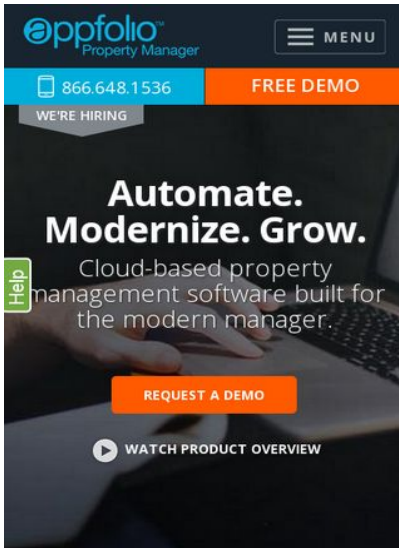# PageSpeed Insights

Mobile

Built For The Modern

46 / 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://ad.sxp.smartclip.net/img/trpx.gif (expiration not specified)

- https://app-abk.marketo.com/js/forms2/css/forms2-theme-plain.css (expiration not specified)

- https://app-abk.marketo.com/js/forms2/css/forms2.css (expiration not specified)

- https://app-abk.marketo.com/js/forms2/js/forms2.min.js (expiration not specified)

- https://app-abk.marketo.com/js/forms2/polyfills/inputmask/inputmask.js (expiration not specified)

- https://cdn.bizible.com/scripts/bizible.js (expiration not specified)

Mobile

- https://dhvu905wjl8ow.cloudfront.net/apm/assets/benefits_skyline_767x644.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/benefits_sprite.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/features_accounting.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/features_leasing.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/features_maintenance.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/features_marketing.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/features_owners.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/happy_Gelt.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/happy_conferenceVid.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/happy_howardMgmt.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_01_sm.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_02_sm.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_03_sm.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_04_sm.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/jobs_module.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_bethebest.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_mobiletraffic.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_paychecks.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_resources_book.jpg

Mobile

(expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/map_and_pin.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/news_logos.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/news_module.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/play-btn.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/portfolio/carousel-left.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/portfolio/carousel-right.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/pricing_1_25.png (expiration not specified)

- https://js.adsrvr.org/universal_pixel.1.1.1.js (expiration not specified)

- https://js.adsrvr.org/up_loader.1.1.0.js (expiration not specified)

- https://learn.appfolio.com/apm/assets/apm_portfolio_image_sprite.png (expiration not specified)

- https://learn.appfolio.com/apm/lp/_source/javascripts/marketo_param_tracking.js (expiration not specified)

- https://load.s3.amazonaws.com/pixel.gif (expiration not specified)

- https://munchkin.marketo.net/munchkin-beta.js (expiration not specified)

- https://src.litix.io/core/2/mux.js (expiration not specified)

- https://www.appfolio.com/images/home/home-hero-play-btn.png (expiration not specified)

- https://www.appfolio.com/images/home/trustpilot_check.png (expiration not specified)

- https://www.appfolio.com/images/home/trustpilot_stars.png (expiration not specified)

- https://www.appfolio.com/images/html/apm-logo-v2.png (expiration not specified)

- https://www.appfolio.com/images/html/apm-mobile-nav2-logo.png (expiration not specified)

- https://www.appfolio.com/images/html/apm-mobile-nav2-menu.png (expiration not specified)

- https://www.appfolio.com/images/html/icon-mobile-device.png (expiration not specified)

- https://www.appfolio.com/images/html/menu-slidein-shadow-v2.png (expiration not specified)

Mobile

- https://www.appfolio.com/images/html/sprite_social.png (expiration not specified)

- https://www.appfolio.com/images/icons/search.gif (expiration not specified)

- https://www.appfolio.com/images/icons/search.png (expiration not specified)

- https://www.appfolio.com/images/sprite/footer_sprite.png (expiration not specified)

- https://www.appfolio.com/images/trial/devices.png (expiration not specified)

- https://www.appfolio.com/javascripts/enquire.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/enquire_1498.js (expiration not specified)

- https://www.appfolio.com/javascripts/enquire_forms.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/foundation-6.2.3/vendor/foundation.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/foundation/jquery.foundation.reveal.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/foundation/modernizr.foundation.js (expiration not specified)

