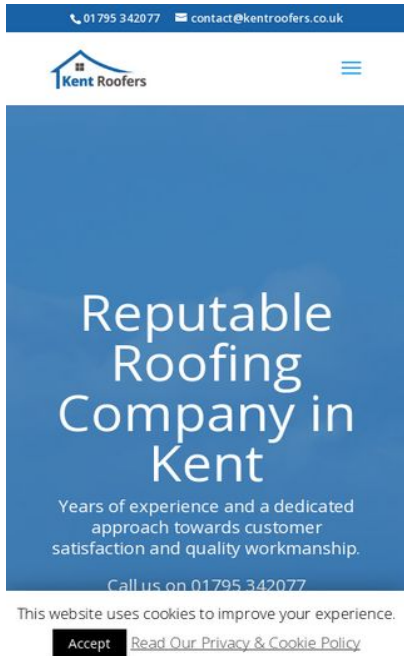


# PageSpeed Insights

Mobile



65 / 100 Speed

 Should Fix:

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

Your page has 5 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://www.kentroofers.co.uk/wp-content/cache/minify/df983.js>
- <https://www.kentroofers.co.uk/wp-content/cache/minify/a6c57.js>
- <https://www.kentroofers.co.uk/wp-content/cache/minify/0fef6.js>
- <https://www.kentroofers.co.uk/wp-content/cache/minify/709d1.js>

## Mobile

- <https://maps.googleapis.com/maps/api/js?v=3&key=AlzaSyCNhGvjAK4rbSV00tri6UZGbjfHBzefDN8&ver=3.19.5>

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

- <https://www.kentroofers.co.uk/wp-content/cache/minify/53542.css>
- <https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800&subset=latin,latin-ext>

### 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://www.kentroofers.co.uk/wp-json/contact-form-7/v1/contact-forms/67/refill> (expiration not specified)
- [https://static.doubleclick.net/instream/ad\\_status.js](https://static.doubleclick.net/instream/ad_status.js) (15 minutes)
- <https://maps.googleapis.com/maps/api/js?v=3&key=AlzaSyCNhGvjAK4rbSV00tri6UZGbjfHBzefDN8&ver=3.19.5> (30 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

#### Reduce server response time

In our test, your server responded in 0.52 seconds.

There are many factors that can slow down your server response time. [Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.

## Optimize images

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

[Optimize the following images](#) to reduce their size by 662B (30% reduction).

- Compressing <https://yt3.ggpht.com/-p9DKaENS7-o/AAAAAAAAAAI/AAAAAAAAAAA/bygy7ftNW1s/s68-c-k-no-mo-rj-c0xffffff/photo.jpg> could save 662B (30% reduction).



## 6 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](#).

### 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](#).

## 91 / 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 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="mailto:contact...troofers.co.uk">contact@kentroofers.co.uk</a>` is close to 2 other tap targets final.
- The tap target `<input type="search" name="s" class="et-search-field">` is close to 1 other tap targets final.
- The tap target `<span class="et_close_search_field">` is close to 2 other tap targets final.
- The tap target `<a href="tel:01795342077" class="et_pb_button e...b_promo_button">Tap to Call</a>` is close to 1 other tap targets final.
- The tap target `<a href="tel:01795342077" class="et_pb_button e...b_promo_button">Tap to Call</a>` is close to 1 other tap targets final.
- The tap target `<a href="/ashford/">Ashford</a>` and 43 others are close to other tap targets.
- The tap target `<a href="https://www.ke...o.uk/about-us/">About Us</a>` and 2 others are close to other tap targets.
- The tap target `<a id="CONSTANT_OPEN_URL" href="https://www.ke...privacy-terms/" class="cli-plugin-main-link">Read Our Priva...Cookie Policy</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



88 / 100 Speed

! 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://www.kentroofers.co.uk/wp-json/contact-form-7/v1/contact-forms/67/refill> (expiration not specified)
- [https://static.doubleclick.net/instream/ad\\_status.js](https://static.doubleclick.net/instream/ad_status.js) (15 minutes)
- <https://maps.googleapis.com/maps/api/js?v=3&key=AlzaSyCNhGvjAK4rbSV00tri6UZGbjfHBzefDN8&ver=3.19.5> (30 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

## Reduce server response time

In our test, your server responded in 0.63 seconds.

There are many factors that can slow down your server response time. [Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.

## 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

## Desktop

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.kentroofers.co.uk/wp-content/cache/minify/53542.css>

## Optimize images

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

[Optimize the following images](#) to reduce their size by 662B (30% reduction).

- Compressing <https://yt3.ggpht.com/-p9DKaENS7-o/AAAAAAAAAAI/AAAAAAAAAAA/bygy7ftNW1s/s68-c-k-no-mo-rj-c0xffffff/photo.jpg> could save 662B (30% reduction).



## 6 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](#).

### Minify CSS

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

### Minify HTML

## Desktop

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](#).