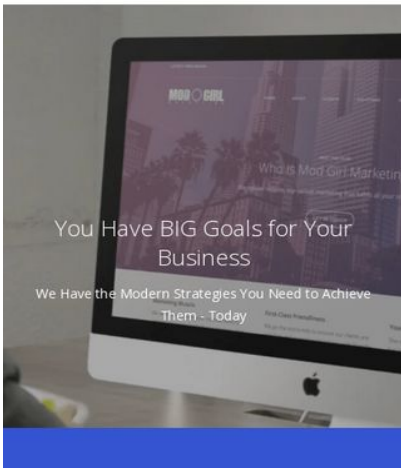


PageSpeed Insights

Mobile



56 / 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://sumo.com/api/load/> (expiration not specified)
- <https://insights.hotjar.com/api/v1/sites/54307/pages/82469488/content-id/64780d402e052e664fab4578e72ab11d> (expiration not specified)
- http://m.addthisedge.com/live/boost/ra-508a1ea672a109f0/_ate.track.config_resp (55 seconds)
- <http://static.hotjar.com/c/hotjar-54307.js?sv=5> (60 seconds)
- <http://load.sumome.com/> (10 minutes)

Mobile

- http://s7.addthis.com/js/300/addthis_widget.js (10 minutes)
- <https://syndication.twitter.com/settings> (10 minutes)
- <https://app.clickfunnels.com/assets/cfpop.js?ver=1.0.0> (20 minutes)
- https://connect.facebook.net/en_US/fbevents.js (20 minutes)
- <https://connect.facebook.net/signals/config/1573872329551992?v=2.8.12&r=stable> (20 minutes)
- http://maps.googleapis.com/maps/api/js?key=AlzaSyDrYls9FNI_Gmr1toHpN5Vj1S8zmd73W8g&ver=4.9.4 (30 minutes)
- <https://platform.twitter.com/widgets.js> (30 minutes)
- <http://www.googleadservices.com/pagead/conversion.js> (60 minutes)
- <http://www.google-analytics.com/analytics.js> (2 hours)

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

Your page has 67 blocking script resources and 22 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://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery.js?ver=1.12.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/js/vp2_html5_rightSidePlaylist.js?ver=4.9.4
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/js/jquery.mousewheel.min.js?ver=4.9.4
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/js/jquery.touchSwipe.min.js?ver=4.9.4
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/js/screenfull.min.js?ver=4.9.4

Mobile

- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/thrive-headline-optimizer/frontend/js/header.min.js?ver=1.1.14>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/jquery-plugins/jquery.c.js?ver=1.4.0>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/js/wpfront-notification-bar.js?ver=1.7>
- http://www.youtube.com/iframe_api?ver=4.9.4
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/js/modernizr-2.6.2-respond-1.1.0.min.js?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/core.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/widget.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/mouse.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/accordion.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/position.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/menu.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/wp-all.js?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/autocomplete.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/slider.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/tabs.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/sortable.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/draggable.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/droppable.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/selectable.min.js?ver=1.11.4>

Mobile

- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/datepicker.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/resizable.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/button.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/dialog.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery.form.min.js?ver=4.2.1>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery.color.min.js?ver=2.1.1>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/imagesloaded.min.js?ver=3.2.0>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/masonry.min.js?ver=3.3.2>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery.masonry.min.js?ver=3.1.2b>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/progressbar.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/tooltip.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-blind.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-bounce.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-clip.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-drop.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-explode.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-fade.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect->

Mobile

- fold.min.js?ver=1.11.4
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-highlight.min.js?ver=1.11.4>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-pulsate.min.js?ver=1.11.4>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-size.min.js?ver=1.11.4>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-scale.min.js?ver=1.11.4>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-shake.min.js?ver=1.11.4>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-slide.min.js?ver=1.11.4>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-transfer.min.js?ver=1.11.4>
 - http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/activecampaign-subscription-forms/site_tracking.js?ver=4.9.4
 - <https://app.clickfunnels.com/assets/cfpop.js?ver=1.0.0>
 - http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/quick-pagepost-redirect-plugin/js/qppr_frontend_script.min.js?ver=5.1.8
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/thrive-headline-optimizer/frontend/js/triggers.min.js?ver=1.1.14>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wp-lightbox-2/wp-lightbox-2.min.js?ver=1.3.4.1>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/social-warfare/js/script.min.js?ver=2.3.5>
 - http://maps.googleapis.com/maps/api/js?key=AlzaSyDrYIs9FNI_Gmr1toHpN5Vj1S8zmd73W8g&ver=4.9.4
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/js/bootstrap.min.js?ver=4.9.4>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/js/plugins.js?ver=4.9.4>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/js/scripts.js?ver=4.9.4>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/thrive-visual-editor/thrive-dashboard/js/dist/frontend.min.js?ver=2.0.31>
 - <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/q2w3-fixed>

