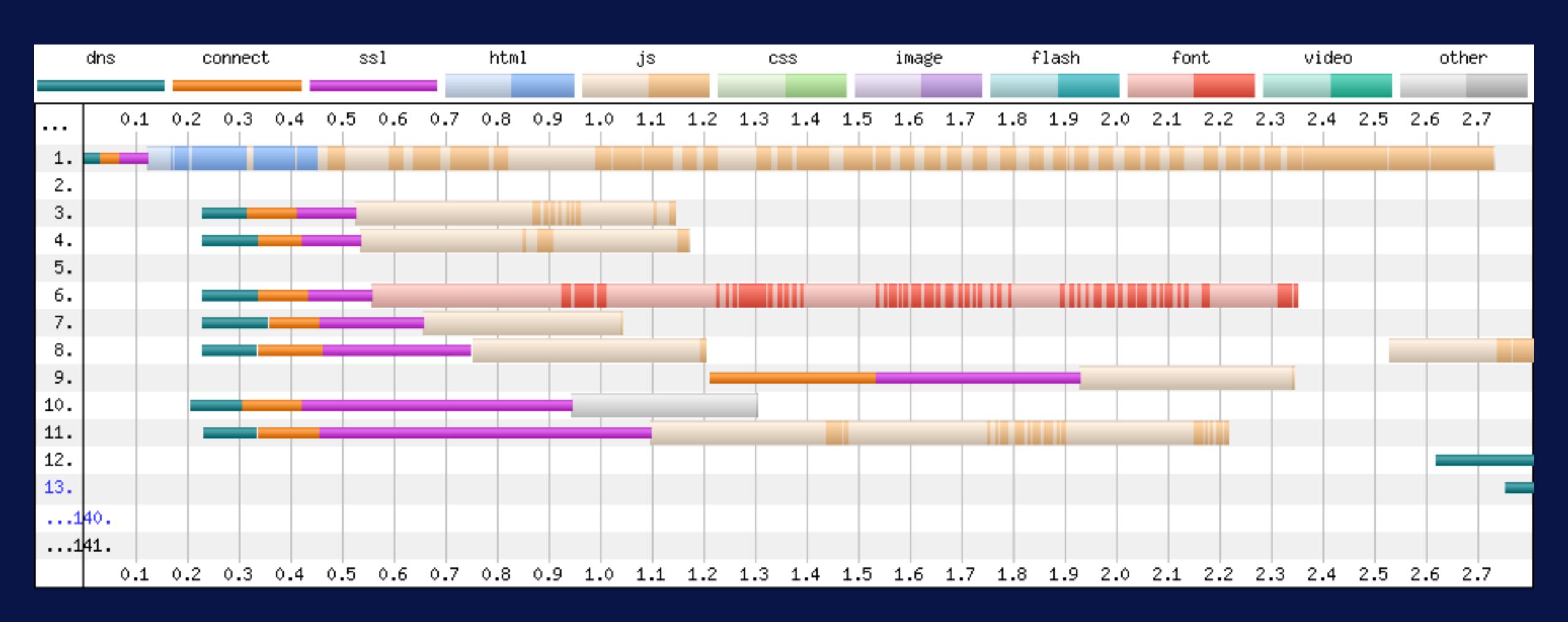


Taming the Speed Impact of Third-Party Tags

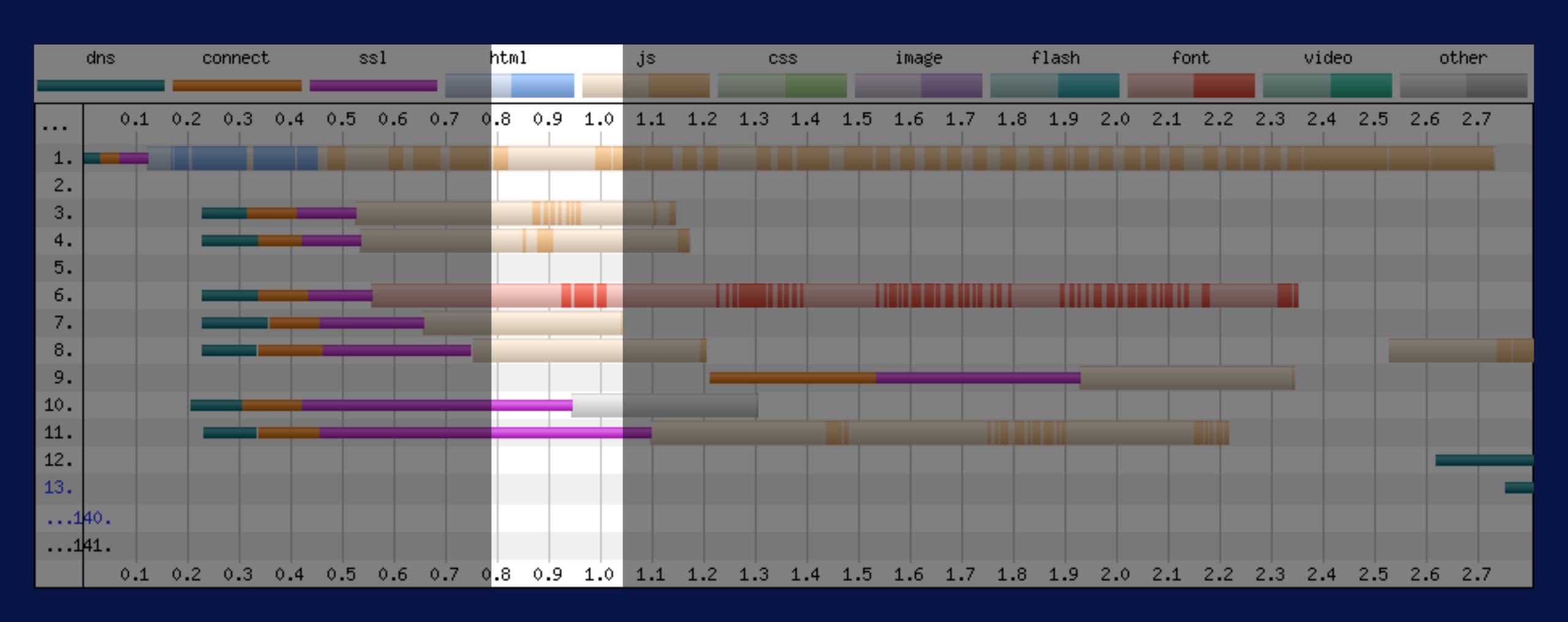
Andy Davies · May 2023 · #WeLoveSpeed



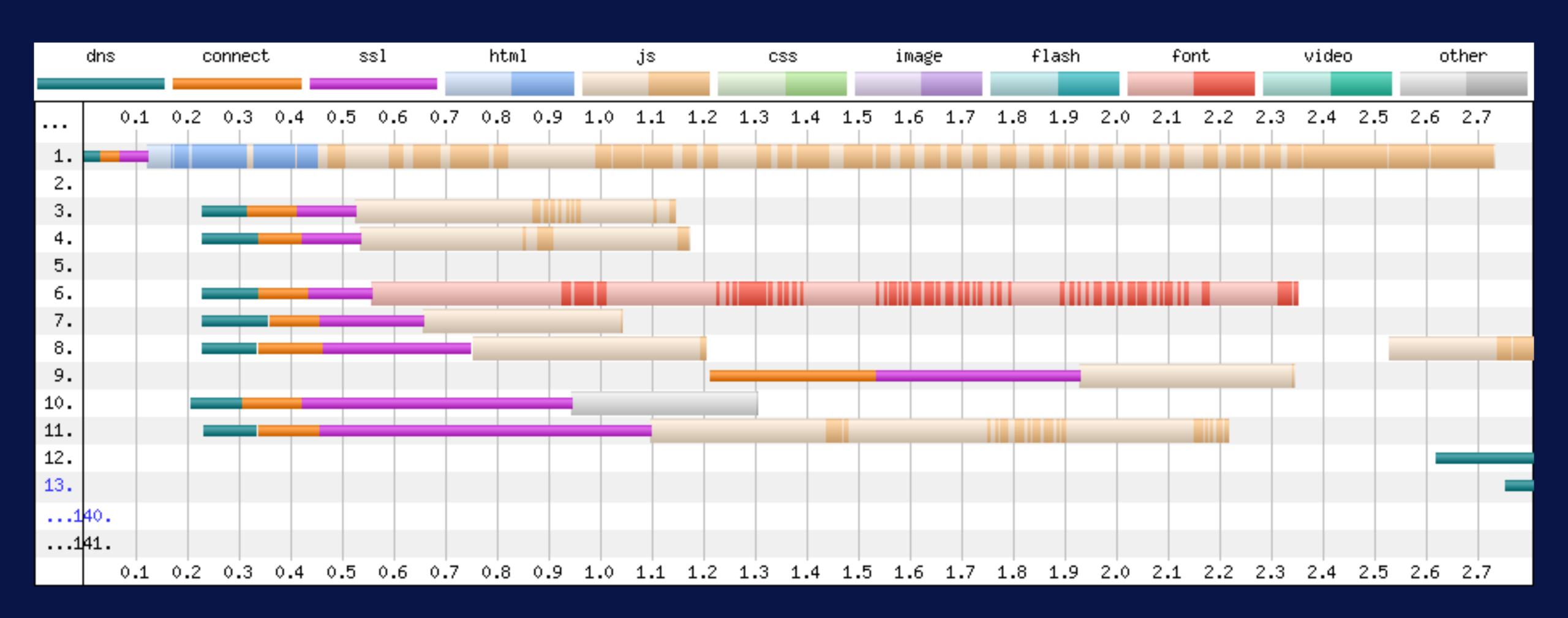
Compete for the Network



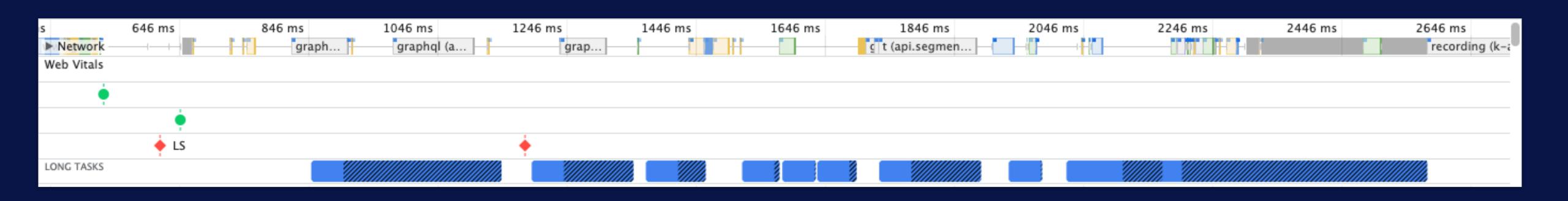
Compete for the Network



Make us wait for new connections



Fight for the Main Thread

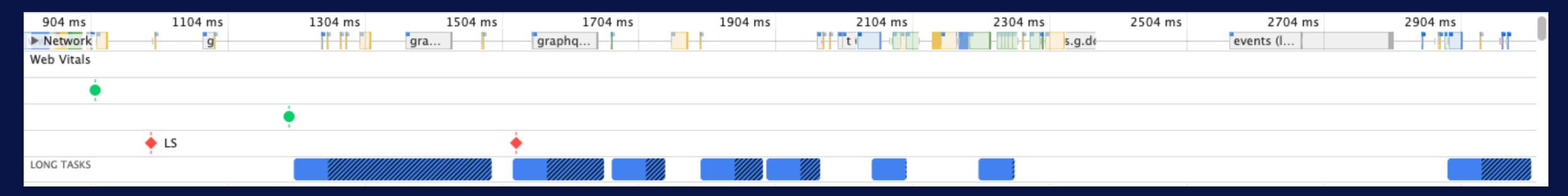


Fight for the Main Thread

Before



After



They may provide important features too:

Advertising

Analytics

Content

Error Reporting

Experimentation and Testing

Personalisation

Real User Monitoring

Revenue Attribution

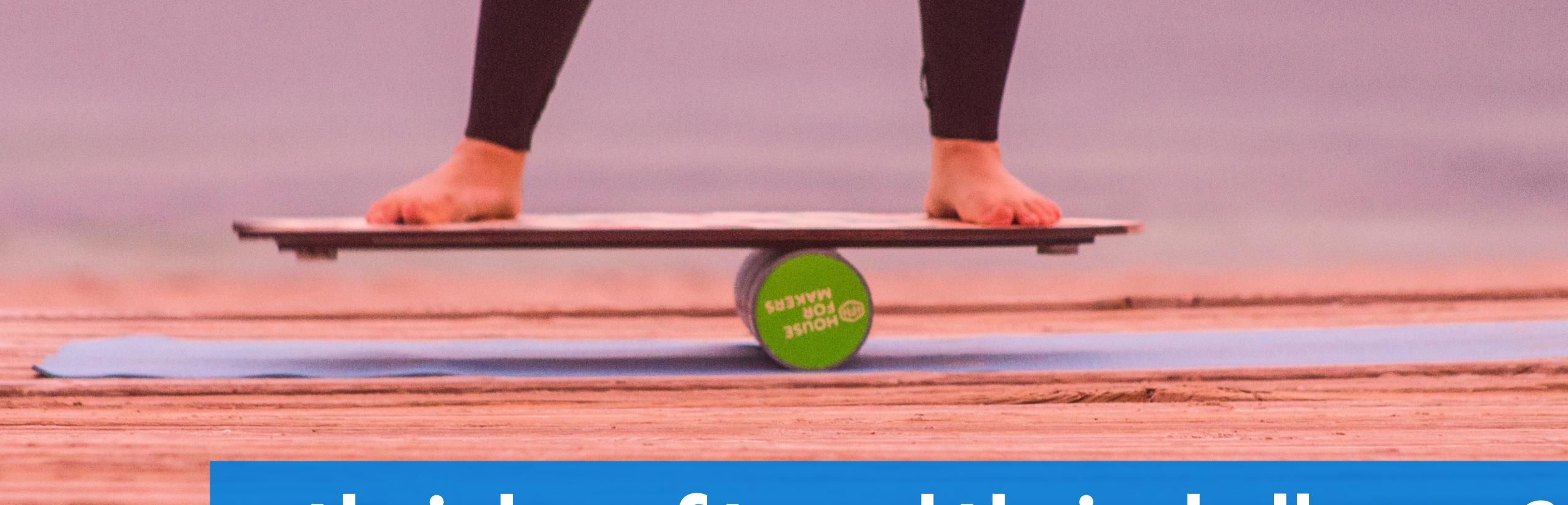
Reviews

Session Replay

User Generated Content

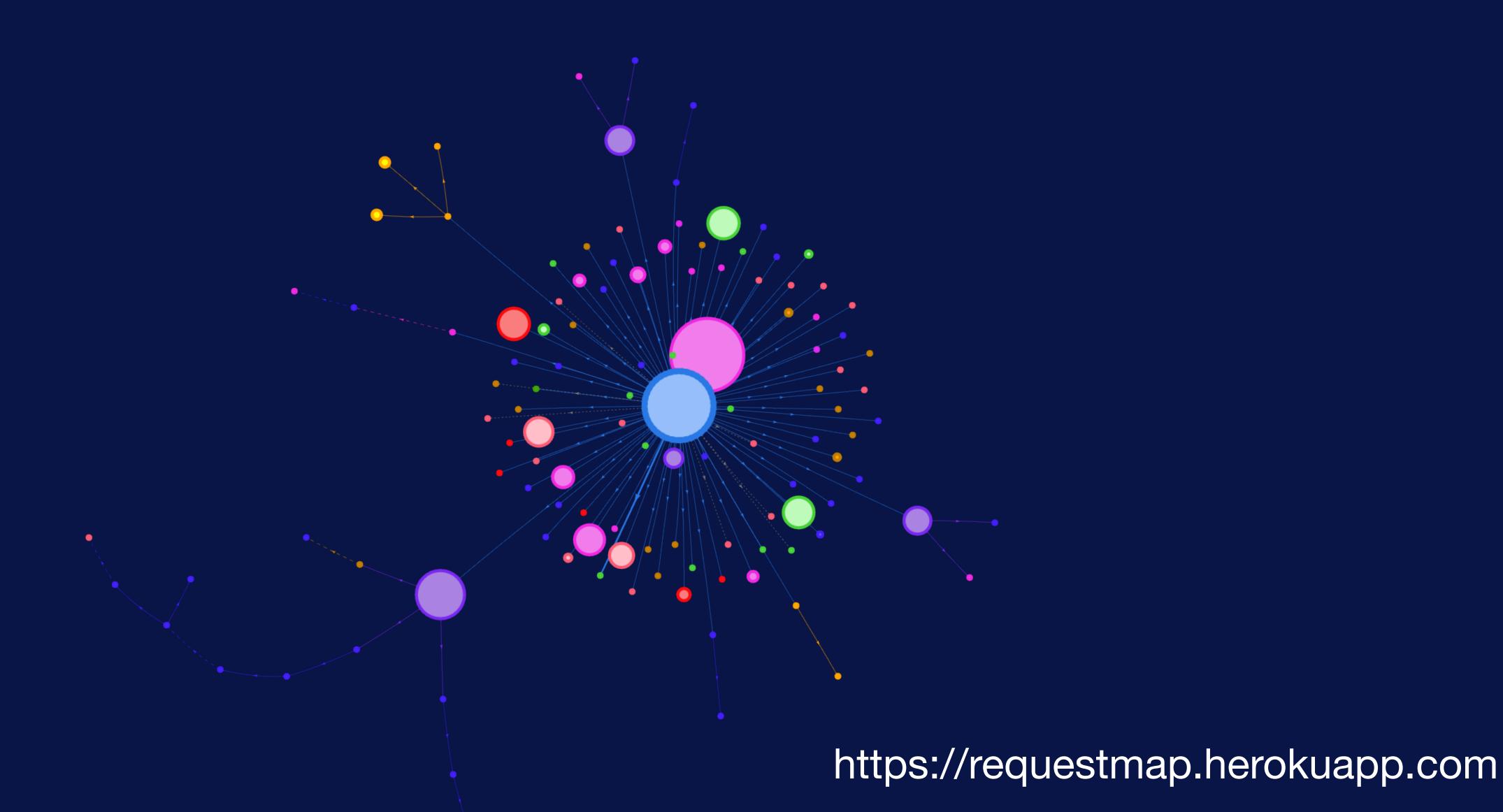
and much, much more...

How do we find the balance between...



...their benefits and their challenges?

What's on your page and where is it from?



Some key questions...

Are we still paying for it?

Does anyone still use it?

Are there any duplicates?

For static content, can we replace it with a locally hosted version?

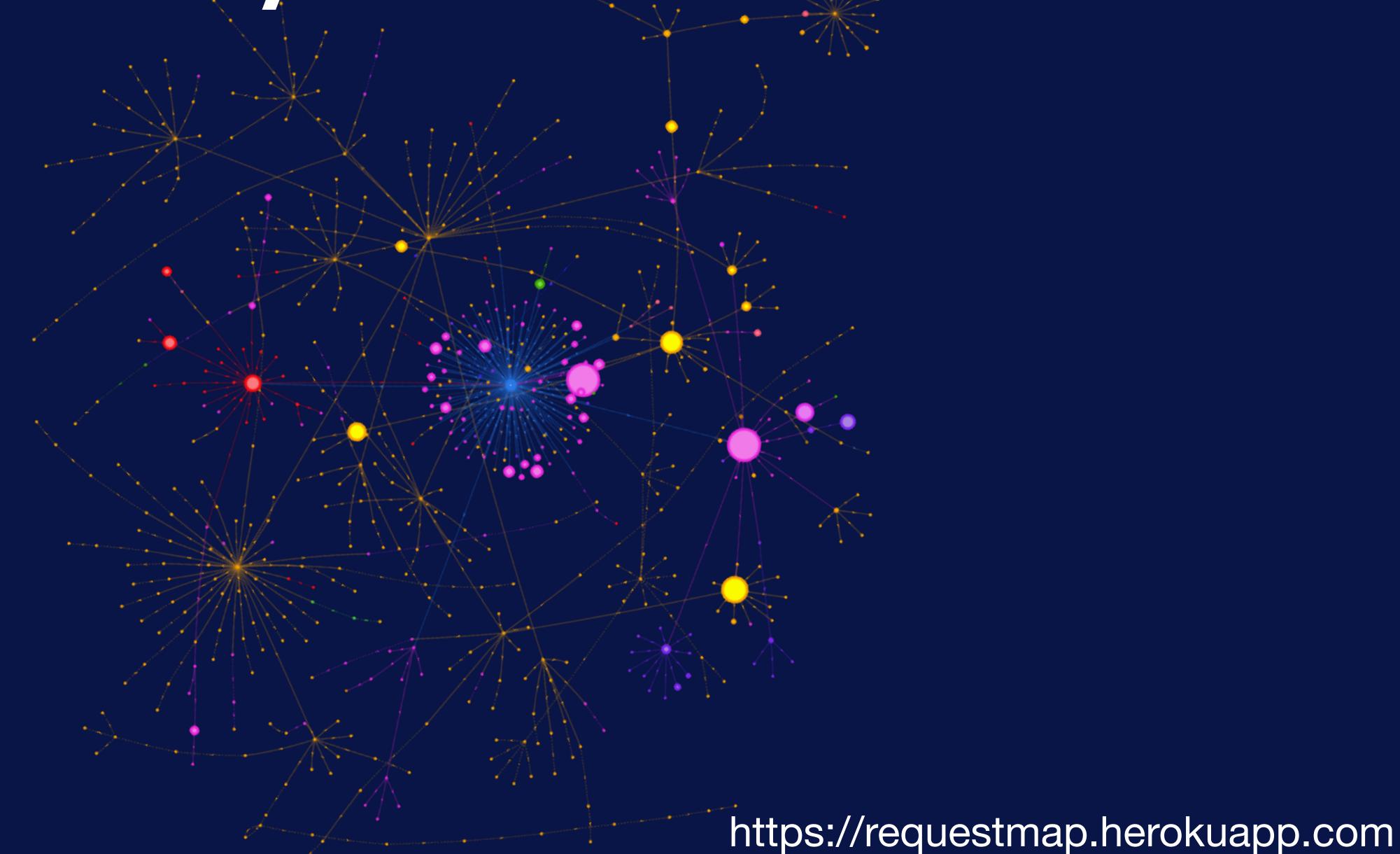
What's the tag's impact on the visitor's experience?

When should we load it?

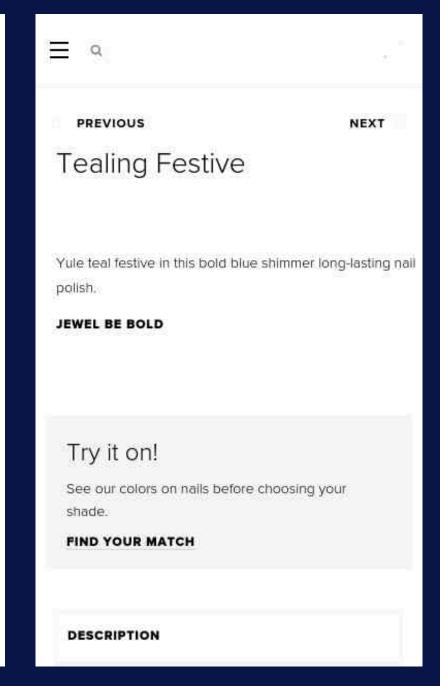
Where should it be executed?

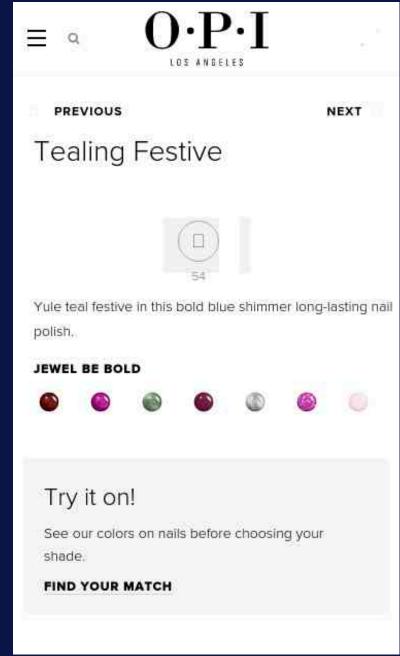


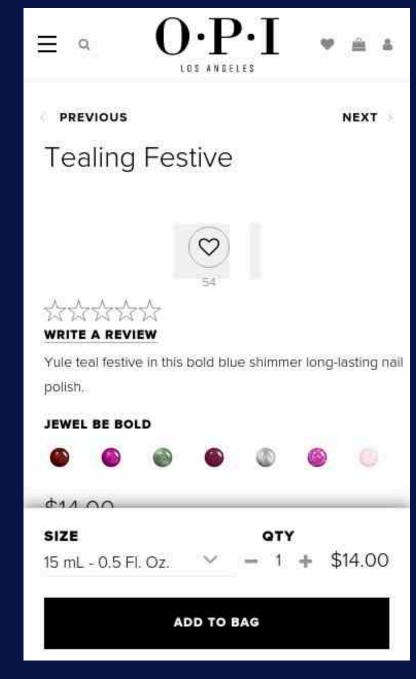
May not be easy for Ad funded sites

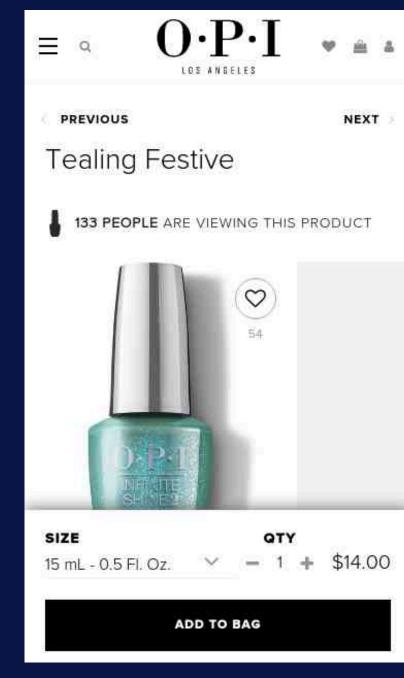


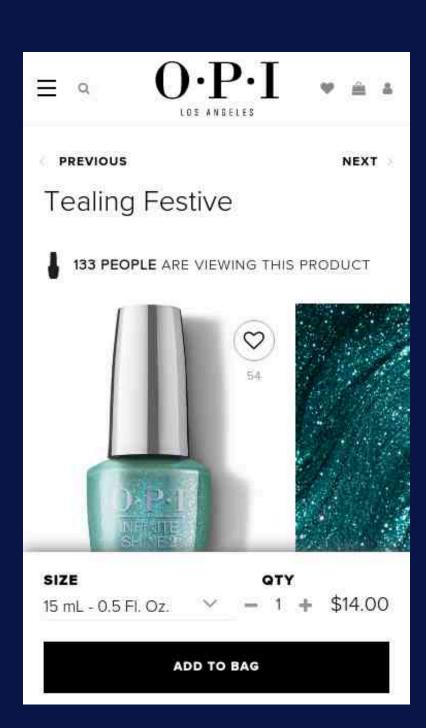
If page load is a journey...



