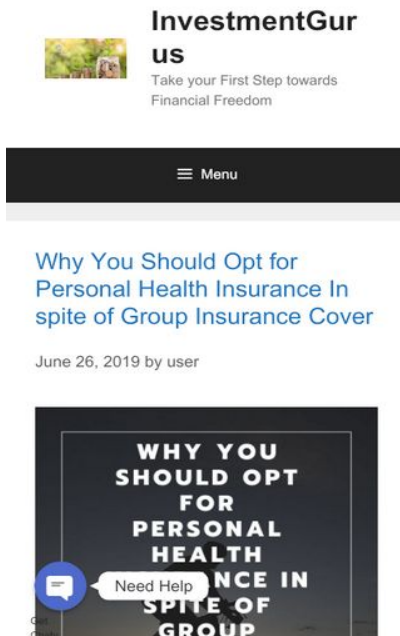# PageSpeed Insights

53 / 100 Speed

ⓘ Should Fix:

Avoid landing page redirects

Your page has 2 redirects. Redirects introduce additional delays before the page can be loaded.

Avoid landing page redirects for the following chain of redirected URLs.

- http://investmentgurus.in/
- https://investmentgurus.in/
- https://www.investmentgurus.in/

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

Mobile

Your page has 12 blocking script resources and 10 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://www.investmentgurus.in/wp-content/plugins/google-analytics-for-wordpress/assets/js/frontend.min.js?ver=7.10.2

- https://www.investmentgurus.in/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp

- https://www.investmentgurus.in/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1

- https://www.investmentgurus.in/wp-content/plugins/email-subscribers/lite/public/js/email-subscribers-public.js

- https://www.investmentgurus.in/wp-content/plugins/mailin/js/mailin-front.js?ver=1577024373

- https://www.investmentgurus.in/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.6

- https://www.investmentgurus.in/wp-content/plugins/gp-premium/general/js/smooth-scroll.min.js?ver=1.7.7

- https://www.investmentgurus.in/wp-content/plugins/social-warfare/assets/js/script.min.js?ver=3.6.1

- https://www.investmentgurus.in/wp-content/themes/generatepress/js/menu.min.js?ver=2.4.1

- https://www.investmentgurus.in/wp-content/themes/generatepress/js/a11y.min.js?ver=2.4.1

- https://www.investmentgurus.in/wp-includes/js/wp-embed.min.js?ver=5.3.2

- https://www.investmentgurus.in/wp-content/plugins/chaty/assets/js/cht-front-script.js?ver=2.4.5

[Optimize CSS Delivery]() of the following:

- https://www.investmentgurus.in/wp-content/plugins/social-warfare/assets/js/post-editor/dist/blocks.style.build.css?ver=5.3.2

- https://www.investmentgurus.in/wp-includes/css/dist/block-library/style.min.css?ver=5.3.2

- https://www.investmentgurus.in/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=5.1.6

- https://www.investmentgurus.in/wp-content/plugins/email-subscribers/lite/public/css/email-subscribers-public.css

- https://www.investmentgurus.in/wp-content/plugins/social-warfare/assets/css/style.min.css?ver=3.6.1

- https://www.investmentgurus.in/wp-content/themes/generatepress/css/all.min.css?ver=2.4.1

- https://www.investmentgurus.in/wp-content/themes/generatepress/css/font-awesome.min.css?ver=4.7

- https://www.investmentgurus.in/?sccss=1&ver=5.3.2

- https://www.investmentgurus.in/wp-content/plugins/mailin/css/mailin-front.css?ver=5.3.2

- https://www.investmentgurus.in/wp-content/plugins/chaty/assets/css/chaty-front.css?ver=2.4.5

Optimize images

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

Optimize the following images to reduce their size by 103.1KiB (62% reduction).

- Compressing and resizing https://www.investmentgurus.in/wp-content/uploads/2019/08/Profile-1.jpg could save 92.6KiB (98% reduction).

- Compressing https://www.investmentgurus.in/wp-content/uploads/2019/06/Why-You-Should-Opt-for-Personal-Health-Insurance-In-spite-of-Group-Insurance-Cover.jpg could save 10.5KiB (15% reduction).

🔼 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 3.9KiB (71% reduction).

- Compressing https://cdn.geni.us/snippet.min.js could save 3.9KiB (71% 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:

- https://www.googletagmanager.com/gtag/js?id=UA-131138569-1 (15 minutes)

- https://www.googletagservices.com/activeview/js/current/osd.js?cb=%2Fr20100101 (50 minutes)

- https://clientcdn.pushengage.com/core/09f398f470886114940b87842460f03f.js?ver=5.3.2 (60 minutes)

- https://pagead2.googlesyndication.com/pagead/js/adsbygoogle.js (60 minutes)

- https://www.google-analytics.com/analytics.js (2 hours)

Reduce server response time

In our test, your server responded in 0.31 seconds.

