

PageSpeed Insights

Mobile



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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://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/042c75092b96fac5dd3f81046816f177.png> (expiration not specified)
- <http://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/11ac01a3b3f9c683c3c15523d1ef141e.png> (expiration not specified)
- <http://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/755254c82309d5b97b04b3b4737d45e6.png> (expiration not specified)
- <http://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/a1d31b332bbd43377267b66d04475979.png> (expiration not specified)

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- <http://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/a8399bc1db23a1da27bfe40bc07ea739.png> (expiration not specified)
- <http://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/e05ce4284579128afaaa179b0812da17.png> (expiration not specified)
- <http://cdn.bannersnack.com/banners/bcm0vqqix/embed/images/40483a110235fb388f3a452bf8667102.png> (expiration not specified)
- <http://cdn.bannersnack.com/iframe/embed.js> (expiration not specified)
- <http://im.wpresss.com/wp-content/plugins/jetpack/modules/minileven/theme/pub/minileven/nc/fonts/genericons-regular-webfont.woff> (expiration not specified)
- <https://prod.cbstatic.net/dist/i18n/app-strings-en.json> (expiration not specified)
- <http://cdn.viglink.com/images/pixel.gif?ch=1&rn=2.2177497474476695> (15 seconds)
- <http://cdn.viglink.com/images/pixel.gif?ch=2&rn=2.2177497474476695> (15 seconds)
- <http://apps.shareaholic.com/assets/pub/shareaholic.js> (15 minutes)
- https://connect.facebook.net/en_US/sdk.js (20 minutes)
- <https://cdn.viglink.com/api/vglnk.js> (30 minutes)
- <http://www.google-analytics.com/analytics.js> (2 hours)
- <http://seal-boise.bbb.org/seals/blue-seal-153-100-clickbank-5004291.png> (4 hours)

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

Your page has 13 blocking script resources and 5 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://im.wpresss.com/wp-includes/js/jquery/jquery.js?ver=1.12.4>
- <http://im.wpresss.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- <http://cbtb.clickbank.net/?vendor=alboriss75>
- <http://cdn.bannersnack.com/iframe/embed.js>

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- <http://cdn.bannersnack.com/iframe/embed.js>
- http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/photons/photons.min.js?ver=20130122
- <https://s0.wp.com/wp-content/js/devicepx-jetpack.js?ver=201821>
- <http://s.gravatar.com/js/gprofiles.js?ver=2018Mayaa>
- <http://im.wpresss.com/wp-content/plugins/jetpack/modules/wpgroho.js?ver=4.9.6>
- http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/minileven/theme/pub/minileven/js/small-menu.min.js?ver=20120206
- http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/facebook-embed.min.js
- http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/lazy-images/js/lazy-images.min.js?ver=5.9
- <http://im.wpresss.com/wp-includes/js/wp-embed.min.js?ver=4.9.6>

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

- <http://im.wpresss.com/wp-content/plugins/jetpack/modules/minileven/theme/pub/minileven/style.css?ver=4.9.6>
- http://im.wpresss.com/wp-content/plugins/jetpack/_inc/social-logos/social-logos.min.css?ver=1
- <http://im.wpresss.com/wp-content/plugins/jetpack/css/jetpack.css?ver=5.9>
- <http://s.gravatar.com/css/hovercard.css?ver=2018Mayaa>
- <http://s.gravatar.com/css/services.css?ver=2018Mayaa>

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 1.9KiB (44% reduction).

