PageSpeed Insights

Mobile



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.

<u>Leverage browser caching</u> for the following cacheable resources:

- https://c.sharethis.mgr.consensu.org/v1.0/cmp/get_consent (expiration not specified)
- https://buttons-config.sharethis.com/js/5b0ed5bf43a707001159fe15.js (60 seconds)
- https://connect.facebook.net/pt_BR/sdk.js (20 minutes)
- https://pagead2.googlesyndication.com/pagead/js/adsbygoogle.js (60 minutes)
- https://platform-api.sharethis.com/js/sharethis.js (60 minutes)
- https://www.google-analytics.com/analytics.js (2 hours)

- https://dietasedicas.com.br/wp-content/plugins/contactform-7/includes/css/styles.css?ver=5.0.2 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/contactform-7/includes/js/scripts.js?ver=5.0.2 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/q2w3-fixed-widget/js/q2w3-fixed-widget.min.js?ver=5.1.4 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/sharethis-share-buttons/css/mustyle.css?ver=4.9.6 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/css/woocommercelayout.css?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/css/woocommercesmallscreen.css?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wpcontent/plugins/woocommerce/assets/css/woocommerce.css?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/js/frontend/add-tocart.min.js?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/js/frontend/cartfragments.min.js?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wpcontent/plugins/woocommerce/assets/js/frontend/woocommerce.min.js?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/js/jqueryblockui/jquery.blockUI.min.js?ver=2.70 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/js/jscookie/js.cookie.min.js?ver=2.1.4 (4 hours)
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/includes/fontawesome.min.css (4 hours)
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/js/scripts.js?ver=4.9.6 (4 hours)
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/style.css?ver=4.9.6 (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/05/Alimentos-Que-Fazem-o-Cabelo-Cre scer-Mais-R%C3%A1pido-s%C3%A3o-variados-e-muito-eficazes-no-processo-de-crescimentodo-Cabelo..jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/05/Dieta-Dukan-2018.jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/05/alimentos-crescer-cabelo.jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/05/alopecia-1024x576.jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/05/dieta-4-dias.jpg (4 hours)

- https://dietasedicas.com.br/wp-content/uploads/2018/06/dia-dosnamorados-2018-dietas-610x343.jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/06/dieta-dosnamorados-2018-600x343.jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/06/polifen%C3%B3ispolifen%C3%B3ispdfpolifen%C3%B3is-frutaspolifen%C3%B3is-antioxidantes-610x343.jpg (4 hours)
- https://dietasedicas.com.br/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1 (4 hours)
- https://dietasedicas.com.br/wp-includes/js/jquery/jquery.js?ver=1.12.4 (4 hours)
- https://dietasedicas.com.br/wp-includes/js/wp-embed.min.js?ver=4.9.6 (4 hours)
- https://dietasedicas.com.br/wp-includes/js/wp-emoji-release.min.js?ver=4.9.6 (4 hours)
- https://external-mia3-1.xx.fbcdn.net/safe_image.php?d=AQAbQDRpZnyhkcbN&w=284&h=1 49&url=https%3A%2F%2Fdietasedicas.com.br%2Fwp-content%2Fplugins%2Fall-in-one-seopack-pro%2Fimages%2Fdefault-user-image.png&cfs=1&upscale=1&fallback=news_d_place holder_publisher&_nc_hash=AQBsZlsb9k1VnJX4 (4 hours)
- https://external-mia3-1.xx.fbcdn.net/safe_image.php?d=AQBE6Pzl1nKOMiDW&w=600&h=60 0&url=https%3A%2F%2Fdietasedicas.com.br%2Fwp-content%2Fplugins%2Fall-in-one-seopack-pro%2Fimages%2Fdefault-user-image.png&cfs=1&_nc_hash=AQAHGMAyXTT4OLXs (4 hours)
- https://external-mia3-1.xx.fbcdn.net/safe_image.php?d=AQANHEESirgHUO5r&w=284&h=14 9&url=https%3A%2F%2Fdietasedicas.com.br%2Fwp-content%2Fuploads%2F2018%2F05%2 Flolo.png&cfs=1&upscale=1&fallback=news_d_placeholder_publisher&_nc_hash=AQAbFCze wTaMwRaV (6 hours)

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

Your page has 5 blocking script resources and 9 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://dietasedicas.com.br/wp-includes/js/jquery/jquery.js?ver=1.12.4
- https://dietasedicas.com.br/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1