Mobile

widget/js/q2w3-fixed-widget.min.js?ver=5.1.4

- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/wp-embed.min.js?ver=4.9.4>
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/js_composer/assets/js/dist/js_composer_front.min.js?ver=5.4.2
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/rotatingtweets/js/jquery.cycle.all.min.js?ver=4.9.4>
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/rotatingtweets/js/rotating_tweet.js?ver=1.9.5

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

- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/css/vp2_html5_rightSidePlaylist.css?ver=4.9.4
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/rotatingtweets/css/style.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wp-post-navigation/style.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/css/wpfront-notification-bar.css?ver=1.7>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wp-lightbox-2/styles/lightbox.min.css?ver=1.3.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/social-warfare/css/style.min.css?ver=2.3.5>
- <http://maxcdn.bootstrapcdn.com/font-awesome/4.5.0/css/font-awesome.min.css?ver=4.5.0>
- <http://fonts.googleapis.com/css?family=Open+Sans%3A300italic%2C400italic%2C400%2C300%2C600%2C700&ver=4.9.4>
- <http://fonts.googleapis.com/css?family=Open+Sans%3A300italic%2C400italic%2C400%2C300%2C600%2C700&ver=4.9.4>
- <http://fonts.googleapis.com/css?family=Raleway%3A700&ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/bootstrap.min.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/flexslider.min.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/line-icons.min.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/elegant-icons.min.css?ver=4.9.4>

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- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/lightbox.min.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/wp-less-cache/ebor-theme-styles.css?ver=1521229189>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot-child/style.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style.css>
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/js_composer/assets/css/js_composer.min.css?ver=5.4.2
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/masterslider/public/assets/css/masterslider.main.css?ver=2.20.3>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/masterslider/custom.css?ver=1.1>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/masterslider-pivot-main.css?ver=1.0>

Optimize images

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

[Optimize the following images](#) to reduce their size by 236.4KiB (34% reduction).

- Compressing <http://www.modgirlmarketing.com/wp-content/uploads/2018/02/Featured-Image-A-Look-Back-at-Our-First-Year-Growing-a-Facebook-Group-for-Business-Owners-and-Entrepreneurs.jpg> could save 100.9KiB (64% reduction).
- Compressing <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/2017/11/marketing-solutions-footer.jpg?id=8170> could save 58KiB (34% reduction).
- Compressing <http://www.modgirlmarketing.com/wp-content/uploads/2017/11/Michelle-Mobley-e1520403920845.png> could save 47.6KiB (33% reduction).
- Compressing <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/2018/03/mandy-mcewen-desk-min-cocpy.jpeg?id=8600> could save 18.9KiB (13% reduction).
- Compressing <http://www.modgirlmarketing.com/wp-content/uploads/2018/01/mod-girl-marketing-homepage-mobile-optimized-1024x574.jpg> could save 6.6KiB (12% reduction).

Mobile

- Compressing <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/2016/06/Active-Campaign-Logo.png> could save 3.1KiB (13% reduction).
- Compressing http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/images/arrow_down.png could save 1.2KiB (56% 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 303B (42% reduction).

- Compressing http://www.youtube.com/iframe_api?ver=4.9.4 could save 303B (42% 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 5.8KiB (20% reduction).

- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot-child/style.css?ver=4.9.4> could save 1.4KiB (25% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/masterslider/public/assets/css/masterslider.main.css?ver=2.20.3> could save 1.2KiB (13% reduction) after compression.
- Minifying http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/css/vp2_html5_rightSidePlaylist.css?ver=4.9.4 could save 923B (20% reduction) after compression.