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- Compressing <http://im.wpresss.com/wp-content/plugins/jetpack/modules/wpgroho.js?ver=4.9.6> could save 526B (51% reduction).
- Compressing <http://cbtb.clickbank.net/?vendor=alboriss75> could save 485B (51% reduction).
- Compressing http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/minileven/theme/pub/minileven/js/small-menu.min.js?ver=20120206 could save 280B (45% reduction).
- Compressing http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/photom/photom.min.js?ver=20130122 could save 224B (39% reduction).
- Compressing http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/facebook-embed.min.js could save 214B (35% reduction).
- Compressing https://sqs.us-east-1.amazonaws.com/756737886395/stats-banner?Action=SendMessage&MessageBody=%5B%7B%22uid%22%3A%2224752916%22%2C%22h%22%3A%22bc8qbjnno%22%2C%22ip%22%3A%2266.102.8.38%22%2C%22b%22%3A%22Chrome%22%2C%22bv%22%3A41%2C%22os%22%3A%22Android%22%2C%22d%22%3A%22mobile%22%2C%22r%22%3A%22412x732%22%2C%22t%22%3A1527303406%2C%22vid%22%3A%2272733389637_2051943%22%2C%22et%22%3A%22view%22%7D%5D could save 130B (35% reduction).
- Compressing https://sqs.us-east-1.amazonaws.com/756737886395/stats-banner?Action=SendMessage&MessageBody=%5B%7B%22uid%22%3A%2232080831%22%2C%22h%22%3A%22bcm0vqqix%22%2C%22ip%22%3A%2266.102.8.38%22%2C%22b%22%3A%22Chrome%22%2C%22bv%22%3A41%2C%22os%22%3A%22Android%22%2C%22d%22%3A%22mobile%22%2C%22r%22%3A%22412x732%22%2C%22t%22%3A1527303406%2C%22vid%22%3A%2272733389642_4920285%22%2C%22et%22%3A%22view%22%7D%5D could save 129B (35% 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 1.7KiB (19% reduction).

- Minifying <http://im.wpresss.com/wp-content/plugins/jetpack/modules/minileven/theme/pub/minileven/style.css?ver=4.9.6> could save 1.5KiB (21% reduction) after compression.
- Minifying <http://s.gravatar.com/css/hovercard.css?ver=2018Mayaa> could save 234B (13% reduction) after compression.

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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 5.1KiB (30% reduction).

- Minifying <https://cdnjs.cloudflare.com/ajax/libs/URI.js/1.14.2/URI.js> could save 4.4KiB (35% reduction) after compression.
- Minifying http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/lazy-images/js/lazy-images.min.js?ver=5.9 could save 309B (11% reduction) after compression.
- Minifying <http://im.wpresss.com/wp-content/plugins/jetpack/modules/wpgroho.js?ver=4.9.6> could save 224B (23% reduction).
- Minifying http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/minileven/theme/pub/minileven/js/small-menu.min.js?ver=20120206 could save 160B (26% reduction).

Optimize images

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

[Optimize the following images](#) to reduce their size by 895B (12% reduction).

- Compressing <http://seal-boise.bbb.org/seals/blue-seal-153-100-clickbank-5004291.png> could save 458B (11% reduction).
- Compressing <https://prod.cbstatic.net/dist/assets/logo-header-two-tone-en.png> could save 437B (13% reduction).

Prioritize visible content

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.

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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 31% of the final above-the-fold content could be rendered with the full HTML response.
- Click to see the screenshot with only the HTML response: snapshot:18



2 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](#).

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 `Marketing Day:...to PPC' & more` is close to 3 other tap targets final.
- The tap target `<div id="e_16" class="shape rectangle">` is close to 1 other tap targets.

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- The tap target `<div id="e_17" class="element">CLICK FOR DETAILS</div>` is close to 1 other tap targets.
- The tap target `<div class="shareaholic-sh...tton-container">Tweet</div>` is close to 1 other tap targets final.
- The tap target `<div class="shareaholic-sh...tton-container">Share</div>` is close to 1 other tap targets final.



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](#).

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! 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 2.8KiB (47% reduction).

