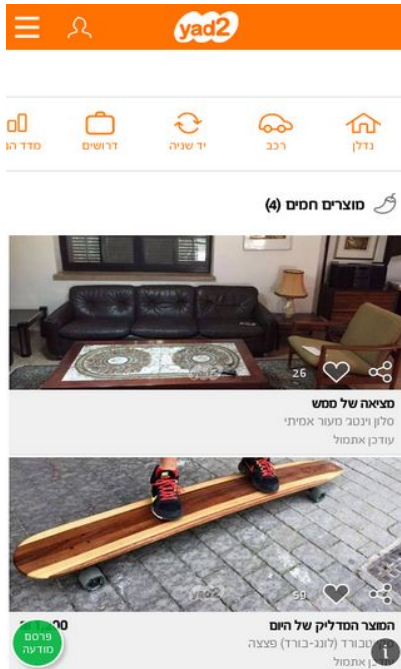


PageSpeed Insights

Mobile



58 / 100 Speed

Should Fix:

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

Your page has 2 blocking script resources and 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.

[Remove render-blocking JavaScript:](#)

- <https://m.yad2.co.il/libraries/js/mobile.php>
- <https://m.yad2.co.il/modules/mobile/js.php>

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

- <https://m.yad2.co.il/modules/mobile/css.php>

Optimize images

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

[Optimize the following images](#) to reduce their size by 153.6KiB (46% reduction).

- Compressing <https://m.yad2.co.il/assets/mobile/ui/404view/404.jpg> could save 12.5KiB (39% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/connectivitycheckview/sad_pc.jpg could save 12.5KiB (39% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/homeview/hot_items_category_items_icon.png could save 4.3KiB (75% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/eye_icon_selected.png could save 3.5KiB (51% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/arrow_r.png could save 3KiB (79% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/arrow_l.png could save 3KiB (78% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/button_bar_phone.png could save 2.9KiB (50% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/button_bar_share.png could save 2.9KiB (57% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/button_bar_contact_seller.png could save 2.8KiB (59% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/button_bar_email.png could save 2.8KiB (59% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/options_like_icon.png could save 2.8KiB (56% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/newapartments.png> could save 2.8KiB (45% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/notes_icon.png could save 2.7KiB (73% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/button_bar_more.png could save

Mobile

- 2.7KiB (74% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/formitems/advanced_search_arrow.png could save 2.7KiB (75% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/button_bar_notes.png could save 2.7KiB (72% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/dark_background.png could save 2.7KiB (96% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/alertview/dark_background.png could save 2.7KiB (96% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/highlight_text_background.png could save 2.7KiB (96% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/light_background.png could save 2.7KiB (96% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/loadingview/light_background.png could save 2.7KiB (96% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/sharemenuview/dark_background.png could save 2.7KiB (96% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/tutorials/dark_background.png could save 2.7KiB (96% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/eye_icon.png could save 2.6KiB (89% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/ad_page_agency_placeholder.png could save 2.6KiB (89% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/default_profile_image.png could save 2.6KiB (61% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/feed_item_placeholder.png could save 2.4KiB (69% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/options_hide_icon.png could save 1.8KiB (43% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/large_feed_image_placeholder.jpg could save 1.7KiB (41% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/large_feed_image_placeholder_0.jpg could save 1.7KiB (41% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/large_feed_image_placeholder_1.jpg could save 1.7KiB (41% reduction).

Mobile

- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/large_feed_image_placeholder_10.jpg could save 1.7KiB (41% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/large_feed_image_placeholder_11.jpg could save 1.7KiB (41% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/large_feed_image_placeholder_14.jpg could save 1.7KiB (41% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/large_feed_image_placeholder_2.jpg could save 1.7KiB (41% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/large_feed_image_placeholder_3.jpg could save 1.7KiB (41% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/large_feed_image_placeholder_5.jpg could save 1.7KiB (41% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/large_feed_image_placeholder_6.jpg could save 1.7KiB (41% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/large_placeholder_2.jpg could save 1.7KiB (41% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/bituahrehev.png> could save 1.3KiB (42% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/autopartsf.png> could save 1.2KiB (47% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/chayot.png> could save 1.2KiB (26% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/yad2mimun.png> could save 1.2KiB (42% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/asakim.png> could save 1.2KiB (33% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/cartraining.png> could save 1.2KiB (49% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/bituahbait.png> could save 1.1KiB (45% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/rechev.png> could save 1.1KiB (44% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/yad2.png> could save 1.1KiB