- https://www.appfolio.com/javascripts/home-next-webinar.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/home.js (expiration not specified)

- https://www.appfolio.com/javascripts/jquery.xml2json.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/jquery.zclip.js (expiration not specified)

- https://www.appfolio.com/javascripts/main-v2.js (expiration not specified)

- https://www.appfolio.com/javascripts/menu-slidein-v2.js (expiration not specified)

- https://www.appfolio.com/javascripts/persistent.header.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/querystring-0.9.0.js (expiration not specified)

- https://www.appfolio.com/stylesheets/foundation-6.2.3/app.css (expiration not specified)

- https://www.appfolio.com/stylesheets/foundation-6.2.3/foundation.css (expiration not specified)

- https://www.appfolio.com/stylesheets/home.min.css (expiration not specified)

- https://www.appfolio.com/stylesheets/home_d.min.css (expiration not specified)

- https://www.appfolio.com/stylesheets/home_t.min.css (expiration not specified)

- https://www.appfolio.com/stylesheets/menu-slidein-v2.css (expiration not specified)

- https://www.appfolio.com/stylesheets/menu-slidein.min.css (expiration not specified)

Mobile

- https://www.appfolio.com/stylesheets/menu-v2.css (expiration not specified)

- https://www.appfolio.com/stylesheets/menu.min.css (expiration not specified)

- https://www.appfolio.com/stylesheets/print.min.css (expiration not specified)

- https://www.appfolio.com/stylesheets/status.min.css (expiration not specified)

- https://static.hotjar.com/c/hotjar-126620.js?sv=5 (60 seconds)

- https://commondatastorage.googleapis.com/code.snapengage.com/js/f31700c8-1993-41ac-b1e3-20ddb886bd91.js (2 minutes)

- https://cdn.optimizely.com/js/292281656.js (2.1 minutes)

- https://use.typekit.net/ltc3mwq.js (10 minutes)

- https://www.googletagmanager.com/gtm.js?id=GTM-WMXJVG (15 minutes)

- https://connect.facebook.net/en_US/fbevents.js (20 minutes)

- https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js (20 minutes)

- https://widget.trustpilot.com/trustboxes/53aa8807dec7e10d38f59f32/main.js (20 minutes)

- https://widget.trustpilot.com/trustboxes/53aa8807dec7e10d38f59f32/sprite_star.png (20 minutes)

- https://widget.trustpilot.com/base-data?businessUnitId=547c753e00006400057bddef&locale=en-US (30 minutes)

- https://widget.trustpilot.com/v1/business-units/547c753e00006400057bddef/widgets/53aa8807dec7e10d38f59f32/a? (30 minutes)

- https://fast.wistia.com/assets/external/E-v1.js (60 minutes)

- https://js-agent.newrelic.com/nr-1016.min.js (60 minutes)

- https://js-agent.newrelic.com/nr-686.min.js (60 minutes)

- https://mathid.mathtag.com/d/i.js (60 minutes)

- https://ssl.google-analytics.com/ga.js (2 hours)

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

- https://cdn.bizible.com/BizibleAcct.js?_biz_u=f5ddc625271f4f51caeee5bbf66d8e5d&_biz_h=358185011&cdn_o=a&jsVer=4.16.12.14 (6 hours)

Mobile

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

Your page has 19 blocking script resources and 11 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://use.typekit.net/ltc3mwq.js

- https://cdn.optimizely.com/js/292281656.js

- https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js

- https://code.jquery.com/jquery.min.js

- https://www.appfolio.com/javascripts/foundation/modernizr.foundation.js

- https://www.appfolio.com/javascripts/foundation-6.2.3/vendor/foundation.min.js

- https://www.appfolio.com/javascripts/foundation/jquery.foundation.reveal.min.js