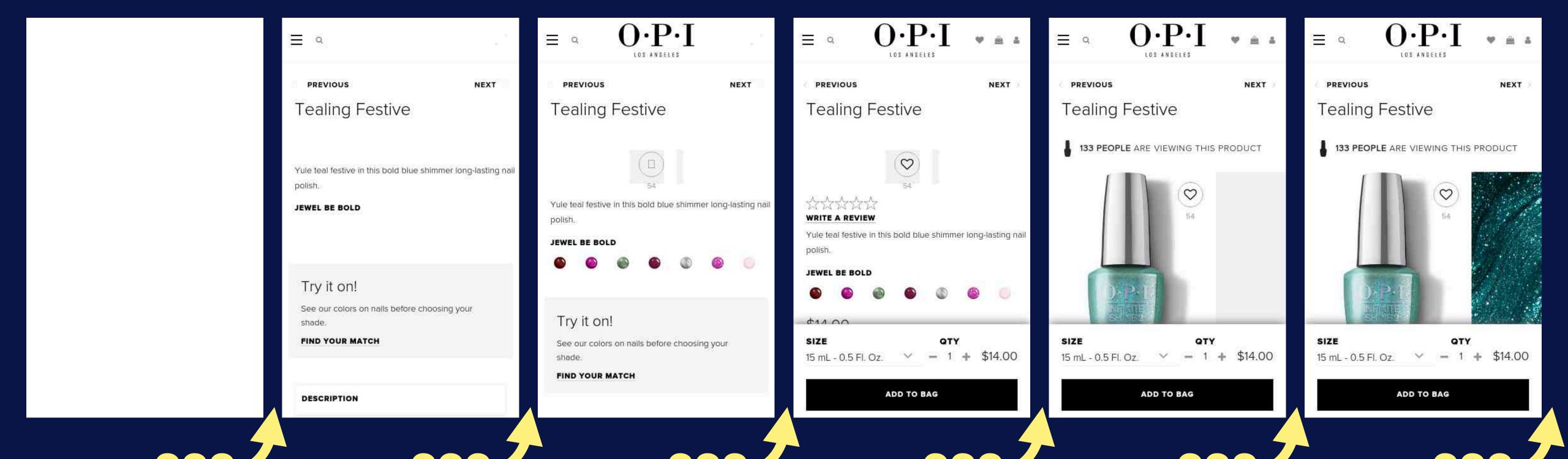








If page load is a journey...



...where do our third-parties fit in?

Early tags can have a Critical Impact

Often parser or render blocking

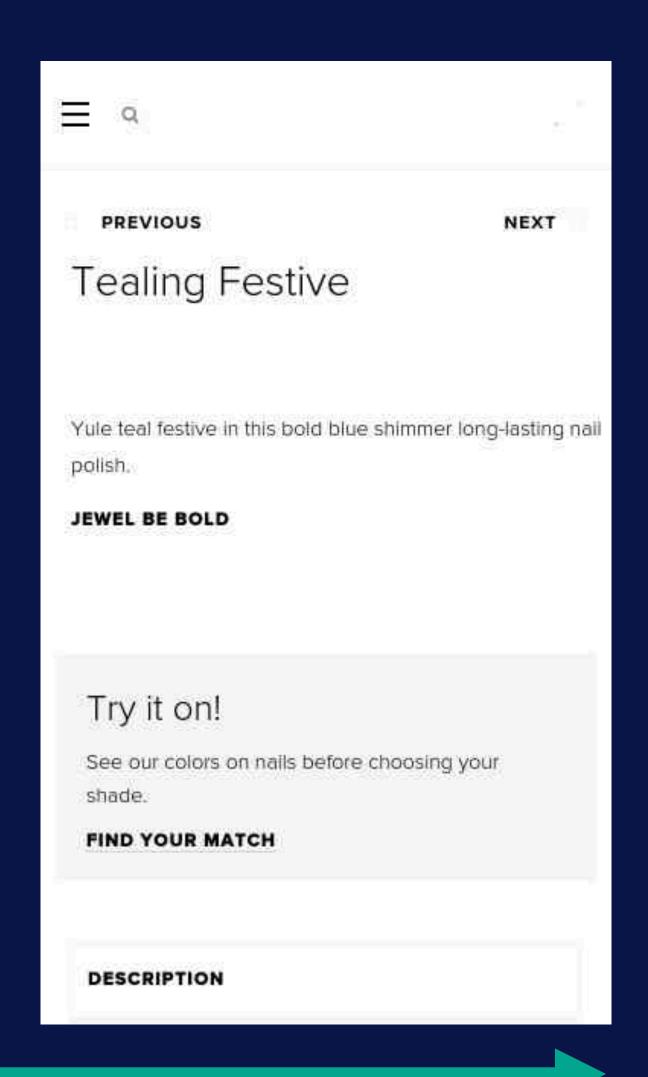
Compete for main thread even when loaded async

Typical tags

Tag Managers

Experimentation

Personalisation



Avoid Render Blocking 3rd-Parties

```
<link rel="stylesheet" href="some-3rd-party.example.com/styles.css" />
<script src="some-3rd-party.example.com/script.js"></script>
```



Often focus on blocking requests failing...

Original SPOF

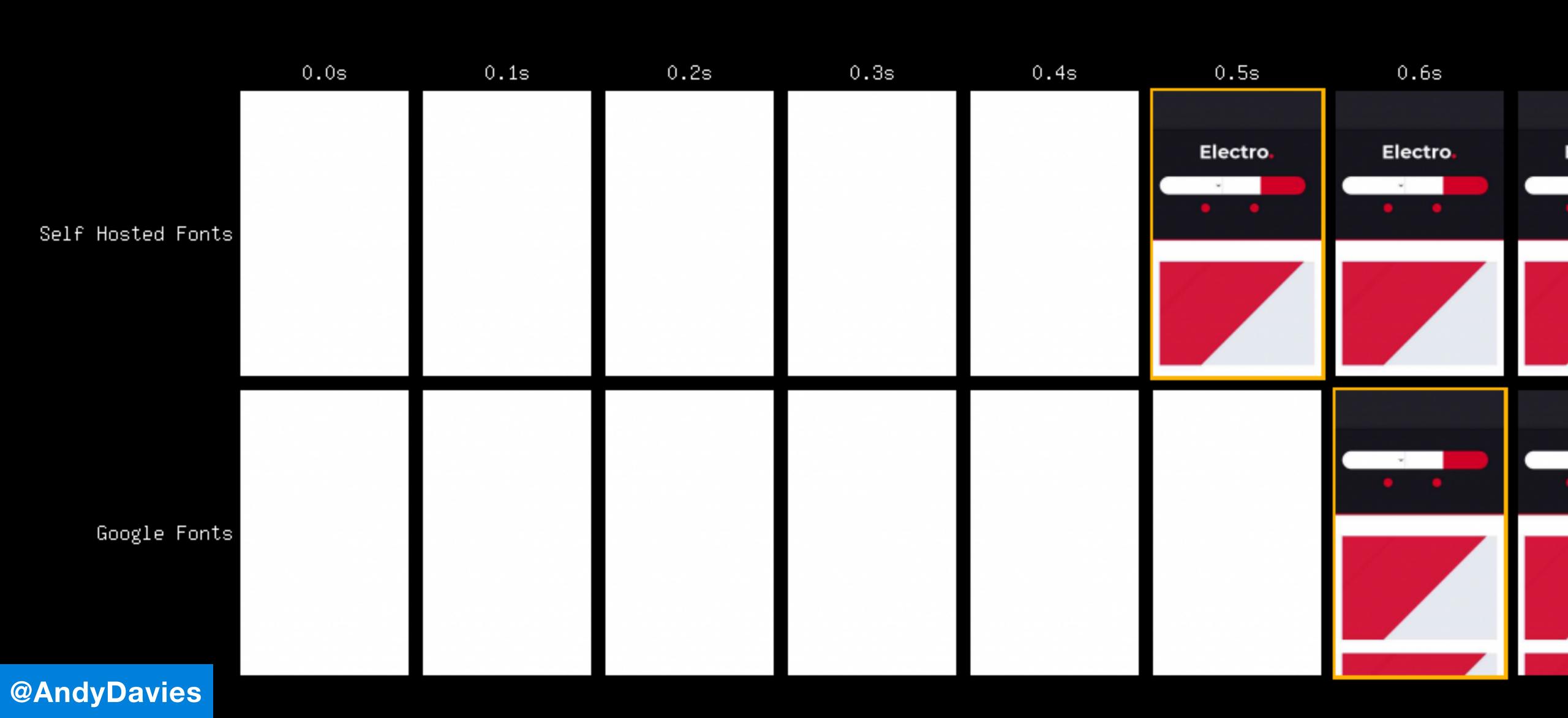
0.0

Often focus on blocking requests failing...

Original SPOF

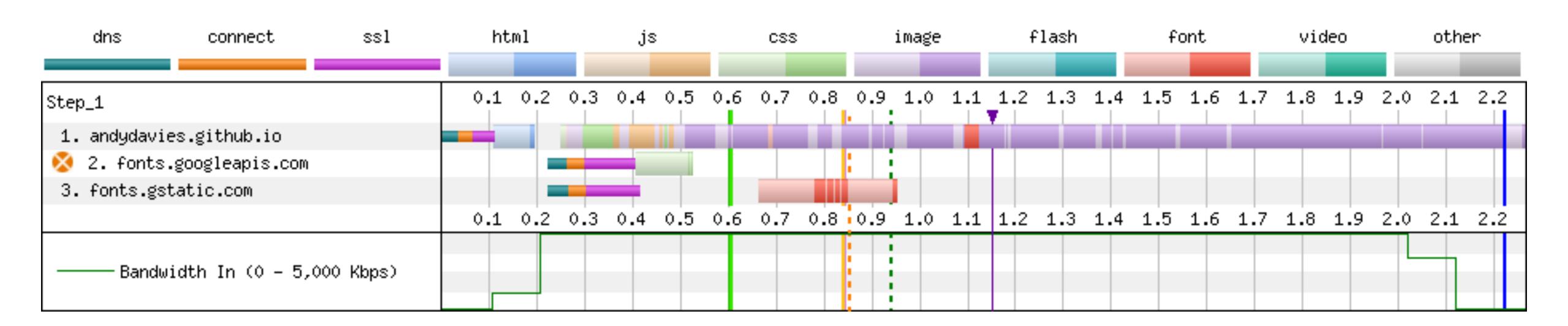
0.0

But what happens when they succeed?



Preconnect won't save us...

(And neither will early hints in this example)



Might not be able to use it anyway...

```
<link rel="preconnect" href="third-party-origin.example.com">
```

Might not be able to use it anyway...

```
<link rel="preconnect" href="third-party-origin.example.com">
```

Discloses the visitor's IP address to the 3rd-party

Did you ask for the visitor's consent first?

Website fined by German court for leaking visitor's IP address via Google Fonts

108 🖵

Now that's egg on your typeface

Thomas Claburn

Mon 31 Jan 2022 // 20:40 UTC











Earlier this month, a German court fined an unidentified website €100 (\$110, £84) for violating EU privacy law by importing a Google-hosted web font.

The <u>decision</u>, by Landgericht München's third civil chamber in Munich, found that the website, by including Google-Fonts-hosted font on its pages, passed the unidentified plaintiff's IP address to Google without authorization and without a legitimate reason for doing so. And that violates Europe's General Data Protection Regulation (GDPR).

That is to say, when the plaintiff visited the website, the page made the user's browser fetch a font from Google Fonts to use for some text, and this disclosed the netizen's IP address to the US internet giant. This kind of hot-linking is normal with Google Fonts; the issue here is that the visitor apparently didn't give permission for their IP address to be shared. The website could have avoided this drama by self-hosting the font, if possible.

"The unauthorized disclosure of the plaintiff's dynamic IP address by the defendant to Google constitutes a violation of the general right of personality in the form of the right to informational self-determination according to 8.823 Para. 1 BGB " the ruling stated as

https://www.theregister.com/2022/01/31/website_fine_google_fonts_gdpr/

If Google Fonts isn't considered 'legitimate usage'

Then surely static content from other third-party hosts isn't either*

* and I think that's a good thing



31 May, 2019

Self-Host Your Static Assets

Table of Contents

One of the quickest wins—and one of the first things I recommend my clients do—to make websites faster can at first seem counter-intuitive: you should self-host all of your static assets, forgoing others' CDNs/infrastructure. In this short and hopefully very straightforward post, I want to outline the disadvantages of hosting your static assets 'off-site', and the overwhelming benefits of hosting them on your own origin.

What Am I Talking About?

It's not uncommon for developers to link to example is jQuery, that we might link to like

https://csswizardry.com/2019/05/self-host-your-static-assets/

I Am Not a Lawyer

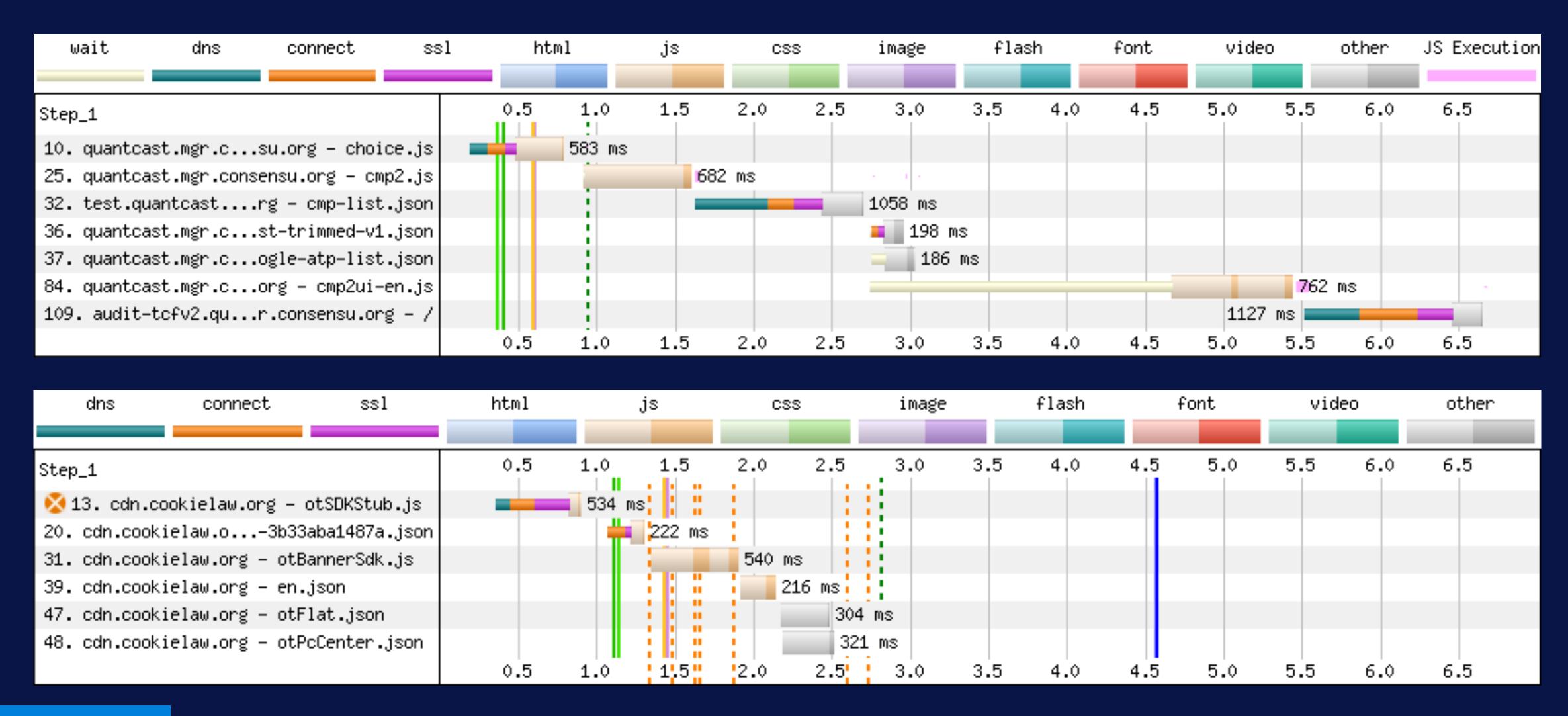
nor a

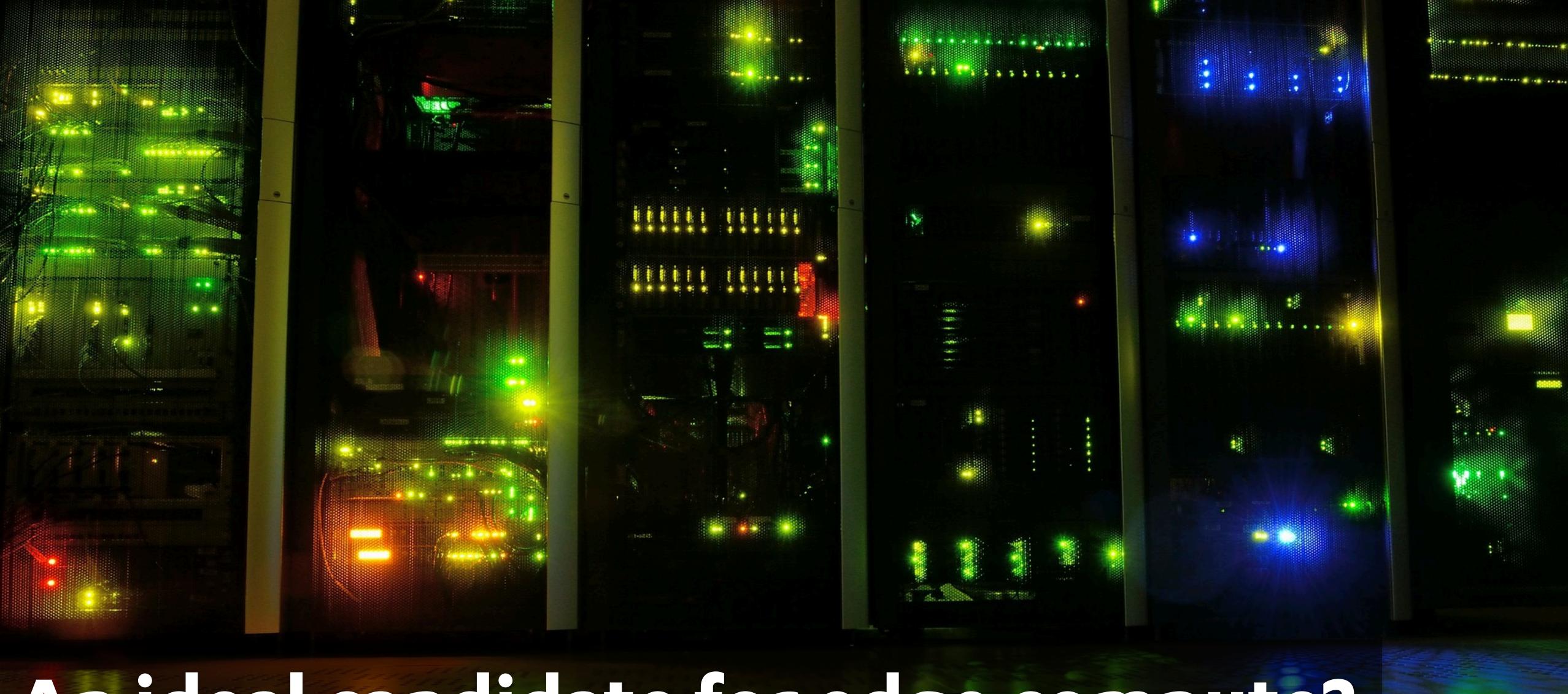
Data Protection Officer

You should talk to yours



And some CMPs are faster than others





An ideal candidate for edge compute?



Subscribe to receive notifications of new posts:

Email Address Su	ıbscril
------------------	---------

Product News

Speed & Reliability

Security

Serverless

Zero Trust

Developers

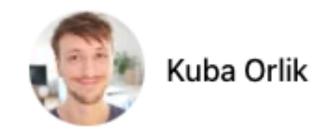
Deep Dive

Life @Cloudflare



Consent management made easy and clear with Cloudflare Zaraz

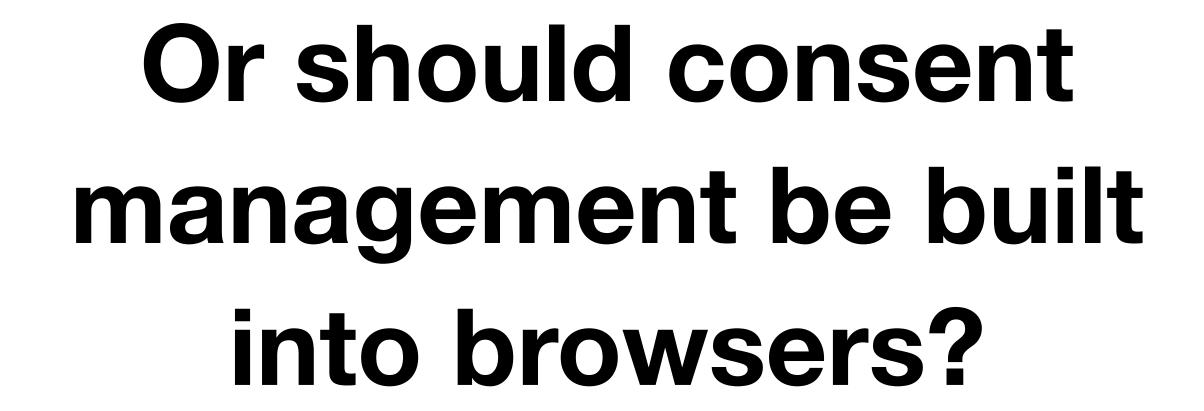
18/04/2023



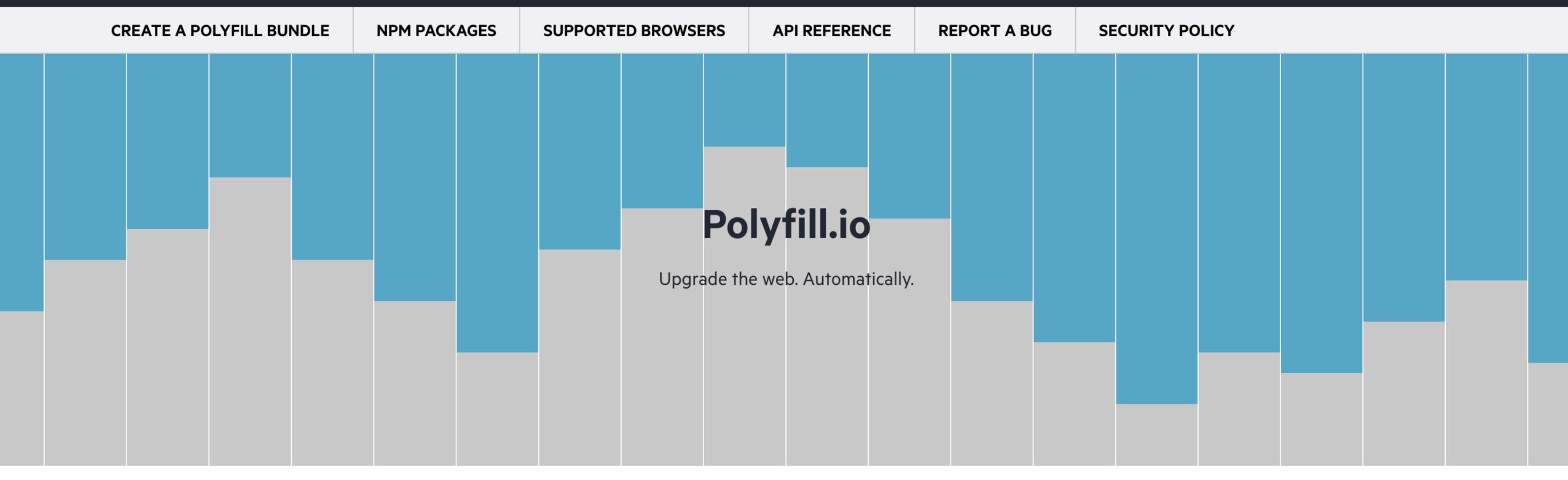
This post is also available in 简体中文, 繁體中文, 日本語, 한국어, Deutsch, Français and Español.



https://blog.cloudflare.com/consent-manager/







What is Polyfill.io?

It's a service which accepts a request for a set of browser features and returns

Why do I need it?

There are lots of differing browsers and browser versions in use throughout the

Consent brings other challenges too

This can make popular you may still support with polyfills:

You can make use of the latest and greatest features in browsers which support them, and in those that do not.



fastly

Taming third parties with a single-origin website

Almost all webpages today load resources from origins other than the one the page came from. These third-party scripts slow down your site, make it harder to write a strict Content-Security-Policy, and hand full access to your site to the third party. Using Compute@Edge and edge-based proxying, there might be a better way.

Our <u>Developer Hub</u> is a great example of a statically generated website that serves most of its pages and resources from a cloud storage bucket (<u>Google Cloud Storage</u> in our case). But like many other websites, those pages also pull in resources from other domains. For example, we use:

- Google Analytics for measuring traffic
- <u>Sentry</u> for reporting and aggregating JavaScript errors
- FormKeep for collecting user sentiment and feedback
- Swiftype to sea



Andrew Betts
Head of Developer Relations



PRODUCT

Published May 11, 2022

Want to continue the conversation?