Mobile

- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style.css> could save 849B (18% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/line-icons.min.css?ver=4.9.4> could save 532B (25% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wp-lightbox-2/styles/lightbox.min.css?ver=1.3.4> could save 349B (31% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/rotatingtweets/css/style.css?ver=4.9.4> could save 314B (32% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/masterslider-pivot-main.css?ver=1.0> could save 238B (18% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/masterslider/custom.css?ver=1.1> could save 120B (85% 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 8.4KiB (29% reduction).

- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wp-lightbox-2/wp-lightbox-2.min.js?ver=1.3.4.1> could save 2.8KiB (41% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/js/scripts.js?ver=4.9.4> could save 1.2KiB (22% reduction) after compression.
- Minifying http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/rotatingtweets/js/rotating_tweet.js?ver=1.9.5 could save 1.1KiB (34% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/jquery-plugins/jquery.c.js?ver=1.4.0> could save 585B (44% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/js/wpfront-notification-bar.js?ver=1.7> could save

Mobile

513B (38% reduction) after compression.

- Minifying http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/js/jquery.mousewheel.min.js?ver=4.9.4 could save 222B (32% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-drop.min.js?ver=1.11.4> could save 128B (23% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-pulsate.min.js?ver=1.11.4> could save 128B (26% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-size.min.js?ver=1.11.4> could save 128B (11% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-slide.min.js?ver=1.11.4> could save 128B (23% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-blind.min.js?ver=1.11.4> could save 127B (20% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-clip.min.js?ver=1.11.4> could save 127B (24% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-highlight.min.js?ver=1.11.4> could save 126B (28% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-shake.min.js?ver=1.11.4> could save 126B (21% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-fade.min.js?ver=1.11.4> could save 125B (37% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-fold.min.js?ver=1.11.4> could save 125B (21% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-scale.min.js?ver=1.11.4> could save 125B (21% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-bounce.min.js?ver=1.11.4> could save 124B (18% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-explode.min.js?ver=1.11.4> could save 124B (18% reduction) after

Mobile

compression.

- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-transfer.min.js?ver=1.11.4> could save 124B (25% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery.masonry.min.js?ver=3.1.2b> could save 119B (17% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/progressbar.min.js?ver=1.11.4> could save 116B (13% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/mouse.min.js?ver=1.11.4> could save 115B (12% 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 21% of the final above-the-fold content could be rendered with the full HTML response snapshot:91.



3 Passed Rules

Avoid landing page redirects

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

Mobile

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](#).

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 `<label></label>` is close to 2 other tap targets final.
- The tap target `<input type="search" name="s" class="search-field">` is close to 2 other tap targets final.
- The tap target `<div class="mobile-toggle"></div>` is close to 2 other tap targets final.
- The tap target `<div class="mobile-toggle"></div>` is close to 2 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

Mobile

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



Giving Business Owners an Unfair Advantage

72 / 100 Speed

Should Fix:

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

Your page has 67 blocking script resources and 22 blocking CSS resources. This causes a delay in

Desktop

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://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery.js?ver=1.12.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/js/vp2_html5_rightSidePlaylist.js?ver=4.9.4
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/js/jquery.mousewheel.min.js?ver=4.9.4
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/js/jquery.touchSwipe.min.js?ver=4.9.4
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/js/screenfull.min.js?ver=4.9.4
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/thrive-headline-optimizer/frontend/js/header.min.js?ver=1.1.14>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/jquery-plugins/jquery.c.js?ver=1.4.0>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/js/wpfront-notification-bar.js?ver=1.7>
- http://www.youtube.com/iframe_api?ver=4.9.4
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/js/modernizr-2.6.2-respond-1.1.0.min.js?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/core.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/widget.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/mouse.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/accordion.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/position.min.js?ver=1.11.4>

Desktop

- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/menu.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/wp-a11y.min.js?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/autocomplete.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/slider.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/tabs.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/sortable.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/draggable.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/droppable.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/selectable.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/datepicker.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/resizable.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/button.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/dialog.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery.form.min.js?ver=4.2.1>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery.color.min.js?ver=2.1.1>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/imagesloaded.min.js?ver=3.2.0>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/masonry.min.js?ver=3.3.2>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery.masonry.min.js?ver=3.1.2b>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp->