- https://www.appfolio.com/javascripts/jquery.xml2json.min.js

- https://www.appfolio.com/javascripts/menu-slidein-v2.js

- https://www.appfolio.com/javascripts/jquery.zclip.js

- https://www.appfolio.com/javascripts/querystring-0.9.0.js

- https://app-abk.marketo.com/js/forms2/js/forms2.min.js

- https://www.appfolio.com/javascripts/enquire.min.js

- https://www.appfolio.com/javascripts/persistent.header.min.js

- https://www.appfolio.com/javascripts/main-v2.js

- https://www.appfolio.com/javascripts/enquire_forms.min.js

- https://www.appfolio.com/javascripts/enquire.min.js

- https://www.appfolio.com/javascripts/enquire_1498.js

- https://www.appfolio.com/javascripts/home.js

Optimize CSS Delivery of the following:

Mobile

- https://www.appfolio.com/stylesheets/foundation-6.2.3/foundation.css

- https://www.appfolio.com/stylesheets/foundation-6.2.3/app.css

- https://www.appfolio.com/stylesheets/menu-slidein-v2.css

- https://www.appfolio.com/stylesheets/menu-slidein.min.css

- https://www.appfolio.com/stylesheets/menu.min.css

- https://www.appfolio.com/stylesheets/menu-v2.css

- https://www.appfolio.com/stylesheets/status.min.css

- https://www.google.com/cse/style/look/default.css

- https://www.appfolio.com/stylesheets/home.min.css

- https://www.appfolio.com/stylesheets/home_t.min.css

- https://www.appfolio.com/stylesheets/home_d.min.css

⚠ 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 23.3KiB (65% reduction).

- Compressing https://app-abk.marketo.com/index.php/form/getForm?munchkinId=895-CGW-711&form=1133&url=https%3A%2F%2Fwww.appfolio.com%2F&callback=jQuery110204380 4575502872467_1484830128784&_=1484830128785 could save 4.6KiB (73% reduction).

- Compressing https://www.appfolio.com/blog/xml/events.xml could save 4.6KiB (78% reduction).

- Compressing https://js.adsrvr.org/up_loader.1.1.0.js could save 4.3KiB (59% reduction).

- Compressing https://app-abk.marketo.com/index.php/form/getForm?munchkinId=895-CGW-711&form=1498&url=https%3A%2F%2Fwww.appfolio.com%2F&callback=jQuery110204380 4575502872467_1484830128786&_=1484830128787 could save 2.9KiB (68% reduction).

- Compressing https://app-abk.marketo.com/index.php/form/getForm?munchkinId=895-CGW-711&form=1250&url=https%3A%2F%2Fwww.appfolio.com%2F&callback=jQuery110204380

4575502872467_1484830128782&_=1484830128783 could save 2.4KiB (62% reduction).

- Compressing https://learn.appfolio.com/apm/lp/_source/javascripts/marketo_param_tracking.js could save 2KiB (59% reduction).

- Compressing https://pixel.mathtag.com/event/js?01AD=3FYI8aJkqCR1Oss8rkLOHClDdfpHYoJ OIERdJ4XuSGza4fJFITdI4Rg&01RI=B1514A2E7E6A6E9&01NA=na&mt_id=638263&mt_adid= 133235&v1=&v2=&v3=&s1=&s2=&s3=&mm_bnc&mm_bct could save 1.1KiB (56% reduction).

- Compressing https://pixel.mathtag.com/event/js?01AD=3FYI8aJkqCR1Oss8rkLOHClDdfpHYoJ OIERdJ4XuSGza4fJFITdI4Rg&01RI=B1514A2E7E6A6E9&01NA=na&mt_id=638263&mt_adid= 133235&v1=&v2=&v3=&s1=&s2=&s3=&mm_bnc&mm_bct&no_log&mathid_data=%7B%2 2dv1%22%3A%22TW96aWxsYS81LjAgKExpbnV4OyBBbmRyb2lkIDYuMC4xOyBOZXh1cyA1W CBCdWlsZC9NTUIyOVApIEFwcGxlV2ViS2l0LzUzNy4zNiAoS0hUTUwslGxpa2UgR2Vja287IEdvb 2dsZSBQYWdlIFNwZWVkIEluc2lnaHRzKSBDaHJvbWUvMjcuMC4xNDUzlE1vYmlsZSBTYWZhcm kvNTM3LjM2%22%2C%22dv2%22%3A%22OTUwOWYzODI5ZmVlMjhjY2I0YWQxZTdiYjNkN2Y wNWI%3D%22%2C%22dv3%22%3A%22%22%2C%22dv4%22%3A%22NDEyfDczMnw0MTJ8 NzMyfDI0fHw%3D%22%2C%22dv5%22%3A%22QW1lcmljYS9Mb3NfQW5nZWxlcw%3D%3D %22%2C%22dv6%22%3A%22%22%2C%22dv7%22%3A%22MA%3D%3D%22%2C%22dv8% 22%3A%22dHJ1ZXx0cnVlfHRydWU%3D%22%2C%22dv9%22%3A%22fGVuLVVTfA%3D%3D %22%2C%22dv10%22%3A%22TW96aWxsYXxOZXRzY2FwZXxMaW51eCBhcm12OGx8%22% 7D could save 907B (53% reduction).