Schedule time with an expert \rightarrow

Share this post





ir

These are pretty pop https://www.fastly.com/blog/taming-third-parties-with-a-single-origin-website





Is a render blocking AB testing script

Worse

than an anti-flicker snippet?

Is a render blocking AB testing script

Worse

than an anti-flicker snippet?

And how does consent fit into the puzzle?

Self Hosting may help but requires work

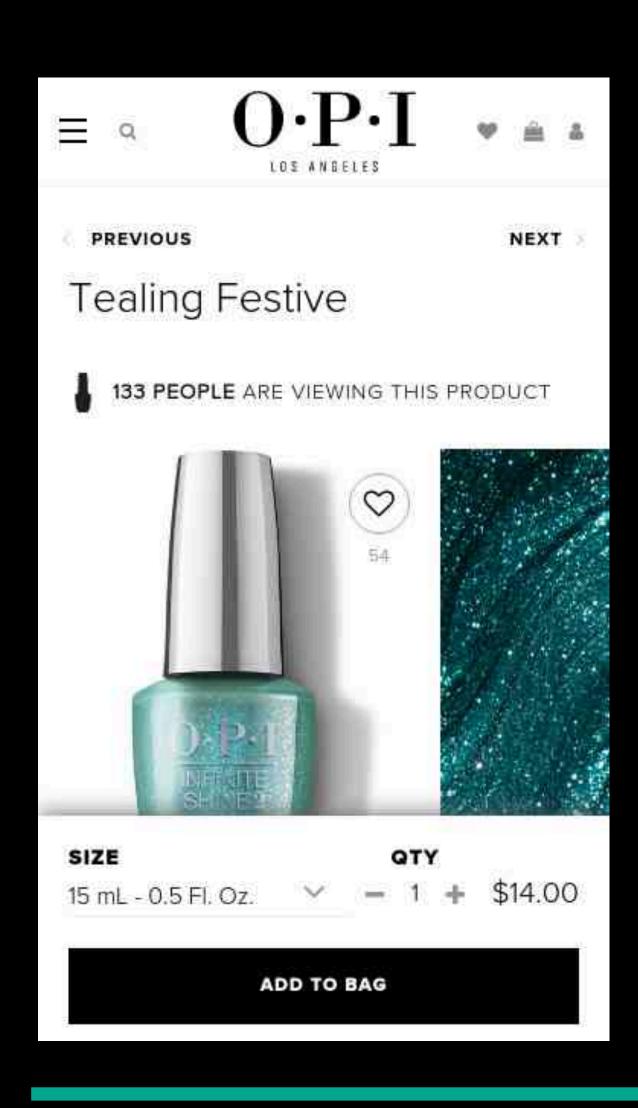
How we shaved 1.7 seconds off casper.com by self-hosting Optimizely



Kyle Rush Follow
Aug 28, 2018 · 7 min read

We recently deployed a change to casper.com that loaded a piece of 3rd party JavaScript from our own server instead of the vendor's server. This change shaved 1.7 seconds off of the star https://man.gl/casper-self-host-optimizely

Other tags can wait until page is 'complete'



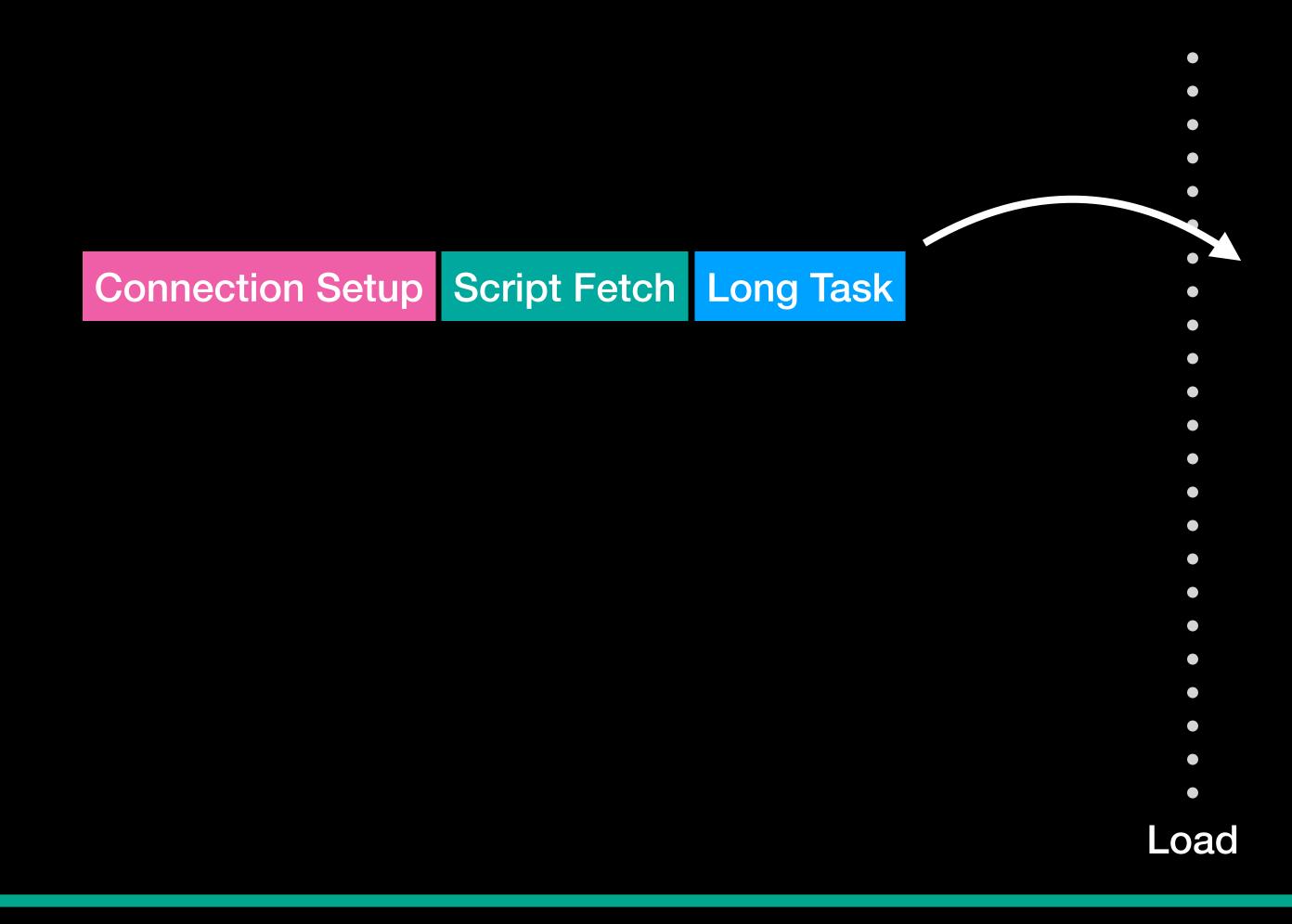
Is there any point in services such as

- Chat
- Session Replay
- User feedback

if our visitor is still waiting for the page to load?

Watch for TTI / firstCPUIdle changes

Delaying scripts will also delay any long tasks they generate



Watch for TTI / firstCPUIdle changes

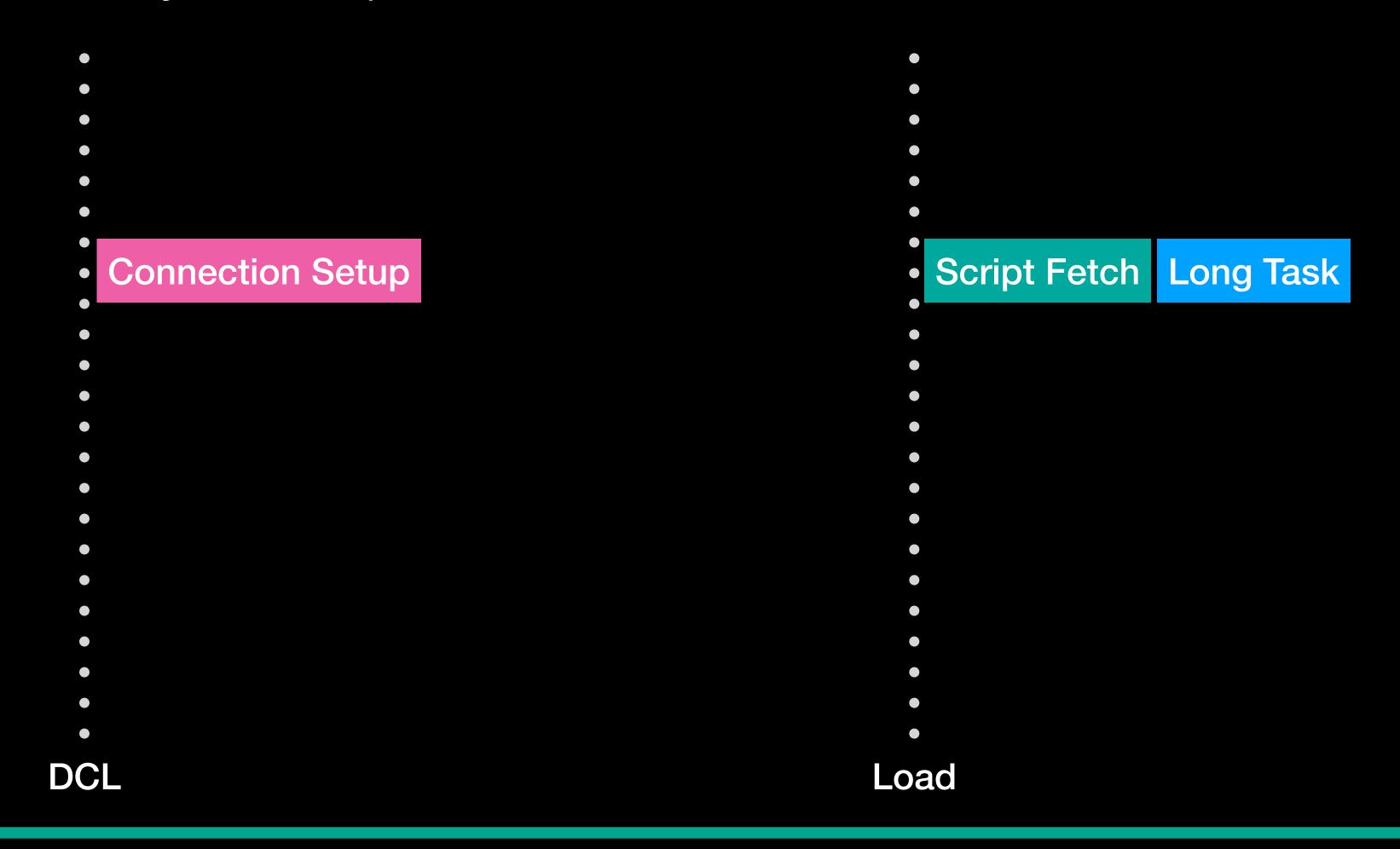
Delaying scripts may also bring load forward and compensate

```
    Connection Setup | Script Fetch | Long Task

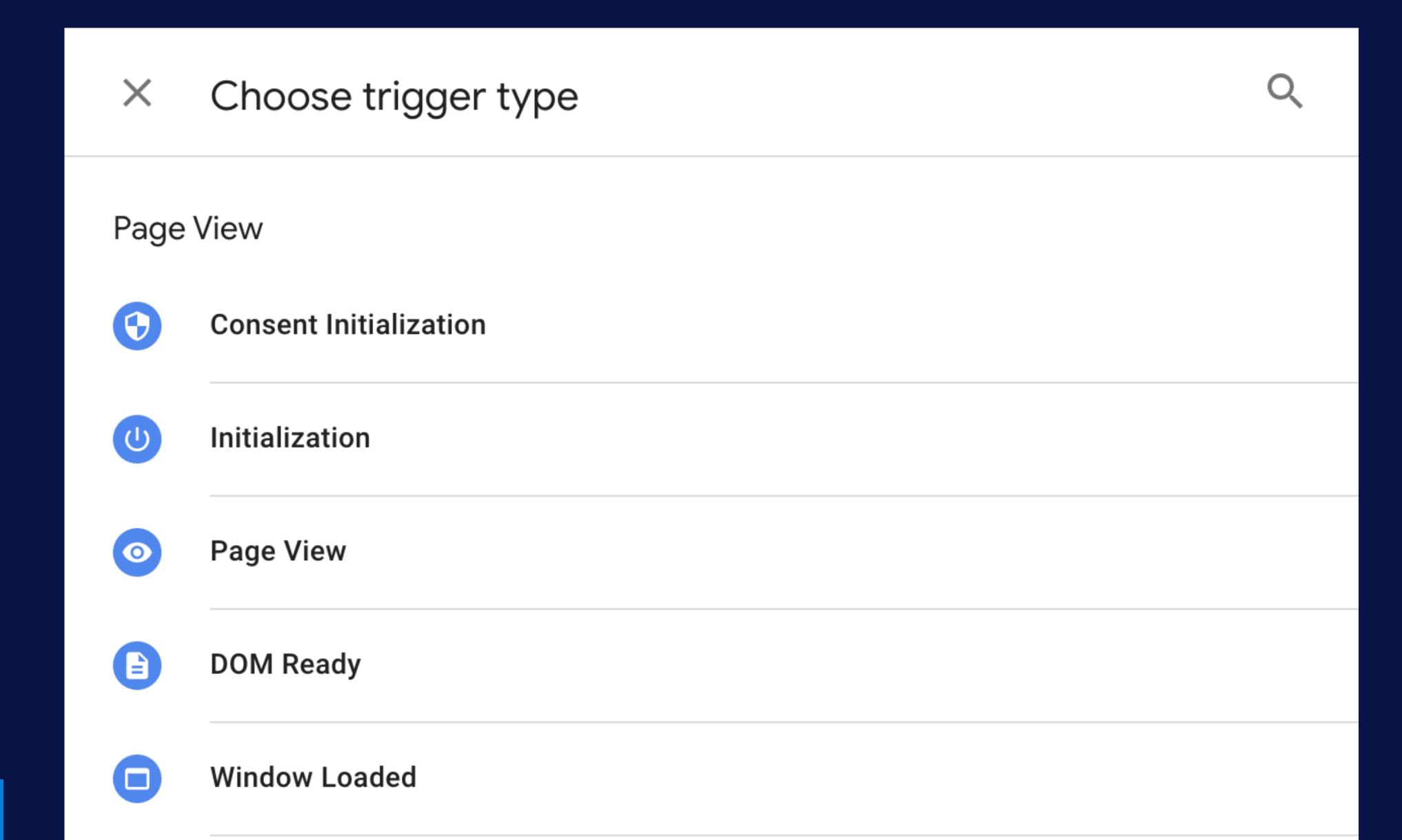
Load
```

Injecting preconnects can help

For example inject a preconnect at DCL for a late loaded script



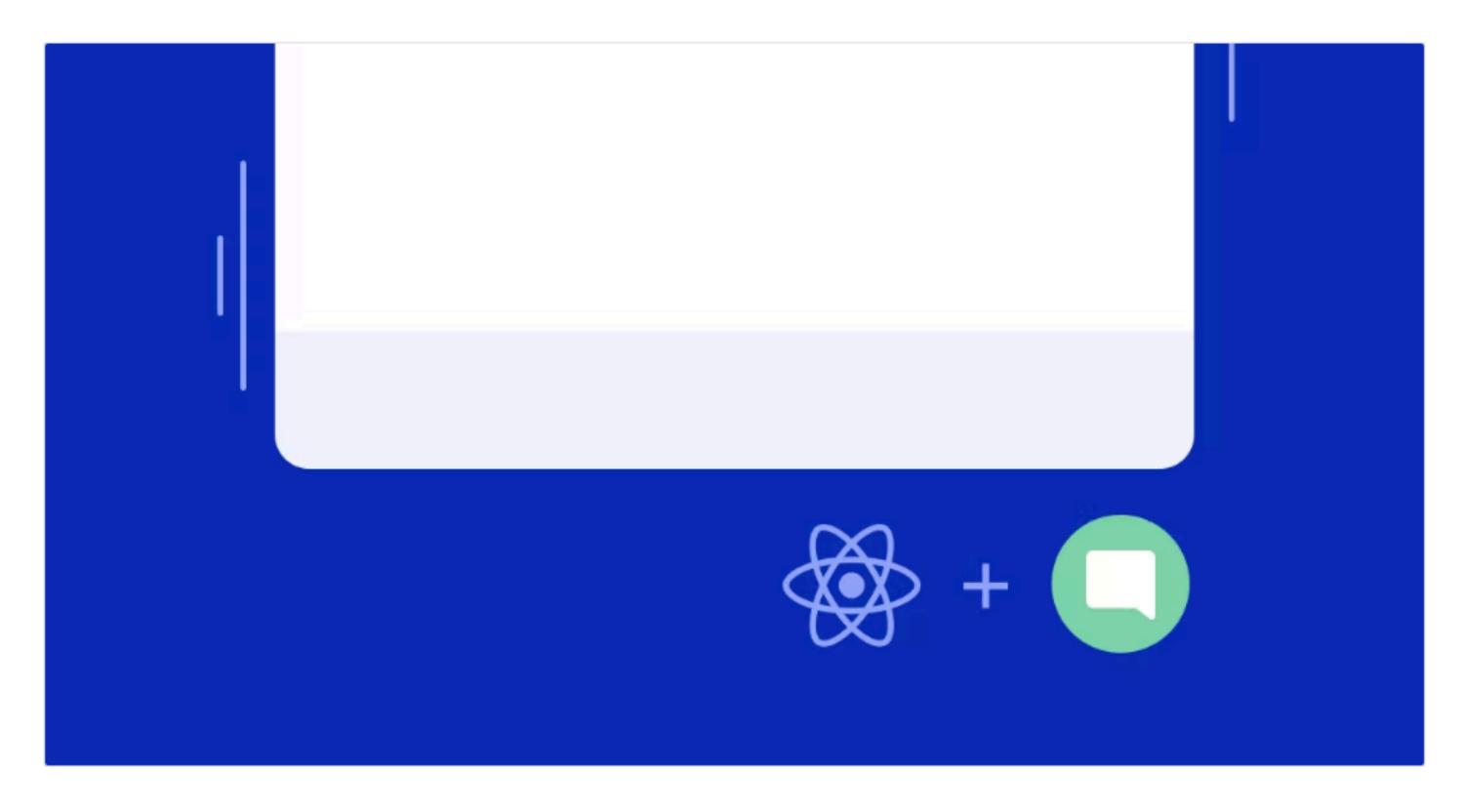
Tag Managers can help schedule loading



Could a tag be loaded on interaction?



How We Improved the Performance of Our Live Chat by 30%

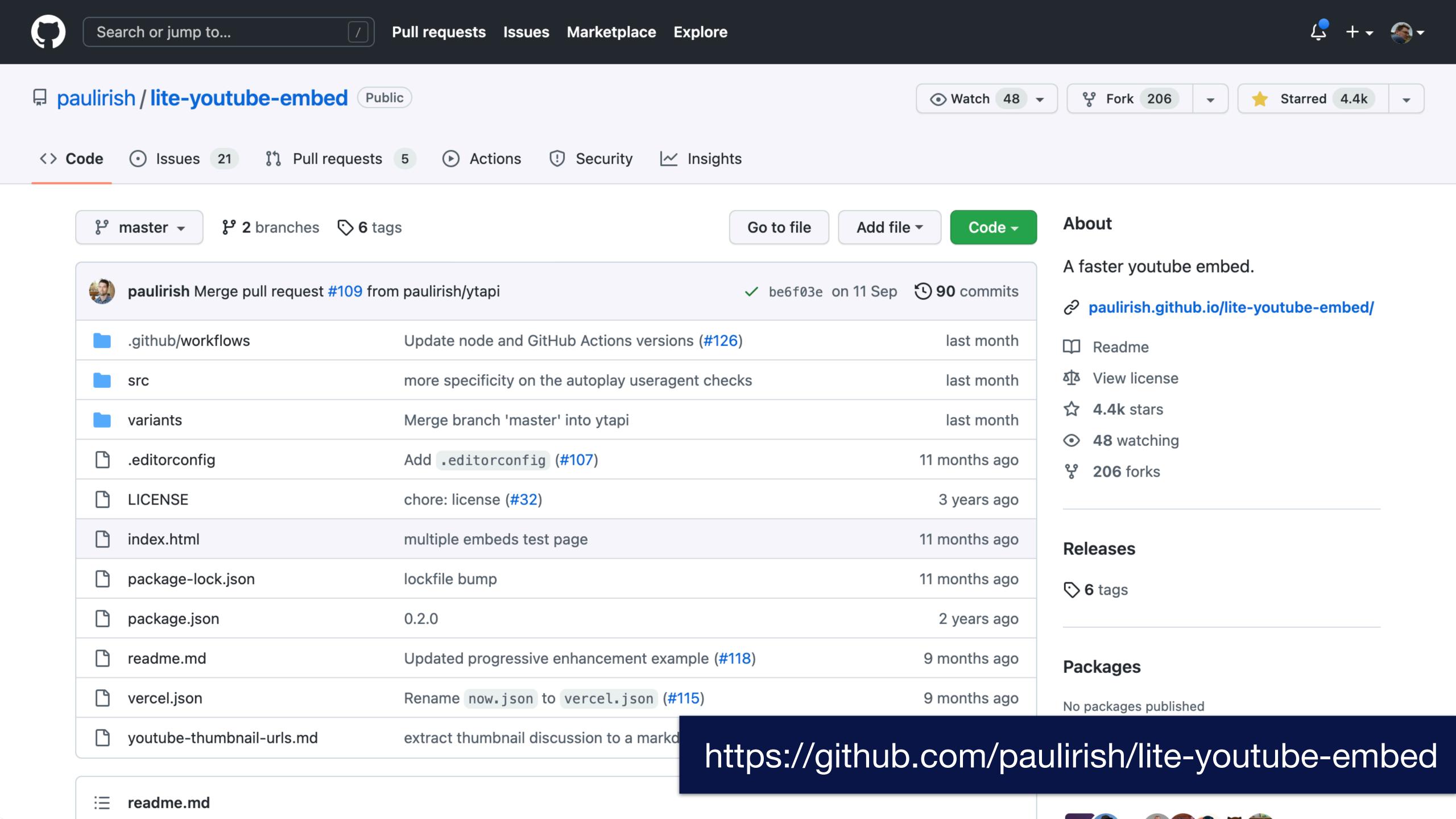




Michael Dijkstra November 25, 2019 (Updated: July 25, 2022)

In this article, we look at the high user experience of uncover how to implement chat without affecting performance—with our strategy,

https://calibreapp.com/blog/fast-live-chat









BLOG

Improve web performance lazy loading reCaptcha

Last updated June 29, 2020



A few days ago I ran Lighthouse in a couple of my websites and the performance score wasn't very good (around ~50). Most of the recommendations provided to improve the score were server side, like caching and compressing assets but the score gains when I applied them was not that good. I realized that what was impacting the website performance the most was reCaptcha.

I use reCaptcha in every page that contains a form to avoid spam so getting rid of it was not an option. After searching online for some ways to improve the situation, I found this article which explained how to solve all my issues. The solution is awesome by its simplicity: do not load recaptcha on the initial page load but lazy load it when the user actually interacts with one of your forms.