Mobile

- (48% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/miktsoa.png> could save 1.1KiB (46% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/ozrot.png> could save 1.1KiB (43% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/tourism.png> could save 1.1KiB (53% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/bazar.png> could save 1.1KiB (47% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/baby.png> could save 1KiB (53% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/drushim.png> could save 1,020B (53% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/yad1.png> could save 1,019B (43% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/freeall.png> could save 1,015B (53% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/alternativ.png> could save 987B (44% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/morim.png> could save 985B (50% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/nadlan.png> could save 977B (50% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/madadnadlan.png> could save 928B (58% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/cellular.png> could save 922B (62% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/categories/catalog.png> could save 796B (23% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/like_icon.png could save 755B (22% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/small_like_icon.png could save 755B (22% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/driver_license_on.png could save 730B (20% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/license_on.png could save 728B (20% reduction).

Mobile

- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/have_drive_license_on.png could save 710B (20% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/have_drive_license_off.png could save 669B (19% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/driver_license_off.png could save 667B (19% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/shelter_on.png could save 657B (31% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/formitems/parking_off.png could save 641B (32% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/license_off.png could save 640B (18% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/like_icon_selected.png could save 625B (20% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/small_like_icon_selected.png could save 625B (20% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/formitems/moshavimKibutzim_off.png could save 563B (18% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/streetview_icon.png could save 561B (20% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/formitems/moshavimKibutzim_on.png could save 561B (18% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/adpage/map_icon.png could save 559B (18% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/navbar/nav_logo.png could save 550B (18% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/phone_icon.png could save 547B (17% reduction).
- Compressing <https://m.yad2.co.il/assets/mobile/ui/adpage/gearBox.png> could save 539B (11% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/feeditem/location_icon.png could save 537B (17% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/formitems/friendly_on.png could save 533B (16% reduction).
- Compressing https://m.yad2.co.il/assets/mobile/ui/formitems/imgOnly_on.png could save 527B (26% reduction).

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://m.yad2.co.il/api/v1.0/layout/mobile/images.php> (expiration not specified)
- <https://m.yad2.co.il/api/v1.0/layout/mobile/sharemenuitems.php> (expiration not specified)
- <https://m.yad2.co.il/libraries/js/mobile.php> (15 minutes)
- <https://m.yad2.co.il/modules/mobile/css.php> (15 minutes)
- <https://m.yad2.co.il/modules/mobile/js.php> (15 minutes)
- <https://www.googletagmanager.com/gtm.js?id=GTM-T22875> (15 minutes)
- <https://www.googletagservices.com/tag/js/gpt.js> (15 minutes)
- <https://maps.googleapis.com/maps/api/js?key=AlzaSyDAxPG75JUCVYvhrvmf4GeGDGyWZTpAUGk> (30 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)
- https://img.yad2.co.il/Pic/201605/09/3_0/o/o3_0_1_14330_20160509090526.jpg?w=540&h=225&c=3&l=4 (24 hours)
- https://img.yad2.co.il/Pic/201609/22/5_0/o/o5_0_1_185205_20160922150942.jpg?w=540&h=225&c=3&l=4 (24 hours)
- https://img.yad2.co.il/Pic/201701/24/1_1/o/o1_1_1_14501_20170124120148.jpg?w=540&h=225&c=3&l=4 (24 hours)
- https://img.yad2.co.il/Pic/201701/26/3_0/o/o3_0_1_171621_20170126120140.jpg?w=540&h=225&c=3&l=4 (24 hours)

Prioritize visible content

Mobile

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.

- Only about 65% of the final above-the-fold content could be rendered with the full HTML response snapshot:3.



5 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](#).

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](#).

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



50 / 100 Speed

! Should Fix:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

[Enable compression](#) for the following resources to reduce their transfer size by 293.6KiB (76% reduction).

