

PageSpeed Insights

Desktop



74 / 100 Speed

Should Fix:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

[Enable compression](#) for the following resources to reduce their transfer size by 206KiB (66% reduction).

- Compressing http://survey.g.doubleclick.net/insights/consumersurveys/static/396340705378039762/prompt_embed_static.js could save 206KiB (66% reduction).

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

Your page has 2 blocking script 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:](#)

Desktop

- <http://www.google.com/adsense/domains/caf.js>
- <http://ak2.imgaft.com/script/jquery-1.3.1.min.js>

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:

- http://survey.g.doubleclick.net/async_survey?site=kv4ic6olrzk6 (5 minutes)
- <http://www.google.com/adsense/domains/caf.js> (60 minutes)

Optimize images

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

[Optimize the following images](#) to reduce their size by 11.5KiB (18% reduction).

- Compressing <http://pagead2.googlesyndication.com/pagead/imgad?id=CICAgKDL-uSylxCsAhj6ATII111L6zn-qmw> could save 9KiB (16% reduction).
- Compressing <http://ak2.imgaft.com/images/NoOrdSearch2.jpg> could save 1.5KiB (30% reduction).
- Compressing http://ak2.imgaft.com/images/hr_shade.jpg could save 986B (47% reduction).



6 Passed Rules

Desktop

Avoid landing page redirects

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

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](#).