

# PageSpeed Insights

## Mobile



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Should Fix:

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

Your page has 3 blocking script resources and 10 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://mediakynect.co.uk/wp-includes/js/jquery/jquery.js?ver=1.12.4>
- <https://mediakynect.co.uk/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- <https://mediakynect.co.uk/wp-content/plugins/cookie-law-info/public/js/cookie-law-info-public.js?ver=1.7.1>

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

- <https://mediakynect.co.uk/wp-includes/css/dist/block-library/style.min.css?ver=5.0.1>
- <https://mediakynect.co.uk/wp-content/plugins/auto-terms-of-service-and-privacy-policy/css/wpautoterms.css?ver=5.0.1>
- <https://mediakynect.co.uk/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=5.1>
- <https://mediakynect.co.uk/wp-content/plugins/cookie-law-info/public/css/cookie-law-info-public.css?ver=1.7.1>
- <https://mediakynect.co.uk/wp-content/plugins/cookie-law-info/public/css/cookie-law-info-gdpr.css?ver=1.7.1>
- <https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800&subset=latin,latin-ext>
- <https://mediakynect.co.uk/wp-content/themes/Divi-3/style.css?ver=3.0.15>
- <https://mediakynect.co.uk/wp-content/themes/Divi-3/epanel/shortcodes/css/shortcodes.css?ver=3.0.15>
- [https://mediakynect.co.uk/wp-content/themes/Divi-3/epanel/shortcodes/css/shortcodes\\_responsive.css?ver=3.0.15](https://mediakynect.co.uk/wp-content/themes/Divi-3/epanel/shortcodes/css/shortcodes_responsive.css?ver=3.0.15)
- [https://mediakynect.co.uk/wp-content/themes/Divi-3/includes/builder/styles/magnific\\_popup.css?ver=3.0.15](https://mediakynect.co.uk/wp-content/themes/Divi-3/includes/builder/styles/magnific_popup.css?ver=3.0.15)



### 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://static.doubleclick.net/instream/ad\\_status.js](https://static.doubleclick.net/instream/ad_status.js) (15 minutes)
- <https://maps.googleapis.com/maps/api/js?key=AlzaSyBPbN-b62FM-6ywSEYAQcsLM-Fj-bHRzY0&ver=3.0.15> (30 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

### Reduce server response time

In our test, your server responded in 0.34 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.

### 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 5.4KiB (12% reduction).

- Minifying <https://mediakynect.co.uk/wp-content/themes/Divi-3/style.css?ver=3.0.15> could save 4.9KiB (11% reduction) after compression.
- Minifying <https://mediakynect.co.uk/wp-content/plugins/cookie-law-info/public/css/cookie-law-info-gdpr.css?ver=1.7.1> could save 524B (21% 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 12.2KiB (26% reduction).

- Minifying <https://mediakynect.co.uk/wp-content/themes/Divi-3/includes/builder/scripts/frontend-builder-scripts.js?ver=3.0.15> could save 6.7KiB (26% reduction) after compression.
- Minifying <https://mediakynect.co.uk/wp-content/themes/Divi-3/js/custom.js?ver=3.0.15> could save 3.5KiB (33% reduction) after compression.

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- Minifying <https://mediakynect.co.uk/wp-content/plugins/cookie-law-info/public/js/cookie-law-info-public.js?ver=1.7.1> could save 716B (19% reduction) after compression.
- Minifying <https://mediakynect.co.uk/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1> could save 653B (17% reduction) after compression.
- Minifying <https://mediakynect.co.uk/wp-content/themes/Divi-3/includes/builder/scripts/jquery.fitvids.js?ver=3.0.15> could save 417B (33% reduction) after compression.
- Minifying <https://mediakynect.co.uk/wp-content/themes/Divi-3/includes/builder/scripts/frontend-builder-global-functions.js?ver=3.0.15> could save 259B (19% reduction) after compression.
- Minifying <https://mediakynect.co.uk/wp-content/plugins/divi-builder/core/admin/js/common.js?ver=3.18.7> could save 140B (25% reduction) after compression.

## Optimize images

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

[Optimize the following images](#) to reduce their size by 845B (36% reduction).

- Compressing <https://yt3.ggpht.com/-1-KMC5g3CPM/AAAAAAAAAI/AAAAAAAAAA/EjBYoAguDqQ/s68-c-k-no-mo-rj-c0xffffff/photo.jpg> could save 845B (36% reduction).



## 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](#).

## Minify HTML

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

## Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).

## 99 / 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:info@mediakynect.co.uk">info@mediakynect.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 1 other tap targets final.
- The tap target `<a href="https://maps.g...apclient=apiv3"></a>` is close to 1 other tap targets.
- The tap target `<a href="https://www.go...erms_maps.html">Terms of Use</a>` is close to 1 other tap targets.
- The tap target `<a href="https://mediak...o.uk/about-us/">About Us</a>` and 3 others are close to other tap targets.
- The tap target `<a href="https://mediakynect.co.uk/">SEO Chester</a>` and 1 others are close to other tap targets.

## Mobile



### 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



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- <https://mediakynect.co.uk/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=5.1>
- <https://mediakynect.co.uk/wp-content/plugins/cookie-law-info/public/css/cookie-law-info-public.css?ver=1.7.1>
- <https://mediakynect.co.uk/wp-content/plugins/cookie-law-info/public/css/cookie-law-info-gdpr.css?ver=1.7.1>
- <https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800&subset=latin,latin-ext>
- <https://mediakynect.co.uk/wp-content/themes/Divi-3/style.css?ver=3.0.15>
- <https://mediakynect.co.uk/wp-content/themes/Divi-3/epanel/shortcodes/css/shortcodes.css?ver=3.0.15>
- [https://mediakynect.co.uk/wp-content/themes/Divi-3/epanel/shortcodes/css/shortcodes\\_responsive.css?ver=3.0.15](https://mediakynect.co.uk/wp-content/themes/Divi-3/epanel/shortcodes/css/shortcodes_responsive.css?ver=3.0.15)
- [https://mediakynect.co.uk/wp-content/themes/Divi-3/includes/builder/styles/magnific\\_popup.css?ver=3.0.15](https://mediakynect.co.uk/wp-content/themes/Divi-3/includes/builder/styles/magnific_popup.css?ver=3.0.15)



5 Passed Rules

Avoid landing page redirects

## Desktop

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

### Enable compression

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

### Minify HTML

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

### Optimize images

Your images are optimized. Learn more about [optimizing images](#).

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You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).