- Compressing <http://www.yad2.co.il/js/scripts.min.js?v=1> could save 189.9KiB (74% reduction).
- Compressing http://www.yad2.co.il/js-new/yad2common.js?_=1485500897103 could save 31.5KiB (76% reduction).
- Compressing <http://www.yad2.co.il/dfpV3/script/DesktopMediaManager.js?v=6.3> could save 26.6KiB (83% reduction).
- Compressing <http://www.yad2.co.il/dfpV3/script/SpecialSlotsManager.js?v=6.3> could save 25KiB (78% reduction).
- Compressing http://www.yad2.co.il/js-new/yad2.login.js?_=1485500897104 could save 8.7KiB (77% reduction).
- Compressing <http://www.yad2.co.il/dfpV3/script/View.js?v=6.3> could save 6.1KiB (76% reduction).
- Compressing http://yad2.nanorep.co/api/guidance/v1/getSteps?cb=_cb1485500897383&account=yad2&guidId=915425762 could save 2.5KiB (80% reduction).
- Compressing <http://yad1.yad2.co.il/js/function.js> could save 2.4KiB (67% reduction).
- Compressing http://s.mb4a.com/jp/5-32209976_10-4_itv could save 836B (64% reduction).

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://media.erate.co.il/epHTML.js> (expiration not specified)
- <http://my.yad2.co.il/images/myYad2Secure/footer.jpg> (expiration not specified)
- http://my.yad2.co.il/images/myYad2Secure/li_arrow.gif (expiration not specified)
- http://my.yad2.co.il/images/myYad2Secure/menu_sep.jpg (expiration not specified)
- http://my.yad2.co.il/images/myYad2Secure/menu_strip.jpg (expiration not specified)
- http://my.yad2.co.il/images/myYad2Secure/walla_strip.jpg (expiration not specified)
- http://my.yad2.co.il/images/myYad2Secure/yad2new/index/block_index_blue_noads.jpg (expiration not specified)
- http://my.yad2.co.il/images/myYad2Secure/yad2new/index/block_index_orange.jpg (expiration not specified)
- http://my.yad2.co.il/images/myYad2Secure/yad2new/index/block_index_orange_noads.jpg (expiration not specified)
- http://my.yad2.co.il/images/myYad2Secure/yad2new/index/menu_hover.jpg (expiration not specified)
- http://my.yad2.co.il/images/myYad2Secure/yad2new/index/menu_strip.jpg (expiration not specified)
- <http://my.yad2.co.il/images/myYad2Secure/yad2new/index/select.png> (expiration not specified)
- http://my.yad2.co.il/images/myYad2Secure/yad2new/index/select_right.png (expiration not specified)
- http://my.yad2.co.il/images/myYad2Secure/yad2new/index/special_button_hover.jpg (expiration not specified)
- <http://my.yad2.co.il/newOrder/images/publish/select.png> (expiration not specified)
- http://my.yad2.co.il/newOrder/images/publish/select_right.png (expiration not specified)
- http://s.mb4a.com/jp/5-32209976_10-4_itv (expiration not specified)

Desktop

- <http://www.yad2.co.il/css/selectbox.min.css> (expiration not specified)
- <http://yad1.yad2.co.il/js/function.js> (expiration not specified)
- <https://media.erate.co.il/pixel.png> (expiration not specified)
- <http://xhr.ajkelra.com/ejs?p=4090001> (25 seconds)
- <http://www.googletagmanager.com/gtm.js?id=GTM-TR5MMJ> (15 minutes)
- <http://www.googletagservices.com/tag/js/gpt.js> (15 minutes)
- <http://pagead2.googlesyndication.com/pagead/osd.js> (60 minutes)
- <http://www.google-analytics.com/analytics.js> (2 hours)

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

Your page has 7 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://www.yad2.co.il/js/scripts.min.js?v=1>
- <http://www.yad2.co.il/dfpV3/script/DesktopMediaManager.js?v=6.3>
- <http://www.yad2.co.il/dfpV3/script/View.js?v=6.3>
- <http://www.yad2.co.il/dfpV3/script/SpecialSlotsManager.js?v=6.3>
- <http://www.yad2.co.il/js-new/showAds.js?v=6.3>
- https://securepubads.g.doubleclick.net/gpt/pubads_impl_108.js

[Use asynchronous versions](#) of the following scripts:

- <http://www.googletagservices.com/tag/js/gpt.js>

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

- <http://www.yad2.co.il/css/style.min.css?d=1.3>

- <http://www.yad2.co.il/css/selectbox.min.css>
- <http://www.yad2.co.il/dfpV3/css/style.css?v=6.3>

Optimize images

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

[Optimize the following images](#) to reduce their size by 346.1KiB (53% reduction).

