

PageSpeed Insights

Mobile



70 / 100 Speed

Should Fix:

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

Your page has 1 blocking script resources and 2 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.

[Remove render-blocking JavaScript:](#)

- <https://assets.jimstatic.com/ckies.js.88dbd2c620f3648e5c77.js>

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

- https://u.jimcdn.com/cms/o/s1773559874a0f9f5/layout/dm_d9691304f32bf6e83c6afbd18677bf13/css/layout.css?t=1552244499

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- <https://assets.jimstatic.com/web.css.013a174ba92c33abd156773f63721118.css>

Consider Fixing:

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://www.google-analytics.com/ga.js> (2 hours)

Optimize images

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

[Optimize the following images](#) to reduce their size by 14KiB (39% reduction).

- Compressing <https://image.jimcdn.com/app/cms/image/transf/none/path/s1773559874a0f9f5/image/i2b77413b6259a5bf/version/1548706509/image.jpg> could save 14KiB (39% reduction).

Prioritize visible content

Your page requires additional network round trips to render the above-the-fold content. For best performance, reduce the amount of HTML needed to render above-the-fold content.

The entire HTML response was not sufficient to render the above-the-fold content. This usually indicates that additional resources, loaded after HTML parsing, were required to render above-the-

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fold content. [Prioritize visible content](#) that is needed for rendering above-the-fold by including it directly in the HTML response.

- Only about 59% of the final above-the-fold content could be rendered with the full HTML response.
- Click to see the screenshot with only the HTML response: snapshot:3



6 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](#).

Minify CSS

Your CSS is minified. Learn more about [minifying CSS](#).

Minify HTML

Your HTML is minified. Learn more about [minifying HTML](#).

Minify JavaScript

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Your JavaScript content is minified. Learn more about [minifying JavaScript](#).

100 / 100 User Experience

 5 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

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

Size tap targets appropriately

All of your page's links/buttons are large enough for a user to easily tap on a touchscreen. Learn more about [sizing tap targets appropriately](#).

Use legible font sizes

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

Desktop

Desktop



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! Consider Fixing:

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://www.google-analytics.com/ga.js> (2 hours)

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

Your page has 1 blocking script resources. This causes a delay in rendering your page.

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[Remove render-blocking JavaScript:](#)

- <https://assets.jimstatic.com/ckies.js.88dbd2c620f3648e5c77.js>

Desktop

Optimize images

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

[Optimize the following images](#) to reduce their size by 1.9KiB (15% reduction).

- Compressing <https://image.jimcdn.com/app/cms/image/transf/dimension=341x10000:format=jpg/path/s1773559874a0f9f5/image/i2b77413b6259a5bf/version/1548706509/image.jpg> could save 1.9KiB (15% reduction).



7 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](#).

Minify CSS

Your CSS is minified. Learn more about [minifying CSS](#).

Minify HTML

Your HTML is minified. Learn more about [minifying HTML](#).

Minify JavaScript

Your JavaScript content is minified. Learn more about [minifying JavaScript](#).

Prioritize visible content

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