Desktop

- includes/js/jquery/ui/progressbar.min.js?ver=1.11.4
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/tooltip.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-blind.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-bounce.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-clip.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-drop.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-explode.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-fade.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-fold.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-highlight.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-pulsate.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-size.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-scale.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-shake.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-slide.min.js?ver=1.11.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-transfer.min.js?ver=1.11.4>
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/activecampaign-subscription-forms/site_tracking.js?ver=4.9.4
- <https://app.clickfunnels.com/assets/cfpop.js?ver=1.0.0>
-

Desktop

pagepost-redirect-plugin/js/qppr_frontend_script.min.js?ver=5.1.8

- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/thrive-headline-optimizer/frontend/js/triggers.min.js?ver=1.1.14>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wp-lightbox-2/wp-lightbox-2.min.js?ver=1.3.4.1>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/social-warfare/js/script.min.js?ver=2.3.5>
- http://maps.googleapis.com/maps/api/js?key=AlzaSyDrYls9FNI_Gmr1toHpN5Vj1S8zmd73W8g&ver=4.9.4
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/js/bootstrap.min.js?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/js/plugins.js?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/js/scripts.js?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/thrive-visual-editor/thrive-dashboard/js/dist/frontend.min.js?ver=2.0.31>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/q2w3-fixed-widget/js/q2w3-fixed-widget.min.js?ver=5.1.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/wp-embed.min.js?ver=4.9.4>
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/js_composer/assets/js/dist/js_composer_front.min.js?ver=5.4.2
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/rotatingtweets/js/jquery.cycle.all.min.js?ver=4.9.4>
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/rotatingtweets/js/rotating_tweet.js?ver=1.9.5

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

- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/css/vp2_html5_rightSidePlaylist.css?ver=4.9.4
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/rotatingtweets/css/style.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wp-post-navigation/style.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/css/wpfront-notification-bar.css?ver=1.7>

Desktop

- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wp-lightbox-2/styles/lightbox.min.css?ver=1.3.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/social-warfare/css/style.min.css?ver=2.3.5>
- <http://maxcdn.bootstrapcdn.com/font-awesome/4.5.0/css/font-awesome.min.css?ver=4.5.0>
- <http://fonts.googleapis.com/css?family=Open+Sans%3A300italic%2C400italic%2C400%2C300%2C600%2C700&ver=4.9.4>
- <http://fonts.googleapis.com/css?family=Open+Sans%3A300italic%2C400italic%2C400%2C300%2C600%2C700&ver=4.9.4>
- <http://fonts.googleapis.com/css?family=Raleway%3A700&ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/bootstrap.min.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/flexslider.min.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/line-icons.min.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/elegant-icons.min.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/lightbox.min.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/wp-less-cache/ebor-theme-styles.css?ver=1521225720>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot-child/style.css?ver=4.9.4>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style.css>
- http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/js_composer/assets/css/js_composer.min.css?ver=5.4.2
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/masterslider/public/assets/css/masterslider.main.css?ver=2.20.3>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/masterslider/custom.css?ver=1.1>
- <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/masterslider-pivot-main.css?ver=1.0>

Desktop

Optimize images

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

[Optimize the following images](#) to reduce their size by 178.6KiB (33% reduction).

- Compressing <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/2017/11/marketing-solutions-footer.jpg?id=8170> could save 58KiB (34% reduction).
- Compressing and resizing <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/2016/02/Mod-Girl-White-logo.png> could save 49.7KiB (87% reduction).
- Compressing <http://www.modgirlmarketing.com/wp-content/uploads/2017/11/Michelle-Mobley-e1520403920845.png> could save 47.6KiB (33% reduction).
- Compressing <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/2018/03/mandy-mcewen-desk-min-cocpy.jpeg?id=8600> could save 18.9KiB (13% reduction).
- Compressing <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/2016/06/Active-Campaign-Logo.png> could save 3.1KiB (13% reduction).
- Compressing http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/images/arrow_down.png could save 1.2KiB (56% 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 303B (42% reduction).

