

PageSpeed Insights

Mobile



Watch [how we can help you](#)

64 / 100 Speed

! Should Fix:

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

Your page has 11 blocking script resources and 2 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://d2aj393r952jgv.cloudfront.net/assets/js/jquery-1.11.3.min.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/proico/manage/imgError.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/modernizr-custom.min.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/services/mobileDetection.js?v=0.2.698>

Mobile

- <https://d2aj393r952jgv.cloudfront.net/assets/js/services/modal.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/proico/general/nav-logged.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/jquery/jquery.mobile.touch.min.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/services/icoFunctions.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/services/icoSliders.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/proico/home/home.js?v=0.2.698>
- <https://www.googleadservices.com/pagead/conversion.js>

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

- <https://d2aj393r952jgv.cloudfront.net/assets/css/proico/general.css?v=0.2.506>
- <https://d2aj393r952jgv.cloudfront.net/assets/css/proico/home.css?v=0.2.506>

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://dna8twue3dlxq.cloudfront.net/js/profitwell.js> (expiration not specified)
- <https://static.hotjar.com/c/hotjar-220302.js?sv=5> (60 seconds)
- <https://js.hs-analytics.net/analytics/1487334600000/456580.js> (5 minutes)
- <https://s.adroll.com/j/roundtrip.js> (5 minutes)
- <https://s.adroll.com/pixel/CDWRZ2TSPFEVXDBMVSUGCP/FMCXMQ5J4RCVVHMNJPN7UH/ZF2QB6JUXNH3NPXYQE4U6U.js> (5 minutes)
- https://static.doubleclick.net/instream/ad_status.js (15 minutes)
- https://connect.facebook.net/en_US/fbevents.js (20 minutes)
- <https://stats.g.doubleclick.net/dc.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 1.4KiB (59% reduction).

- Minifying <https://vars.hotjar.com/rcj-b2c1bce0a548059f409c021a46ea2224.html> could save 1.4KiB (59% 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 1.9KiB (40% reduction).

- Minifying <https://d2aj393r952jgv.cloudfront.net/assets/js/services/modal.js?v=0.2.698> could save 679B (36% reduction) after compression.
- Minifying <https://d2aj393r952jgv.cloudfront.net/assets/js/proico/home/home.js?v=0.2.698> could save 634B (78% reduction) after compression.
- Minifying <https://d2aj393r952jgv.cloudfront.net/assets/js/proico/general/nav-logged.js?v=0.2.698> could save 590B (29% reduction) after compression.

Optimize images

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

Mobile

[Optimize the following images](#) to reduce their size by 42.6KiB (20% reduction).

- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/quotes/indv/bellalovesbeau.jpg> could save 7.8KiB (69% reduction).
- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/cover/iconosquare-home-cover-mobile.jpg?1465286198> could save 4.3KiB (11% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12141999_1059294227448484_1292995810_a.jpg could save 1,006B (31% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12940267_1531826200452408_727562369_a.jpg could save 967B (24% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15276540_225056914564448_5200372536872796160_a.jpg could save 957B (18% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/16465488_172272076597696_788298980407640064_a.jpg could save 948B (24% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12917933_831349237009208_1254734020_a.jpg could save 928B (15% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15056690_1744079422583303_2820946339762798592_a.jpg could save 899B (26% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/16584015_1353798634679579_2622758179150233600_a.jpg could save 883B (17% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15803754_1755392841446417_6503141812599783424_n.jpg could save 881B (21% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12277606_594027574081257_1015364507_a.jpg could save 863B (17% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12356375_423134781216132_972056389_a.jpg could save 846B (23% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/11887181_875980805825994_1681595333_a.jpg could save 844B (36% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/14676665_1316017488448822_8498608761059934208_a.jpg could save 840B (23% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12783254_1058533984205743_187947056_a.jpg could save 830B (15% reduction).
- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/quotes/indv/avisionphotography.jpg> could save 828B (20% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15803317_161268357690459_1878037143813619712_a.jpg could save 825B (21% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/16110266_3249313

Mobile

- 24568195_2808167489207271424_n.jpg could save 819B (18% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12357496_167348673628665_971099270_a.jpg could save 807B (34% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/10471887_691754030862094_662847117_a.jpg could save 797B (21% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12145502_912552568837586_2134516171_a.jpg could save 797B (20% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/928725_1578250419083505_387878987_a.jpg could save 796B (11% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15048016_1690083627971445_8404021615423127552_a.jpg could save 786B (14% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/14574275_745706865577485_7930079035235762176_n.jpg could save 785B (16% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/13597791_261499887553333_1855531912_a.jpg could save 782B (19% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/13734517_499576580237919_484400848_a.jpg could save 782B (26% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/16230084_1792922771033212_1346780746206937088_a.jpg could save 768B (28% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/14677296_322608884784820_6229983236898947072_a.jpg could save 749B (22% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/13561575_1644657682526847_694609762_a.jpg could save 748B (25% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/14597302_1709923969327733_7473372815937241088_a.jpg could save 746B (14% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12783850_234829843526600_1916857238_a.jpg could save 745B (20% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12531072_1560969467535937_984363712_a.jpg could save 744B (27% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/13259124_1630330113957244_1011501073_a.jpg could save 728B (16% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15876920_119520088555568_7940191213611646976_a.jpg could save 718B (16% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15534612_1854288031483099_2600721792876150784_a.jpg could save 713B (14% reduction).
 - Compressing https://scontent.cdninstagram.com/t51.2885-19/11348086_1626563034286976_1600585307_a.jpg could save 650B (11% reduction).