BLOG

Improve web performance lazy loading reCaptcha

Last updated June 29, 2020



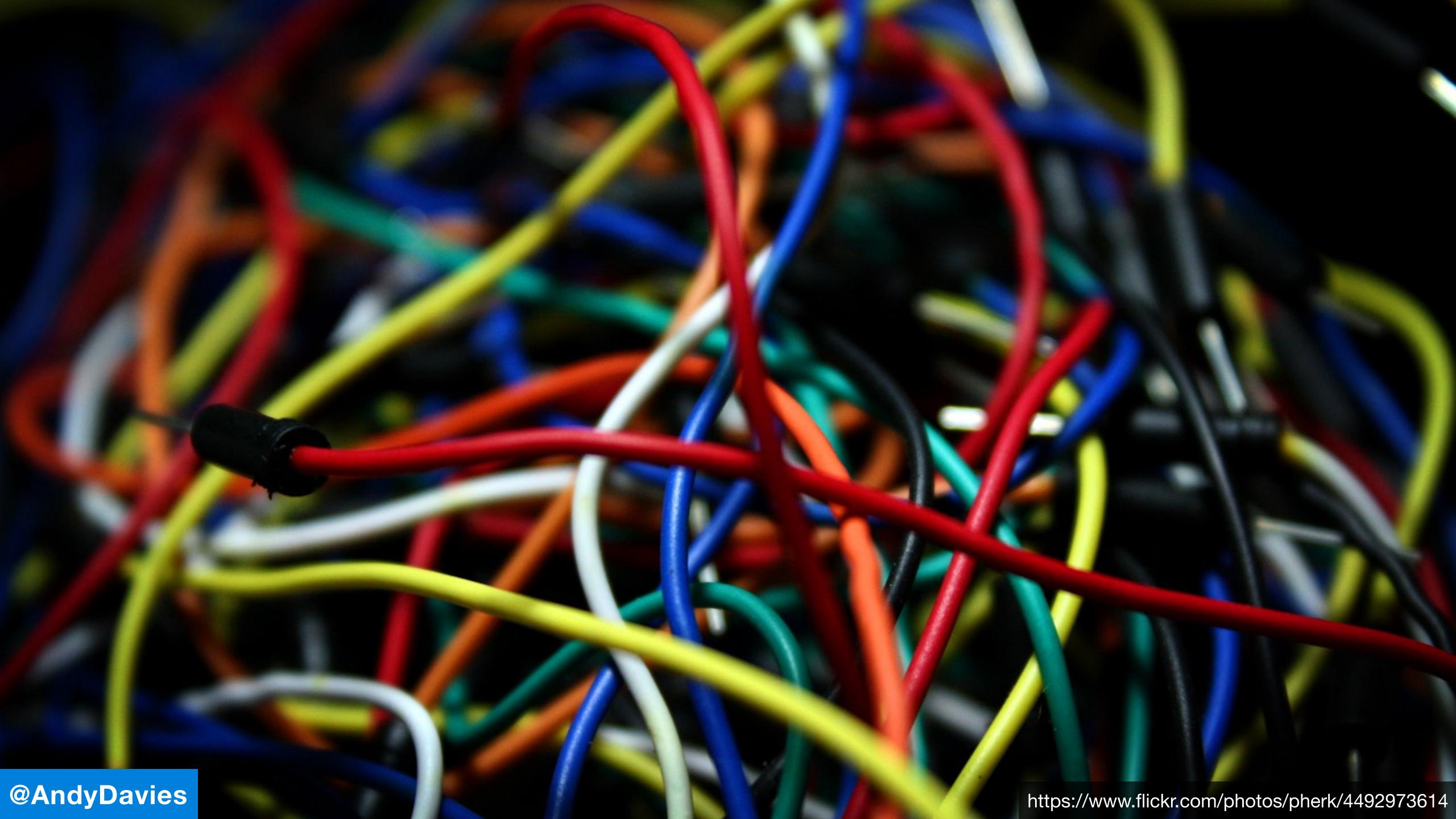
Antonio Ufano



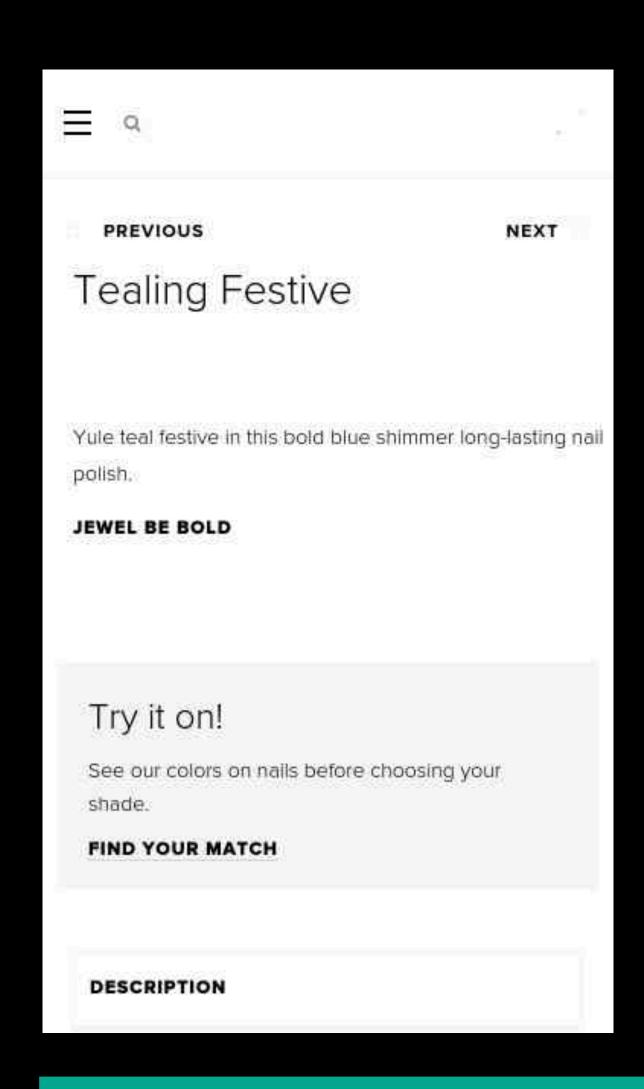
A few days ago I ran Lighthouse in a cert. The second data is a second that the second wasn't very good (around 1992) and the second metallic second data is a second second second second many second second

I used Capton in every page that destrains a considerable pain so getting rid of it was not an aption after searching profession was a ways to improve the situation, I found this article will be a considerable solve all my issues. The solution is awesome by its a solve a considerable will be a considerable and the initial page load but lazy load it when the user which interacts with one of your forms.

https://antonioufano.com/articles/improve-web-performance-lazy-loading-recaptcha/



The 'Messy Middle'



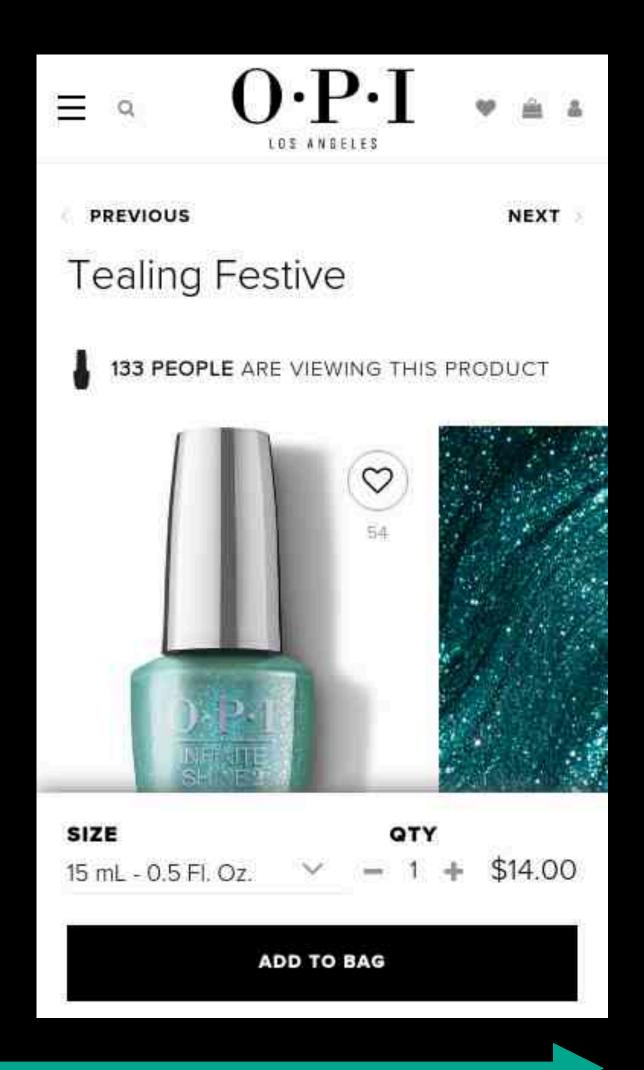
This is a fuzzy area...

Does the tag provide user content?

How much data loss are you willing allow?

Try not to block the browser

Server-Side Tagging helps

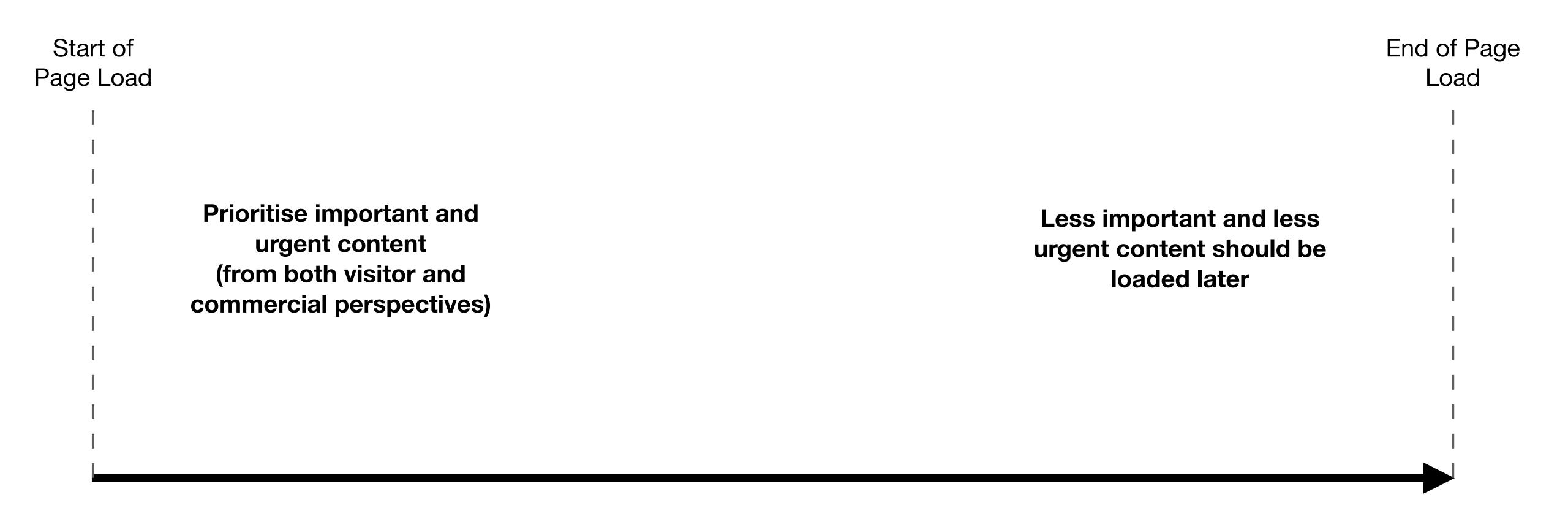


Example

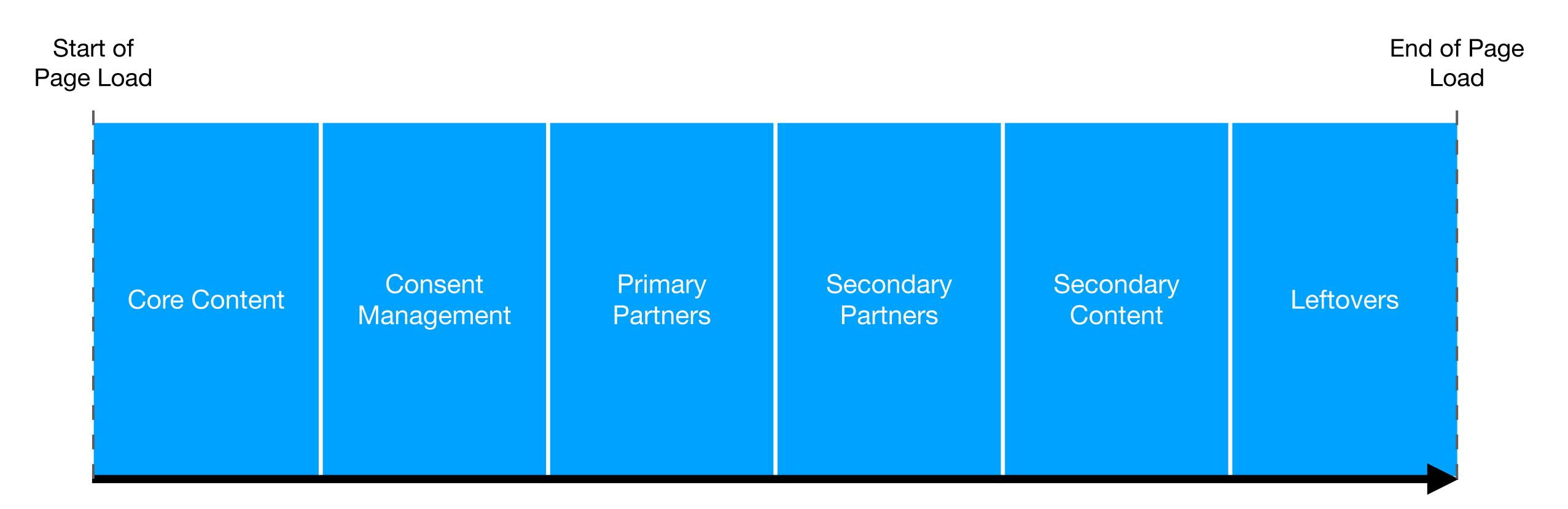
From a newspaper I worked with in early 2021

Prioritise by Importance and Urgency

Delaying less important content stops it competing for network and device resources with more important content



Categorise into strategic buckets



Time (not to scale)

How existing content fits this strategy

There will be some blurring of the boundaries between the buckets, and some challenges e.g. JW Player waits for Permutive, it's also possible to defer some content until visitor scrolls. Shrinking content size (both core and partner) is still important too.

Start of Page Load

Newspaper Quantcast GPT Taboola ViaFoura Recaptcha SailThru

Prebid PolarMedia

AMP
JW Player

Core Content

Consent
Management

Prebid
Permutive

Permutive

PolarMedia

Airship

SailThru
Airship

Secondary
Partners

Secondary
Partners

Content

Content

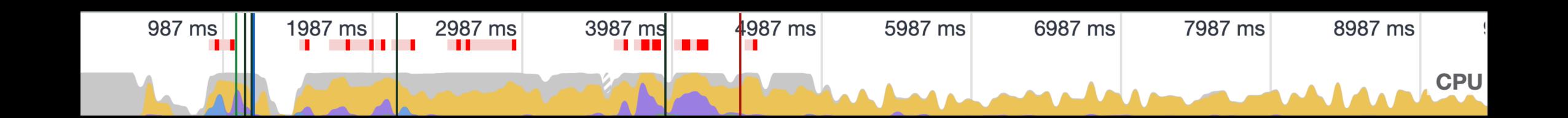
Content

Content

Time (not to scale)

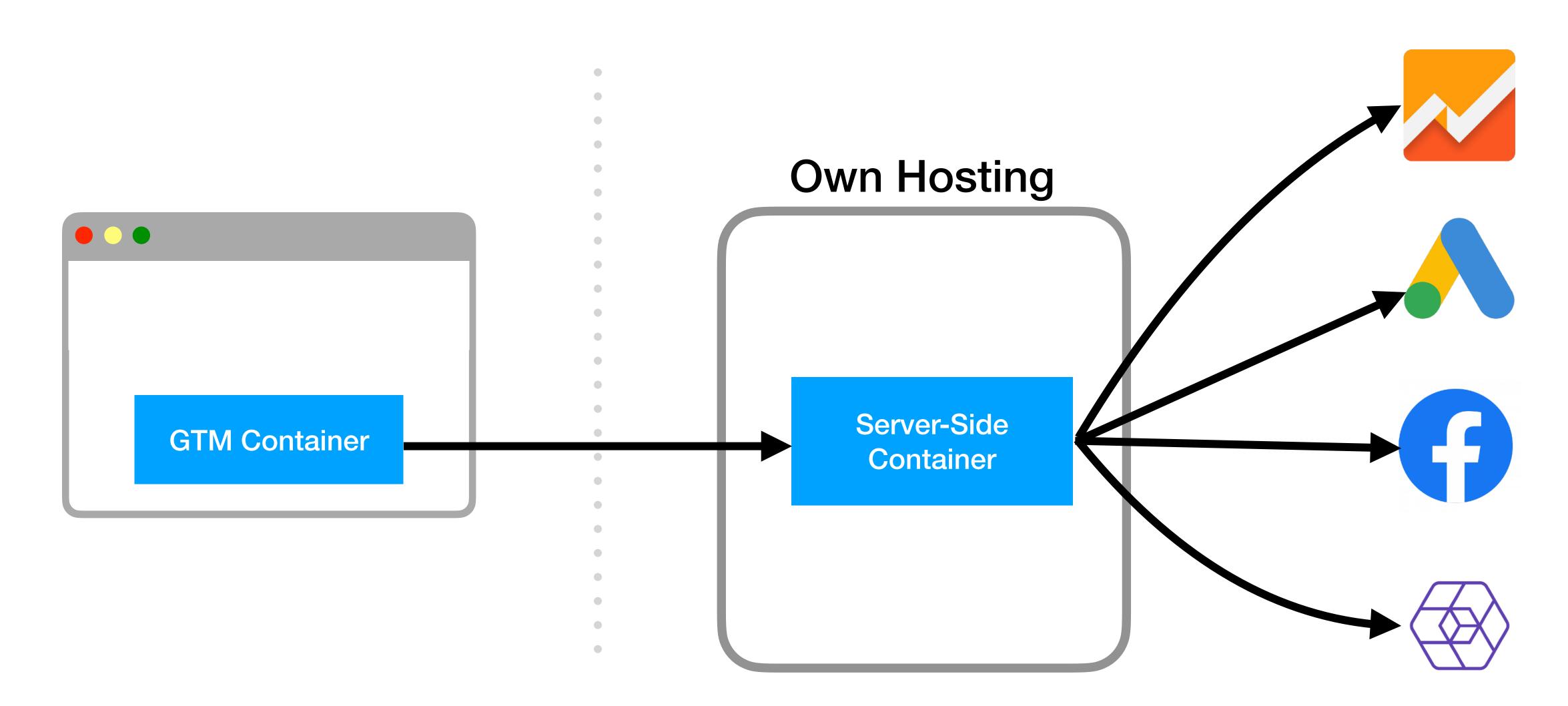


Generally, tags execute on the main thread



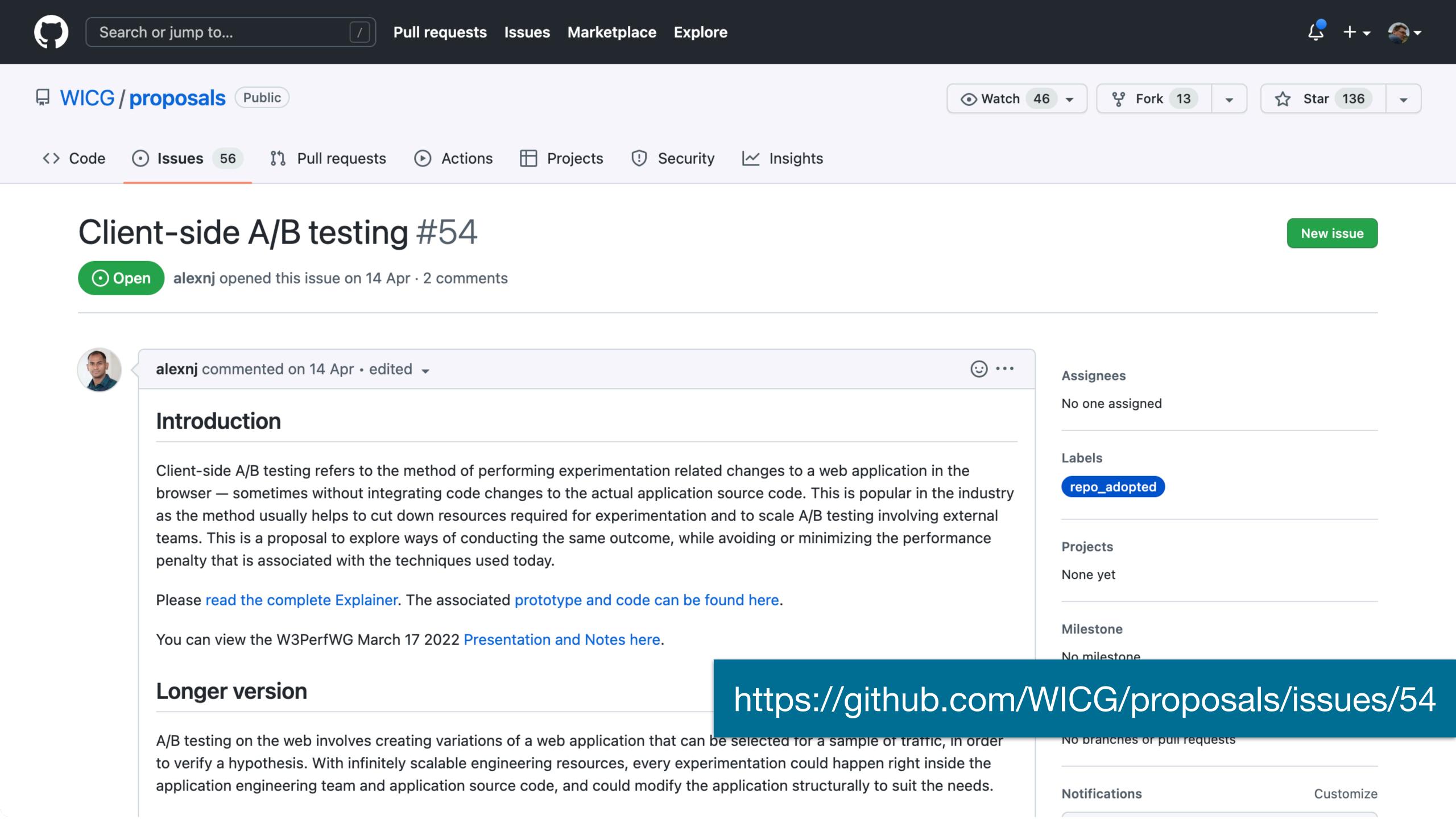
But there are some interesting alternatives

Server-Side Tagging = Less Tags & Beacons



What about executing on the Edge?







INTRODUCTION

How Does It Work?

Trade-Offs

Browser Support

GETTING STARTED

Overview

Partytown Scripts

Copy Library Files

Atomics

Distribution

INTEGRATIONS

بدليتوم

Run Third-Party Scripts From A Web Worker

Partytown is a lazy-loaded library to help relocate resource intensive scripts into a <u>web worker</u>, and off of the <u>main thread</u>. Its goal is to help speed up sites by dedicating the main thread to your code, and offloading third-party scripts to a web worker.

Even with a fast and highly tuned website following all of today's best practices, it's all too common for your performance wins to be erased the moment third-party scripts are added. By third-party scripts we mean code that is embedded within your site, but not directly under your control. A few examples include: analytics, metrics, ads, A/B testing, trackers, etc.

Partytown is maintained by **Builder.io** and is currently in **Beta**.

Smashing Magazine: How Partytown Eliminates Website Bloat From Third-Party Scripts

ON THIS PAGE

Overview

Goals

Web Workers

Negative Impacts from Third-Party Scripts

Use-Cases

"Ready to Party" Plugins / Libraries

Articles

Edit this page

Goals

We can execute tags in workers too

NextJS

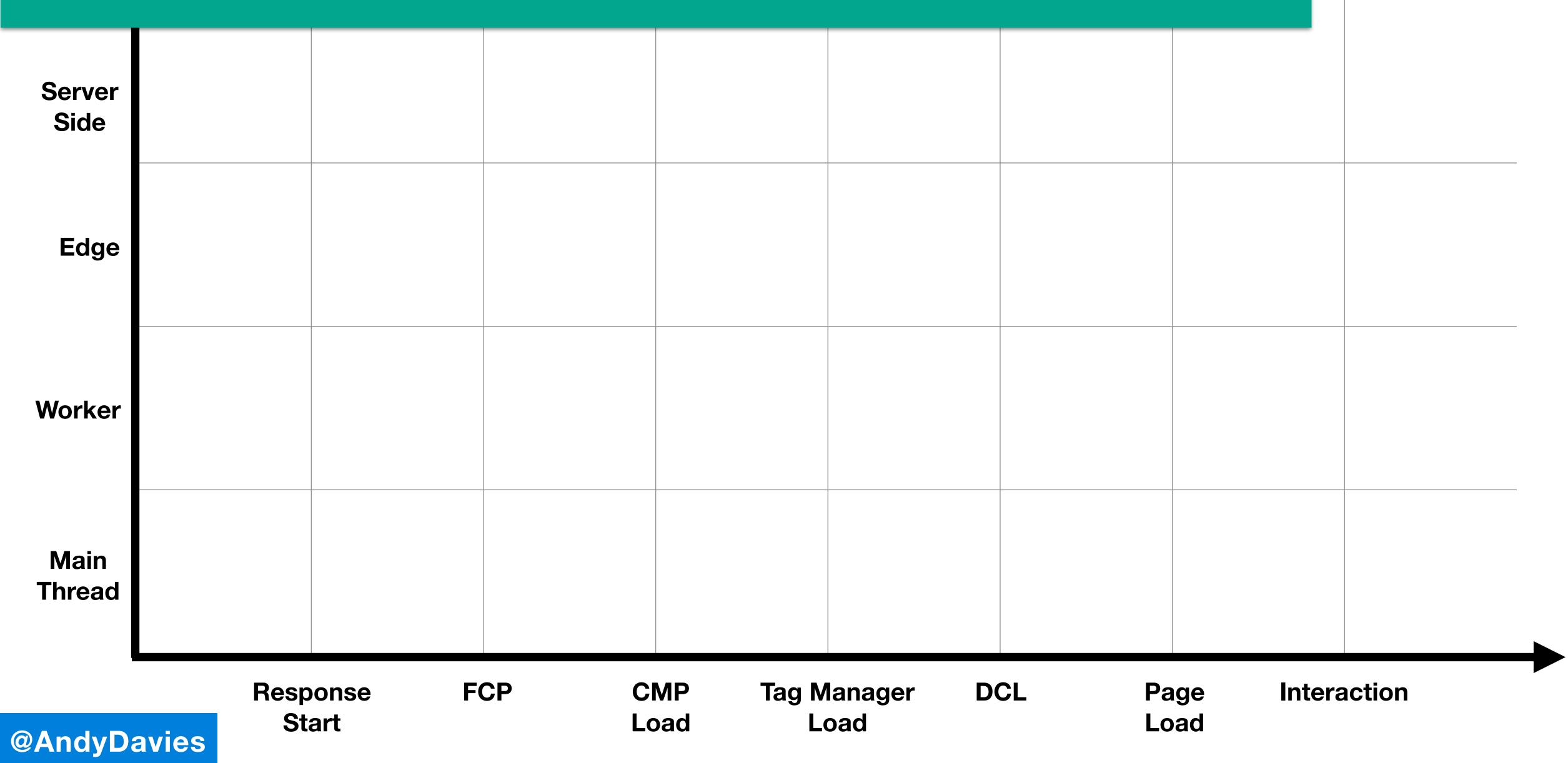
Nuxt

- · Sandbox third-party scripts and allow or deny their access to main thread APIs.
- Isolate long-running tasks within the web worker thread.

https://partytown.builder.io/

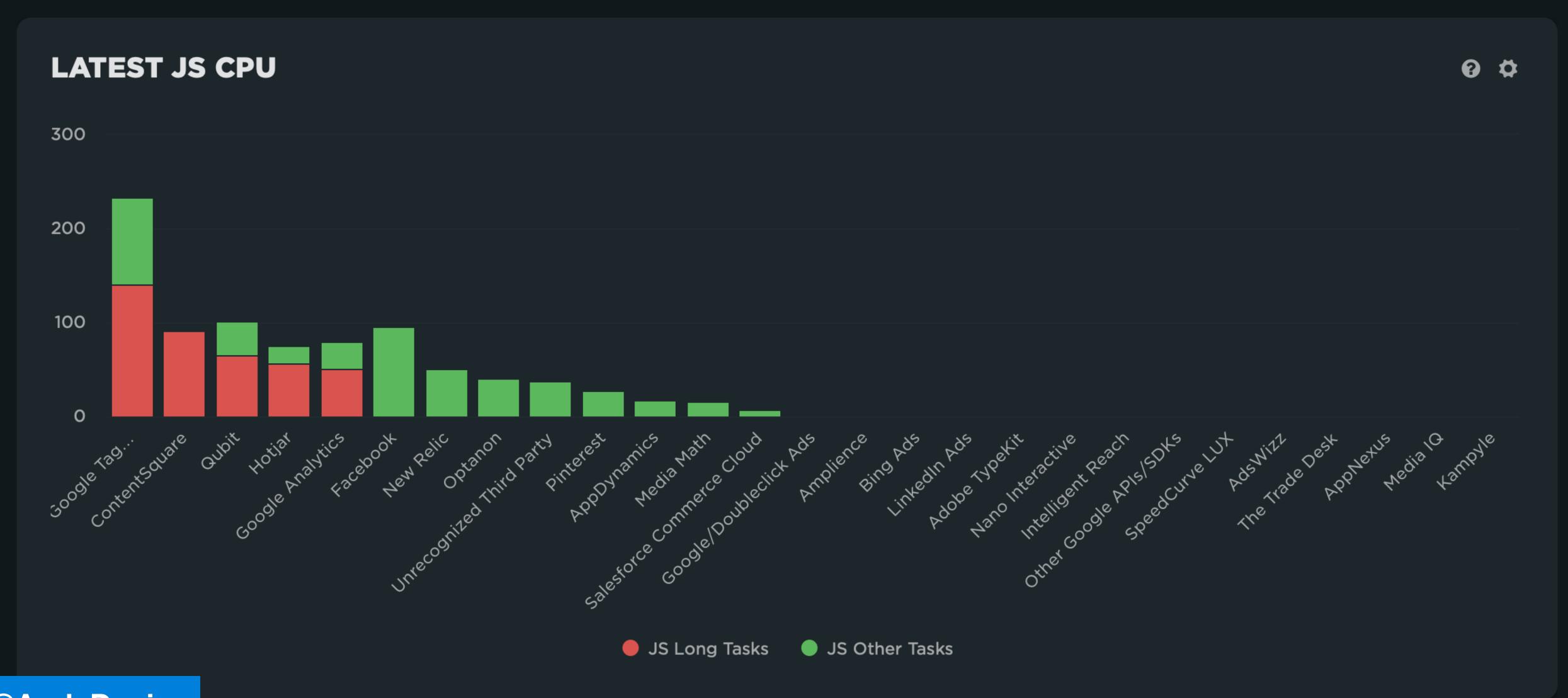
 Reduce layout thrashing coming from third-party scripts by batching DOM setteragetter in group undates

A multitude of options to consider!