- https://platform-api.sharethis.com/js/sharethis.js
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/js/scripts.js?ver=4.9.6
- https://cdnjs.cloudflare.com/ajax/libs/cookieconsent2/3.0.3/cookieconsent.min.js

Optimize CSS Delivery of the following:

- https://dietasedicas.com.br/wp-content/plugins/contactform-7/includes/css/styles.css?ver=5.0.2
- https://dietasedicas.com.br/wp-content/plugins/sharethis-share-buttons/css/mustyle.css?ver=4.9.6
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/css/woocommercelayout.css?ver=3.4.0
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/css/woocommercesmallscreen.css?ver=3.4.0
- https://dietasedicas.com.br/wpcontent/plugins/woocommerce/assets/css/woocommerce.css?ver=3.4.0
- https://fonts.googleapis.com/css?family=Open+Sans:300,400,400italic,600,700
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/includes/fontawesome.min.css
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/style.css?ver=4.9.6
- https://cdnjs.cloudflare.com/ajax/libs/cookieconsent2/3.0.3/cookieconsent.min.css

Optimize images

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

Optimize the following images to reduce their size by 250.9KiB (51% reduction).

- Compressing https://dietasedicas.com.br/wp-content/uploads/2018/05/dieta-4-dias.jpg could save 159.5KiB (76% reduction).
- Compressing https://dietasedicas.com.br/wp-content/uploads/2018/05/Alimentos-Que-Fazem -o-Cabelo-Crescer-Mais-R%C3%A1pido-s%C3%A3o-variados-e-muito-eficazes-no-processo-decrescimento-do-Cabelo..jpg could save 32.5KiB (38% reduction).
- Compressing https://dietasedicas.com.br/wp-content/uploads/2018/05/Dieta-Dukan-2018.jpg could save 29.4KiB (38% reduction).

- Compressing https://dietasedicas.com.br/wp-content/uploads/2018/06/polifen%C3%B3ispolif en%C3%B3is-pdfpolifen%C3%B3is-frutaspolifen%C3%B3is-antioxidantes-610x343.jpg could save 21.9KiB (28% reduction).
- Compressing https://dietasedicas.com.br/wp-content/uploads/2018/06/dia-dosnamorados-2018-dietas-610x343.jpg could save 6.8KiB (23% reduction).
- Compressing https://external-mia3-1.xx.fbcdn.net/safe_image.php?d=AQAbQDRpZnyhkcbN &w=284&h=149&url=https%3A%2F%2Fdietasedicas.com.br%2Fwp-content%2Fplugins%2F all-in-one-seo-pack-pro%2Fimages%2Fdefault-user-image.png&cfs=1&upscale=1&fallback= news_d_placeholder_publisher&_nc_hash=AQBsZIsb9k1VnJX4 could save 298B (15% reduction).
- Compressing https://static.xx.fbcdn.net/rsrc.php/v3/yN/r/WgFKRx0VFOG.png could save 279B (22% reduction).
- Compressing https://static.xx.fbcdn.net/rsrc.php/v3/yl/r/THq7eyfQLlo.png could save 181B (20% reduction).
- Compressing https://static.xx.fbcdn.net/rsrc.php/v3/yH/r/yNvz5xtKREW.png could save 109B (20% reduction).

Consider Fixing:

Enable compression

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

<u>Enable compression</u> for the following resources to reduce their transfer size by 339B (51% reduction).

• Compressing https://buttons-config.sharethis.com/js/5b0ed5bf43a707001159fe15.js could save 339B (51% reduction).

Minify CSS

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

<u>Mobile</u>

Minify CSS for the following resources to reduce their size by 1KiB (18% reduction).

• Minifying https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/style.css?ver=4.9.6 could save 1KiB (18% 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 787B (16% reduction).

- Minifying https://dietasedicas.com.br/wp-content/plugins/contactform-7/includes/js/scripts.js?ver=5.0.2 could save 672B (17% reduction) after compression.
- Minifying https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/js/jscookie/js.cookie.min.js?ver=2.1.4 could save 115B (12% reduction) after compression.

🔽 3 Passed Rules

Avoid landing page redirects

Your page has no redirects. Learn more about avoiding landing page redirects.

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 <u>prioritizing visible</u> <u>content</u>.

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 <u>making these tap targets larger</u> 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 Leia Mais... is close to 1 other tap targets final.
- The tap target AnúnciosGoogle is close to 1 other tap targets.
- The tap target alimentação cabelo and 4 others are close to other tap targets.