There are many factors that can slow down your server response time. Please read our recommendations to learn how you can monitor and measure where your server is spending the most time.

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 105B (16% reduction).

- Minifying https://www.investmentgurus.in/wp-content/plugins/email-subscribers/lite/public/css/email-subscribers-public.css could save 105B (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 3KiB (19% reduction).

- Minifying https://www.investmentgurus.in/wp-content/plugins/chaty/assets/js/cht-front-script.js?ver=2.4.5 could save 1.2KiB (14% reduction) after compression.

- Minifying https://www.investmentgurus.in/wp-content/plugins/mailin/js/mailin-front.js?ver=1577024373 could save 677B (23% reduction) after compression.

- Minifying https://www.investmentgurus.in/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.6 could save 653B (17% reduction) after compression.

- Minifying https://www.investmentgurus.in/wp-content/plugins/email-subscribers/lite/public/js/email-subscribers-public.js could save 580B (40% reduction) after compression.

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.

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 39% 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:23

✔ 1 Passed Rules

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 and 1 others are close to other tap targets final.

- The tap target <div class="chaty-widget-i...e active_clos">Need Help</div> is close to 1 other tap targets final.

- The tap target <div class="chaty-widget-i i-trigger-close">Hide</div> is close to 1 other tap targets final.

- The tap target Get Chaty is close to 1 other tap targets final.

- The tap target Get Chaty and 1 others are close to other tap targets final.

Mobile

✅ 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.

Desktop

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Desktop

🔳 Should Fix:

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- https://pagead2.googlesyndication.com/pagead/js/adsbygoogle.js (60 minutes)

- https://www.google-analytics.com/analytics.js (2 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 105B (16% reduction).

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Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and

Desktop

execution time.

[Minify JavaScript](#) for the following resources to reduce their size by 3KiB (19% reduction).

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- Minifying https://www.investmentgurus.in/wp-content/plugins/mailin/js/mailin-front.js?ver=1577024373 could save 677B (23% reduction) after compression.

- Minifying https://www.investmentgurus.in/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.6 could save 653B (17% reduction) after compression.

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- https://www.investmentgurus.in/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp

- https://www.investmentgurus.in/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1

- https://www.investmentgurus.in/wp-content/plugins/email-subscribers/lite/public/js/email-subscribers-public.js

- https://www.investmentgurus.in/wp-content/plugins/mailin/js/mailin-front.js?ver=1577024373

- https://www.investmentgurus.in/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.6

- https://www.investmentgurus.in/wp-content/plugins/gp-premium/general/js/smooth-scroll.min.js?ver=1.7.7

Desktop

- https://www.investmentgurus.in/wp-content/plugins/social-warfare/assets/js/script.min.js?ver=3.6.1

- https://www.investmentgurus.in/wp-content/themes/generatepress/js/menu.min.js?ver=2.4.1

- https://www.investmentgurus.in/wp-content/themes/generatepress/js/a11y.min.js?ver=2.4.1

- https://www.investmentgurus.in/wp-includes/js/wp-embed.min.js?ver=5.3.2

- https://www.investmentgurus.in/wp-content/plugins/chaty/assets/js/cht-front-script.js?ver=2.4.5

Optimize CSS Delivery of the following:

- https://www.investmentgurus.in/wp-content/plugins/social-warfare/assets/js/post-editor/dist/blocks.style.build.css?ver=5.3.2

- https://www.investmentgurus.in/wp-includes/css/dist/block-library/style.min.css?ver=5.3.2

- https://www.investmentgurus.in/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=5.1.6

- https://www.investmentgurus.in/wp-content/plugins/email-subscribers/lite/public/css/email-subscribers-public.css

- https://www.investmentgurus.in/wp-content/plugins/social-warfare/assets/css/style.min.css?ver=3.6.1

- https://www.investmentgurus.in/wp-content/themes/generatepress/css/all.min.css?ver=2.4.1

- https://www.investmentgurus.in/wp-content/themes/generatepress/css/font-awesome.min.css?ver=4.7

- https://www.investmentgurus.in/?sccss=1&ver=5.3.2

- https://www.investmentgurus.in/wp-content/plugins/mailin/css/mailin-front.css?ver=5.3.2

- https://www.investmentgurus.in/wp-content/plugins/chaty/assets/css/chaty-front.css?ver=2.4.5

Optimize images

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

Optimize the following images to reduce their size by 14.6KiB (18% reduction).

- Compressing https://www.investmentgurus.in/wp-content/uploads/2019/06/Why-You-Should-Opt-for-Personal-Health-Insurance-In-spite-of-Group-Insurance-Cover.jpg could save 10.5KiB (15% reduction).

- Compressing https://www.investmentgurus.in/wp-content/uploads/2018/12/cropped-Logo.png could save 4KiB (40% reduction).

Prioritize visible content

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✔ 1 Passed Rules

Minify HTML

Your HTML is minified. Learn more about minifying HTML.