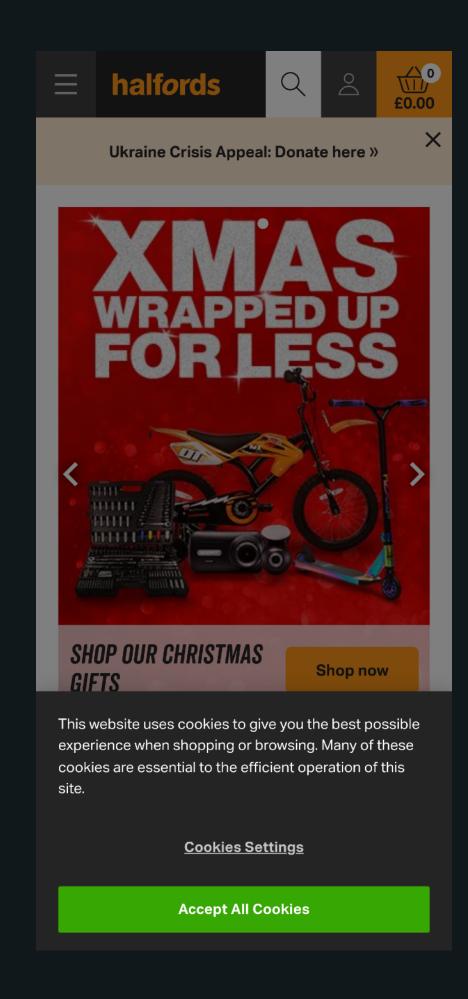


Monitor third-party performance

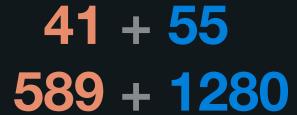


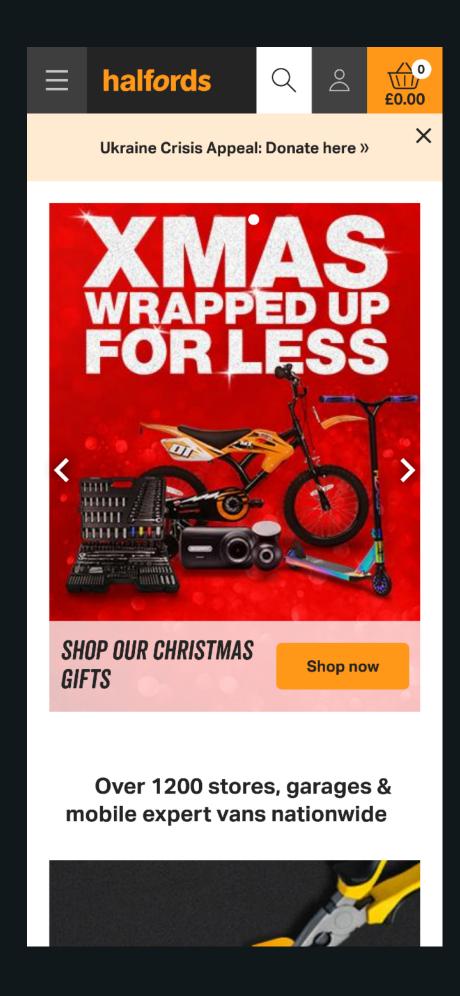


Measure with and without Consent

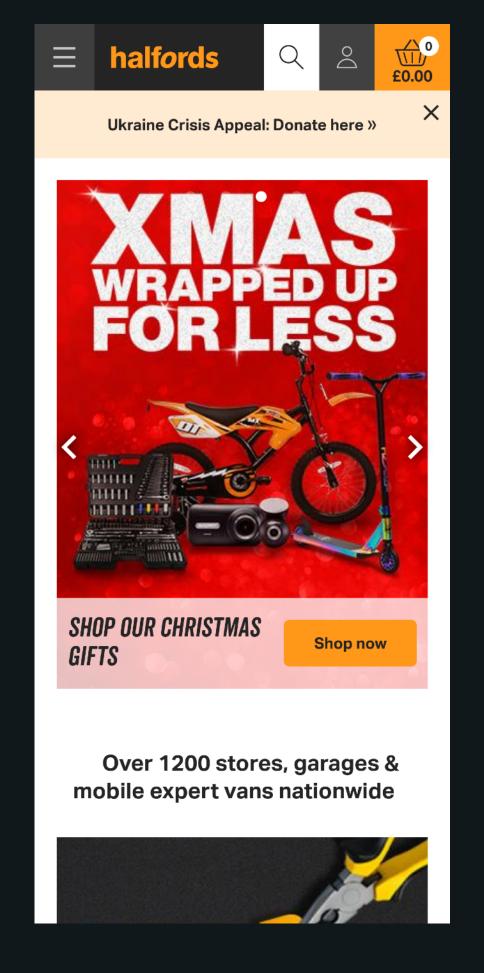






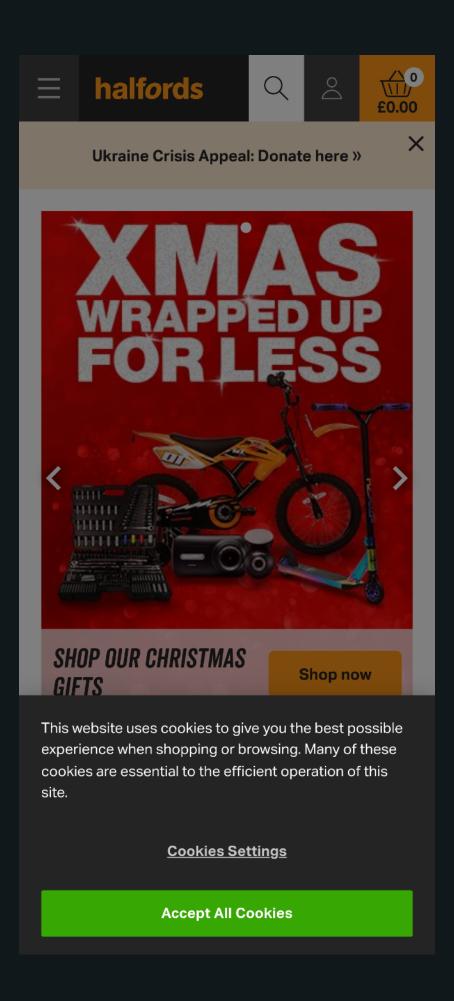


And maybe even without 3rd-Parties?

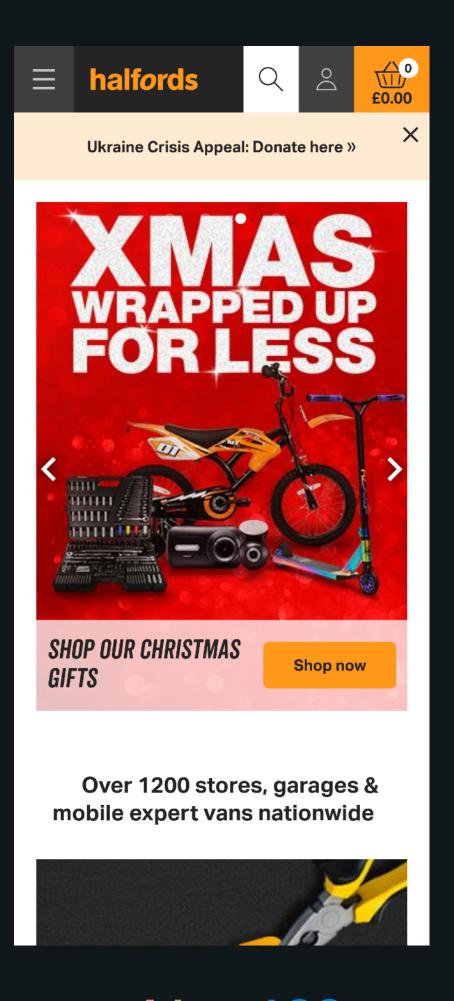






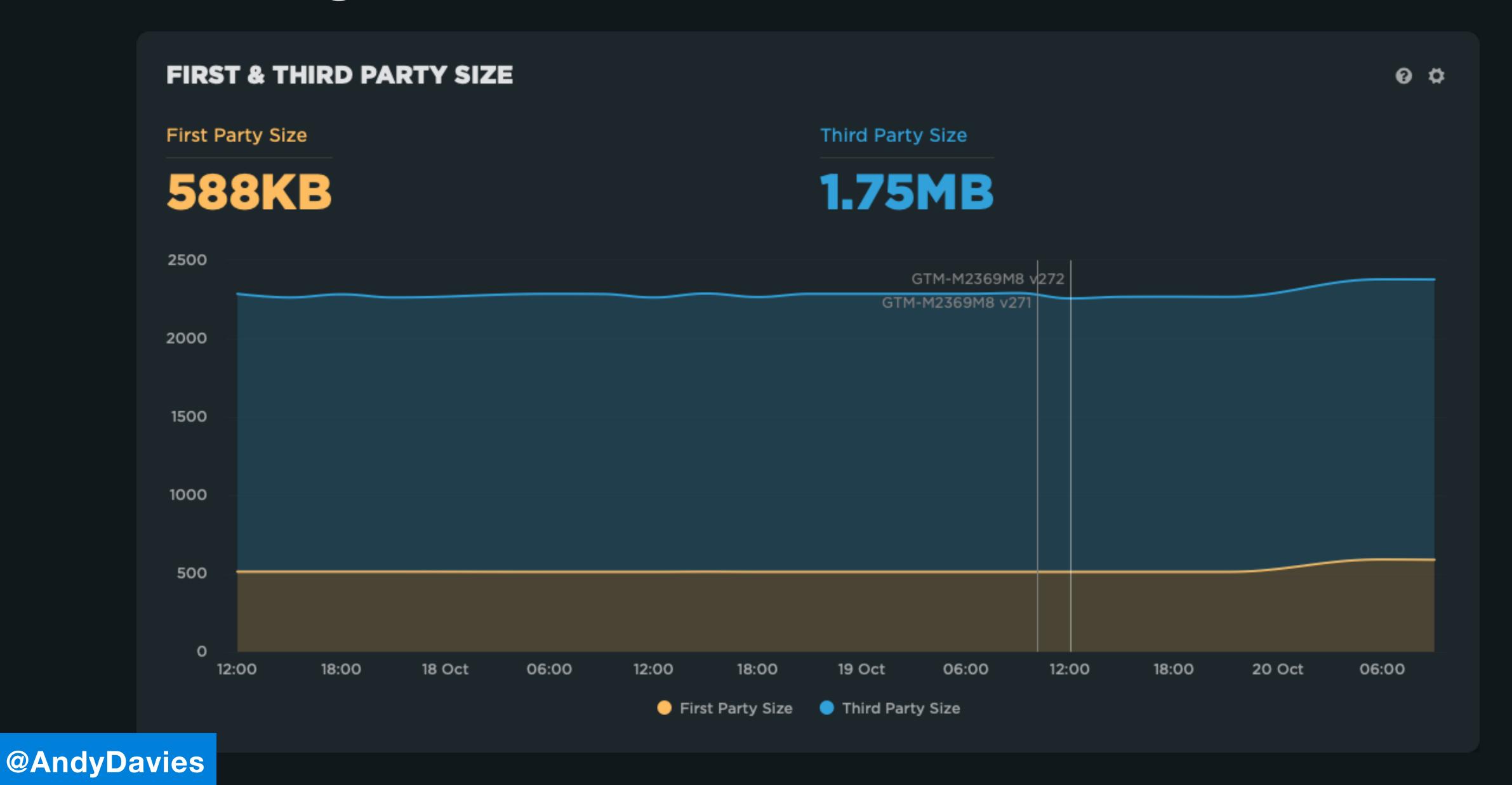




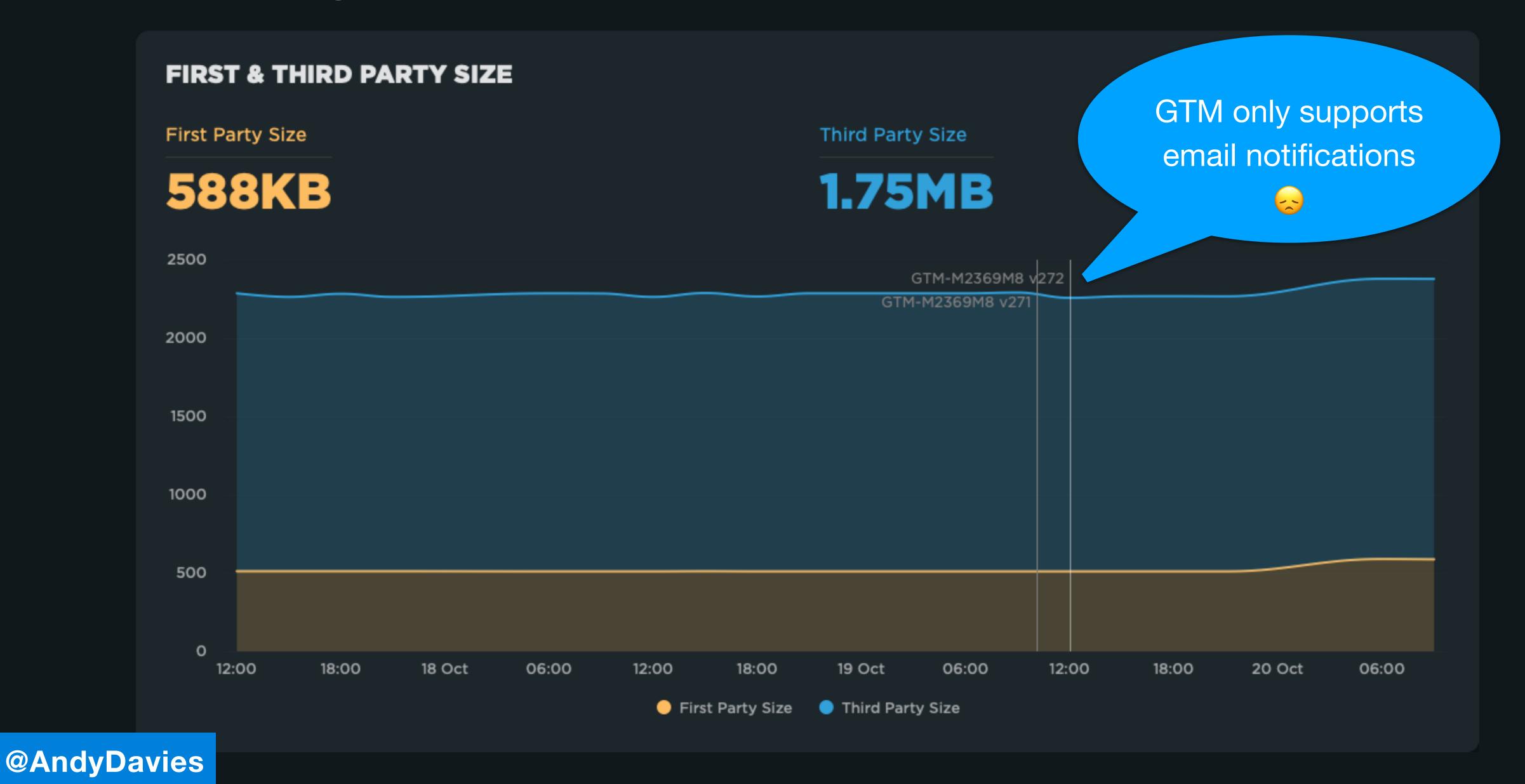


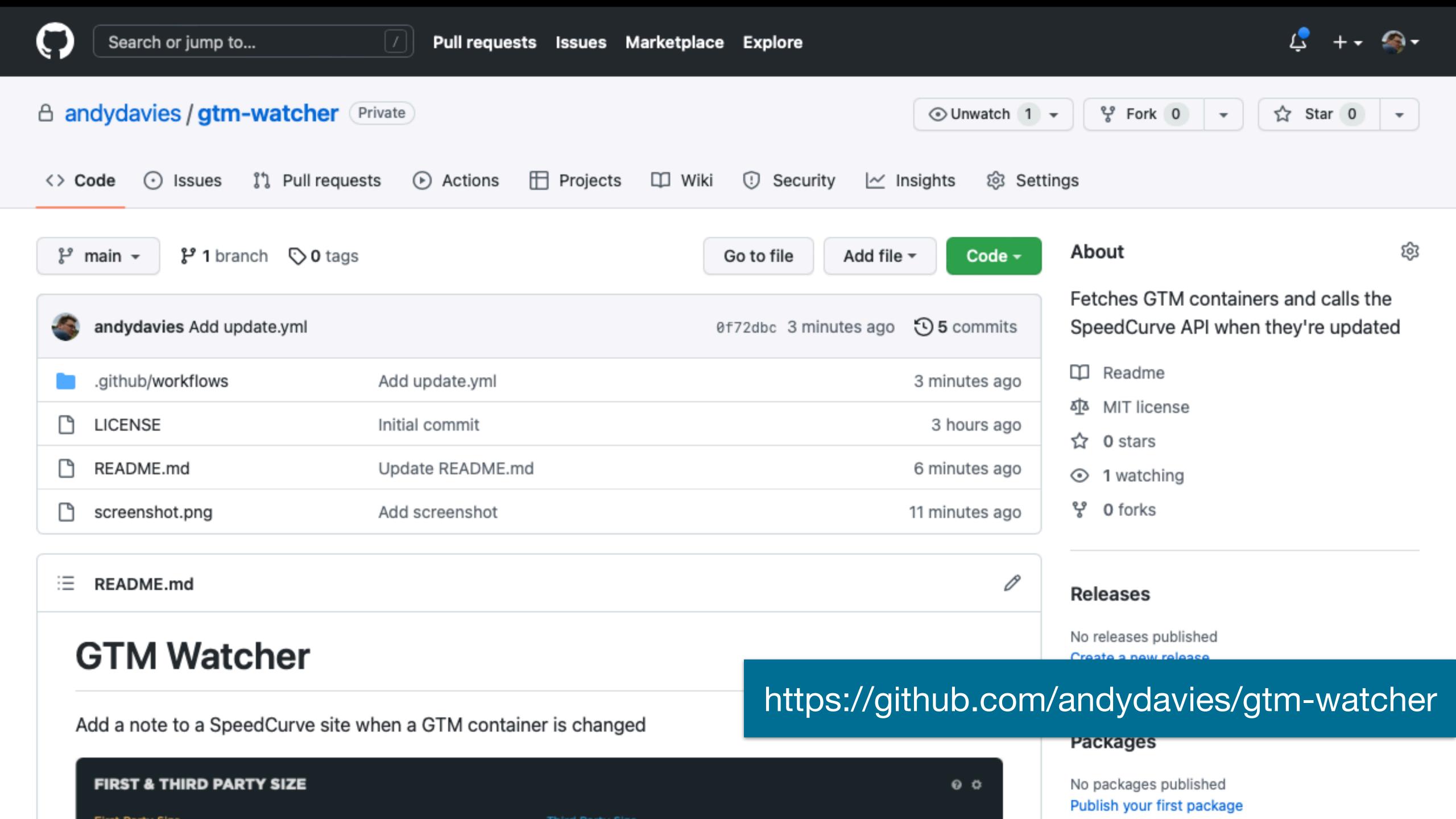
41 + 128 589 + 1750

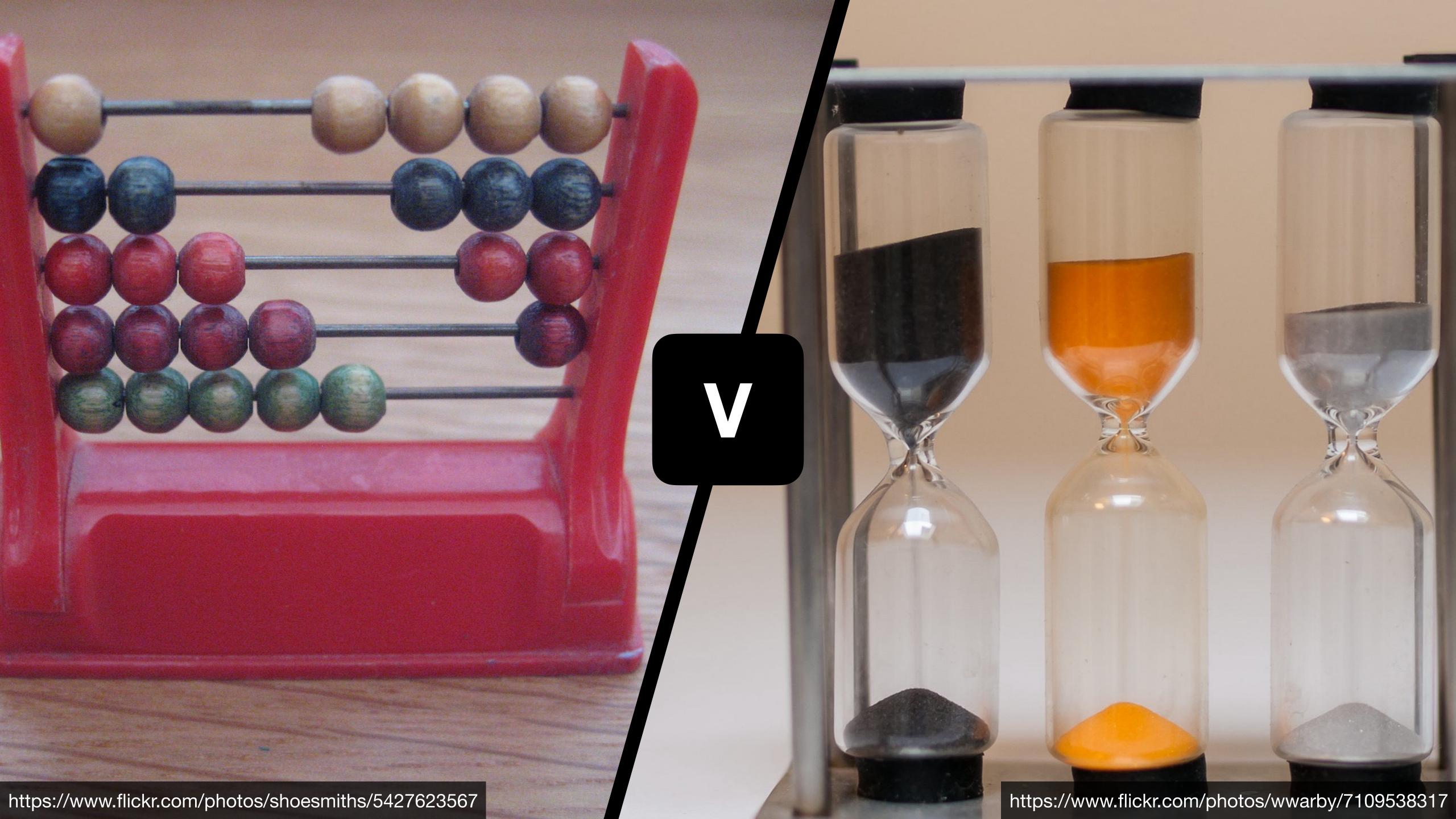
Track Tag Container Releases



Track Tag Container Releases







How long is an anti-flicker snippet active?

```
(function (node, selector, name) {
   performance.mark(name + '-start');
   const callback = function (mutationsList, observer) {
        // Use traditional 'for loops' for IE 11 support
        for (const mutation of mutationsList) {
           if (mutation.attributeName === 'class' &&
                !mutation.target.classList.contains(selector) &&
               mutation.oldValue.includes(selector)) {
                    performance.mark(name + '-end');
                    performance.measure(name + '-duration', name + '-start', name + '-end');
                   observer.disconnect();
                    break;
    const observer = new MutationObserver(callback);
   observer.observe(node, { attributes: true, attributeOldValue: true });
})(document.documentElement, 'async-hide', 'anti-flicker');
```