Mobile

- Compressing https://scontent.cdninstagram.com/t51.2885-19/11371057_983333891687510_70028928_a.jpg could save 625B (12% reduction).
- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/quotes/indv/jtealephoto.jpg> could save 602B (15% reduction).
- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/quotes/indv/thedanishgirl.jpg> could save 563B (15% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/11007944_1549404038674994_462488533_a.jpg could save 550B (15% reduction).
- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/quotes/indv/jennbradshaw09.jpg> could save 525B (15% reduction).
- Compressing https://scontent.cdninstagram.com/t51.2885-19/11324485_1613298918919753_130699154_a.jpg could save 525B (17% reduction).

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.

- None of the final above-the-fold content could be rendered even with the full HTML response.



4 Passed Rules

Avoid landing page redirects

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

Enable compression

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

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](#).

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](#).

Mobile

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](#).

Use legible font sizes

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

Desktop



Watch how we can help you

74 / 100 Speed

! Should Fix:

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

Your page has 11 blocking script resources and 2 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://d2aj393r952jgv.cloudfront.net/assets/js/jquery-1.11.3.min.js?v=0.2.698>

Desktop

- <https://d2aj393r952jgv.cloudfront.net/assets/js/proico/manage/imgError.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/modernizr-custom.min.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/services/mobileDetection.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/services/modal.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/proico/general/nav-logged.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/jquery/jquery.mobile.touch.min.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/services/icoFunctions.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/services/icoSliders.js?v=0.2.698>
- <https://d2aj393r952jgv.cloudfront.net/assets/js/proico/home/home.js?v=0.2.698>
- <https://www.googleadservices.com/pagead/conversion.js>

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

- <https://d2aj393r952jgv.cloudfront.net/assets/css/proico/general.css?v=0.2.506>
- <https://d2aj393r952jgv.cloudfront.net/assets/css/proico/home.css?v=0.2.506>

Optimize images

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

[Optimize the following images](#) to reduce their size by 173.6KiB (54% reduction).

- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/cover/iconosquare-home-cover.jpg?1465285956> could save 8.6KiB (11% reduction).
- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/quotes/indv/bellalovesbeau.jpg> could save 7.8KiB (69% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15048254_341667726197017_7575635278585397248_a.jpg could save 7.2KiB (75% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/928725_1578250419083505_387878987_a.jpg could save 5.3KiB (74% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11375151_39213

Desktop

- 2304319140_1291663475_a.jpg could save 5.2KiB (73% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12917933_831349237009208_1254734020_a.jpg could save 4.8KiB (75% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11349194_415270702006968_1318901974_a.jpg could save 4.6KiB (72% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11348086_1626563034286976_1600585307_a.jpg could save 4.5KiB (72% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/10914351_445156875637393_373836994_a.jpg could save 4.4KiB (73% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15276540_225056914564448_5200372536872796160_a.jpg could save 4.1KiB (77% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11371057_983333891687510_70028928_a.jpg could save 4.1KiB (73% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12783254_1058533984205743_187947056_a.jpg could save 4KiB (70% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/16584015_1353798634679579_2622758179150233600_a.jpg could save 3.9KiB (74% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/14597302_1709923969327733_7473372815937241088_a.jpg could save 3.9KiB (73% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15048016_1690083627971445_8404021615423127552_a.jpg could save 3.9KiB (68% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12277606_594027574081257_1015364507_a.jpg could save 3.8KiB (74% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/13259124_1630330113957244_1011501073_a.jpg could save 3.7KiB (80% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/14574275_745706865577485_7930079035235762176_n.jpg could save 3.6KiB (71% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15534612_1854288031483099_2600721792876150784_a.jpg could save 3.5KiB (70% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11820461_878388088917822_530389951_a.jpg could save 3.5KiB (73% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15876920_119520088555568_7940191213611646976_a.jpg could save 3.5KiB (75% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/16110266_324931324568195_2808167489207271424_n.jpg could save 3.4KiB (74% reduction).
 - Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15803754_1755392841446417_6503141812599783424_n.jpg could save 3.3KiB (75% reduction).

