PageSpeed Insights

Mobile

53 / 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 142.6KiB (71% reduction).

- Compressing https://static.tumblr.com/27gzhx7/Z5qorjizb/main-min.js could save 84KiB (66% reduction).

- Compressing https://static.tumblr.com/qexbavb/uw2pxzjxv/main-min.css could save 58.7KiB (80% reduction).

Mobile

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

Your page has 2 blocking script resources and 3 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.tumblr.com/assets/scripts/pre_tumblelog.js?_v=b9f848c06fcba7eaf305d4a7cb7a1b98

- https://assets.tumblr.com/assets/scripts/tumblelog_post_message_queue.js?_v=a8fadfa499d8cb7c3f8eefdf0b1adfdd

[Optimize CSS Delivery]() of the following:

- https://assets.tumblr.com/client/prod/standalone/blog-network-npf/index.build.css?_v=6e121b6530ce38be364bf1089290570b

- https://static.tumblr.com/qexbavb/uw2pxzjxv/main-min.css

- https://assets.tumblr.com/fonts/gibson/stylesheet.css?v=3

Optimize images

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

[Optimize the following images]() to reduce their size by 273.4KiB (35% reduction).

- Compressing https://66.media.tumblr.com/cb9acde64dcebc4724c2506d145ea8da/0314a28f4eb09611-17/s1280x1920/71886babe5637939078d820fa2cb336a2691ff40.png could save 184.6KiB (47% reduction).

- Compressing https://66.media.tumblr.com/edf63a485a2cf7f6756089b7c2ca573c/35b98dc17e8c7c41-87/s1280x1920/0e678d762699921decc46742ea36be379a290bb1.jpg could save 38.4KiB (37% reduction).

- Compressing https://66.media.tumblr.com/979e739a35133032710f1362b87872cd/c09e378623c25620-de/s1280x1920/cc0c36b5e74bcb74cf1496f161e1d7c15890641d.jpg could save 29KiB (15% reduction).

Mobile

- Compressing https://66.media.tumblr.com/80ba1cab117b163d4d823d7dcc46fe29/0a6198af 8a72b4eb-6b/s1280x1920/04ae1ad7670613ddd188f83a2fee30d9186a5490.jpg could save 18.8KiB (25% reduction).

- Compressing https://66.media.tumblr.com/71183abad5e85e67955afc0baf078a0d/036d2746 bf2532a1-6f/s128x128u_c1/ddfddbae32c762df8dd1d008c91f94debfd7ae91.jpg could save 1.3KiB (20% reduction).

- Compressing https://assets.tumblr.com/images/tumblr_android_icn_2x.png?v=6af0d49c3b4b 8bae4e15fe43ee5d602e could save 1.2KiB (66% 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://assets.tumblr.com/delivery/cdn.json (expiration not specified)

- https://static.tumblr.com/27gzhx7/Z5qorjizb/main-min.js (expiration not specified)

- https://static.tumblr.com/qexbavb/uw2pxzjxv/main-min.css (expiration not specified)

- https://consent.cmp.oath.com/cmp3p.js (5 minutes)

- https://consent.cmp.oath.com/cmpStub.min.js (5 minutes)

- https://66.media.tumblr.com/7e9ddd2bd0d205ebbbe676290e90e730/036d2746bf2532a1-ae /s2048x3072_c0,13400,100000,86400/8ce600b940b8058207f250bf6ba0075cf384373f.jpg (60 minutes)

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

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

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 371B (56% reduction).

- Minifying https://assets.tumblr.com/fonts/gibson/stylesheet.css?v=3 could save 371B (56% 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 1.5KiB (26% reduction).

- Minifying https://assets.tumblr.com/analytics.html?_v=f5cf4ddfa3c5301b7df129f74ead90c9 could save 634B (23% reduction) after compression.

- Minifying https://assets.tumblr.com/assets/html/like_iframe.html?_v=66c22ab5319d742bca5762b8d18f9d06 could save 584B (25% reduction) after compression.

- Minifying https://www.tumblr.com/yahoo_cookie_receiver.html?SIG=10vop83vc;x-cookie=620apgcs4n76h&o=3&f=gw could save 291B (37% reduction) after compression.

✔ 4 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](#).

Mobile

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.

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.

Mobile

Use legible font sizes

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

Desktop

54 / 100 Speed

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- https://assets.tumblr.com/fonts/gibson/stylesheet.css?v=3

Optimize images

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

[Optimize the following images](#) to reduce their size by 598.8KiB (57% reduction).

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- Compressing and resizing https://66.media.tumblr.com/979e739a35133032710f1362b87872cd/c09e378623c25620-de/s1280x1920/cc0c36b5e74bcb74cf1496f161e1d7c15890641d.jpg could save 161.8KiB (83% reduction).

- Compressing and resizing https://66.media.tumblr.com/8acc5385bdd4b7267a84f807aa772125/fd33e1e93c45cb93-84/s1280x1920/914d90b7d829acaea54a2429cc87aeb0f16f0fd1.jpg could save 111.4KiB (77% reduction).

- Compressing and resizing https://66.media.tumblr.com/1792322195d05c35a1a9b1cbe52d7d93/11b7685705422281-b1/s1280x1920/7311cc3e42ad3e7aef5cda054d680deb5e9d864b.jpg could save 82KiB (76% reduction).

Desktop

- Compressing https://66.media.tumblr.com/edf63a485a2cf7f6756089b7c2ca573c/35b98dc17
  e8c7c41-87/s1280x1920/0e678d762699921decc46742ea36be379a290bb1.jpg could save
  38.4KiB (37% reduction).

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  bf2532a1-6f/s64x64u_c1/755e3902301da7ea1c58a868b1c740ba52ce31cc.jpg could save
  529B (21% reduction).

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- https://66.media.tumblr.com/7e9ddd2bd0d205ebbbe676290e90e730/036d2746bf2532a1-ae
  /s2048x3072_c0,13400,100000,86400/8ce600b940b8058207f250bf6ba0075cf384373f.jpg
  (60 minutes)

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

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