When is an IAB EU CMP Ready?

```
// Creates User Timing marks for cmpuishown, useractioncomplete & tcloaded
if (typeof window.__tcfapi === 'function') {
   window.__tcfapi('addEventListener', 2, (tcdata, success) => {
        if(success) {
            performance.mark('tcf-' + tcdata.eventStatus);
            // Stop listening after TCF loaded, or user action complete to prevent generation
            // of extra cpuishown & useractioncomplete marks if visitor reopens CMP UI
            if(tcdata.eventStatus === 'useractioncomplete' ||
               tcdata.eventStatus === 'tcloaded') {
                window.__tcfapi('removeEventListener', 2, (success) => { }, tcdata.tcfListenerId);
    });
```

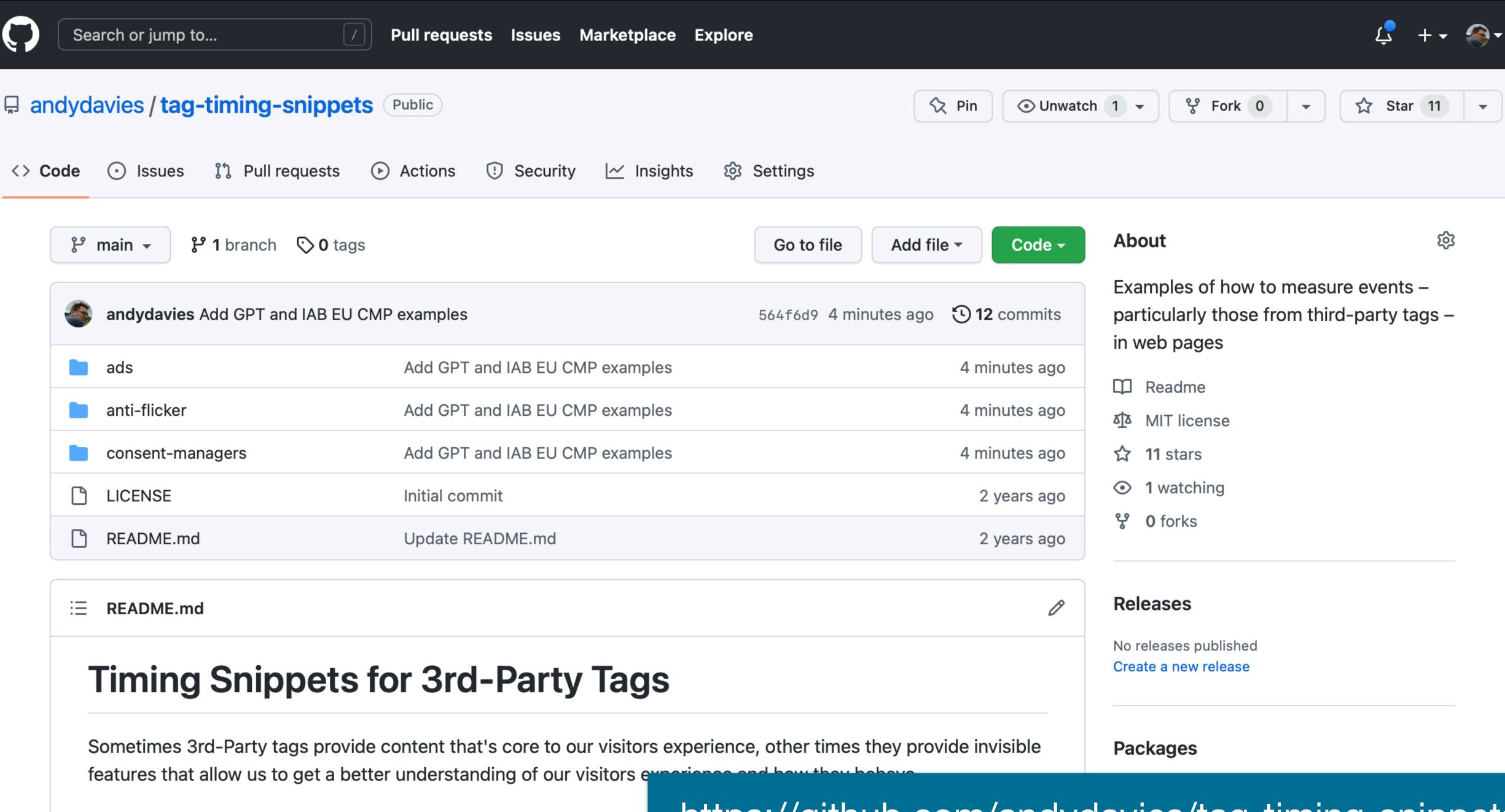
When did a GPT creative load?

```
var googletag = googletag || {};
googletag.cmd = googletag.cmd || [];

googletag.cmd.push(function() {

    // This listener will be called when the creative's iframe onload event fires googletag.pubads().addEventListener('slotOnload', function(event) {

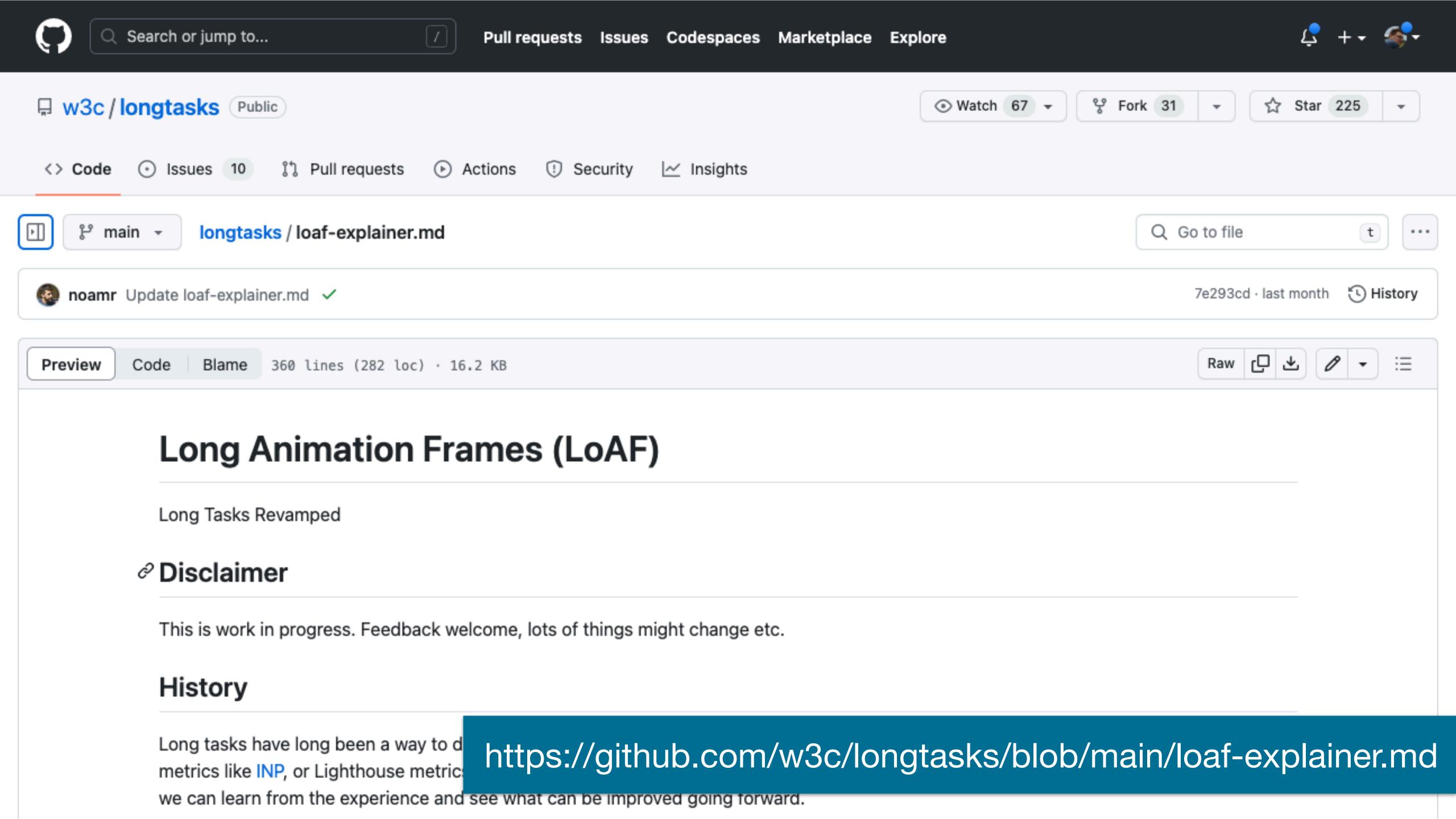
        performance.mark('adslot-' + event.slot.getSlotElementId() + '-loaded');
     });
});
```



Tags can have a crucial impact on visitor experience, yet that impact often provide no information on when their key milestones are react

https://github.com/andydavies/tag-timing-snippets



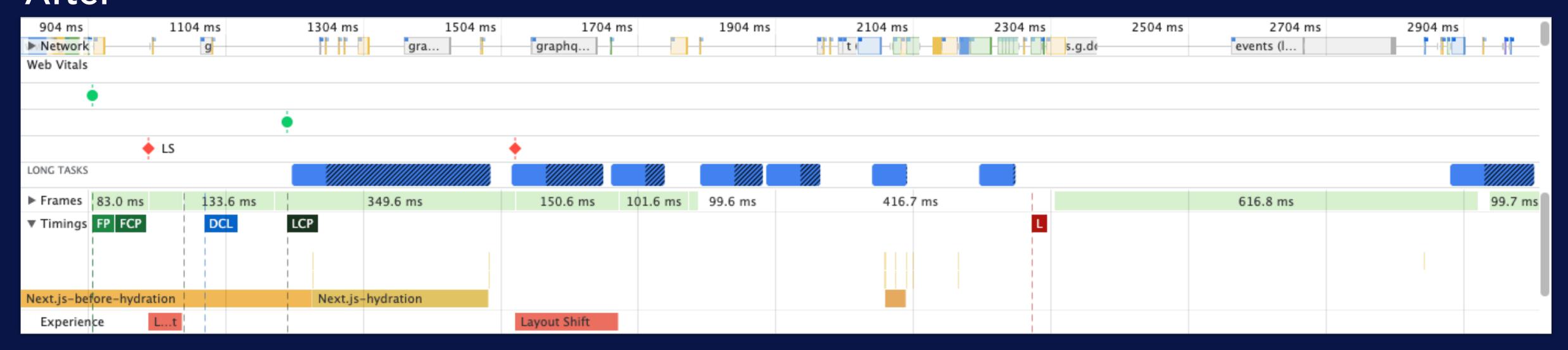


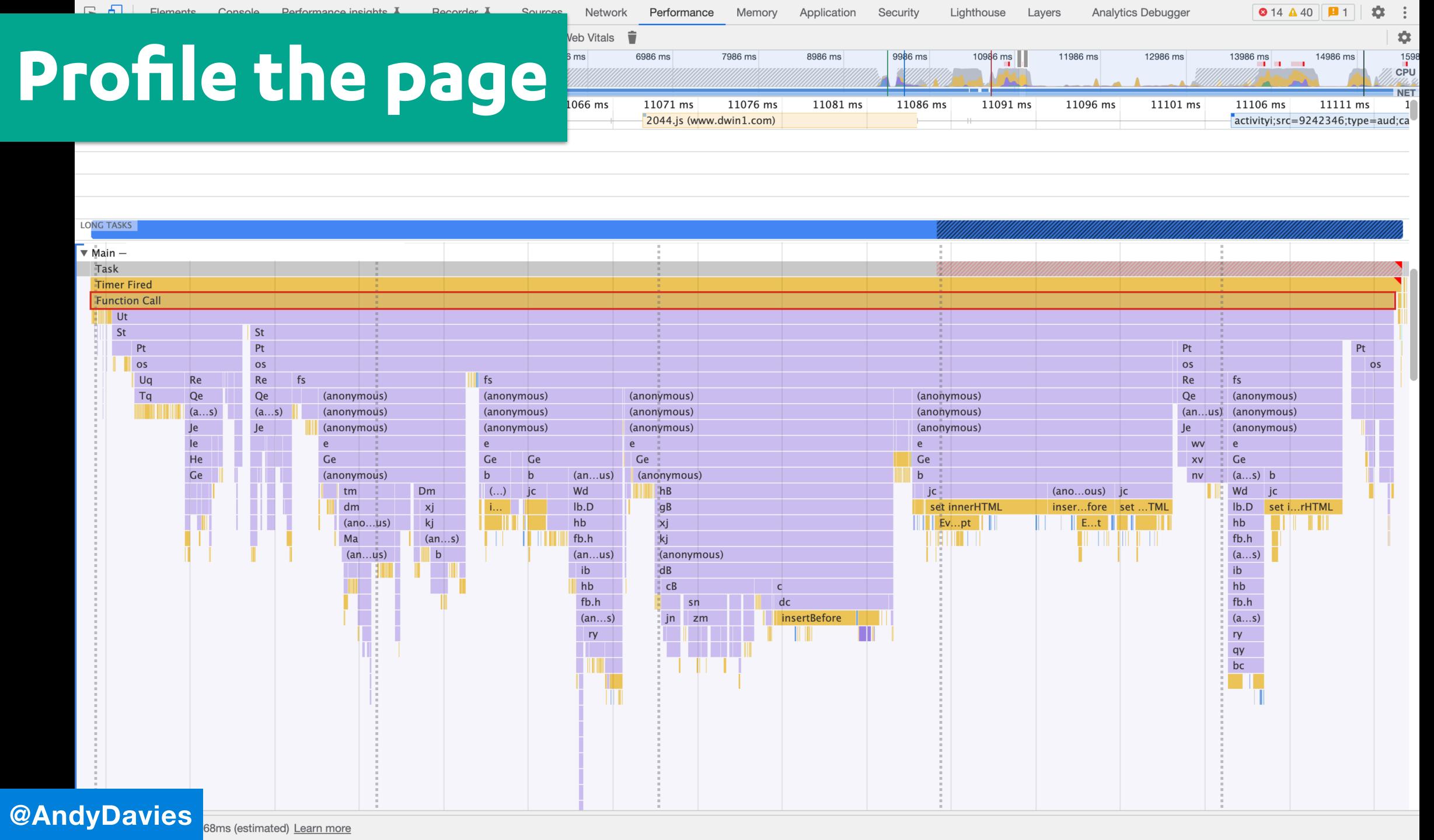


Before

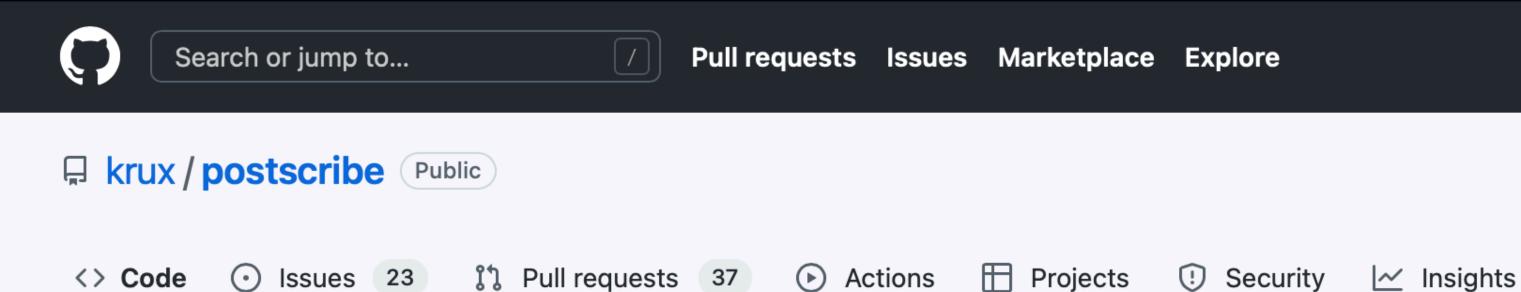


After



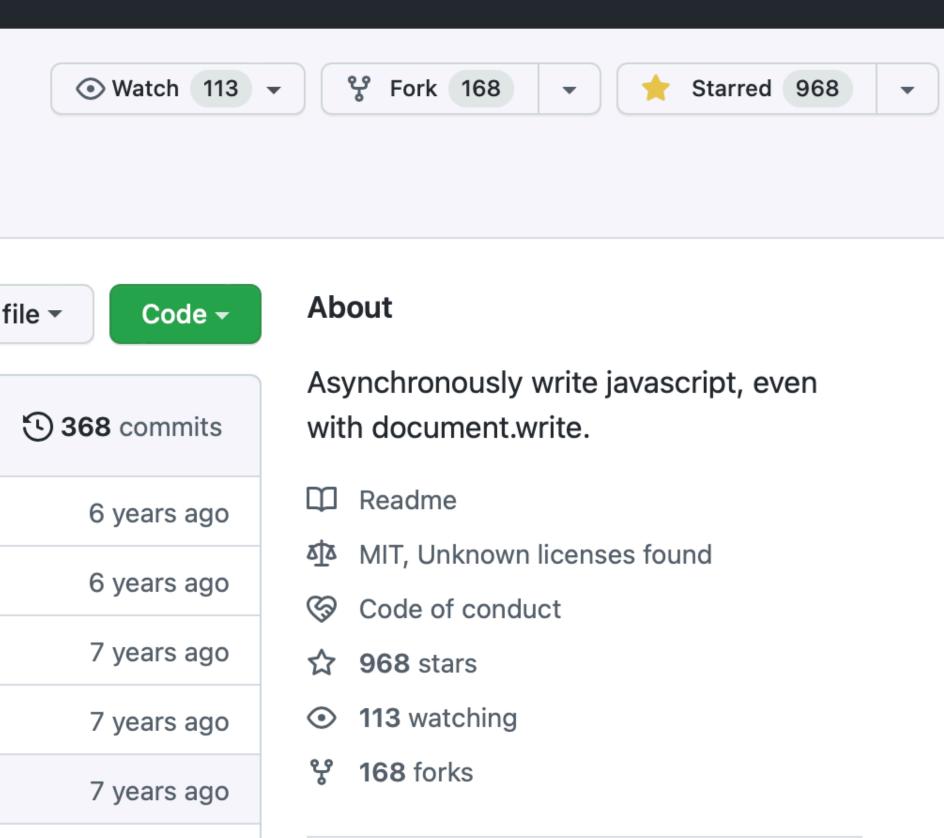


```
var v = function() {
  var h = {}
    , m = this.document.createElement("div");
  m.innerHTML = "<P><I></P></I>";
  h.va = "<P><I></P></I>" !== m.innerHTML;
  m.innerHTML = "<P><i><P></P></i>;
  h.ua = 2 === m.childNodes.length;
  return h
}()
```

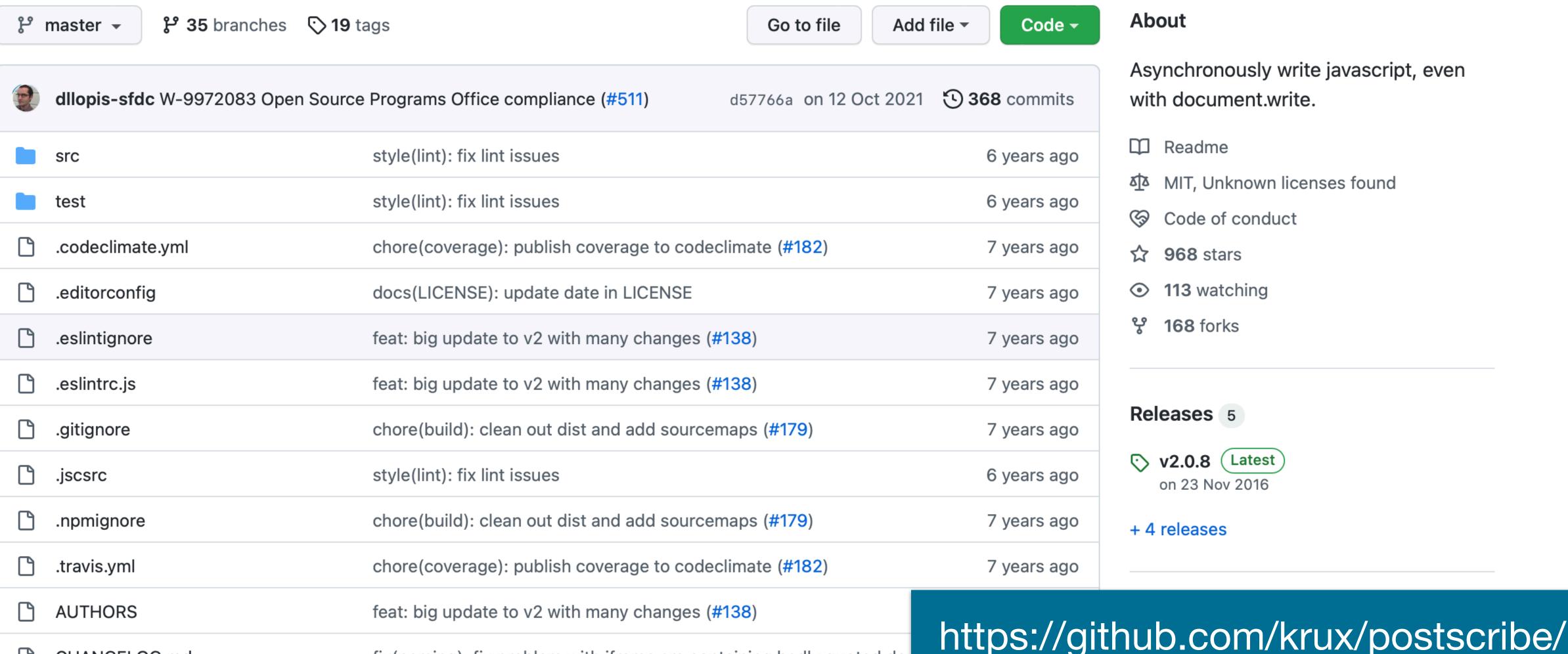


CHANGELOG.md

门 CLA.md



7 years ago



fix(parsing): fix problem with iframe src containing badly quoted dou

docs(CLA): update company in CLA (#170)









.eslintignore

.eslintrc.js

.gitignore

.npmignore

.travis.yml

AUTHORS

CHANGELOG.md

.jscsrc

● Watch (113) ▼

약 Fork (168)

starred 968

Issues <> Code Asynchronously write javascript, even

Asynchronously write javascript, even with document.write.

