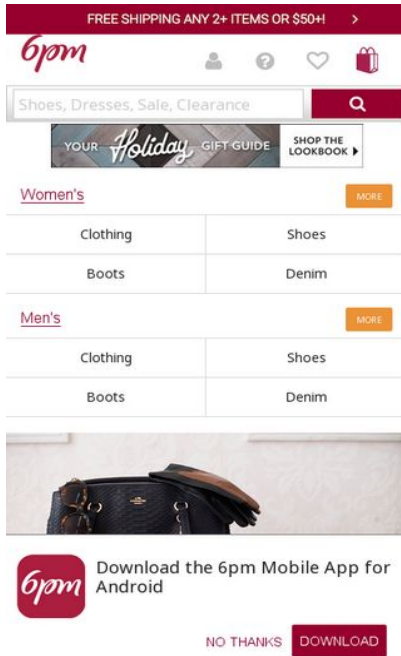


# PageSpeed Insights

## Mobile



59 / 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://6pm.com/>
- <http://www.6pm.com/>
- <http://m.6pm.com/>

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

## Mobile

Your page has 1 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://marty-assets-zycada.zappos.com.speedroute.net/app.1bc8f9fbff81e10ed93e453ba10cece8.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:

- <http://www.google-analytics.com/analytics.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 4.5KiB (30% reduction).

- Compressing [https://images-na.ssl-images-amazon.com/images/G/01/6pm/global/shipping/Shipping-HeaderBanner-2Plus-mobile.\\_V275636488\\_.png](https://images-na.ssl-images-amazon.com/images/G/01/6pm/global/shipping/Shipping-HeaderBanner-2Plus-mobile._V275636488_.png) could save 3.9KiB (33% reduction).
- Compressing [https://images-na.ssl-images-amazon.com/images/G/01/6pm/promos/161111/Skechers\\_logo.\\_V525776851\\_.jpg](https://images-na.ssl-images-amazon.com/images/G/01/6pm/promos/161111/Skechers_logo._V525776851_.jpg) could save 551B (16% reduction).

 5 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](#).

### 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

## Mobile

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 `<button class="hLIUg mdl-button">No Thanks</button>` is close to 2 other tap targets final.
- The tap target `<a href="https://play.g...id.sixpmFlavor" class="_3f9Fh mdl-button">Download</a>` is close to 2 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](#).

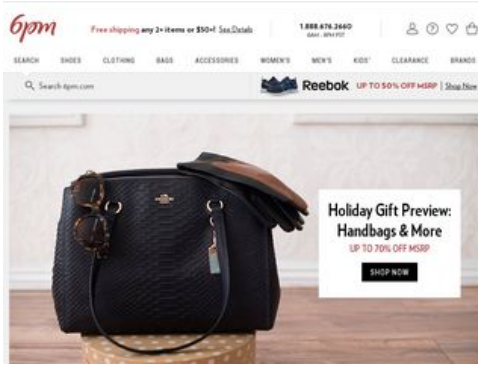
#### Size content to viewport

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



74 / 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 142KiB (71% reduction).

- Compressing and resizing [https://images-na.ssl-images-amazon.com/images/G/01/6pm/promos/161111/Skechers.\\_V525776214\\_.jpg](https://images-na.ssl-images-amazon.com/images/G/01/6pm/promos/161111/Skechers._V525776214_.jpg) could save 54.1KiB (79% reduction).
- Compressing and resizing [https://images-na.ssl-images-amazon.com/images/G/01/6pm/promos/161111/Casual\\_Boots.\\_V525776214\\_.jpg](https://images-na.ssl-images-amazon.com/images/G/01/6pm/promos/161111/Casual_Boots._V525776214_.jpg) could save 47.8KiB (78% reduction).
- Compressing and resizing [https://images-na.ssl-images-amazon.com/images/G/01/6pm/promos/161111/Street\\_Wear.\\_V525776214\\_.jpg](https://images-na.ssl-images-amazon.com/images/G/01/6pm/promos/161111/Street_Wear._V525776214_.jpg) could save 34.6KiB (79% reduction).
- Compressing [https://images-na.ssl-images-amazon.com/images/S/fezbucket/ZapposFrontendGlobalAssets/6pm-refresh/images/icons-sprite-1x-5ead58f9.\\_TTW\\_.png](https://images-na.ssl-images-amazon.com/images/S/fezbucket/ZapposFrontendGlobalAssets/6pm-refresh/images/icons-sprite-1x-5ead58f9._TTW_.png) could save 5.1KiB (23% reduction).
- Compressing [https://images-na.ssl-images-amazon.com/images/G/01/6pm/promos/161111/Skechers\\_logo.\\_V525776851\\_.jpg](https://images-na.ssl-images-amazon.com/images/G/01/6pm/promos/161111/Skechers_logo._V525776851_.jpg) could save 551B (16% reduction).

! Consider Fixing:

### 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 8KiB (56% reduction).

- Compressing <http://d169bbxks24g2u.cloudfront.net/6pm.html?pageType=home> could save 8KiB (56% reduction).

### 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://s.btstatic.com/tag.js> (15 minutes)
- <http://www.google-analytics.com/analytics.js> (2 hours)

### 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 2KiB (12% reduction).

- Minifying <http://www.6pm.com/> could save 2KiB (12% reduction) after compression.

# Desktop

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

Your page has 1 blocking script resources and 1 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:](#)

- <http://www.6pm.com/karakoram/js/main.b06f9e7.js>

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

- [https://images-na.ssl-images-amazon.com/images/S/fezbucket/ZapposFrontendGlobalAssets/6pm-refresh/styles/bundles/main-89f902e3.\\_TTW\\_.css](https://images-na.ssl-images-amazon.com/images/S/fezbucket/ZapposFrontendGlobalAssets/6pm-refresh/styles/bundles/main-89f902e3._TTW_.css)



4 Passed Rules

## Avoid landing page redirects

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

## Minify CSS

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

## Minify JavaScript

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

## Prioritize visible content

## Desktop

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