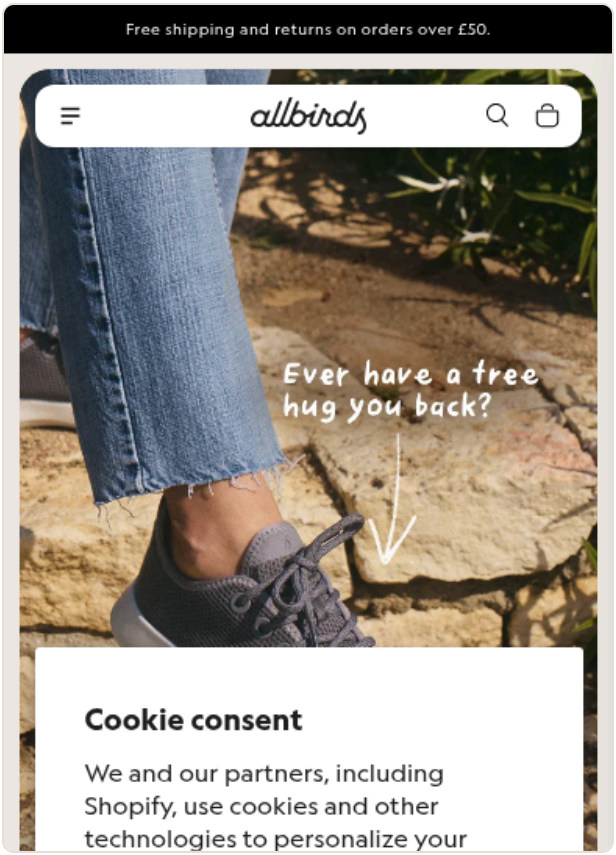
SAMPLE REPORT, made from public data on 16 October 2026. Allbirds is not a customer and did not ask for this report. Numbers are real lab runs from our test machine.

CORE WEB VITALS AUDIT, RUNS MADE 16 OCTOBER 2026, 18:19 TO 18:30 WITA (UTC+8)

allbirds.com, home page

Audited URL: https://www.allbirds.com/ (our test browser was served the UK store). Tool: Lighthouse 12.8.2 in headless Chrome, default mobile settings (simulated slow 4G, 4x CPU slowdown) and desktop preset.

27 to 36	55	24 to 38 s	0 to 0.01
Mobile Performance score, 4 runs	Desktop Performance score, 1 run	Mobile Largest Contentful Paint (lab)	Cumulative Layout Shift (good)



Screenshot: our test browser at 390 px, 16 Oct 2026, about 6 s after load.

The short version

Layout is stable (CLS is good) and the server answers fast. The problem is what happens after the HTML arrives: the hero image is downloaded early but painted very late, because the browser is busy running tag, chat and pop-up scripts. On a mid-range phone that means a long blank or half-drawn screen before the shopper sees a product.

Do these 3 things first

1. Paint the hero without waiting for app scripts.
2. Cut and delay Tag Manager tags.
3. Serve phone-sized images.

Google's "good" thresholds: LCP 2.5 s or less, INP 200 ms or less, CLS 0.1 or less (web.dev, "Web Vitals"). Lab runs have no INP; Total Blocking Time stands in for it.

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PRIORITISED FIXES

5 fixes, in the order we would do them

#	WHAT WE MEASURED	FIX	EFFORT
1	**Hero image renders late** Mobile LCP is the home hero image. Lighthouse splits its time as about 0.6 s server, 4.7 s load delay, 1.5 s download and 17.1 s render delay (18:28 run). The image arrives early; the page waits for JavaScript before painting it.	Render the hero in the first HTML without waiting for app scripts, add `fetchpriority="high"` to the hero `<img>`, and delay the email sign-up pop-up until after first paint.	Half a day
2	**Tag Manager blocks the main thread** Google Tag Manager is the largest third party on mobile: about 860 KB transferred and about 0.9 s of main-thread blocking. Total Blocking Time was 1.1 s to 2.0 s across runs.	Audit the tags in the container, remove ones nobody reads, and fire marketing tags on user interaction or after load.	1 day with the marketing owner
3	**Images bigger than the screen** Lighthouse estimates 1.5 MB saved on mobile (2.5 MB on desktop) by serving images at the size shown. Carousel images are sent at 1024 px wide to a 390 px screen.	Use Shopify image `srcset` / `sizes` so phones get 400 to 800 px images.	Half a day
4	**Unused JavaScript** About 800 KB of JavaScript on mobile (1 MB on desktop) is downloaded but not used on the home page, mostly tag, chat and app scripts.	Load the chat and app widgets only when opened, and remove apps that are not in use.	1 day
5	**Very large page** The home page weighs about 9.5 MB on mobile and has about 3,300 DOM elements. Both slow down phones on mobile data.	Fewer sections above the fold, lazy-render lower carousels, and keep each section's markup small.	1 to 2 days

All runs

RUN (WITA)	DEVICE	SCORE	LCP	TBT	CLS	PAGE WEIGHT
18:19	Mobile	31	31.5 s	1,260 ms	0.01	9.6 MB
18:27	Mobile	27	37.5 s	2,030 ms	0	9.4 MB
18:27	Mobile	30	27.8 s	1,600 ms	0.004	9.7 MB
18:28	Mobile	36	23.9 s	1,090 ms	0	9.6 MB
18:29	Desktop	55	4.7 s	290 ms	0.008	11.1 MB

One more mobile run failed (Lighthouse "no first paint") and is left out. Our test machine was busy during these runs, which makes lab times longer than on Google's own servers. Treat the exact seconds as "slow", not as a precise number. Field data from real Chrome users (CrUX) is not in this sample because Google's PageSpeed API quota was used up that day; a paid audit includes it when Google has enough data for the URL.

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NEXT STEPS

14-day fix list

DAYS	ACTION	WHO
1 to 2	Hero: `fetchpriority="high"`, paint without app scripts, pop-up after first paint	Theme developer
3 to 5	Tag Manager clean-up: list tags, remove unused, delay the rest	Marketing + developer
6 to 7	Responsive image sizes on carousels and promo tiles	Theme developer
8 to 10	Load chat and app widgets on demand; remove unused apps	Developer
11 to 12	Trim home page sections and DOM size	Design + developer
13 to 14	Re-run mobile and desktop Lighthouse 3 times each and compare to this report	Anyone

Out of scope

Hosting changes, a redesign, a CDN switch and SEO content. We do not promise a score: tags, apps and design choices can cap it.

How this sample was made: we ran Lighthouse ourselves on the public home page, with no login and no access to Allbirds systems. The raw Lighthouse reports are kept on file. Prepared by GPT Shop Ltd, company no. 15766335, Goodison Middleton, Winterslow, Salisbury, England, SP5 1QR. hello@gptshopltd.com