Desktop

- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11821654_868104293227415_1438060075_a.jpg could save 3.1KiB (69% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/13597791_261499887553333_1855531912_a.jpg could save 3.1KiB (73% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/16465488_172272076597696_788298980407640064_a.jpg could save 2.9KiB (74% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12145502_912552568837586_2134516171_a.jpg could save 2.9KiB (74% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12783850_234829843526600_1916857238_a.jpg could save 2.8KiB (72% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/1467665_1316017488448822_8498608761059934208_a.jpg could save 2.8KiB (74% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15803317_161268357690459_1878037143813619712_a.jpg could save 2.8KiB (70% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11007944_1549404038674994_462488533_a.jpg could save 2.7KiB (71% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/10471887_691754030862094_662847117_a.jpg could save 2.7KiB (68% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12940267_1531826200452408_727562369_a.jpg could save 2.7KiB (67% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12356375_423134781216132_972056389_a.jpg could save 2.6KiB (69% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/15056690_1744079422583303_2820946339762798592_a.jpg could save 2.5KiB (72% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11909364_1642428652638743_1357054424_a.jpg could save 2.5KiB (68% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/14677296_322608884784820_6229983236898947072_a.jpg could save 2.4KiB (71% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/10979568_354581054727974_1149472880_a.jpg could save 2.4KiB (69% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11326316_1655999431282477_268133498_a.jpg could save 2.3KiB (73% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12141999_1059294227448484_1292995810_a.jpg could save 2.3KiB (69% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/13561575_1644657682526847_694609762_a.jpg could save 2.2KiB (72% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11324485_1613298918919753_130699154_a.jpg could save 2.1KiB (66% reduction).

Desktop

- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/13734517_499576580237919_484400848_a.jpg could save 2.1KiB (68% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/16230084_1792922771033212_1346780746206937088_a.jpg could save 2KiB (72% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12531072_1560969467535937_984363712_a.jpg could save 2KiB (71% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11326283_1596330907289793_184920542_a.jpg could save 1.9KiB (66% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11005192_1415763072053600_44862381_a.jpg could save 1.7KiB (67% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/12357496_167348673628665_971099270_a.jpg could save 1.6KiB (69% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/s150x150/11887181_875980805825994_1681595333_a.jpg could save 1.6KiB (69% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11821110_110528402629986_1242527498_a.jpg could save 1.6KiB (70% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/11381471_959271494118022_463484986_a.jpg could save 1.2KiB (63% reduction).
- Compressing and resizing https://scontent.cdninstagram.com/t51.2885-19/1209673_1485918888334781_634771983_a.jpg could save 1.1KiB (61% reduction).
- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/quotes/indv/avisionphotography.jpg> could save 828B (20% reduction).
- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/quotes/indv/jtealephoto.jpg> could save 602B (15% reduction).
- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/quotes/indv/thedanishgirl.jpg> could save 563B (15% reduction).
- Compressing <https://d2aj393r952jgv.cloudfront.net/assets/img/home/quotes/indv/jennbradshaw09.jpg> could save 525B (15% reduction).

Consider Fixing:

Desktop

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://dna8twue3dlxq.cloudfront.net/js/profitwell.js> (expiration not specified)
- <https://js.hs-analytics.net/analytics/1487334600000/456580.js> (47 seconds)
- <https://static.hotjar.com/c/hotjar-220302.js?sv=5> (60 seconds)
- <https://s.adroll.com/j/roundtrip.js> (5 minutes)
- <https://s.adroll.com/pixel/CDWRZ2TSPFEVXDBMVSUGCP/FMCXMQ5J4RCVVHMJPN7UH/ZF2QB6JUXNH3NPXYQE4U6U.js> (5 minutes)
- https://static.doubleclick.net/instream/ad_status.js (15 minutes)
- https://connect.facebook.net/en_US/fbevents.js (20 minutes)
- <https://stats.g.doubleclick.net/dc.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 1.4KiB (59% reduction).

- Minifying <https://vars.hotjar.com/rcj-b2c1bce0a548059f409c021a46ea2224.html> could save 1.4KiB (59% 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 1.9KiB (40% reduction).

- Minifying <https://d2aj393r952jgv.cloudfront.net/assets/js/services/modal.js?v=0.2.698> could save 679B (36% reduction) after compression.
- Minifying <https://d2aj393r952jgv.cloudfront.net/assets/js/proico/home/home.js?v=0.2.698> could save 634B (78% reduction) after compression.
- Minifying <https://d2aj393r952jgv.cloudfront.net/assets/js/proico/general/nav-logged.js?v=0.2.698> could save 590B (29% reduction) after compression.

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.

- None of the final above-the-fold content could be rendered even with the full HTML response.



4 Passed Rules

Avoid landing page redirects

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

Enable compression

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

Desktop

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](#).