- Compressing https://js.adsrvr.org/universal_pixel.1.1.1.js could save 550B (55% reduction).

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 3.6KiB (23% reduction).

- Minifying https://www.appfolio.com/stylesheets/foundation-6.2.3/foundation.css could save 3.6KiB (23% 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.

Mobile

[Minify HTML](#) for the following resources to reduce their size by 1.4KiB (60% reduction).

- Minifying https://vars.hotjar.com/rcj-9a8c65a25e627120fda741095c91ae72.html could save 1.4KiB (60% 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 4.5KiB (40% reduction).

- Minifying https://www.appfolio.com/javascripts/jquery.zclip.js could save 1.6KiB (38% reduction) after compression.

- Minifying https://learn.appfolio.com/apm/lp/_source/javascripts/marketo_param_tracking.js could save 1.6KiB (50% reduction).

- Minifying https://app-abk.marketo.com/js/forms2/polyfills/inputmask/inputmask.js could save 763B (29% reduction) after compression.

- Minifying https://www.appfolio.com/javascripts/querystring-0.9.0.js could save 531B (48% reduction) after compression.

Optimize images

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

[Optimize the following images](#) to reduce their size by 88.2KiB (19% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/assets/benefits_skyline_767x644.jpg could save 18.1KiB (24% reduction).

- Compressing https://learn.appfolio.com/apm/assets/apm_portfolio_image_sprite.png could save 9.8KiB (11% reduction).

Mobile

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/happy_conferenceVid.jpg could save 9.7KiB (17% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_03_sm.jpg could save 6.9KiB (14% reduction).

- Compressing https://embedwistia-a.akamaihd.net/deliveries/2a524cd6bd7d9da06f918a7cd92bfe57a928bba6.jpg?image_crop_resized=640x360 could save 6.7KiB (22% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/jobs_module.jpg could save 6KiB (25% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/news_module.jpg could save 5.7KiB (36% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_resources_book.jpg could save 3.3KiB (30% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_mobiletraffic.jpg could save 2.9KiB (21% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/map_and_pin.png could save 2.6KiB (16% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/happy_Gelt.jpg could save 2.3KiB (14% reduction).

- Compressing https://www.appfolio.com/images/sprite/footer_sprite.png could save 1.7KiB (11% reduction).

- Compressing https://www.appfolio.com/images/html/apm-mobile-nav2-logo.png could save 1.5KiB (14% reduction).

- Compressing https://www.appfolio.com/images/html/sprite_social.png could save 1.5KiB (34% reduction).

- Compressing https://www.appfolio.com/images/html/apm-logo-v2.png could save 1.4KiB (13% reduction).

- Compressing https://www.appfolio.com/images/icons/search.gif could save 1.1KiB (70% reduction).

- Compressing https://www.appfolio.com/images/home/home-hero-play-btn.png could save 1.1KiB (33% reduction).

- Compressing https://fast.wistia.com/assets/images/blank.gif could save 1.1KiB (90% reduction).

- Compressing https://www.appfolio.com/images/html/apm-mobile-nav2-menu.png could save 925B (32% reduction).

- Compressing https://www.appfolio.com/images/html/icon-mobile-device.png could save

914B (78% reduction).

- Compressing https://www.appfolio.com/images/html/menu-slidein-shadow-v2.png could save 869B (39% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/portfolio/carousel-left.png could save 868B (50% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/portfolio/carousel-right.png could save 836B (50% reduction).

- Compressing https://www.appfolio.com/images/home/trustpilot_check.png could save 519B (14% reduction).