Q Readme

About

- MIT, Unknown licenses found
- © Code of conduct
- ☆ 968 stars
- 113 watching
- **약 168** forks

Releases 5

> v2.0.8 (Latest) on 23 Nov 2016

+ 4 releases

P	with do	with document.write.		
	src	style(lint): fix lint issues	6 years ago	
	test	style(lint): fix lint issues	6 years ago	
	.codeclimate.yml	chore(coverage): publish coverage to codeclimate (#182)	7 years ago	
P	editorconfig	docs(LICENSE): update date in LICENSE	7 years ago	

feat: big update to v2 with many changes (#138)

feat: big update to v2 with many changes (#138)

style(lint): fix lint issues

chore(build): clean out dist and add sourcemaps (#179)

chore(build): clean out dist and add sourcemaps (#179)

chore(coverage): publish coverage to codeclimate (#182)

feat: big update to v2 with many changes (#138)

https://github.com/krux/postscribe/

CLA.md

7 years ago

7 years ago

7 years ago

7 years ago

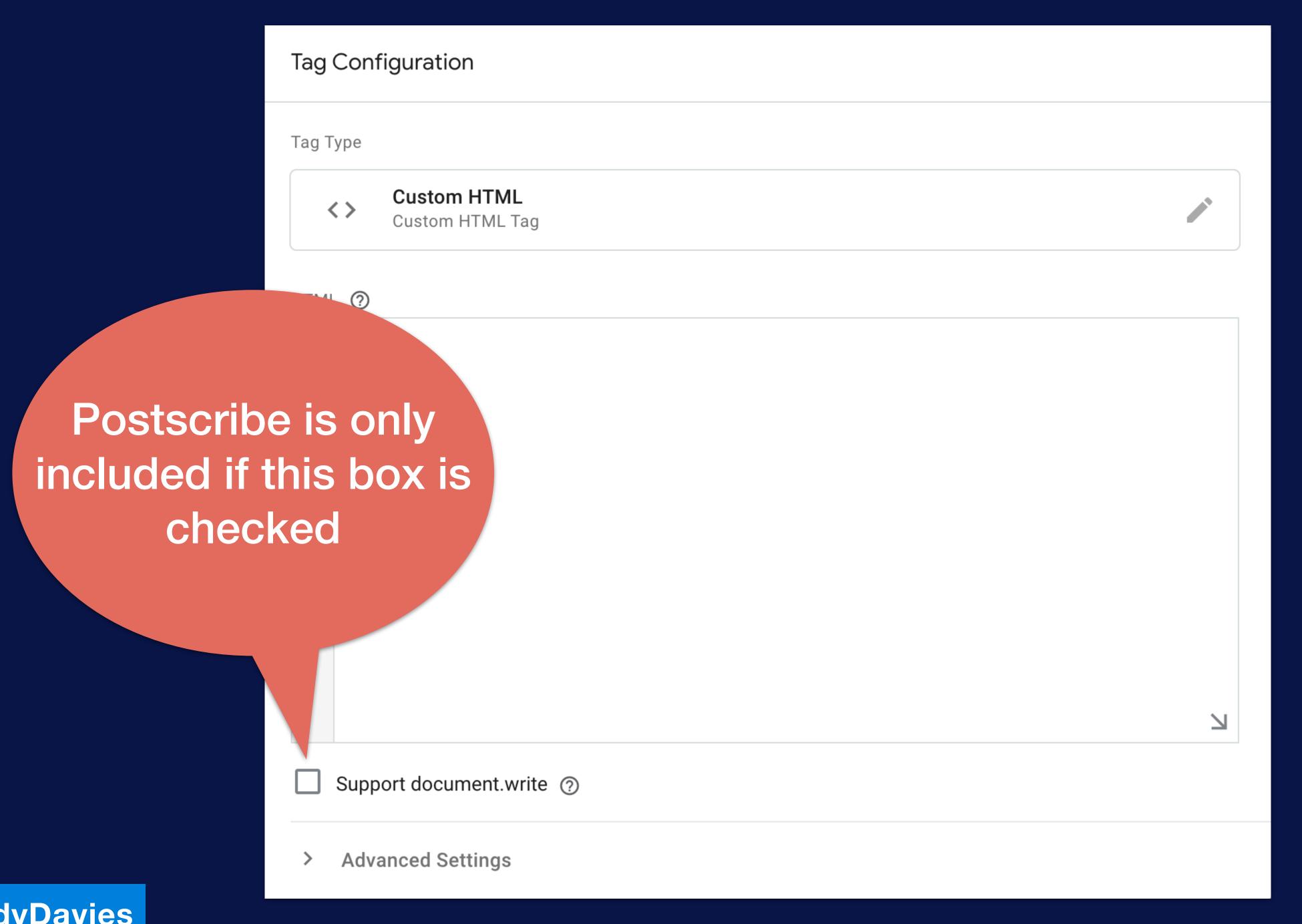
6 years ago

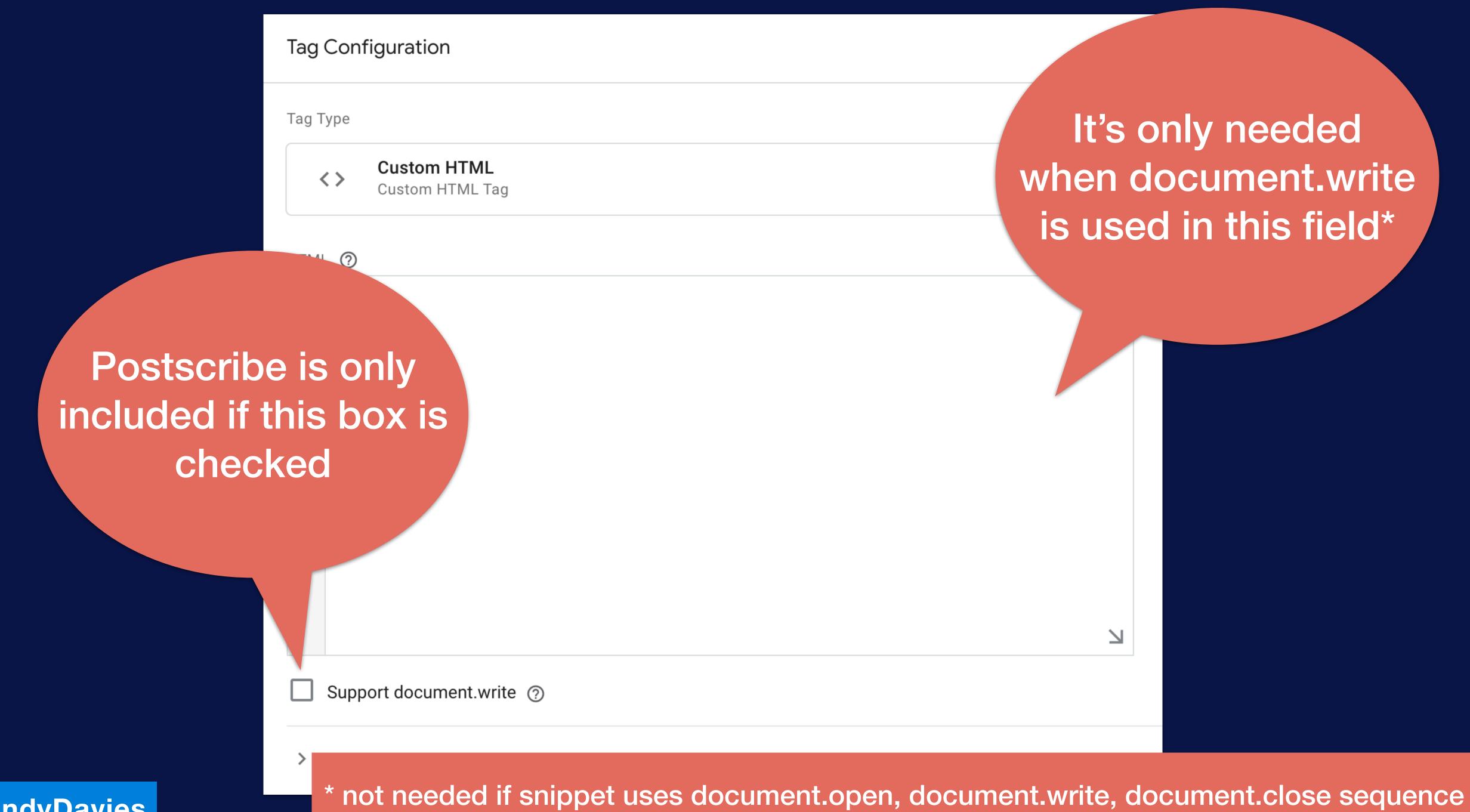
7 years ago

7 years ago

docs(CLA): update company in CLA (#170)

fix(parsing): fix problem with iframe src containing badly quoted dou





3 *

cdn.appdynamics.com ▶ Cdn.cookielaw.org Cdn.cquotient.com cdn.media.amplience.net ▶ Codn.media.halfords.com ▶ Col.eum-appdynamics.com connect.facebook.net dd6zx4ibq538k.cloudfront.net googleads.g.doubleclick.net ▶ △ js-agent.newrelic.com ▶ △ match.adsrvr.org ▶ △ p.cquotient.com ▶ ♠ p.typekit.net ▶ pixel.mathtag.com resources.digital-cloud.medallia.eu ▶ s.pinimg.com ▶ script.hotjar.com ▶ △ snap.licdn.com ▶ △ static.goqubit.com ▶ △ static.hotjar.com ▶ △ t.contentsquare.net ▶ △ tracker.metricool.com ▶ use.typekit.net ▶ www.google-analytics.com ▶ △ www.google.com ▼ www.googletagmanager.com gtag gtm.js?id=GTM-M2369M8 gtm.js?id=GTM-MP77J24 ▶ △ www.ist-track.com ▶ ☐ _hjRemoteVarsFrame (box-c1417f7b48595d0dbca01c86f95d6 ▶ activityi;src=4783302;type=count0;cat=000un0;ord=48761418

```
9 )(window, 'google_tag_manager');
10 (function() {
11
12
       var data = {
           "resource": {
13
14
               "version": "273",
15
               "macros": [{
17
                   "function": "__e"
18
19
                   "function": "__u",
20
                   "vtp_enableMultiQueryKeys": false,
                   "vtp enableIgnoreEmptyQueryParam": false
21
22
23
                   "function": "__u",
24
                   "vtp_component": "URL",
                   "vtp_enableMultiQueryKeys": false,
25
26
                   "vtp_enableIgnoreEmptyQueryParam": false
27
28
                   "function": "__v",
29
                   "vtp_dataLayerVersion": 2,
30
                   "vtp_setDefaultValue": false,
31
                   "vtp_name": "ecommerce.purchase.actionField.id"
32
                   "function": "__v",
33
34
                   "vtp_dataLayerVersion": 2,
35
                   "vtp_setDefaultValue": false,
36
                   "vtp_name": "ecommerce.purchase.actionField.revenue"
37
                   "function": "__v",
38
                   "vtp_name": "gtm.triggers",
39
40
                   "vtp_dataLayerVersion": 2,
                   "vtp_setDefaultValue": true,
42
                   "vtp_defaultValue": ""
43
44
                   "function": "__v",
45
                   "vtp_dataLayerVersion": 2,
46
                   "vtp_setDefaultValue": false,
47
                   "vtp_name": "ecommerce"
48
49
                   "vtp_javascript": ["template", "(function(){var a=", ["escape", ["macro", 6], 8, 16], ",b=[],c=[];a.purchase?b=a.purchase.products:
50
                   "function": "__jsm",
                   "vtp_javascript": ["template", "(function(){var a=", ["escape", ["macro", 6], 8, 16], ",b=[],c=[];a.purchase?b=a.purchase.products:
23
54
55
                   "function": "__jsm",
                   "vtp_javascript": ["template", "(function(){return 800\u003C=screen.width?\"Desktop\":480\u003Cscreen.width?\"Tablet\":480\u003E=sc
56
57
58
                   "function": "__jsm",
                   "vtp_javascript": ["template", "(function(){var a=", ["escape", ["macro", 6], 8, 16], ",b=[],c=[];a.purchase?b=a.purchase.products:
59
                   "function": " ism"
61
```

3 *

cdn.appdynamics.com ▶ Cdn.cookielaw.org Cdn.cquotient.com cdn.media.amplience.net ▶ Codn.media.halfords.com ▶ Col.eum-appdynamics.com connect.facebook.net dd6zx4ibq538k.cloudfront.net googleads.g.doubleclick.net ▶ △ js-agent.newrelic.com ▶ △ match.adsrvr.org ▶ △ p.cquotient.com ▶ ♠ p.typekit.net ▶ △ pixel.mathtag.com resources.digital-cloud.medallia.eu ▶ s.pinimg.com ▶ script.hotjar.com ▶ △ snap.licdn.com ▶ △ static.goqubit.com ▶ △ static.hotjar.com ▶ △ t.contentsquare.net ▶ △ tracker.metricool.com ▶ use.typekit.net ▶ www.google-analytics.com ▶ △ www.google.com ▼ www.googletagmanager.com gtag gtm.js?id=GTM-M2369M8 gtm.js?id=GTM-MP77J24 ▶ △ www.ist-track.com ▶ ☐ _hjRemoteVarsFrame (box-c1417f7b48595d0dbca01c86f95d6 ▶ activityi;src=4783302;type=count0;cat=000un0;ord=48761418

```
9 )(window, 'google_tag_manager');
10 (function() {
11
12
       var data = {
           "resource": {
13
14
               "version": "273",
15
               "macros": [{
17
                   "function": "__e"
18
19
                   "function": "__u",
20
                   "vtp_enableMultiQueryKeys": false,
                   "vtp enableIgnoreEmptyQueryParam": false
21
22
23
                   "function": "__u",
24
                   "vtp_component": "URL",
                   "vtp_enableMultiQueryKeys": false,
25
26
                   "vtp_enableIgnoreEmptyQueryParam": false
27
28
                   "function": "__v",
29
                   "vtp_dataLayerVersion": 2,
30
                   "vtp_setDefaultValue": false,
31
                   "vtp_name": "ecommerce.purchase.actionField.id"
32
                   "function": "__v",
33
34
                   "vtp_dataLayerVersion": 2,
35
                   "vtp_setDefaultValue": false,
36
                   "vtp_name": "ecommerce.purchase.actionField.revenue"
37
                   "function": "__v",
38
                   "vtp_name": "gtm.triggers",
39
40
                   "vtp_dataLayerVersion": 2,
                   "vtp_setDefaultValue": true,
42
                   "vtp_defaultValue": ""
43
44
                   "function": "__v",
45
                   "vtp_dataLayerVersion": 2,
46
                   "vtp_setDefaultValue": false,
47
                   "vtp_name": "ecommerce"
48
49
                   "vtp_javascript": ["template", "(function(){var a=", ["escape", ["macro", 6], 8, 16], ",b=[],c=[];a.purchase?b=a.purchase.products:
50
                   "function": "__jsm",
                   "vtp_javascript": ["template", "(function(){var a=", ["escape", ["macro", 6], 8, 16], ",b=[],c=[];a.purchase?b=a.purchase.products:
23
54
55
                   "function": "__jsm",
                   "vtp_javascript": ["template", "(function(){return 800\u003C=screen.width?\"Desktop\":480\u003Cscreen.width?\"Tablet\":480\u003E=sc
56
57
58
                   "function": "__jsm",
                   "vtp_javascript": ["template", "(function(){var a=", ["escape", ["macro", 6], 8, 16], ",b=[],c=[];a.purchase?b=a.purchase.products:
59
                   "function": " ism"
61
```

Find "vtp_supportDocumentWrite":\s?true,

▶ △ bat.bing.com cdn.appdynamics.com ▶ Cdn.cookielaw.org Cdn.cquotient.com cdn.media.amplience.net ▶ Codn.media.halfords.com ▶ Col.eum-appdynamics.com Connect.facebook.net dd6zx4ibq538k.cloudfront.net googleads.g.doubleclick.net ▶ △ js-agent.newrelic.com ▶ △ match.adsrvr.org ▶ △ p.cquotient.com p.typekit.net ▶ △ pixel.mathtag.com resources.digital-cloud.medallia.eu ▶ s.pinimg.com ▶ script.hotjar.com ▶ △ snap.licdn.com ▶ △ static.goqubit.com ▶ △ static.hotjar.com ▶ △ t.contentsquare.net ▶ △ tracker.metricool.com ▶ use.typekit.net ▶ www.google-analytics.com ▼ www.googletagmanager.com gtag gtm.js?id=GTM-M2369M8 gtm.js?id=GTM-MP77J24 ▶ △ www.ist-track.com _____hjRemoteVarsFrame (box-c1417f7b48595d0dbca01c86f95d6 activityi;src=4783302;type=count0;cat=000un0;ord=48761418

"vtp_html": ["template", "\u003Cscript type=\"text\/gtmscript\"\u003Efor(var c={\"165684p\":{n:\"cycling\",p:\"\"},\"165508p\":{n:\' 6736 "vtp_supportDocumentWrite": false, 6737 "vtp_enableIframeMode": false, 6738 "vtp_enableEditJsMacroBehavior": false, "tag_id": 50 6739 6740 6741 "function": "__html", 6742 "metadata": ["map"], 6743 "once_per_event": true, 6744 "vtp_html": "\u003Cscript type=\"text\/gtmscript\"\u003E(function(){var b={\"@context\":\"http:\/\/schema.org\",\"@type\":\"Breadcri "vtp_supportDocumentWrite": false, 6745 "vtp_enableIframeMode": false, 6746 "vtp_enableEditJsMacroBehavior": false, 6747 6748 "tag_id": 53 6749 }, { 6750 "function": "__html", "metadata": ["map"], 6751 6752 "once per event": true, "vtp_html": "\n\u003Cscript type=\"text\/javascript\"\u003Evar axel=Math.random()+\"\",a=1E13*axel;document.write('\\x3cimg src\\x3cimg sr 6753 6754 "vtp supportDocumentWrite": true, "vtp_enableIframeMode": false, 6755 6756 "vtp_enableEditJsMacroBehavior": false, "vtp_usePostscribe": true, 6757 "tag_id": 54 6758 6759 6760 "function": "__html", "metadata": ["map"], 6761 6762 "once_per_load": true, 6763 "vtp_html": "\u003Cscript type=\"text\/gtmscript\"\u003E!function(b,e,f,g,a,c,d){b.fbq||(a=b.fbq=function(){a.callMethod?a 6764 "vtp_supportDocumentWrite": false, 6765 "vtp_enableIframeMode": false, 6766 "vtp_enableEditJsMacroBehavior": false, "tag_id": 57 6767 6768 6769 "function": "__html", "metadata": ["map"], 6770 "setup_tags": ["list", ["tag", 531, 1]], 6771 6772 "once_per_event": true, 6773 "vtp_html": ["template", "\u003Cscript type=\"text\/gtmscript\"\u003Efbq(\"track\",\"AddToCart\",{content_type:\"product\",currency 6774 "vtp_supportDocumentWrite": false, 6775 "vtp_enableIframeMode": false, 6776 "vtp_enableEditJsMacroBehavior": false, 6777 "tag_id": 62 6778 "function": "__html". 6779 "metadata": ["map"], 6780 "setup_tags": ["list", ["tag", 531, 1]], 6781 6782 "once_per_event": true, "vtp_html": ["template", "\u003Cscript type=\"text\/gtmscript\"\u003Efbq(\"track\",\"InitiateCheckout\",{content_type:\"product\",content_type:\"p 6783 6784 "vtp_supportDocumentWrite": false, "vtp enableIframeMode": false, 6785 "vtp_enableEditJsMacroBehavior": false, 6786 "tad id": 63 6787 "vtp_supportDocumentWrite":\s?true, Cancel Aa

*

3

Find "vtp_supportDocumentWrite":\s?true,

▶ △ bat.bing.com cdn.appdynamics.com ▶ Cdn.cookielaw.org Cdn.cquotient.com cdn.media.amplience.net ▶ Codn.media.halfords.com ▶ Col.eum-appdynamics.com Connect.facebook.net dd6zx4ibq538k.cloudfront.net googleads.g.doubleclick.net ▶ △ js-agent.newrelic.com ▶ △ match.adsrvr.org ▶ △ p.cquotient.com p.typekit.net ▶ △ pixel.mathtag.com resources.digital-cloud.medallia.eu ▶ s.pinimg.com ▶ script.hotjar.com ▶ △ snap.licdn.com ▶ △ static.goqubit.com ▶ △ static.hotjar.com ▶ △ t.contentsquare.net ▶ △ tracker.metricool.com ▶ use.typekit.net ▶ www.google-analytics.com ▼ www.googletagmanager.com gtag gtm.js?id=GTM-M2369M8 gtm.js?id=GTM-MP77J24 ▶ △ www.ist-track.com _____hjRemoteVarsFrame (box-c1417f7b48595d0dbca01c86f95d6 activityi;src=4783302;type=count0;cat=000un0;ord=48761418

"vtp_html": ["template", "\u003Cscript type=\"text\/gtmscript\"\u003Efor(var c={\"165684p\":{n:\"cycling\",p:\"\"},\"165508p\":{n:\' 6736 "vtp_supportDocumentWrite": false, 6737 "vtp_enableIframeMode": false, 6738 "vtp_enableEditJsMacroBehavior": false, "tag_id": 50 6739 6740 6741 "function": "__html", 6742 "metadata": ["map"], 6743 "once_per_event": true, 6744 "vtp_html": "\u003Cscript type=\"text\/gtmscript\"\u003E(function(){var b={\"@context\":\"http:\/\/schema.org\",\"@type\":\"Breadcri "vtp_supportDocumentWrite": false, 6745 "vtp_enableIframeMode": false, 6746 "vtp_enableEditJsMacroBehavior": false, 6747 6748 "tag_id": 53 6749 }, { 6750 "function": "__html", "metadata": ["map"], 6751 6752 "once per event": true, "vtp_html": "\n\u003Cscript type=\"text\/javascript\"\u003Evar axel=Math.random()+\"\",a=1E13*axel;document.write('\\x3cimg src\\x3cimg sr 6753 6754 "vtp supportDocumentWrite": true, "vtp_enableIframeMode": false, 6755 6756 "vtp_enableEditJsMacroBehavior": false, "vtp_usePostscribe": true, 6757 "tag_id": 54 6758 6759 6760 "function": "__html", "metadata": ["map"], 6761 6762 "once_per_load": true, 6763 "vtp_html": "\u003Cscript type=\"text\/gtmscript\"\u003E!function(b,e,f,g,a,c,d){b.fbq||(a=b.fbq=function(){a.callMethod?a 6764 "vtp_supportDocumentWrite": false, 6765 "vtp_enableIframeMode": false, 6766 "vtp_enableEditJsMacroBehavior": false, "tag_id": 57 6767 6768 6769 "function": "__html", "metadata": ["map"], 6770 "setup_tags": ["list", ["tag", 531, 1]], 6771 6772 "once_per_event": true, 6773 "vtp_html": ["template", "\u003Cscript type=\"text\/gtmscript\"\u003Efbq(\"track\",\"AddToCart\",{content_type:\"product\",currency 6774 "vtp_supportDocumentWrite": false, 6775 "vtp_enableIframeMode": false, 6776 "vtp_enableEditJsMacroBehavior": false, 6777 "tag_id": 62 6778 "function": "__html". 6779 "metadata": ["map"], 6780 "setup_tags": ["list", ["tag", 531, 1]], 6781 6782 "once_per_event": true, "vtp_html": ["template", "\u003Cscript type=\"text\/gtmscript\"\u003Efbq(\"track\",\"InitiateCheckout\",{content_type:\"product\",content_type:\"p 6783 6784 "vtp_supportDocumentWrite": false, "vtp enableIframeMode": false, 6785 "vtp_enableEditJsMacroBehavior": false, 6786 "tad id": 63 6787 "vtp_supportDocumentWrite":\s?true, Cancel Aa

*

3

Postscribe removed from George Clothing

Previous 6 Mar - 15 Mar	Change	Latest 15 Mar - 25 Mar
Google Tag Manager JS Long Tasks Time, CategoryPage 75ms	↓ 23 %	Google Tag Manager JS Long Tasks Time, CategoryPage 58ms
Google Tag Manager JS Long Tasks Time, HomePage 139ms	¥ 26%	Google Tag Manager JS Long Tasks Time, HomePage 103ms
Google Tag Manager JS Long Tasks Time, PDP - Clothing 77ms	↓ 17%	Google Tag Manager JS Long Tasks Time, PDP - Clothing 64ms
Google Tag Manager JS Long Tasks Time, PLP 85ms	↓ 38%	Google Tag Manager JS Long Tasks Time, PLP 53ms
Google Tag Manager JS Size, CategoryPage 63KB	↓6 %	Google Tag Manager JS Size, CategoryPage 59KB
Google Tag Manager JS Size, HomePage 63KB	↓ 6 %	Google Tag Manager JS Size, HomePage 59KB
Google Tag Manager JS Size, PDP - Clothing 63KB	↓ 6 %	Google Tag Manager JS Size, PDP - Clothing 59KB
Google Tag Manager JS Size, PLP 63KB	↓ 6%	Google Tag Manager JS Size, PLP 59KB





Add log points for DOM operations

- ▶ △ bam.eu01.nr-data.net
- ▶ △ bat.bing.com
- ▶ Cdn.cookielaw.org
- ▶ △ cdn.cquotient.com
- ▶ △ cdn.media.amplience.net
- ▶ Cdn.media.halfords.com
- connect.facebook.net
- ▶ Ct.pinterest.com
- ▶ △ dd6zx4ibq538k.cloudfront.net
- googleads.g.doubleclick.net
- ▶ △ match.adsrvr.org
- ▶ △ p.cquotient.com
- p.typekit.net
- ▶ △ pixel.mathtag.com
- resources.digital-cloud.medallia.eu
- ▶ s.pinimg.com
- ▶ script.hotjar.com
- ▶ △ snap.licdn.com
- ▶ static.goqubit.com
- ▶ static.hotjar.com
- ▶ △ t.contentsquare.net
- ▶ △ tracker.metricool.com
- ▶ use.typekit.net

- ▼ www.googletagmanager.com
- gtag
 - gtm.js?id=GTM-M2369M8
- gtm.js?id=GTM-MP77J24
- ▶ △ www.ist-track.com
- rame (box-c1417f7b48595d0dbca01c86f95d6 3302;type=count0;cat=000un0;ord=69136652 @AndyDavies

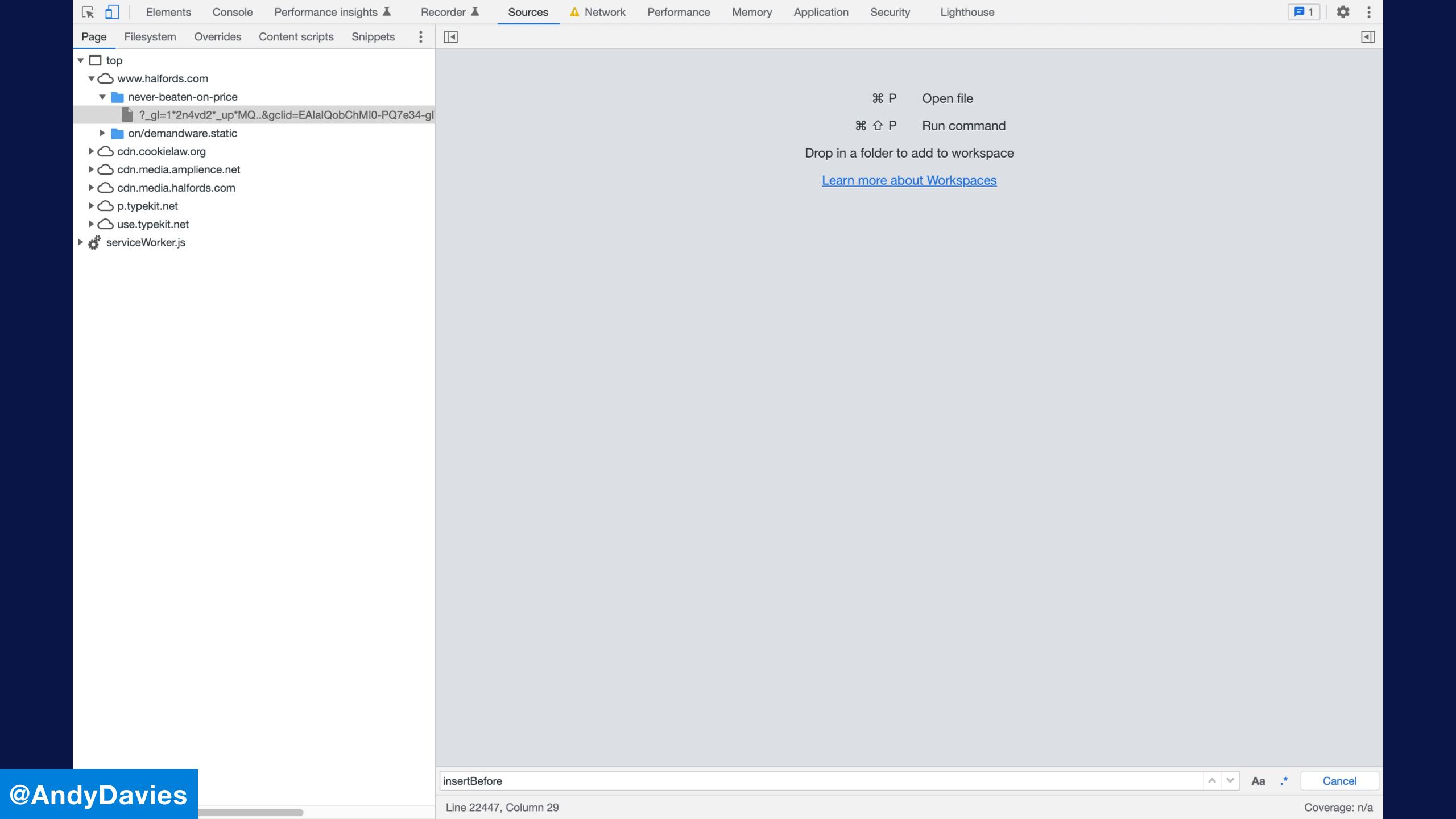
```
8529
          };
 8530
           (function() {
 8531
 8532
 8533
       Copyright The Closure Library Authors.
       SPDX-License-Identifier: Apache-2.0
 8536 */
 8537
               var C = this || self
                 , D = function(n, v) {
 8538
 8539
                   var w = n.split(".")
 8540
                     , q = C;
 8541
                   w[0]in q || "undefined" == typeof q.execScript || q.execScript("var " + w[0]);
 8542
                   for (var t; w.length && (t = w.shift()); )
                       w.length || void 0 === v ? q = q[t] && q[t] !== 0bject.prototype[t] ? q[t] : q[t] = {} : q[t] = v
 8543
 8544
              };
 8545
       Copyright (c) 2014 Derek Brans, MIT license https://github.com/krux/postscribe/blob/master/LICENSE. Portions derived from simplehtmlparser, which
 8547
              var E, F = function() {};
 8548
               (function() {
 8549
                   function n(h, m) {
 8550
                       h = h | | "";
 8551
                       m = m | | \{\};
 8552
                       for (var v in v)
 8553
                           v.hasOwnProperty(y) \&\& (m.N \&\& (m["fix_" + y] = !0),
 8554
                           m.G = m.G \mid | m["fix_" + y]);
 8555
                       var z = {
 8556
                           comment: /^\x3c!--/,
 8557
                           endTag: /^<\//,
 8558
                           atomicTag: /^<\s*(script|style|noscript|iframe|textarea)[\s\/>]/i,
                           startTag: /^</,
 8559
 8560
                           chars: /^[^<]/
 8561
 8562
                         , e = {
 8563
                           comment: function() {
                               var a = h.index0f("--\x3e");
 8564
 8565
                               if (0 <= a)
 8566
                                   return {
 8567
                                       content: h.substr(4, a),
 8568
                                       length: a + 3
 8569
 8570
 8571
                           endTag: function() {
 8572
                              ~var a = h.match(q);
                              其if (a)
 8573
 8574
                                   return {
 8575
                                        tagName: a[1],
 8576
                                        length: a[0].length
 8577
 8578
 8579
                           atomicTag: function() {
closure
                                                                                                                                                       Cancel
```