- Compressing <http://my.yad2.co.il/images/myYad2Secure/footer.jpg> could save 26.2KiB (71% reduction).
- Compressing <http://pics.yad2.co.il/Pics/2014/01/20140130155736-ss.jpg> could save 17.5KiB (69% reduction).
- Compressing <https://tpc.googlesyndication.com/pagead/imgad?id=CICAgKCL24XrgAEQARgBMggnpChfxESyYg> could save 17.3KiB (48% reduction).
- Compressing <http://pics.yad2.co.il/Pics/2015/02/20150212102850-ss.jpg> could save 15.7KiB (70% reduction).
- Compressing <http://pics.yad2.co.il/Pics/2015/06/20150629132609-ss.jpg> could save 15.2KiB (68% reduction).
- Compressing <http://pics.yad2.co.il/Pics/2014/12/20141209105012-ss.jpg> could save 13.8KiB (70% reduction).
- Compressing <http://pics.yad2.co.il/Pics/2013/10/20131009120738-ss.jpg> could save 12.2KiB (70% reduction).
- Compressing <http://pics.yad2.co.il/Pics/2012/11/20121115114831-ss.jpg> could save 10.4KiB (71% reduction).
- Compressing http://rpiqgb.pas-rahav.com/2017/chevrolet/H6950702/erate/images/bg_930x180.jpg?1484479278878 could save 9.9KiB (20% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/login_block_new.jpg could save 8.7KiB (58% reduction).
- Compressing http://my.yad2.co.il/images/myYad2Secure/menu_strip.jpg could save 8KiB (81% reduction).
- Compressing http://my.yad2.co.il/images/myYad2Secure/yad2new/index/menu_strip.jpg could save 8KiB (81% reduction).

Desktop

- Compressing https://tpc.googlesyndication.com/pagead/imgad?id=CICAgKDL5leY_gEQARgBMghBe2d9aI9MLQ could save 7.3KiB (44% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/homepage_promotions/img_20170126120101.jpg could save 7.3KiB (46% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/kubia_festival.jpg?v=3 could save 6.4KiB (36% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_trumot_new.jpg could save 6.3KiB (56% reduction).
- Compressing <http://images.yad2.co.il/Pic/yad2new/index/logoHomePage.jpg> could save 6.3KiB (54% reduction).
- Compressing <http://images.yad2.co.il/Pic/yad2new/index/bazar.jpg> could save 6KiB (56% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/image_block_tourism2.jpg could save 5.4KiB (50% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/yad2_car_mimun.jpg could save 5.4KiB (52% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/gil_shlishi_long.jpg could save 5.3KiB (54% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_baaleiMikzoa.jpg could save 5.2KiB (50% reduction).
- Compressing http://my.yad2.co.il/images/myYad2Secure/yad2new/index/block_index_blue_noads.jpg could save 5.1KiB (73% reduction).
- Compressing http://my.yad2.co.il/images/myYad2Secure/yad2new/index/block_index_orange_noads.jpg could save 5.1KiB (73% reduction).
- Compressing <http://images.yad2.co.il/Pic/yad2new/index/Pricelist3.jpg> could save 4.8KiB (48% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_Yad2Drushim_new.jpg could save 4.7KiB (50% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_yad1.jpg could save 4.3KiB (48% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_alternativi.jpg could save 4.1KiB (50% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_rehev.jpg could save 4.1KiB (49% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_katalog.jpg could save 4KiB (50% reduction).

