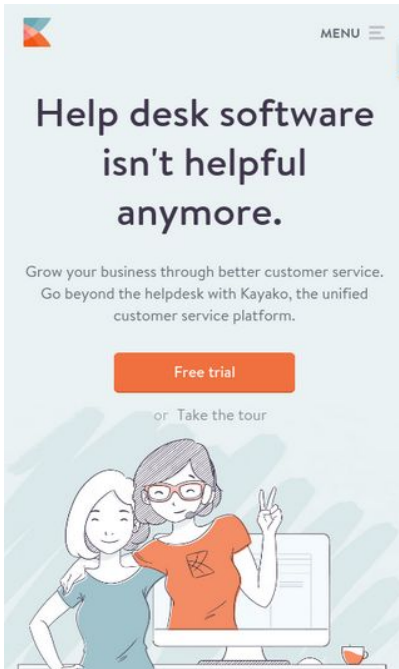


# PageSpeed Insights

## Mobile



81 / 100 Speed

Should Fix:

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

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://www.kayako.com/\\_themes/novo/css/novo.min.css?v=1487319870](https://www.kayako.com/_themes/novo/css/novo.min.css?v=1487319870)

Consider Fixing:

# Mobile

## 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://sumo.com/api/load/> (expiration not specified)
- <https://js.hs-analytics.net/analytics/1487592600000/451005.js> (5 minutes)
- <https://load.sumome.com/> (10 minutes)
- <https://www.googletagmanager.com/gtm.js?id=GTM-59T5TN> (15 minutes)
- <https://s3.amazonaws.com/ki.js/37084/79W.js> (60 minutes)
- <https://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 7.7KiB (23% reduction).

- Compressing <https://www.kayako.com/images/resized/supp-s-w900-h635-q60-m1481616653.jpg> could save 5.2KiB (21% reduction).
- Compressing <https://www.kayako.com/images/team-section/curve-left.png> could save 2KiB (40% reduction).
- Compressing <https://www.kayako.com/images/resized/milnor-20161203130800-s-w144-h144-q100-m1480770480-s-w144-h144-q100-m1481616231.png> could save 565B (18% reduction).



6 Passed Rules

# Mobile

## 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](#).

## 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](#).

**96 / 100** User Experience

 Consider Fixing:

Size content to viewport

## Mobile

The page content is too wide for the viewport, forcing the user to scroll horizontally. [Size the page content to the viewport](#) to provide a better user experience.

The page content is 430 CSS pixels wide, but the viewport is only 412 CSS pixels wide. The following elements fall outside the viewport:

- The element `` falls outside the viewport.

### Size tap targets appropriately

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="/pricing">Pricing</a>` and 2 others are close to other tap targets.
- The tap target `<a href="javascript:void(0);">Sumo</a>` is close to 1 other tap targets final.



3 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

## Use legible font sizes

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

# Desktop



78 / 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 186.1KiB (42% reduction).

- Compressing and resizing <https://www.kayako.com/images/resized/customer-support-manager-pay-rise-s-w900-h635-q60-m1469790284-s-w900-h635-q60-m1481615978.jpg> could save 65.5KiB (87% reduction).
- Compressing and resizing <https://www.kayako.com/images/team-section/sarah-20160816124304.jpg> could save 29.8KiB (35% reduction).
- Compressing and resizing <https://www.kayako.com/images/resized/supp-s-w900-h635-q60-m1481616653.jpg> could save 22KiB (85% reduction).
- Compressing and resizing [https://www.kayako.com/\\_themes/novo/img/homepage/customer-service-screen-3.png](https://www.kayako.com/_themes/novo/img/homepage/customer-service-screen-3.png) could save 12.1KiB (20% reduction).
- Compressing and resizing [https://www.kayako.com/\\_themes/novo/img/homepage/customer-](https://www.kayako.com/_themes/novo/img/homepage/customer-)

## Desktop

service-screen-2.png could save 12.1KiB (20% reduction).

- Compressing and resizing [https://www.kayako.com/\\_themes/novo/img/homepage/customer-service-screen-1.png](https://www.kayako.com/_themes/novo/img/homepage/customer-service-screen-1.png) could save 10.5KiB (17% reduction).
- Compressing and resizing [https://www.kayako.com/\\_themes/novo/img/homepage/ebook-illustration.png](https://www.kayako.com/_themes/novo/img/homepage/ebook-illustration.png) could save 9.7KiB (26% reduction).
- Compressing and resizing [https://www.kayako.com/\\_themes/novo/img/client-logos/list--footer.png](https://www.kayako.com/_themes/novo/img/client-logos/list--footer.png) could save 7.3KiB (92% reduction).
- Compressing and resizing [https://www.kayako.com/\\_themes/novo/img/client-logos/list.png](https://www.kayako.com/_themes/novo/img/client-logos/list.png) could save 7.1KiB (94% reduction).
- Compressing and resizing [https://www.kayako.com/\\_themes/novo/img/kayako-logos/logo-standard.png](https://www.kayako.com/_themes/novo/img/kayako-logos/logo-standard.png) could save 2.4KiB (77% reduction).
- Compressing <https://www.kayako.com/images/team-section/curve-left.png> could save 2KiB (40% reduction).
- Compressing and resizing <https://www.kayako.com/images/resized/milnor-20161203130800-s-w144-h144-q100-m1480770480-s-w144-h144-q100-m1481616231.png> could save 1.7KiB (54% reduction).
- Compressing and resizing <https://www.kayako.com/images/resized/g2-s-w144-h144-q100-m1480770490-s-w144-h144-q100-m1481616233.png> could save 1.6KiB (57% reduction).
- Compressing and resizing <https://www.kayako.com/images/resized/peugeot-20161203130743-s-w144-h144-q100-m1480770463-s-w144-h144-q100-m1481616218.png> could save 1.4KiB (57% reduction).
- Compressing and resizing <https://www.kayako.com/images/resized/toshiba-20161203130751-s-w144-h144-q100-m1480770471-s-w144-h144-q100-m1481616224.png> could save 910B (51% reduction).

## Consider Fixing:

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## Desktop

- <https://js.hs-analytics.net/analytics/1487592600000/451005.js> (4.7 minutes)
- <https://load.sumome.com/> (10 minutes)
- <https://www.googletagmanager.com/gtm.js?id=GTM-59T5TN> (15 minutes)
- <https://s3.amazonaws.com/ki.js/37084/79W.js> (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

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

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6 Passed Rules

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## Desktop

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