✔ 3 Passed Rules

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.

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about prioritizing visible content.

98 / 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 `<a href="tel:866-648-1536">866.648.1536</a>` is close to 1 other tap targets final.

- The tap target `<a href="http://www.app...ioinc.com/jobs">WE'RE HIRING</a>` is close to 1 other tap targets final.

- The tap target `<a href="http://www.app...ioinc.com/jobs">WE'RE HIRING</a>` is close to 1 other tap targets final.

- The tap target `<div class="mktoFieldDescr...or mktoFormCol">*First Name:</div>` and 4 others are close to other tap targets.

- The tap target `<label for="FirstName" class="mktoLabel mktoHasWidth">*First Name:</label>` and 4 others are close to other tap targets.

- The tap target `<label for="FirstName" class="mktoLabel mktoHasWidth">*First Name:</label>` and 4 others are close to other tap targets.

- The tap target `<input id="FirstName" type="text" name="FirstName" class="mktoField mkto...h mktoRequired">` and 4 others are close to other tap targets.

- The tap target `<button type="submit" class="mktoButton">></button>` 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](#).

Mobile

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

58 / 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://ad.sxp.smartclip.net/img/trpx.gif (expiration not specified)

- https://app-abk.marketo.com/js/forms2/css/forms2-theme-plain.css (expiration not specified)

- https://app-abk.marketo.com/js/forms2/css/forms2.css (expiration not specified)

Desktop

- https://app-abk.marketo.com/js/forms2/js/forms2.min.js (expiration not specified)

- https://cdn.bizible.com/scripts/bizible.js (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/assets/benefits_skyline_1280x1075.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/assets/icon_lock_white.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/benefits_sprite.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/features_accounting.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/features_leasing.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/features_maintenance.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/features_marketing.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/features_owners.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/happy_Gelt.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/happy_conferenceVid.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/happy_howardMgmt.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_01.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_01_sm.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_02.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_03.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_04.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/jobs_module.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_bethebest.jpg (expiration

Desktop

not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_mobiletraffic.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_paychecks.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_resources_book.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/map_and_pin.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/news_logos.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/news_module.jpg (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/home/play-btn.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/portfolio/carousel-left.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/portfolio/carousel-right.png (expiration not specified)

- https://dhvu905wjl8ow.cloudfront.net/apm/images/pricing_1_25.png (expiration not specified)

- https://js.adsrvr.org/universal_pixel.1.1.1.js (expiration not specified)

- https://js.adsrvr.org/up_loader.1.1.0.js (expiration not specified)

- https://learn.appfolio.com/apm/assets/apm_portfolio_image_sprite.png (expiration not specified)

- https://learn.appfolio.com/apm/lp/_source/javascripts/marketo_param_tracking.js (expiration not specified)

- https://load.s3.amazonaws.com/pixel.gif (expiration not specified)

- https://munchkin.marketo.net/munchkin-beta.js (expiration not specified)

- https://src.litix.io/core/2/mux.js (expiration not specified)

- https://www.appfolio.com/images/home/home-hero-play-btn.png (expiration not specified)

- https://www.appfolio.com/images/home/trustpilot_check.png (expiration not specified)

- https://www.appfolio.com/images/home/trustpilot_stars.png (expiration not specified)

- https://www.appfolio.com/images/html/apm-logo-v2.png (expiration not specified)

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- https://www.appfolio.com/images/html/apm-mobile-nav2-logo.png (expiration not specified)

- https://www.appfolio.com/images/html/apm-mobile-nav2-menu.png (expiration not specified)

- https://www.appfolio.com/images/html/sprite_social.png (expiration not specified)

- https://www.appfolio.com/images/icons/search.gif (expiration not specified)

- https://www.appfolio.com/images/icons/search.png (expiration not specified)

- https://www.appfolio.com/images/sprite/footer_sprite.png (expiration not specified)

- https://www.appfolio.com/images/trial/devices.png (expiration not specified)

- https://www.appfolio.com/javascripts/enquire.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/enquire_1498.js (expiration not specified)

- https://www.appfolio.com/javascripts/enquire_forms.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/foundation-6.2.3/vendor/foundation.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/foundation/jquery.foundation.reveal.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/foundation/modernizr.foundation.js (expiration not specified)