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- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_nadlan.jpg could save 4KiB (50% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_haiot.jpg could save 3.9KiB (49% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_limudim.jpg could save 3.9KiB (50% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_haskara.jpg could save 3.9KiB (44% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_baby.jpg could save 3.8KiB (50% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_gadgets.jpg could save 3.8KiB (49% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/pic_ozrot.jpg could save 3.8KiB (52% reduction).
- Compressing <http://images.yad2.co.il/Pic/yad2new/index/yad2.jpg> could save 3.3KiB (51% reduction).
- Compressing <http://images.yad2.co.il/Pic/yad2new/index/newZmigim.jpg> could save 3.2KiB (40% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/add_ad_new.jpg could save 3.1KiB (52% reduction).
- Compressing <http://images.yad2.co.il/Pic/yad2new/index/accessibility.png> could save 2.8KiB (91% reduction).
- Compressing http://my.yad2.co.il/images/myYad2Secure/yad2new/index/block_index_orange.jpg could save 2.5KiB (54% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/login_input.jpg could save 2.4KiB (67% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/block_index_orange_noads_new_number.jpg could save 2.1KiB (52% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/current_ads_block_new.jpg could save 2.1KiB (37% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/yad2_drushim_new.jpg could save 2KiB (62% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/block_index_small.jpg could save 2KiB (66% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/login_button.jpg could save 1.9KiB (67% reduction).

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- Compressing http://my.yad2.co.il/images/myYad2Secure/yad2new/index/special_button_hover.jpg could save 1.9KiB (67% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/block_index_orange_noads_new.jpg could save 1.8KiB (53% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/b144_logo.jpg could save 1.7KiB (57% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/gil_shlishi_logo.jpg could save 1.6KiB (63% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/forgot_password_block2.png could save 1.6KiB (12% reduction).
- Compressing http://images.yad2.co.il/Pic/site_images/yad2/images_homepage/butt.jpg could save 1.6KiB (64% reduction).
- Compressing http://images.yad2.co.il/Pic/site_images/yad2/images_homepage/Bottom.jpg could save 1.6KiB (66% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/user_recommendation_new.jpg could save 1.6KiB (44% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/yad2_maps_new.jpg could save 1.5KiB (44% reduction).
- Compressing http://images.yad2.co.il/Pic/site_images/yad2/images_homepage/Top.jpg could save 1.5KiB (66% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/yad1_new.jpg could save 1.5KiB (58% reduction).
- Compressing http://images.yad2.co.il/Pic/site_images/yad2/images_homepage/Middle.jpg could save 1.5KiB (73% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/faq_new.jpg could save 1.5KiB (44% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/contact_new.jpg could save 1.3KiB (49% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/forgot_password.jpg could save 1.3KiB (47% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/edit_ad_new.jpg could save 1.3KiB (50% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/index/delete_ad_new.jpg could save 1.2KiB (49% reduction).
- Compressing <http://images.yad2.co.il/Pic/yad2new/index/register.jpg> could save 1.1KiB (50% reduction).

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- Compressing http://my.yad2.co.il/images/myYad2Secure/walla_strip.jpg could save 1.1KiB (67% reduction).
- Compressing http://images.yad2.co.il/Pic/yad2new/banner_image/close_kingkong.gif could save 1,017B (72% reduction).
- Compressing <http://images.yad2.co.il/Pic/yad2new/index/kuchi.jpg> could save 846B (55% reduction).
- Compressing http://images.yad2.co.il/Pic/site_images/yad2/images_homepage/Top_Title_for_repeatX.png could save 833B (83% reduction).
- Compressing http://my.yad2.co.il/images/myYad2Secure/yad2new/index/menu_hover.jpg could save 601B (57% reduction).



Consider Fixing:

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 3.4KiB (16% reduction).

- Minifying <http://www.yad2.co.il/> could save 3.4KiB (16% 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 54.2KiB (43% reduction).

- Minifying http://www.yad2.co.il/js-new/yad2common.js?_=1485500897103 could save 21.6KiB (52% reduction).
- Minifying <http://www.yad2.co.il/dfpV3/script/SpecialSlotsManager.js?v=6.3> could save

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11.9KiB (38% reduction).

- Minifying <http://www.yad2.co.il/dfpV3/script/DesktopMediaManager.js?v=6.3> could save 11.8KiB (37% reduction).
- Minifying http://www.yad2.co.il/js-new/yad2.login.js?_=1485500897104 could save 4.8KiB (43% reduction).
- Minifying <http://www.yad2.co.il/dfpV3/script/View.js?v=6.3> could save 3.6KiB (45% reduction).
- Minifying <http://yad1.yad2.co.il/js/function.js> could save 640B (18% reduction).



4 Passed Rules

Avoid landing page redirects

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

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](#).

Prioritize visible content

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