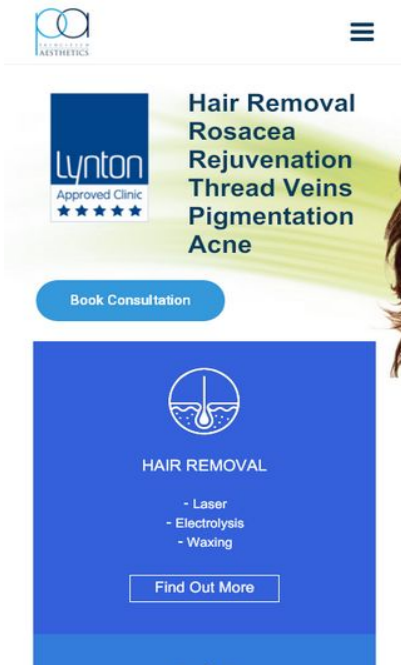


PageSpeed Insights

Mobile



49 / 100 Speed

Should Fix:

Avoid landing page redirects

Your page has 2 redirects. Redirects introduce additional delays before the page can be loaded.

[Avoid landing page redirects](#) for the following chain of redirected URLs.

- <http://principledaesthetics.co.uk/>
- <https://principledaesthetics.co.uk/>
- <https://www.principledaesthetics.co.uk/>

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

Mobile

Your page has 5 blocking script resources and 6 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://www.principledaesthetics.co.uk/wp-content/cache/minify/eff97.js>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/0fef6.js>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/a35d5.js>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/f9373.js>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/af793.js>

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

- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/8bb9e.css>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/6ddee.css>
- <https://fonts.googleapis.com/css?family=Roboto%3A400%2C300italic%2C300%2C400italic%2C500%2C500italic%2C700%2C700italic%26subset%3Dlatin%2Clatin-ext&ver=1.0.0>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/e2d5d.css>
- <https://fonts.googleapis.com/css?family=Open+Sans:400%7CFredoka+One:400>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/7ea5c.css>

Optimize images

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

[Optimize the following images](#) to reduce their size by 238KiB (38% reduction).

- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/03/miradry-home-banner.jpg> could save 37.7KiB (39% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/06/minor-surgical-treatments-wirral.jpg> could save 36.2KiB (47% reduction).

Mobile

- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/06/home-about-us.jpg> could save 33.9KiB (39% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/03/home-lynton-laser-banner.jpg> could save 24.5KiB (37% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/05/STEPHANIE-GALLARD.jpg> could save 20.2KiB (38% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/05/DIP-HALDER.jpg> could save 20.1KiB (38% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/05/LESLEY-HODGSON.jpg> could save 19.1KiB (39% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/06/waxing-home.jpg> could save 9.4KiB (38% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/Micro-dermabrasion.jpg> could save 7.9KiB (37% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/06/botox-home.jpg> could save 7.8KiB (35% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/06/dermapen-home.jpg> could save 6.3KiB (33% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/06/minor-surgery-home.jpg> could save 6.2KiB (34% reduction).
- Compressing <https://79.170.40.237/principledaesthetics-dev.co.uk/wp-content/uploads/2019/03/miradry-logo.png> could save 2.2KiB (14% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/patient-first.jpg> could save 1.3KiB (41% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/trained-staff.jpg> could save 1.2KiB (41% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/icon-laser-treatments-100x100.png> could save 1KiB (17% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/state-of-the-art.jpg> could save 955B (40% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/icon-none-surgical-100x100.png> could save 935B (15% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/safe-environment.jpg> could save 921B (39% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/icon-soap-100x100.png> could save 303B (15% reduction).

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://79.170.40.237/principledaesthetics-dev.co.uk/wp-content/uploads/2019/03/lynton-approved-clinic.png> (expiration not specified)
- <https://79.170.40.237/principledaesthetics-dev.co.uk/wp-content/uploads/2019/03/miradry-logo.png> (expiration not specified)
- <https://www.google.com/recaptcha/api.js?render=6Lch4bYUAAAAAHsvx0fo4fhGUm6CsT8wK7PPbNDs&ver=3.0> (5 minutes)

Reduce server response time

In our test, your server responded in 0.49 seconds.

There are many factors that can slow down your server response time. [Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.

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

Mobile

indicates that additional resources, loaded after HTML parsing, were required to render above-the-fold content. [Prioritize visible content](#) that is needed for rendering above-the-fold by including it directly in the HTML response.

