P4 Web Studio – Vault Drop #001

100/100 Speed Playbook (deploy-ready checklist)

Targets

- LCP < 2.5s (aim < 1.2s on fast 4G)
- INP < 200ms
- CLS < 0.1
- TTFB < 800ms (prefer < 300ms on CDN)

Hero Image System

- Use WebP/AVIF and provide responsive srcset
- Set explicit width/height to prevent CLS
- Preload exact hero source; set fetchpriority='high'
- Lazy-load below-the-fold images

CSS/JS Fixes

- Defer non-critical scripts; avoid heavy libraries on landing pages
- Inline critical CSS; load the rest async/deferred
- Remove unused CSS/JS; split bundles where possible

Netlify/CDN

- Cache immutable assets for 1 year (images/css/js)
- Use hashed filenames for long cache lifetimes
- Keep HTML caching conservative

Final 10-minute audit

- Run Lighthouse mobile + desktop
- Verify forms + CTAs
- Validate JSON-LD

- Check broken links + sitemap/robots