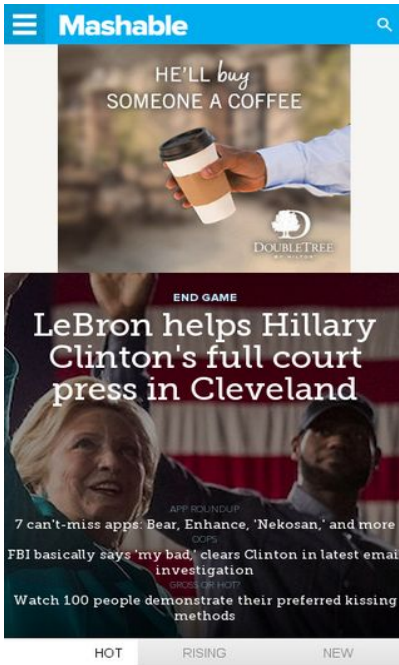


PageSpeed Insights

Mobile



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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:

- <http://cdn.connatix.com/min/connatix.handler.dfp.min.js> (expiration not specified)
- <http://static.adsafeprotected.com/skeleton.js> (expiration not specified)
- <http://cdn.optimizely.com/js/58011369.js> (2.1 minutes)
- <http://content.jwplatform.com/libraries/hrrl7x1B.js> (2.5 minutes)
- <http://assets.pinterest.com/js/pinit.js> (5 minutes)
- http://assets.pinterest.com/js/pinit_main.js?0.5488137109205127 (5 minutes)

Mobile

- <https://z.moatads.com/mashabledisplayinapp406066365067/moatad.js> (10.9 minutes)
- <http://c.vrvm.com/pass/vrv/adtag/vervetag.js> (15 minutes)
- <http://www.googletagservices.com/tag/js/gpt.js> (15 minutes)
- <https://animate.adobe.com/runtime/6.0.0/edge.6.0.0.min.js> (15 minutes)
- <http://js-sec.indexww.com/ht/htw-mashable.js> (20.1 minutes)
- <http://pagead2.googlesyndication.com/pagead/js/lidar.js> (60 minutes)
- <http://pagead2.googlesyndication.com/pagead/osd.js> (60 minutes)
- <http://www.googletagservices.com/dcm/dcmads.js> (60 minutes)
- http://gum.criteo.com/sync?c=2&r=2&j=rp_onCRUserldLoaded (60 minutes)
- <http://ads.rubiconproject.com/header/11738.js> (77.5 minutes)
- <http://stats.g.doubleclick.net/dc.js> (2 hours)
- <http://cdn3.optimizely.com/js/geo2.js> (11.2 hours)

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 269.6KiB (36% reduction).

- Minifying <http://a.amz.mshcdn.com/assets/app-a9d6bb881a48e7c8d990b7bab6256962.js> could save 269.6KiB (36% reduction) after compression.

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

Your page has 4 blocking script resources and 3 blocking CSS resources. This causes a delay in rendering your page.

Mobile

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:](#)

- <http://cdn.optimizely.com/js/58011369.js>
- <http://content.jwplatform.com/libraries/hrrl7x1B.js>
- <http://a.amz.mshcdn.com/assets/advertisement-060f46eaa4b4b7eb4cfc22a60aa890ba.js>
- <http://a.amz.mshcdn.com/assets/app-a9d6bb881a48e7c8d990b7bab6256962.js>

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

- <http://a.amz.mshcdn.com/assets/app-f368f5ff65e2790b2540b7a48d888693.css>
- <https://fonts.googleapis.com/css?family=Share+Tech+Mono>
- <http://a.amz.mshcdn.com/assets/posts-6062332ae2c3755c73f2b49bdfd19f89.css>

Consider Fixing:

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 21.2KiB (25% reduction).

- Minifying <http://a.amz.mshcdn.com/assets/app-f368f5ff65e2790b2540b7a48d888693.css> could save 13.7KiB (25% reduction) after compression.
- Minifying <http://a.amz.mshcdn.com/assets/posts-6062332ae2c3755c73f2b49bdfd19f89.css> could save 7.5KiB (23% 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 18.8KiB (80% reduction).

- Compressing http://a.amz.mshcdn.com/assets/header_logo.v2.us.dark-9f775fba3e1140cab3876dac5399dd28.png could save 15.8KiB (90% reduction).
- Compressing http://a.amz.mshcdn.com/assets/header_logo.v2.us-52e68666fbc19a6f91648a6aec2a4209.png could save 1.7KiB (51% reduction).
- Compressing http://a.amz.mshcdn.com/assets/header_logo_333.v2-588c052153afd91b6be6a4f0e32096df.png could save 1.2KiB (48% 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.

59.4KiB of the HTML response was required to render the above-the-fold content. This requires 3 network round-trips. [Prioritize the above-the-fold content](#) so that it can be rendered with only the first 2 round-trips' worth of HTML.

- Only about 2% of the final above-the-fold content could be rendered with the HTML delivered within 2 round-trips snapshot:9.



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](#).