- Compressing <http://im.wpresss.com/wp-content/plugins/jetpack/modules/wpgroho.js?ver=4.9.6> could save 526B (51% reduction).
- Compressing <http://cbtb.clickbank.net/?vendor=alboriss75> could save 485B (51% reduction).
- Compressing <http://im.wpresss.com/wp-content/themes/ready-review/css/text.css> could save 465B (57% reduction).
- Compressing <http://im.wpresss.com/wp-content/themes/ready-review/js/plugins.js?ver=20120206> could save 409B (49% reduction).
- Compressing <http://im.wpresss.com/wp-content/themes/ready-review/js/customscript.js?ver=20120206> could save 284B (50% reduction).
- Compressing http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/photons/photons.min.js?ver=20130122 could save 224B (39% reduction).
- Compressing http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/facebook-embed.min.js could save 214B (35% reduction).
- Compressing <https://sqs.us-east-1.amazonaws.com/756737886395/stats-banner?Action=SendMessage&MessageBody=%5B%7B%22uid%22%3A%224752916%22%2C%22h%22%3A%22bc8qbjnno%22%2C%22ip%22%3A%2266.102.8.38%22%2C%22b%22%3A%22Chrome%22%2C%22bv%22%3A41%2C%22os%22%3A%22Linux%22%2C%22d%22%3A%22desktop%22%2C%22r%22%3A%221366x768%22%2C%22t%22%3A1527303416%2C%22vid%22%2C%22w%22%3A%221024%22%7D%5D> could save 214B (35% reduction).

Desktop

3A%2272733399979_2051417%22%2C%22et%22%3A%22view%22%7D%5D could save 132B (35% reduction).

- Compressing https://sqs.us-east-1.amazonaws.com/756737886395/stats-banner?Action=SendMessage&MessageBody=%5B%7B%22uid%22%3A%2232080831%22%2C%22h%22%3A%22bcm0vqqix%22%2C%22ip%22%3A%2266.102.8.36%22%2C%22b%22%3A%22Chrome%22%2C%22bv%22%3A41%2C%22os%22%3A%22Linux%22%2C%22d%22%3A%22desktop%22%2C%22r%22%3A%221366x768%22%2C%22t%22%3A1527303416%2C%22vid%22%3A%2272733399979_8520198%22%2C%22et%22%3A%22view%22%7D%5D could save 131B (35% 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://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/042c75092b96fac5dd3f81046816f177.png> (expiration not specified)
- <http://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/11ac01a3b3f9c683c3c15523d1ef141e.png> (expiration not specified)
- <http://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/755254c82309d5b97b04b3b4737d45e6.png> (expiration not specified)
- <http://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/a1d31b332bbd43377267b66d04475979.png> (expiration not specified)
- <http://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/a8399bc1db23a1da27bfe40bc07ea739.png> (expiration not specified)
- <http://cdn.bannersnack.com/banners/bc8qbjnno/embed/images/e05ce4284579128afaaa179b0812da17.png> (expiration not specified)
- <http://cdn.bannersnack.com/banners/bcm0vqqix/embed/images/40483a110235fb388f3a452bf8667102.png> (expiration not specified)
- <http://cdn.bannersnack.com/iframe/embed.js> (expiration not specified)
- <https://my.jaaxy.com/badge.js> (expiration not specified)
- <https://prod.cbstatic.net/dist/i18n/app-strings-en.json> (expiration not specified)
- <http://cdn.viglink.com/images/pixel.gif?ch=1&rn=8.599602989619598> (15 seconds)
- <http://cdn.viglink.com/images/pixel.gif?ch=2&rn=8.599602989619598> (15 seconds)

Desktop

- http://api.pinterest.com/v1/urls/count.json?callback=WPCOMSharing.update_pinterest_count&url=http%3A%2F%2Fim.wpresss.com%2Fthe-1-marketing-skills%2F&_=1527303338310 (15 minutes)
- <http://apps.shareaholic.com/assets/pub/shareaholic.js> (15 minutes)
- https://connect.facebook.net/en_US/sdk.js (20 minutes)
- <https://cdn.viglink.com/api/vglInk.js> (30 minutes)
- <http://www.google-analytics.com/analytics.js> (2 hours)
- <http://seal-boise.bbb.org/seals/blue-seal-153-100-clickbank-5004291.png> (4 hours)

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 4.4KiB (26% reduction).