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 <u>avoiding plugins</u>.

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 <u>configuring viewports</u>.

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







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.

<u>Leverage browser caching</u> for the following cacheable resources:

- https://c.sharethis.mgr.consensu.org/v1.0/cmp/get_consent (expiration not specified)
- https://buttons-config.sharethis.com/js/5b0ed5bf43a707001159fe15.js (60 seconds)
- https://connect.facebook.net/pt_BR/sdk.js (20 minutes)
- https://pagead2.googlesyndication.com/pagead/js/adsbygoogle.js (60 minutes)
- https://platform-api.sharethis.com/js/sharethis.js (60 minutes)

- https://www.google-analytics.com/analytics.js (2 hours)
- https://dietasedicas.com.br/wp-content/plugins/contactform-7/includes/css/styles.css?ver=5.0.2 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/contactform-7/includes/js/scripts.js?ver=5.0.2 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/q2w3-fixed-widget/js/q2w3-fixed-widget.min.js?ver=5.1.4 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/sharethis-share-buttons/css/mustyle.css?ver=4.9.6 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/css/woocommercelayout.css?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/css/woocommercesmallscreen.css?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wpcontent/plugins/woocommerce/assets/css/woocommerce.css?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/js/frontend/add-tocart.min.js?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/js/frontend/cartfragments.min.js?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wpcontent/plugins/woocommerce/assets/js/frontend/woocommerce.min.js?ver=3.4.0 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/js/jqueryblockui/jquery.blockUI.min.js?ver=2.70 (4 hours)
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/js/jscookie/js.cookie.min.js?ver=2.1.4 (4 hours)
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/includes/fontawesome.min.css (4 hours)
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/js/scripts.js?ver=4.9.6 (4 hours)
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/style.css?ver=4.9.6 (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/05/Alimentos-Que-Fazem-o-Cabelo-Cre scer-Mais-R%C3%A1pido-s%C3%A3o-variados-e-muito-eficazes-no-processo-de-crescimentodo-Cabelo.-610x343.jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/05/Dieta-Dukan-2018-600x402.jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/05/alimentos-crescercabelo-600x450.jpg (4 hours)

- https://dietasedicas.com.br/wp-content/uploads/2018/05/alopecia-610x343.jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/05/dieta-4-dias-600x450.jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/06/dia-dosnamorados-2018-dietas-610x343.jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/06/dieta-dosnamorados-2018-600x343.jpg (4 hours)
- https://dietasedicas.com.br/wp-content/uploads/2018/06/polifen%C3%B3ispolifen%C3%B3ispdfpolifen%C3%B3is-frutaspolifen%C3%B3is-antioxidantes-610x343.jpg (4 hours)
- https://dietasedicas.com.br/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1 (4 hours)
- https://dietasedicas.com.br/wp-includes/js/jquery/jquery.js?ver=1.12.4 (4 hours)
- https://dietasedicas.com.br/wp-includes/js/wp-embed.min.js?ver=4.9.6 (4 hours)
- https://dietasedicas.com.br/wp-includes/js/wp-emoji-release.min.js?ver=4.9.6 (4 hours)
- https://external-mia3-1.xx.fbcdn.net/safe_image.php?d=AQAxHJPoyM7v01yb&w=228&h=11 9&url=https%3A%2F%2Fdietasedicas.com.br%2Fwp-content%2Fplugins%2Fall-in-one-seo-p ack-pro%2Fimages%2Fdefault-user-image.png&cfs=1&upscale=1&fallback=news_d_placeh older_publisher&_nc_hash=AQBtM8hztiWr7q4k (4 hours)
- https://external-mia3-1.xx.fbcdn.net/safe_image.php?d=AQBE6Pzl1nKOMiDW&w=600&h=60 0&url=https%3A%2F%2Fdietasedicas.com.br%2Fwp-content%2Fplugins%2Fall-in-one-seopack-pro%2Fimages%2Fdefault-user-image.png&cfs=1&_nc_hash=AQAHGMAyXTT4OLXs (4 hours)
- https://external-mia3-1.xx.fbcdn.net/safe_image.php?d=AQD8WJb9gxJGvueO&w=228&h=11 9&url=https%3A%2F%2Fdietasedicas.com.br%2Fwp-content%2Fuploads%2F2018%2F05%2 Flolo.png&cfs=1&upscale=1&fallback=news_d_placeholder_publisher&_nc_hash=AQBMtBsrEweKgYL (4 hours)