Mobile

Reduce server response time

Your server responded quickly. Learn more about [server response time optimization](#).

Minify HTML

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

96 / 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 `end game` is close to 1 other tap targets final.
- The tap target `app roundup` and 2 others are close to other tap targets final.
- The tap target `7 can't-miss a...san,' and more` and 3 others are close to other tap targets final.
- The tap target `Watercooler` and 3 others are close to other tap targets.
- The tap target `About Us` and 5 others are close to other tap targets.

4 Passed Rules

Mobile

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



49 / 100 Speed

! Should Fix:

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:

- <http://cdn.connatix.com/min/connatix.handler.dfp.min.js> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/2Open.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/3Open.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/4Open.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/4logo.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/556745a3213a257b070000d1461110831131.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/556745e8213a257b070000161461110841678.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/55674612213a257b0700001c1461110817550.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/556746b9213a257b070000241461111651516.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/5716c1a74b2950511a0003371461111503126.jpg> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/5logo.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/CTA3.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/CTAhover3.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/Open.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/Posterimage.jpg> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/a31461604218169>.

Desktop

- jpg (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/a41461604218169.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/a51461604218169.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/a81461604218169.jpg> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/a91461604218169.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/b11461604218169.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/b31461604218169.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/b41461604218169.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/b51461604218169.jpg> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/b71461604218169.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/b81461604218169.jpg> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/b91461604218169.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/c21461604218169.jpg> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/c51461604218169.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/c71464824596639.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/fullscreen1461110664614.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/logo.png> (expiration not specified)
- <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/tagline0502.png> (expiration not specified)
- <http://publish.responsiveads.com/flowlines/5716c1a74b2950511a000338/rad-fl-5716c1a74b2950511a000338.css> (expiration not specified)

Desktop

- <http://publish.responsiveads.com/libs/external/CSSPlugin.js> (expiration not specified)
- <http://publish.responsiveads.com/libs/external/TimelineLite.js> (expiration not specified)
- <http://publish.responsiveads.com/libs/external/TweenLite.js> (expiration not specified)
- <http://publish.responsiveads.com/libs/radical.r5.min.js> (expiration not specified)
- <http://static.adsafeprotected.com/skeleton.js> (expiration not specified)
- http://mashable.com/stories.json?hot_per_page=2&new_per_page=20&rising_per_page=3&new_after=1C3zHz (27 seconds)
- <http://cdn.optimizely.com/js/58011369.js> (2.1 minutes)
- <http://content.jwplatform.com/libraries/hrri7x1B.js> (2.5 minutes)
- <http://assets.pinterest.com/js/pinit.js> (5 minutes)
- http://assets.pinterest.com/js/pinit_main.js?0.3999600210227072 (5 minutes)
- <http://c.vrvm.com/pass/vrv/adtag/vervetag.js> (15 minutes)
- <http://www.googletagservices.com/tag/js/gpt.js> (15 minutes)
- <https://animate.adobe.com/runtime/6.0.0/edge.6.0.0.min.js> (15 minutes)
- <http://js-sec.indexww.com/ht/htw-mashable.js> (22.3 minutes)
- <https://z.moatads.com/mashabledisplayinapp406066365067/moatad.js> (23.8 minutes)
- <http://pagead2.googlesyndication.com/pagead/js/lidar.js> (60 minutes)
- <http://pagead2.googlesyndication.com/pagead/osd.js> (60 minutes)
- <http://www.googletagservices.com/dcm/dcmads.js> (60 minutes)
- http://gum.criteo.com/sync?c=2&r=2&j=rp_onCRUserldLoaded (60 minutes)
- <http://ads.rubiconproject.com/header/11738.js> (77.4 minutes)
- <http://stats.g.doubleclick.net/dc.js> (2 hours)
- <http://cdn3.optimizely.com/js/geo2.js> (4.5 hours)

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 269.6KiB (36% reduction).

- Minifying <http://a.amz.mshcdn.com/assets/app-a9d6bb881a48e7c8d990b7bab6256962.js> could save 269.6KiB (36% reduction) after compression.

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

Your page has 4 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:](#)

- <http://cdn.optimizely.com/js/58011369.js>
- <http://content.jwplatform.com/libraries/hrrl7x1B.js>
- <http://a.amz.mshcdn.com/assets/advertisement-060f46eaa4b4b7eb4cfc22a60aa890ba.js>
- <http://a.amz.mshcdn.com/assets/app-a9d6bb881a48e7c8d990b7bab6256962.js>

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

- <http://a.amz.mshcdn.com/assets/app-f368f5ff65e2790b2540b7a48d888693.css>
- <https://fonts.googleapis.com/css?family=Share+Tech+Mono>
- <http://a.amz.mshcdn.com/assets/posts-6062332ae2c3755c73f2b49bdfd19f89.css>

Optimize images

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

Desktop

[Optimize the following images](#) to reduce their size by 350.3KiB (24% reduction).