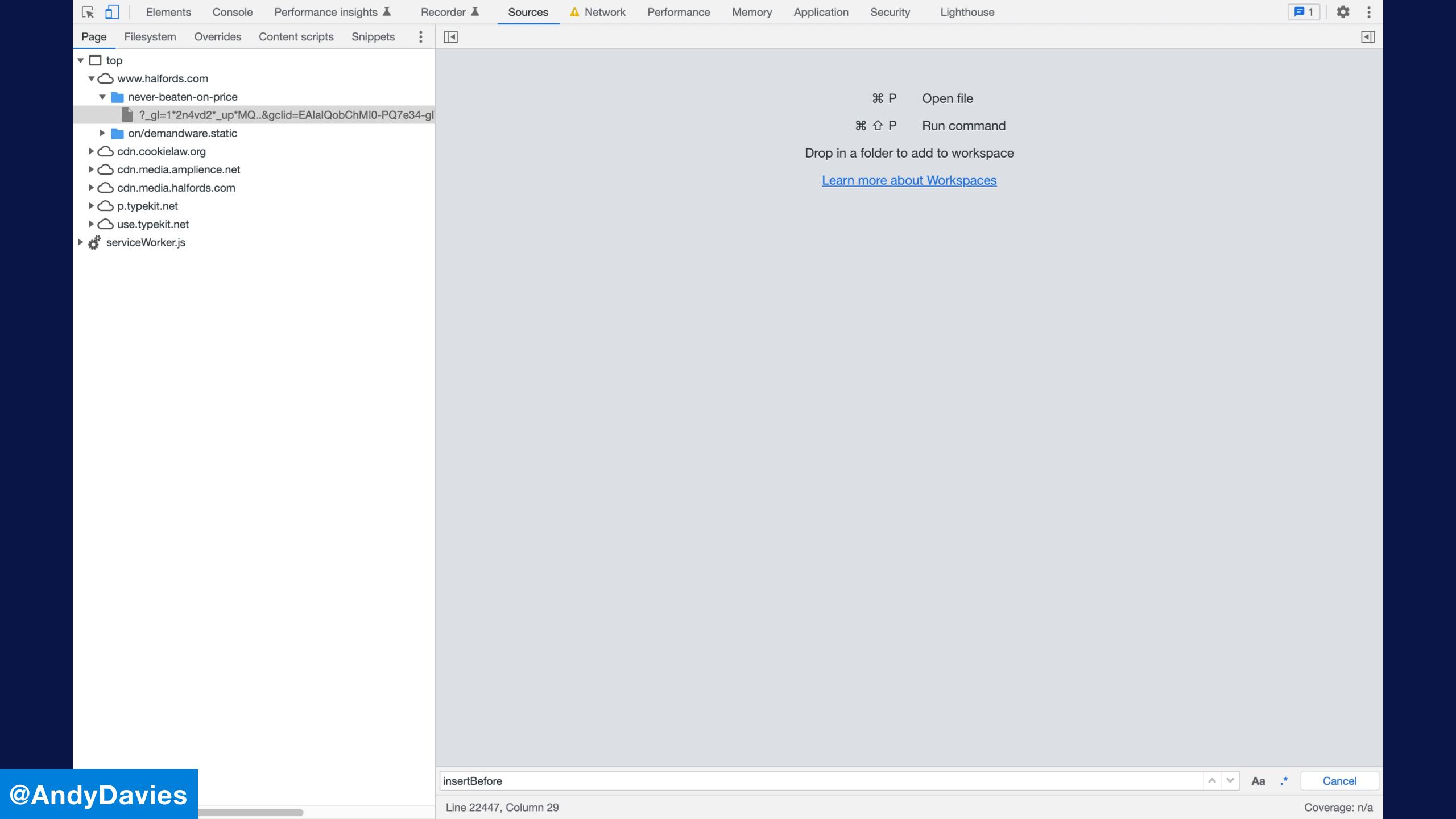
Add log points for DOM operations

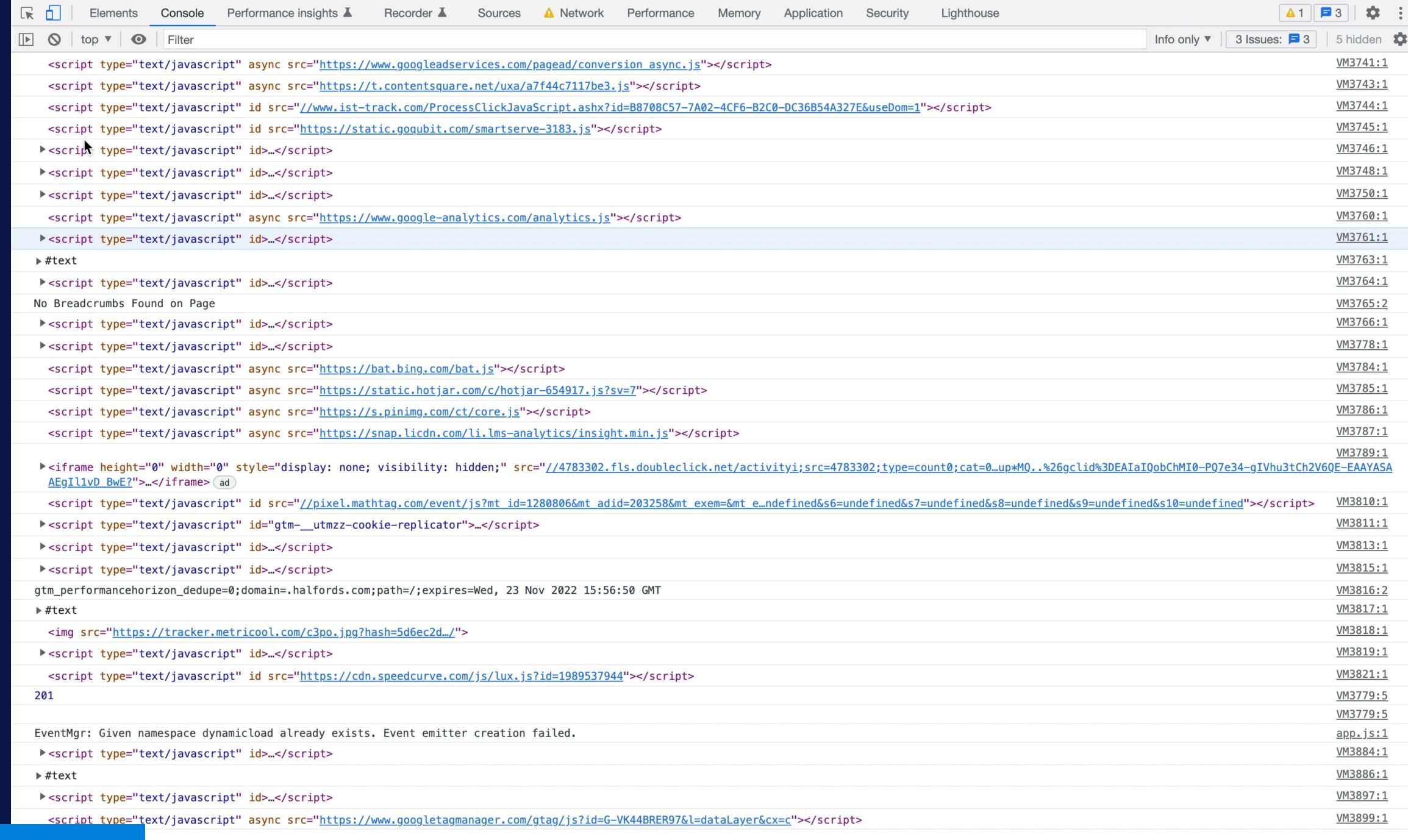
- ▶ △ bam.eu01.nr-data.net
- ▶ △ bat.bing.com
- ▶ Cdn.cookielaw.org
- ▶ △ cdn.cquotient.com
- ▶ △ cdn.media.amplience.net
- ▶ Cdn.media.halfords.com
- connect.facebook.net
- ▶ Ct.pinterest.com
- ▶ △ dd6zx4ibq538k.cloudfront.net
- googleads.g.doubleclick.net
- ▶ △ match.adsrvr.org
- ▶ △ p.cquotient.com
- p.typekit.net
- ▶ △ pixel.mathtag.com
- resources.digital-cloud.medallia.eu
- ▶ s.pinimg.com
- ▶ script.hotjar.com
- ▶ △ snap.licdn.com
- ▶ static.goqubit.com
- ▶ static.hotjar.com
- ▶ △ t.contentsquare.net
- ▶ △ tracker.metricool.com
- ▶ use.typekit.net

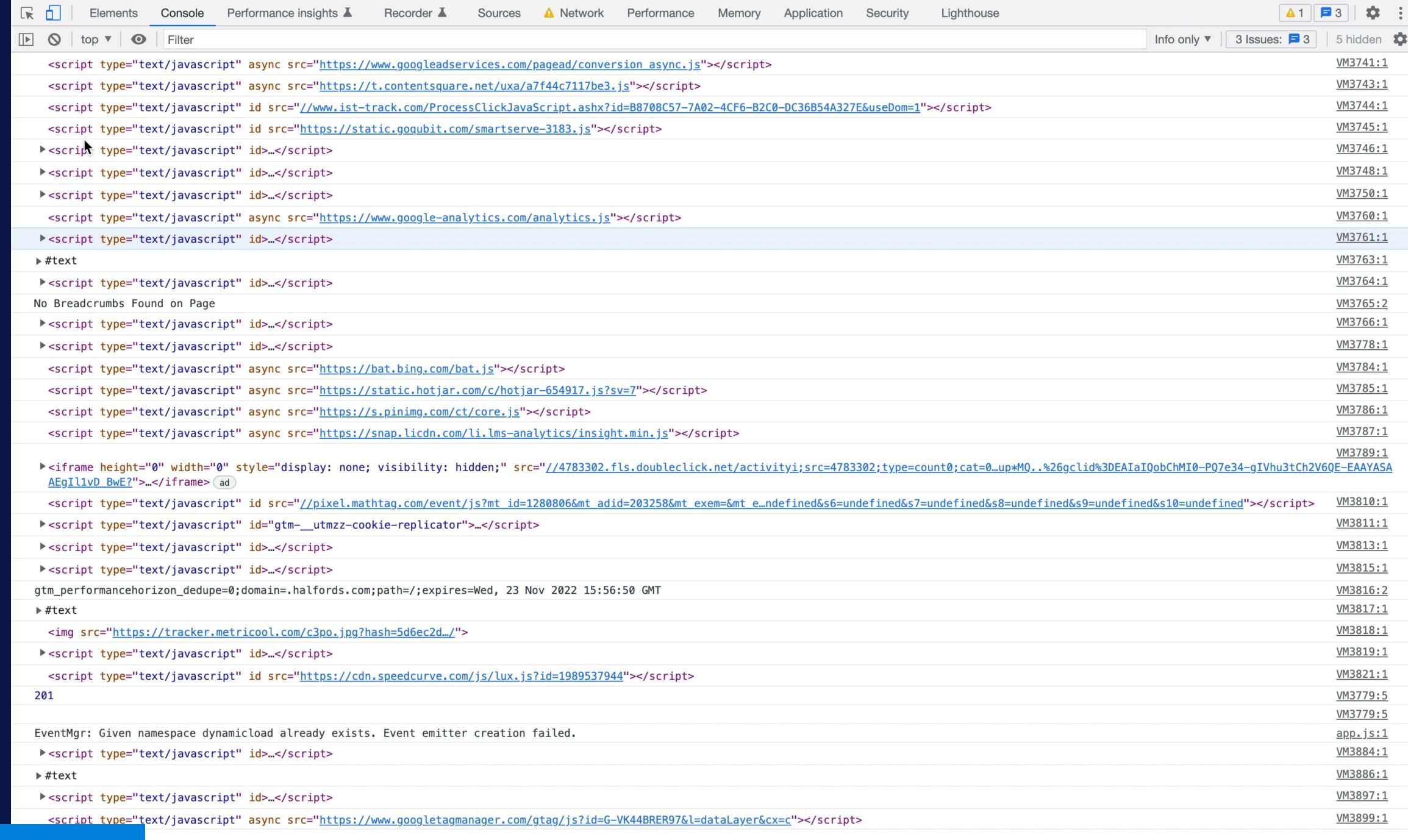
- ▼ www.googletagmanager.com
- gtag
 - gtm.js?id=GTM-M2369M8
- gtm.js?id=GTM-MP77J24
- ▶ △ www.ist-track.com
- rame (box-c1417f7b48595d0dbca01c86f95d6 3302;type=count0;cat=000un0;ord=69136652 @AndyDavies

```
8529
          };
 8530
           (function() {
 8531
 8532
 8533
       Copyright The Closure Library Authors.
       SPDX-License-Identifier: Apache-2.0
 8536 */
 8537
               var C = this || self
                 , D = function(n, v) {
 8538
 8539
                   var w = n.split(".")
 8540
                     , q = C;
 8541
                   w[0]in q || "undefined" == typeof q.execScript || q.execScript("var " + w[0]);
 8542
                   for (var t; w.length && (t = w.shift()); )
                       w.length || void 0 === v ? q = q[t] && q[t] !== 0bject.prototype[t] ? q[t] : q[t] = {} : q[t] = v
 8543
 8544
              };
 8545
       Copyright (c) 2014 Derek Brans, MIT license https://github.com/krux/postscribe/blob/master/LICENSE. Portions derived from simplehtmlparser, which
 8547
              var E, F = function() {};
 8548
               (function() {
 8549
                   function n(h, m) {
 8550
                       h = h | | "";
 8551
                       m = m | | \{\};
 8552
                       for (var v in v)
 8553
                           v.hasOwnProperty(y) \&\& (m.N \&\& (m["fix_" + y] = !0),
 8554
                           m.G = m.G \mid | m["fix_" + y]);
 8555
                       var z = {
 8556
                           comment: /^\x3c!--/,
 8557
                           endTag: /^<\//,
 8558
                           atomicTag: /^<\s*(script|style|noscript|iframe|textarea)[\s\/>]/i,
                           startTag: /^</,
 8559
 8560
                           chars: /^[^<]/
 8561
 8562
                         , e = {
 8563
                           comment: function() {
                               var a = h.index0f("--\x3e");
 8564
 8565
                               if (0 <= a)
 8566
                                   return {
 8567
                                       content: h.substr(4, a),
 8568
                                       length: a + 3
 8569
 8570
 8571
                           endTag: function() {
 8572
                              ~var a = h.match(q);
                              其if (a)
 8573
 8574
                                   return {
 8575
                                        tagName: a[1],
 8576
                                        length: a[0].length
 8577
 8578
 8579
                           atomicTag: function() {
closure
                                                                                                                                                       Cancel
```









Some other things we discovered...

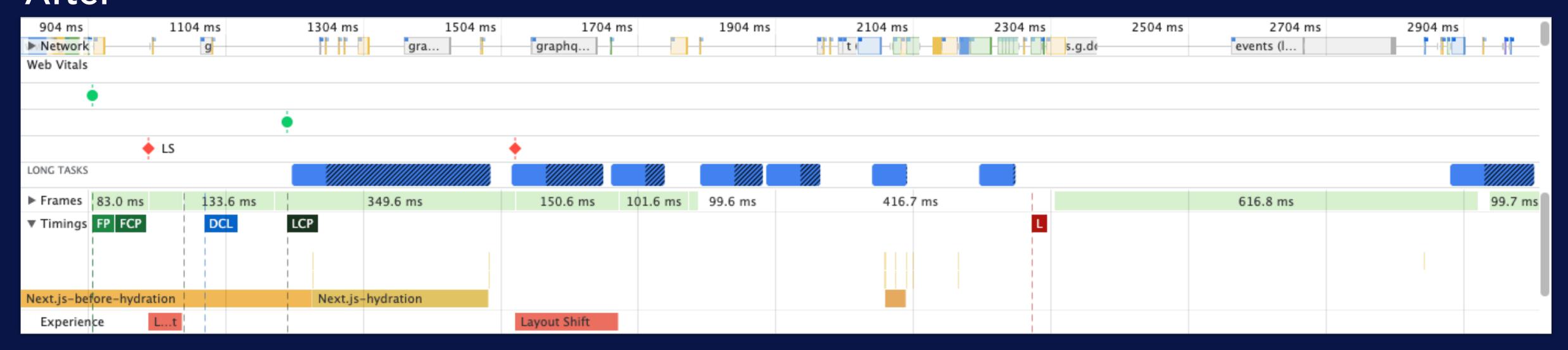
- When Google Optimize is enabled it adds another copy of Analytics (even if you don't actively use Optimize)
- Custom Google Analytics dimensions can be expensive when set from GTM (we removed unused ones)
- Other miscellaneous cleanups

I suspect we just 'scratched the surface and there was other gains to find

Before



After



3rd Party Tags can make or break your visitor experience

Make friends with the team that manages your tags

Audit tags – remove the ones that aren't needed

Don't accept the defaults – choreograph tag loading

Push the boundaries beyond the browsers main thread

Chase 3rd-Parties to fix their issues

Share what you learn



Adding controls to Google Tag Manager

Category: Blog

This page was originally created on 25-May-2019 and last edited on 30-Jul-2019.

Introduction

Google Tag Manager (GTM) is extremely popular and is used by 22% of all websites. As it's name suggests, it allows managing of marketing tags on a website. Marketing departments love these tags as they allow them to track their marketing campaigns and see if they are directing their budgets to the right places. So if they buy a lot of Facebook ads, they like to see how many people come to the site (which can be measured by clicks on the ad) but also crucially if those clicks led to anything: typically purchases or sign ups. This requires linking the click from the ad, to an action on specific pages (e.g. confirmation pages). So this usually requires adding of a piece of JavaScript to the confirmation page. Similarly remarketing tags involve telling an ad agency that someone was looking at a product on your site, and then the ad agency using that information to display ads for that product, or similar ones, to try to entice you back to finish that purchase. This requires a small snippet of JavaScript on the product page which fires off a call to the ad agency and then they take care of showing appropriate ads when it sees the same user on another site.

How to add these JavaScript snippets depends on how the website is set up and what Content Management System (if any) is used to publish the site. Often it requires web developers to release the snippet onto a page, or to fire it on a certain action. And often these snippets change slightly each time they launch a new ad campaign. Rather than having to go to web developers each time they want to add or change tracking tags to their site, the marketing department can ask the web developers to add the GTM JavaScript snippet once to all pages, and then manage the tags in there. GTM allows you then to fire tags based on various triggers so it will only load the appropriate tags at the appropriate time (on page load, when an event occurs, or whatever). So you can fire a Google Adwords snippet if the URL contains "checkout-complete.html" for example, and can even grab hold of the products purchased and send them to Google Adwords.

This all sounds well and good, and frees up web developers to do real web development and allows marketing to do their job. Everyone's happy. However there are some serious downsides to using a tag manager like GTM: in particular security and performance. By definition tag managers allow injection of scripts and code into the website. JavaScript is a really powerful language and can fire off requests to ad agencies, or change the entire look and feel of the webpage or... well pretty much anything really! So that means that, by definition, anyone who has access to GTM has access to inject JavaScript and so, in effect, has full control of the website

Some would recommend marketing is a large realistic one and we usage to reduce the

https://www.tunetheweb.com/blog/adding-controls-to-google-tag-manager/

of the advice will apply to other tag managers, or even those placing tags on their pages manually. I am less familiar with other tag managers so don't know

Improving third-party web performance at The Telegraph



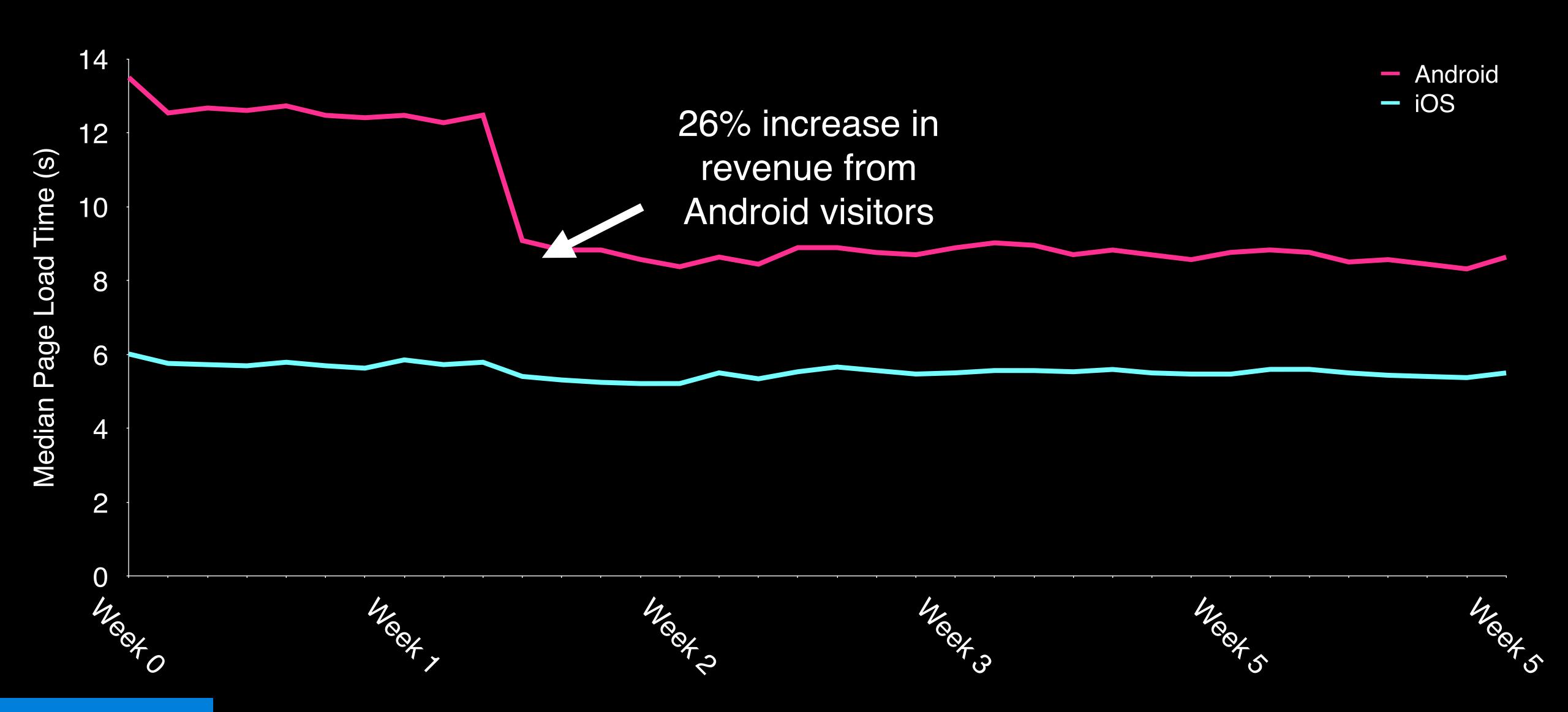
Gareth Clubb Follow
Apr 30 · 9 min read

At The Telegraph we're currently going through a process of rebuilding our public-facing website. This gives us the opportunity to take learnings from the existing build but also write some of the code from scratch. You can see our progress so far on pages such as Gaming and Culture. We can monitor the impact this has on metrics acros https://man.gl/telegraph-3rd-party-performance accessibility

Taming Tags improves user experience



It can also deliver financial benefits



Thanks.

@AndyDavies

andy.davies@speedcurve.com

https://noti.st/andydavies/ib1Hpp/reducing-the-speed-impactof-third-party-tags