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

Your page has 5 blocking script resources and 8 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://dietasedicas.com.br/wp-includes/js/jquery/jquery.js?ver=1.12.4
- https://dietasedicas.com.br/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1
- https://platform-api.sharethis.com/js/sharethis.js
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/js/scripts.js?ver=4.9.6
- https://cdnjs.cloudflare.com/ajax/libs/cookieconsent2/3.0.3/cookieconsent.min.js

Optimize CSS Delivery of the following:

- https://dietasedicas.com.br/wp-content/plugins/contactform-7/includes/css/styles.css?ver=5.0.2
- https://dietasedicas.com.br/wp-content/plugins/sharethis-share-buttons/css/mustyle.css?ver=4.9.6
- https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/css/woocommercelayout.css?ver=3.4.0
- https://dietasedicas.com.br/wpcontent/plugins/woocommerce/assets/css/woocommerce.css?ver=3.4.0
- https://fonts.googleapis.com/css?family=Open+Sans:300,400,400italic,600,700
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/includes/fontawesome.min.css
- https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/style.css?ver=4.9.6
- https://cdnjs.cloudflare.com/ajax/libs/cookieconsent2/3.0.3/cookieconsent.min.css

Consider Fixing:

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 339B (51% reduction).

 Compressing https://buttons-config.sharethis.com/js/5b0ed5bf43a707001159fe15.js could save 339B (51% reduction).

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 1KiB (18% reduction).

• Minifying https://dietasedicas.com.br/wp-content/themes/mh-cicero-lite/style.css?ver=4.9.6 could save 1KiB (18% 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 787B (16% reduction).

- Minifying https://dietasedicas.com.br/wp-content/plugins/contactform-7/includes/js/scripts.js?ver=5.0.2 could save 672B (17% reduction) after compression.
- Minifying https://dietasedicas.com.br/wp-content/plugins/woocommerce/assets/js/jscookie/js.cookie.min.js?ver=2.1.4 could save 115B (12% 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 72.5KiB (25% reduction).

 Compressing https://dietasedicas.com.br/wp-content/uploads/2018/06/polifen%C3%B3ispolif en%C3%B3is-pdfpolifen%C3%B3is-frutaspolifen%C3%B3is-antioxidantes-610x343.jpg could save 21.9KiB (28% reduction).

- Compressing https://dietasedicas.com.br/wpcontent/uploads/2018/05/dieta-4-dias-600x450.jpg could save 18KiB (41% reduction).
- Compressing https://dietasedicas.com.br/wp-content/uploads/2018/05/Alimentos-Que-Fazem -o-Cabelo-Crescer-Mais-R%C3%A1pido-s%C3%A3o-variados-e-muito-eficazes-no-processo-decrescimento-do-Cabelo.-610x343.jpg could save 10.7KiB (24% reduction).
- Compressing https://dietasedicas.com.br/wp-content/uploads/2018/05/alimentos-crescercabelo-600x450.jpg could save 8.7KiB (15% reduction).
- Compressing https://dietasedicas.com.br/wp-content/uploads/2018/06/dia-dosnamorados-2018-dietas-610x343.jpg could save 6.8KiB (23% reduction).
- Compressing https://dietasedicas.com.br/wp-content/uploads/2018/05/Dieta-Dukan-2018-600x402.jpg could save 5.7KiB (15% reduction).
- Compressing https://static.xx.fbcdn.net/rsrc.php/v3/yN/r/WgFKRx0VFOG.png could save 279B (22% reduction).
- Compressing https://external-mia3-1.xx.fbcdn.net/safe_image.php?d=AQAxHJPoyM7v01yb& w=228&h=119&url=https%3A%2F%2Fdietasedicas.com.br%2Fwp-content%2Fplugins%2Fal l-in-one-seo-pack-pro%2Fimages%2Fdefault-user-image.png&cfs=1&upscale=1&fallback=n ews_d_placeholder_publisher&_nc_hash=AQBtM8hztiWr7q4k could save 221B (14% reduction).
- Compressing https://static.xx.fbcdn.net/rsrc.php/v3/yl/r/THq7eyfQLlo.png could save 181B (20% reduction).
- Compressing https://static.xx.fbcdn.net/rsrc.php/v3/yH/r/yNvz5xtKREW.png could save 109B (20% reduction).

3 Passed Rules

Avoid landing page redirects

Your page has no redirects. Learn more about avoiding landing page redirects.

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 <u>content</u>.