- Compressing http://publish.responsiveads.com/warehouse/video-advanced-test/image_speed_test.jpg?nnn=1478513288043 could save 161.7KiB (14% reduction).
- Compressing and resizing http://i.amz.mshcdn.com/xA7HCHOGvrbad0pfiwGBbhBYFK8=/175x175/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fstory%2Fthumbnail%2F27061%2FScreen_Shot_2016-11-07_at_5.33.26_PM.png could save 44.9KiB (73% reduction).
- Compressing and resizing <http://i.amz.mshcdn.com/oCeUQJNbSEg43XjOmtRzS2pfQPY=/175x175/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fstory%2Fthumbnail%2F27053%2F8906df05cebf409ebc7bf9baf42df25d.png> could save 32.5KiB (69% reduction).
- Compressing and resizing <http://i.amz.mshcdn.com/EPsIGnW9OQRdptOyBu3kw9hkZkg=/175x175/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fstory%2Fthumbnail%2F27065%2F50dfd354d5454f6187c61beb431068ed.png> could save 24.8KiB (69% reduction).
- Compressing http://a.amz.mshcdn.com/assets/header_logo.v2.us.dark-9f775fba3e1140cab3876dac5399dd28.png could save 15.8KiB (90% reduction).
- Compressing and resizing <http://i.amz.mshcdn.com/8fntmA6-922YCJHOVb2vunelBXs=/175x175/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fstory%2Fthumbnail%2F27067%2Ftaj-mahal-smog.png> could save 12.6KiB (64% reduction).
- Compressing and resizing <http://i.amz.mshcdn.com/fZNOI5uTQ-1fJCEPV7-H-ydpnwM=/175x175/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fstory%2Fthumbnail%2F27060%2F769aa5501d214458ac575640ae6ab060.jpg> could save 8KiB (82% reduction).
- Compressing <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/Posterimage.jpg> could save 7KiB (22% reduction).
- Compressing and resizing http://i.amz.mshcdn.com/JX9JSjPa_HgKDK086DRt7b196Bo=/175x175/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fstory%2Fthumbnail%2F27052%2Ftostee.jpg could save 5KiB (75% reduction).
- Compressing and resizing http://i.amz.mshcdn.com/JQFNq4Q8HN81ZNK18L29Z0A_ATI=/175x175/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fstory%2Fthumbnail%2F27016%2Fthe_walking_dead_recap_season_7_episode_3.jpg could save 5KiB (78% reduction).
- Compressing and resizing <http://i.amz.mshcdn.com/99fTqpcseTbxzewEqVjgSt9JM=/175x175/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fstory%2Fthumbnail%2F27050%2Fbears-1.jpg> could save 4.9KiB (75% reduction).
- Compressing <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/tagline0502.png> could save 4.4KiB (39% reduction).
- Compressing and resizing <http://i.amz.mshcdn.com/e53em67k2P6sEPXKSmtjgCvT6nc=/175x>

Desktop

175/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fstory%2Fthumbnail%2F27019%2Fwestworld_recap_season_1_episode_6.jpeg could save 4.4KiB (72% reduction).

- Compressing and resizing <http://i.amz.mshcdn.com/jixNeDCJKAKBOWYFHJWxO2Bit5I=/175x175/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fstory%2Fthumbnail%2F27069%2F4c68fbf682c549dc8241ef01480b9c8f.jpg> could save 2.8KiB (73% reduction).
- Compressing <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/fullscreen1461110664614.png> could save 2.5KiB (30% reduction).
- Compressing <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/2Open.png> could save 2.3KiB (55% reduction).
- Compressing <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/3Open.png> could save 2.3KiB (55% reduction).
- Compressing <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/4Open.png> could save 2.3KiB (55% reduction).
- Compressing <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/Open.png> could save 2.3KiB (55% reduction).
- Compressing and resizing http://a.amz.mshcdn.com/assets/header_logo.v2.us-52e68666fbc19a6f91648a6aec2a4209.png could save 2.1KiB (63% reduction).
- Compressing <http://publish.responsiveads.com/ads/5716c1a74b2950511a000337/img/5716c1a74b2950511a0003371461111503126.jpg> could save 1.5KiB (11% reduction).
- Compressing http://a.amz.mshcdn.com/assets/header_logo_333.v2-588c052153afd91b6be6a4f0e32096df.png could save 1.2KiB (48% reduction).

Consider Fixing:

Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.

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- Minifying <http://a.amz.mshcdn.com/assets/app-f368f5ff65e2790b2540b7a48d888693.css>

Desktop

could save 13.7KiB (25% reduction) after compression.

- Minifying <http://a.amz.mshcdn.com/assets/posts-6062332ae2c3755c73f2b49bdfd19f89.css> could save 7.5KiB (23% 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.

59.4KiB of the HTML response was required to render the above-the-fold content. This requires 3 network round-trips. [Prioritize the above-the-fold content](#) so that it can be rendered with only the first 2 round-trips' worth of HTML.

- Only about 1% of the final above-the-fold content could be rendered with the HTML delivered within 2 round-trips snapshot:9.



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](#).

Desktop

Minify HTML

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