- https://www.appfolio.com/javascripts/home-next-webinar.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/home.js (expiration not specified)

- https://www.appfolio.com/javascripts/jquery.xml2json.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/jquery.zclip.js (expiration not specified)

- https://www.appfolio.com/javascripts/main-v2.js (expiration not specified)

- https://www.appfolio.com/javascripts/menu-slidein-v2.js (expiration not specified)

- https://www.appfolio.com/javascripts/persistent.header.min.js (expiration not specified)

- https://www.appfolio.com/javascripts/querystring-0.9.0.js (expiration not specified)

- https://www.appfolio.com/stylesheets/foundation-6.2.3/app.css (expiration not specified)

- https://www.appfolio.com/stylesheets/foundation-6.2.3/foundation.css (expiration not specified)

- https://www.appfolio.com/stylesheets/home.min.css (expiration not specified)

- https://www.appfolio.com/stylesheets/home_d.min.css (expiration not specified)

- https://www.appfolio.com/stylesheets/home_t.min.css (expiration not specified)

Desktop

- https://www.appfolio.com/stylesheets/menu-slidein-v2.css (expiration not specified)

- https://www.appfolio.com/stylesheets/menu-slidein.min.css (expiration not specified)

- https://www.appfolio.com/stylesheets/menu-v2.css (expiration not specified)

- https://www.appfolio.com/stylesheets/menu.min.css (expiration not specified)

- https://www.appfolio.com/stylesheets/print.min.css (expiration not specified)

- https://www.appfolio.com/stylesheets/status.min.css (expiration not specified)

- https://static.hotjar.com/c/hotjar-126620.js?sv=5 (60 seconds)

- https://commondatastorage.googleapis.com/code.snapengage.com/js/f31700c8-1993-41ac-b1e3-20ddb886bd91.js (2 minutes)

- https://cdn.optimizely.com/js/292281656.js (2.1 minutes)

- https://use.typekit.net/ltc3mwq.js (10 minutes)

- https://www.snapengage.com/img/s.gif (10 minutes)

- https://www.googletagmanager.com/gtm.js?id=GTM-WMXJVG (15 minutes)

- https://connect.facebook.net/en_US/fbevents.js (20 minutes)

- https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js (20 minutes)

- https://widget.trustpilot.com/trustboxes/53aa8807dec7e10d38f59f32/main.js (20 minutes)

- https://widget.trustpilot.com/trustboxes/53aa8807dec7e10d38f59f32/sprite_star.png (20 minutes)

- https://widget.trustpilot.com/base-data?businessUnitId=547c753e00006400057bddef&locale=en-US (30 minutes)

- https://widget.trustpilot.com/v1/business-units/547c753e00006400057bddef/widgets/53aa8807dec7e10d38f59f32/a? (30 minutes)

- https://fast.wistia.com/assets/external/E-v1.js (60 minutes)

- https://js-agent.newrelic.com/nr-1016.min.js (60 minutes)

- https://js-agent.newrelic.com/nr-686.min.js (60 minutes)

- https://mathid.mathtag.com/d/i.js (60 minutes)

- https://ssl.google-analytics.com/ga.js (2 hours)

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

- https://cdn.bizible.com/BizibleAcct.js?_biz_u=cccf4e1b10504b1cd166f5330eae0a50&_biz_h=631974370&cdn_o=a&jsVer=4.16.12.14 (6 hours)

Desktop

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

Your page has 19 blocking script resources and 11 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://use.typekit.net/ltc3mwq.js

- https://cdn.optimizely.com/js/292281656.js

- https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js

- https://code.jquery.com/jquery.min.js

- https://www.appfolio.com/javascripts/foundation/modernizr.foundation.js

- https://www.appfolio.com/javascripts/foundation-6.2.3/vendor/foundation.min.js

- https://www.appfolio.com/javascripts/foundation/jquery.foundation.reveal.min.js