- Only about 22% 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:12



4 Passed Rules

Enable compression

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

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](#).

99 / 100 User Experience



Consider Fixing:

Size tap targets appropriately

Mobile

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 `<form class="wpcf7-form">Your Name (req...privacy policy</form>` is close to 1 other tap targets.
- The tap target `<label>Please tick to...privacy policy</label>` is close to 2 other tap targets.
- The tap target `` is close to 2 other tap targets.
- The tap target `` is close to 1 other tap targets.
- The tap target `` is close to 1 other tap targets.



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

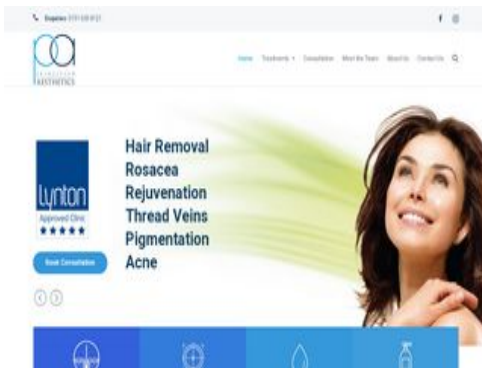
The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).

Use legible font sizes

Mobile

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

Desktop



71 / 100 Speed

Should Fix:

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

Your page has 5 blocking script resources and 6 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://www.principledaesthetics.co.uk/wp-content/cache/minify/eff97.js>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/0fef6.js>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/a35d5.js>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/f9373.js>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/af793.js>

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

Desktop

- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/8bb9e.css>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/6ddee.css>
- <https://fonts.googleapis.com/css?family=Roboto%3A400%2C300italic%2C300%2C400italic%2C500%2C500italic%2C700%2C700italic%26subset%3Dlatin%2Clatin-ext&ver=1.0.0>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/e2d5d.css>
- <https://fonts.googleapis.com/css?family=Open+Sans:400%7CFredoka+One:400>
- <https://www.principledaesthetics.co.uk/wp-content/cache/minify/7ea5c.css>

Optimize images

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

[Optimize the following images](#) to reduce their size by 140.9KiB (38% reduction).

- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/03/miradry-home-banner.jpg> could save 37.7KiB (39% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/06/minor-surgical-treatments-wirral.jpg> could save 36.2KiB (47% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/06/home-about-us.jpg> could save 33.9KiB (39% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/03/home-lynton-laser-banner.jpg> could save 24.5KiB (37% reduction).
- Compressing <https://79.170.40.237/principledaesthetics-dev.co.uk/wp-content/uploads/2019/03/miradry-logo.png> could save 2.2KiB (14% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/patient-first.jpg> could save 1.3KiB (41% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/trained-staff.jpg> could save 1.2KiB (41% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/icon-laser-treatments-100x100.png> could save 1KiB (17% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/state-of-the-art.jpg> could save 955B (40% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/icon-none-surgical-100x100.png> could save 935B (15% reduction).

Desktop

- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/safe-environment.jpg> could save 921B (39% reduction).
- Compressing <https://www.principledaesthetics.co.uk/wp-content/uploads/2019/04/icon-soap-100x100.png> could save 303B (15% reduction).



Consider Fixing:

Avoid landing page redirects

Your page has 2 redirects. Redirects introduce additional delays before the page can be loaded.

[Avoid landing page redirects](#) for the following chain of redirected URLs.

- <http://principledaesthetics.co.uk/>
- <https://principledaesthetics.co.uk/>
- <https://www.principledaesthetics.co.uk/>

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://79.170.40.237/principledaesthetics-dev.co.uk/wp-content/uploads/2019/03/lynton-approved-clinic.png> (expiration not specified)
- <https://79.170.40.237/principledaesthetics-dev.co.uk/wp-content/uploads/2019/03/miradry-logo.png> (expiration not specified)
- <https://www.google.com/recaptcha/api.js?render=6Lch4bYUAAAAAHsvx0fo4fhGUm6CsT8wK7PPbNDs&ver=3.0> (5 minutes)

Reduce server response time

In our test, your server responded in 0.45 seconds.

There are many factors that can slow down your server response time. [Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.

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

- Only about 6% 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:12](#)



4 Passed Rules

Enable compression

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

Minify CSS

Desktop

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](#).