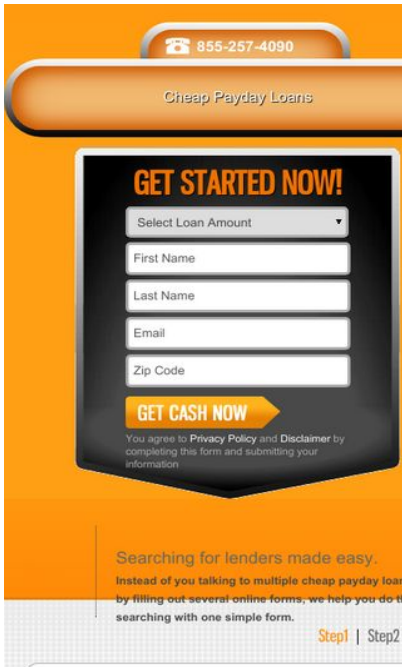


PageSpeed Insights

Mobile



66 / 100 Speed

! 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://cheap-payday-loans.com/css/jquery.fancybox-1.3.4.css> (expiration not specified)
- <http://cheap-payday-loans.com/css/reset.css> (expiration not specified)
- <http://cheap-payday-loans.com/css/styles.mobile.css> (expiration not specified)
- http://cheap-payday-loans.com/fonts/gnuolane_rg-webfont.woff (expiration not specified)
- <http://cheap-payday-loans.com/images/bg-body-home.png> (expiration not specified)
- <http://cheap-payday-loans.com/images/bg-footer.png> (expiration not specified)

Mobile

- <http://cheap-payday-loans.com/images/bg-form.png> (expiration not specified)
- <http://cheap-payday-loans.com/images/bg-notice-460.png> (expiration not specified)
- <http://cheap-payday-loans.com/images/bg-sep.png> (expiration not specified)
- <http://cheap-payday-loans.com/images/sprite.png> (expiration not specified)
- <http://cheap-payday-loans.com/js/general.js> (expiration not specified)
- <http://cheap-payday-loans.com/js/jquery.bxslider.min.js> (expiration not specified)
- <http://cheap-payday-loans.com/js/jquery.fancybox-1.3.4.pack.js> (expiration not specified)
- <https://www.paydaylendersearch.com/api2/hit/hit.core.js> (expiration not specified)

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

Your page has 1 blocking script resources and 4 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://ajax.googleapis.com/ajax/libs/jquery/1.7.1/jquery.min.js>

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

- <http://cheap-payday-loans.com/css/reset.css>
- <http://cheap-payday-loans.com/css/jquery.fancybox-1.3.4.css>
- <http://cheap-payday-loans.com/css/styles.css?v=2>
- <http://cheap-payday-loans.com/css/styles.mobile.css>

Consider Fixing:

Mobile

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 771B (14% reduction).

- Minifying <http://cheap-payday-loans.com/css/styles.css?v=2> could save 771B (14% 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 1.5KiB (45% reduction).

- Minifying <http://www.paydaylendersearch.com/api2/hit/fpt.js> could save 1.5KiB (45% 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 16.9KiB (14% reduction).

- Compressing <http://cheap-payday-loans.com/images/sprite.png> could save 9.6KiB (16% reduction).
- Compressing <http://cheap-payday-loans.com/images/bg-notice-460.png> could save 7.3KiB (12% reduction).

Mobile



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](#).

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](#).

Prioritize visible content

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

82 / 100 User Experience



Should Fix:

Size content to viewport

The page content is too wide for the viewport, forcing the user to scroll horizontally. [Size the page content to the viewport](#) to provide a better user experience.

Mobile

The page content is 480 CSS pixels wide, but the viewport is only 412 CSS pixels wide. The following elements fall outside the viewport:

- The element `Cheap Payday Loans` falls outside the viewport.
- The element `<div class="banner-image">` falls outside the viewport.
- The element `<form id="ApplyNow" class="apply-now">Get Started No...ur information</form>` falls outside the viewport.
- The element `<h4>Searching for...ers made easy.</h4>` falls outside the viewport.
- The element `<p>Instead of you...e simple form.</p>` falls outside the viewport.
- The element `3` falls outside the viewport.
- The element `<h1>Cheap Payday Loans™ </h1>` falls outside the viewport.
- The element `<p>Are you experi...oney problems?</p>` falls outside the viewport.
- The element `<p>Do you just ne...tide you over?</p>` falls outside the viewport.
- The element `<p>Do you need ca...ected expense?</p>` falls outside the viewport.
- The element `<p>Then a cheap p...e looking for.</p>` falls outside the viewport.
- The element `<p>When looking f...com can help.</p>` falls outside the viewport.
- The element `<p>We are the bes...our situation.</p>` falls outside the viewport.
- The element `<p>This means you...that you want.</p>` falls outside the viewport.
- The element `<p>How long will it take?</p>` falls outside the viewport.
- The element `<p>It can take as...business days.</p>` falls outside the viewport.
- The element `More questions>>` falls outside the viewport.
- The element `How it Works` falls outside the viewport.
- The element `Why Choose Us` falls outside the viewport.
- The element `Questions` falls outside the viewport.
- The element `About Us` falls outside the viewport.
- The element `Definitions` falls outside the viewport.
- The element `Rates & Fees` falls outside the viewport.
- The element `Lending Policy` falls outside the viewport.

Mobile

- The element `<p>Representative...rrow the $100.</p>` falls outside the viewport.
- The element `<p>Implications o...redit history.</p>` falls outside the viewport.
- The element `Calculate APR` falls outside the viewport.
- The element `Rules in Your State` falls outside the viewport.
- The element `Alternatives to Payday Loan` falls outside the viewport.
- The element `For Military Consumers` falls outside the viewport.
- The element `<div class="inner customer-notice">` falls outside the viewport.
- The element `Contact Us` falls outside the viewport.
- The element `<p class="copyright">Copyright © 20...ights Reserved</p>` falls outside the viewport.

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 `Privacy Policy` is close to 1 other tap targets final.
- The tap target `<div class="bx-pager bx-default-pager">123</div>` and 3 others are close to other tap targets final.
- The tap target `<div class="bx-pager bx-default-pager">123</div>` and 1 others are close to other tap targets final.

Mobile

 3 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](#).

Use legible font sizes

The text on your page is legible. Learn more about [using legible font sizes](#).

Desktop



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 Should Fix:

Optimize images

Desktop

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

[Optimize the following images](#) to reduce their size by 179.9KiB (56% reduction).

- Compressing <http://cheap-payday-loans.com/images/banner.jpg> could save 170.3KiB (66% reduction).
- Compressing <http://cheap-payday-loans.com/images/sprite.png> could save 9.6KiB (16% 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:

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- <http://cheap-payday-loans.com/css/reset.css> (expiration not specified)
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- <http://cheap-payday-loans.com/images/banner.jpg> (expiration not specified)
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- <http://cheap-payday-loans.com/js/jquery.fancybox-1.3.4.pack.js> (expiration not specified)

Desktop

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Minify CSS

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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 1.5KiB (45% reduction).

- Minifying <http://www.paydaylendersearch.com/api2/hit/fpt.js> could save 1.5KiB (45% reduction) after compression.

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

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

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

Desktop

- <http://cheap-payday-loans.com/css/reset.css>
- <http://cheap-payday-loans.com/css/jquery.fancybox-1.3.4.css>
- <http://cheap-payday-loans.com/css/styles.css?v=2>



5 Passed Rules

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

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