

# PageSpeed Insights

## Mobile



51 / 100 Speed

Should Fix:

### Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

[Leverage browser caching](#) for the following cacheable resources:

- <https://appleadvertisingervices.in/css/style.css> (expiration not specified)
- <https://appleadvertisingervices.in/images/11.jpg> (expiration not specified)
- <https://appleadvertisingervices.in/images/12.jpg> (expiration not specified)
- <https://appleadvertisingervices.in/images/13.jpg> (expiration not specified)
- <https://appleadvertisingervices.in/images/logo.png> (expiration not specified)
- <https://appleadvertisingervices.in/images/near%20me%20logo.png> (expiration not specified)

## Mobile

- <https://appleadvertisingservices.in/images/service/online.jpg> (expiration not specified)
- <https://appleadvertisingservices.in/images/service/paper.jpg> (expiration not specified)
- <https://appleadvertisingservices.in/images/service/tv.jpg> (expiration not specified)
- [https://appleadvertisingservices.in/images/service\\_1.png](https://appleadvertisingservices.in/images/service_1.png) (expiration not specified)
- [https://appleadvertisingservices.in/images/service\\_2.png](https://appleadvertisingservices.in/images/service_2.png) (expiration not specified)
- [https://appleadvertisingservices.in/images/service\\_3.png](https://appleadvertisingservices.in/images/service_3.png) (expiration not specified)
- <https://appleadvertisingservices.in/images/slide/1.png> (expiration not specified)
- <https://appleadvertisingservices.in/images/slide/2.png> (expiration not specified)
- <https://appleadvertisingservices.in/images/slide/3.png> (expiration not specified)
- <https://appleadvertisingservices.in/images/slide/4.png> (expiration not specified)

## Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 4 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

[Optimize CSS Delivery](#) of the following:

- <https://fonts.googleapis.com/css?family=Roboto:300,400,900>
- <https://cdn.jsdelivr.net/gh/twbs/bootstrap@4.1.3/dist/css/bootstrap.min.css>
- <https://cdn.jsdelivr.net/gh/krishnan57474/gaur@3/css/smartmenus.min.css>
- <https://appleadvertisingservices.in/css/style.css>

## Optimize images

## Mobile

Properly formatting and compressing images can save many bytes of data.

[Optimize the following images](#) to reduce their size by 518.1KiB (36% reduction).

- Compressing <https://appleadvertisingservices.in/images/slide/2.png> could save 483.6KiB (37% reduction).
- Compressing <https://appleadvertisingservices.in/images/logo.png> could save 15.4KiB (23% reduction).
- Compressing <https://appleadvertisingservices.in/images/service/tv.jpg> could save 15KiB (41% reduction).
- Compressing <https://appleadvertisingservices.in/images/near%20me%20logo.png> could save 4.1KiB (58% reduction).



### Consider Fixing:

## Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.

[Minify CSS](#) for the following resources to reduce their size by 601B (14% reduction).

- Minifying <https://cdn.jsdelivr.net/gh/krishnan57474/gaur@3/css/smartmenus.min.css> could save 320B (17% reduction) after compression.
- Minifying <https://appleadvertisingservices.in/css/style.css> could save 281B (12% reduction) after compression.

## Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

[Minify HTML](#) for the following resources to reduce their size by 661B (17% reduction).

## Mobile

- Minifying <https://appleadvertisingservices.in/> could save 661B (17% reduction) after compression.

### Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

[Minify JavaScript](#) for the following resources to reduce their size by 247B (36% reduction).

- Minifying <https://cdn.jsdelivr.net/gh/krishnan57474/gaur@3/js/script.min.js> could save 247B (36% reduction) after compression.



### 4 Passed Rules

#### Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

#### Enable compression

You have compression enabled. Learn more about [enabling compression](#).

#### Reduce server response time

Your server responded quickly. Learn more about [server response time optimization](#).

#### Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible](#)

[content](#).

## 99 / 100 User Experience

### Consider Fixing:

#### Size tap targets appropriately

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider [making these tap targets larger](#) to provide a better user experience.

The following tap targets are close to other nearby tap targets and may need additional spacing around them.

- The tap target `<input id="sm-state" type="checkbox">` is close to 1 other tap targets final.
- The tap target `<a href="#carouselExampleControls" class="carousel-control-next">Next</a>` is close to 1 other tap targets final.

### 4 Passed Rules

#### Avoid plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#).

#### Configure the viewport

Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about [configuring viewports](#).

#### Size content to viewport

## Mobile

The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).

## Use legible font sizes

The text on your page is legible. Learn more about [using legible font sizes](#).

## Desktop



50 / 100 Speed

Should Fix:

## Optimize images

Properly formatting and compressing images can save many bytes of data.

[Optimize the following images](#) to reduce their size by 917.2KiB (50% reduction).

- Compressing <https://appleadvertisingservices.in/images/slide/2.png> could save 483.6KiB (37% reduction).
- Compressing and resizing <https://appleadvertisingservices.in/images/service/paper.jpg> could save 356.3KiB (93% reduction).
- Compressing and resizing <https://appleadvertisingservices.in/images/logo.png> could save 58.2KiB (86% reduction).
- Compressing <https://appleadvertisingservices.in/images/service/tv.jpg> could save 15KiB

(41% reduction).

- Compressing <https://appleadvertisingservices.in/images/near%20me%20logo.png> could save 4.1KiB (58% reduction).



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