

- Serve static images
- Leverage browser caching
- Optimize images
- Specify a cache validator
- Minty CSS
- Minimize request size
- Specify image dimensions
- Minty JavaScript
- Minty HTML
- Enable gzip compression
- Avoid bad requests
- Avoid landing page redirects
- Defer parsing of JavaScript
- Enable Keep-Alive
- Inline small CSS
- Inline small JavaScript
- Minimize redirects
- Optimize the order of styles and scripts
- Put CSS in the document head
- Serve resources from a consistent URL
- Combine images using CSS sprites
- Avoid CSS @import
- Prefer asynchronous resources
- Specify a character set early
- Avoid a character set in the meta tag
- Specify a Vary: Accept-Encoding header

F (Fix)	IMAGES	HIGH
	SERVER	HIGH
	IMAGES	HIGH
A (95)	SERVER	HIGH
A (95)	CSS	HIGH
A (95)	CONTENT	HIGH
A (95)	IMAGES	MEDIUM
A (95)	J5	HIGH
A (95)	CONTENT	LOW
A (95)	SERVER	HIGH
A (100)	CONTENT	HIGH
A (100)	J5	HIGH
A (100)	SERVER	HIGH
A (100)	CSS	HIGH
A (100)	J5	HIGH
A (100)	CONTENT	HIGH
A (100)	CSS/J5	HIGH
A (100)	CSS	HIGH
A (100)	CONTENT	HIGH
A (100)	IMAGES	HIGH
A (100)	CSS	MEDIUM
A (100)	J5	MEDIUM
A (100)	CONTENT	MEDIUM
A (100)	CONTENT	LOW
A (100)	SERVER	LOW

What do my scores mean?

Rules are sorted in order of impact upon score.

Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page.

The recommendations are meant to be generic, best practices; some things will be out of your control (e.g., server response) or may not apply to your page.

[Learn more about PageSpeed Insights scores and how they affect performance.](#)

Need optimization help?

Read our [how to guides](#) and [optimization resource articles](#) for additional direction on improving your page performance.

We're an expert to help you with optimization? We can recommend partners to further assist you with optimizing your site. [Contact us](#) and we'll point you in the right direction.

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