- https://www.appfolio.com/javascripts/jquery.xml2json.min.js

- https://www.appfolio.com/javascripts/menu-slidein-v2.js

- https://www.appfolio.com/javascripts/jquery.zclip.js

- https://www.appfolio.com/javascripts/querystring-0.9.0.js

- https://app-abk.marketo.com/js/forms2/js/forms2.min.js

- https://www.appfolio.com/javascripts/enquire.min.js

- https://www.appfolio.com/javascripts/persistent.header.min.js

- https://www.appfolio.com/javascripts/main-v2.js

- https://www.appfolio.com/javascripts/enquire_forms.min.js

- https://www.appfolio.com/javascripts/enquire.min.js

- https://www.appfolio.com/javascripts/enquire_1498.js

- https://www.appfolio.com/javascripts/home.js

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of the following:

- https://www.appfolio.com/stylesheets/foundation-6.2.3/foundation.css

- https://www.appfolio.com/stylesheets/foundation-6.2.3/app.css

- https://www.appfolio.com/stylesheets/menu-slidein-v2.css

- https://www.appfolio.com/stylesheets/menu-slidein.min.css

- https://www.appfolio.com/stylesheets/menu.min.css

- https://www.appfolio.com/stylesheets/menu-v2.css

- https://www.appfolio.com/stylesheets/status.min.css

- https://www.google.com/cse/style/look/default.css

- https://www.appfolio.com/stylesheets/home.min.css

- https://www.appfolio.com/stylesheets/home_t.min.css

- https://www.appfolio.com/stylesheets/home_d.min.css

Optimize images

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

Optimize the following images to reduce their size by 140.5KiB (18% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/assets/benefits_skyline_1280x1075.jpg could save 41.6KiB (24% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_02.jpg could save 17.4KiB (16% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_03.jpg could save 12.8KiB (12% reduction).

- Compressing https://learn.appfolio.com/apm/assets/apm_portfolio_image_sprite.png could save 9.8KiB (11% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/happy_conferenceVid.jpg could save 9.7KiB (17% reduction).

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- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/hero/hp_hero_apm_01.jpg could save 7.4KiB (12% reduction).

- Compressing https://embedwistia-a.akamaihd.net/deliveries/2a524cd6bd7d9da06f918a7cd92bfe57a928bba6.jpg?image_crop_resized=640x360 could save 6.7KiB (22% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/jobs_module.jpg could save 6KiB (25% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/news_module.jpg could save 5.7KiB (36% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_resources_book.jpg could save 3.3KiB (30% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/learning_mobiletraffic.jpg could save 2.9KiB (21% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/map_and_pin.png could save 2.6KiB (16% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/home/happy_Gelt.jpg could save 2.3KiB (14% reduction).

- Compressing https://www.appfolio.com/images/sprite/footer_sprite.png could save 1.7KiB (11% reduction).

- Compressing https://www.appfolio.com/images/html/apm-mobile-nav2-logo.png could save 1.5KiB (14% reduction).

- Compressing https://www.appfolio.com/images/html/sprite_social.png could save 1.5KiB (34% reduction).

- Compressing https://www.appfolio.com/images/html/apm-logo-v2.png could save 1.4KiB (13% reduction).

- Compressing https://www.appfolio.com/images/icons/search.gif could save 1.1KiB (70% reduction).

- Compressing https://www.appfolio.com/images/home/home-hero-play-btn.png could save 1.1KiB (33% reduction).

- Compressing https://www.appfolio.com/images/html/apm-mobile-nav2-menu.png could save 925B (32% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/portfolio/carousel-left.png could save 868B (50% reduction).

- Compressing https://dhvu905wjl8ow.cloudfront.net/apm/images/portfolio/carousel-right.png could save 836B (50% reduction).

- Compressing https://storage.googleapis.com/code.snapengage.com/wbg/blank.gif could

Desktop

save 739B (91% reduction).

- Compressing https://www.appfolio.com/images/home/trustpilot_check.png could save 519B (14% 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 23.3KiB (65% reduction).

- Compressing https://app-abk.marketo.com/index.php/form/getForm?munchkinId=895-CGW-711&form=1133&url=https%3A%2F%2Fwww.appfolio.com%2F&callback=jQuery110205742926795501262_1484830141572&_=1484830141573 could save 4.6KiB (73% reduction).

- Compressing https://www.appfolio.com/blog/xml/events.xml could save 4.6KiB (78% reduction).