- Compressing http://www.youtube.com/iframe_api?ver=4.9.4 could save 303B (42% 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://sumo.com/api/load/> (expiration not specified)
- <https://insights.hotjar.com/api/v1/sites/54307/pages/82469488/content-id/396aca62e4ffa94de4d3e0ea8f8b5706> (expiration not specified)
- http://m.addthisedge.com/live/boost/ra-508a1ea672a109f0/_ate.track.config_resp (58 seconds)
- <http://static.hotjar.com/c/hotjar-54307.js?sv=5> (60 seconds)
- <http://load.sumome.com/> (10 minutes)
- http://s7.addthis.com/js/300/addthis_widget.js (10 minutes)
- <https://syndication.twitter.com/settings> (10 minutes)
- <https://app.clickfunnels.com/assets/cfpop.js?ver=1.0.0> (20 minutes)
- https://connect.facebook.net/en_US/fbevents.js (20 minutes)
- <https://connect.facebook.net/signals/config/1573872329551992?v=2.8.12&r=stable> (20 minutes)
- http://maps.googleapis.com/maps/api/js?key=AlzaSyDrYls9FNI_Gmr1toHpN5Vj1S8zmd73W8g&ver=4.9.4 (30 minutes)
- <https://platform.twitter.com/widgets.js> (30 minutes)
- <http://www.googleadservices.com/pagead/conversion.js> (60 minutes)
- <http://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.

Desktop

[Minify CSS](#) for the following resources to reduce their size by 5.8KiB (20% reduction).

- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot-child/style.css?ver=4.9.4> could save 1.4KiB (25% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/masterslider/public/assets/css/masterslider.main.css?ver=2.20.3> could save 1.2KiB (13% reduction) after compression.
- Minifying http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/css/vp2_html5_rightSidePlaylist.css?ver=4.9.4 could save 923B (20% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style.css> could save 849B (18% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/line-icons.min.css?ver=4.9.4> could save 532B (25% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wp-lightbox-2/styles/lightbox.min.css?ver=1.3.4> could save 349B (31% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/rotatingtweets/css/style.css?ver=4.9.4> could save 314B (32% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/css/masterslider-pivot-main.css?ver=1.0> could save 238B (18% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/uploads/masterslider/custom.css?ver=1.1> could save 120B (85% 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 8.4KiB (29% reduction).

- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wp-lightbox-2/wp-lightbox-2.min.js?ver=1.3.4.1> could save 2.8KiB (41% reduction) after compression.

Desktop

- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/themes/pivot/style/js/scripts.js?ver=4.9.4> could save 1.2KiB (22% reduction) after compression.
- Minifying http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/rotatingtweets/js/rotating_tweet.js?ver=1.9.5 could save 1.1KiB (34% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/jquery-plugins/jquery.c.js?ver=1.4.0> could save 585B (44% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/wpfront-notification-bar/js/wpfront-notification-bar.js?ver=1.7> could save 513B (38% reduction) after compression.
- Minifying http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-content/plugins/lbg-vp2-html5-rightside/lbg_vp2_html5_rightside/js/jquery.mousewheel.min.js?ver=4.9.4 could save 222B (32% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-drop.min.js?ver=1.11.4> could save 128B (23% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-pulsate.min.js?ver=1.11.4> could save 128B (26% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-size.min.js?ver=1.11.4> could save 128B (11% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-slide.min.js?ver=1.11.4> could save 128B (23% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-blind.min.js?ver=1.11.4> could save 127B (20% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-clip.min.js?ver=1.11.4> could save 127B (24% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-highlight.min.js?ver=1.11.4> could save 126B (28% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-shake.min.js?ver=1.11.4> could save 126B (21% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-fade.min.js?ver=1.11.4> could save 125B (37% reduction) after compression.

Desktop

- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-fold.min.js?ver=1.11.4> could save 125B (21% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-scale.min.js?ver=1.11.4> could save 125B (21% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-bounce.min.js?ver=1.11.4> could save 124B (18% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-explode.min.js?ver=1.11.4> could save 124B (18% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/effect-transfer.min.js?ver=1.11.4> could save 124B (25% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/jquery.masonry.min.js?ver=3.1.2b> could save 119B (17% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/progressbar.min.js?ver=1.11.4> could save 116B (13% reduction) after compression.
- Minifying <http://o7fhu1ig2yb3p0scp3fl4gi1.wpengine.netdna-cdn.com/wp-includes/js/jquery/ui/mouse.min.js?ver=1.11.4> could save 115B (12% 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 22% of the final above-the-fold content could be rendered with the full HTML response snapshot:91.

Desktop



3 Passed Rules

Avoid landing page redirects

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

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](#).