- Minifying <http://im.wpresss.com/wp-content/themes/ready-review/css/ui.css> could save 1.7KiB (24% reduction) after compression.
- Minifying <http://im.wpresss.com/wp-content/themes/ready-review/css/gumby.16col.css> could save 1.1KiB (31% reduction) after compression.
- Minifying <http://im.wpresss.com/wp-content/themes/ready-review/css/text.css> could save 717B (89% reduction).
- Minifying <http://im.wpresss.com/wp-content/themes/ready-review/css/style.css> could save 334B (13% reduction) after compression.
- Minifying <http://im.wpresss.com/wp-content/themes/ready-review/css/responsive.css> could save 274B (27% reduction) after compression.
- Minifying <http://s.gravatar.com/css/hovercard.css?ver=2018Mayaa> could save 234B (13% reduction) after compression.

Minify HTML

Desktop

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 1.2KiB (11% reduction).

- Minifying <http://im.wpresss.com/> could save 1.2KiB (11% 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 6.7KiB (25% reduction).

- Minifying <https://cdnjs.cloudflare.com/ajax/libs/URI.js/1.14.2/URI.js> could save 4.4KiB (35% reduction) after compression.
- Minifying <http://im.wpresss.com/wp-content/themes/ready-review/js/libs/modernizr-2.0.6.min.js?ver=20120206> could save 826B (12% reduction) after compression.
- Minifying <http://im.wpresss.com/wp-content/themes/ready-review/js/jquery.responsinav.js?ver=20120206> could save 312B (33% reduction) after compression.
- Minifying http://im.wpresss.com/wp-content/plugins/jetpack/_inc/build/lazy-images/js/lazy-images.min.js?ver=5.9 could save 309B (11% reduction) after compression.
- Minifying <http://im.wpresss.com/wp-content/themes/ready-review/js/libs/gumby.min.js?ver=20120206> could save 279B (17% reduction) after compression.
- Minifying <http://im.wpresss.com/wp-content/themes/ready-review/js/plugins.js?ver=20120206> could save 256B (31% reduction).
- Minifying <http://im.wpresss.com/wp-content/plugins/jetpack/modules/wpgroho.js?ver=4.9.6> could save 224B (23% reduction).
- Minifying <http://im.wpresss.com/wp-content/themes/ready-review/js/customscript.js?ver=20120206> could save 118B (21% reduction).

Desktop

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

Your page has 6 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:](#)

- <http://im.wpresss.com/wp-includes/js/jquery/jquery.js?ver=1.12.4>
- <http://im.wpresss.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- <http://cibt.clickbank.net/?vendor=alboriss75>
- <https://my.jaaxy.com/badge.js>
- <http://cdn.bannersnack.com/iframe/embed.js>
- <http://cdn.bannersnack.com/iframe/embed.js>

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

- <http://im.wpresss.com/wp-content/themes/ready-review/css/imports.css>
- <http://im.wpresss.com/wp-content/themes/ready-review/css/gumby.16col.css>
- <http://im.wpresss.com/wp-content/themes/ready-review/css/ui.css>
- <http://im.wpresss.com/wp-content/themes/ready-review/css/style.css>
- <http://im.wpresss.com/wp-content/themes/ready-review/css/text.css>
- <http://im.wpresss.com/wp-content/themes/ready-review/css/responsive.css>
- http://im.wpresss.com/wp-content/plugins/jetpack/_inc/social-logos/social-logos.min.css?ver=1
- <http://im.wpresss.com/wp-content/plugins/jetpack/css/jetpack.css?ver=5.9>

Optimize images

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

Desktop

[Optimize the following images](#) to reduce their size by 79.2KiB (67% reduction).

- Compressing and resizing http://im.wordpress.com/wp-content/uploads/2017/10/coollogo_com-30436700.png could save 77.2KiB (72% reduction).
- Compressing <https://my.jaaxy.com/assets/images/nichemarketing/jaaxy-logo.png> could save 1.1KiB (28% reduction).
- Compressing <http://seal-boise.bbb.org/seals/blue-seal-153-100-clickbank-5004291.png> could save 458B (11% reduction).
- Compressing <https://prod.cbstatic.net/dist/assets/logo-header-two-tone-en.png> could save 437B (13% reduction).



2 Passed Rules

Avoid landing page redirects

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

Prioritize visible content

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