- Compressing https://js.adsrvr.org/up_loader.1.1.0.js could save 4.3KiB (59% reduction).

- Compressing https://app-abk.marketo.com/index.php/form/getForm?munchkinId=895-CGW-711&form=1498&url=https%3A%2F%2Fwww.appfolio.com%2F&callback=jQuery110205742926795501262_1484830141574&_=1484830141575 could save 2.9KiB (68% reduction).

- Compressing https://app-abk.marketo.com/index.php/form/getForm?munchkinId=895-CGW-711&form=1250&url=https%3A%2F%2Fwww.appfolio.com%2F&callback=jQuery110205742926795501262_1484830141570&_=1484830141571 could save 2.4KiB (62% reduction).

- Compressing https://learn.appfolio.com/apm/lp/_source/javascripts/marketo_param_tracking.js could save 2KiB (59% reduction).

- Compressing https://pixel.mathtag.com/event/js?01AD=3t0FPb2vZiERwGVAiKEBKOO7ZGydE3P0d4sm7HBva0E0OYA4DnaFj1w&01RI=74FEAF01B28398C&01NA=na&mt_id=638263&mt_adid=133235&v1=&v2=&v3=&s1=&s2=&s3=&mm_bnc&mm_bct could save 1.1KiB (56% reduction).

- Compressing https://pixel.mathtag.com/event/js?01AD=3t0FPb2vZiERwGVAiKEBKOO7ZGydE3P0d4sm7HBva0E0OYA4DnaFj1w&01RI=74FEAF01B28398C&01NA=na&mt_id=638263&mt_adid=133235&v1=&v2=&v3=&s1=&s2=&s3=&mm_bnc&mm_bct&no_log&mathid_data=%7B%22dv1%22%3A%22TW96aWxsYS81LjAgKFgxMTsgTGludXggeDg2XzY0KSBBcHBsZVdlYktpdC81MzcuMzYgKEtIVE1MLCBsaWtlIEdlY2tvOyBHb29nbGUgUGFnZSBTcGVlZCBJbnNpZ2h0cykgQ2hyb21lLzI3LjAuMTQ1MyBTYWZhcmkvNTM3LjM2%22%2C%22dv2%22%3A%22OTUwOW

YzODI5ZmVlMjhjY2l0YWQxZTdiYjNkN2YwNWI%3D%22%2C%22dv3%22%3A%22%22%2C%22dv4%22%3A%22MTAyNHw3Njh8MTAyNHw3Njh8MjR8fA%3D%3D%22%2C%22dv5%22%3A%22QW1lcmljYS9Mb3NfQW5nZWxlcw%3D%3D%22%2C%22dv6%22%3A%22%22%2C%22dv7%22%3A%22MA%3D%3D%22%2C%22dv8%22%3A%22dHJ1ZXx0cnVlfHRydWU%3D%22%2C%22dv9%22%3A%22fGVuLVVTfA%3D%3D%22%2C%22dv10%22%3A%22TW96aWxsYXxOZXRzY2FwZXxMaW51eCB4ODZfNjR8%22%7D could save 904B (52% reduction).

- Compressing https://js.adsrvr.org/universal_pixel.1.1.1.js could save 550B (55% reduction).

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 3.6KiB (23% reduction).

- Minifying https://www.appfolio.com/stylesheets/foundation-6.2.3/foundation.css could save 3.6KiB (23% 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 1.4KiB (60% reduction).

- Minifying https://vars.hotjar.com/rcj-9a8c65a25e627120fda741095c91ae72.html could save 1.4KiB (60% reduction) after compression.

Minify JavaScript

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

Desktop

Minify JavaScript for the following resources to reduce their size by 3.8KiB (44% reduction).

- Minifying https://www.appfolio.com/javascripts/jquery.zclip.js could save 1.6KiB (38% reduction) after compression.

- Minifying https://learn.appfolio.com/apm/lp/_source/javascripts/marketo_param_tracking.js could save 1.6KiB (50% reduction).

- Minifying https://www.appfolio.com/javascripts/querystring-0.9.0.js could save 531B (48% reduction) after compression.

✅ 3 Passed Rules

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.

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about prioritizing visible content.