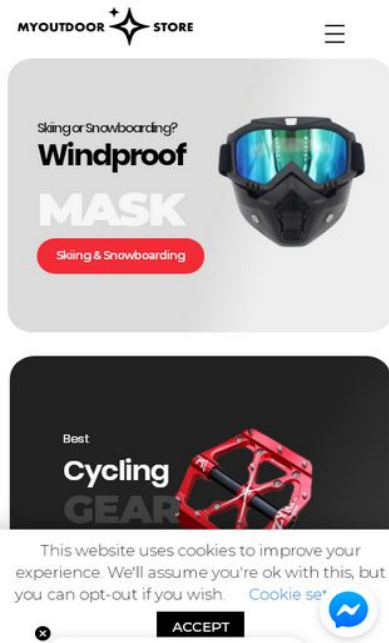


# PageSpeed Insights

## Mobile



50 / 100 Speed

Should Fix:

### Reduce server response time

In our test, your server responded in 0.70 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.

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

Your page has 29 blocking script resources and 29 blocking CSS resources. This causes a delay in rendering your page.

## Mobile

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.myoutdoor.store/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp>
- <https://www.myoutdoor.store/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- <https://www.myoutdoor.store/wp-content/plugins/cookie-law-info/public/js/cookie-law-info-public.js?ver=1.8.2>
- <https://www.myoutdoor.store/wp-content/themes/phlox/js/solo/modernizr-custom.min.js?ver=2.4.17>
- <https://www.myoutdoor.store/wp-includes/js/imagesloaded.min.js?ver=3.2.0>
- <https://www.myoutdoor.store/wp-includes/js/masonry.min.js?ver=3.3.2>
- <https://www.myoutdoor.store/wp-content/themes/phlox/js/plugins.min.js?ver=2.4.17>
- <https://www.myoutdoor.store/wp-content/plugins/auxin-elements/admin/assets/js/elementor/widgets.js?ver=2.4.16>
- <https://www.myoutdoor.store/wp-includes/js/mediaelement/mediaelement-and-player.min.js?ver=4.2.13-9993131>
- <https://www.myoutdoor.store/wp-includes/js/mediaelement/mediaelement-migrate.min.js?ver=5.3.2>
- <https://www.myoutdoor.store/wp-includes/js/mediaelement/wp-mediaelement.min.js?ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/plugins/auxin-elements/public/assets/js/plugins.min.js?ver=2.4.16>
- <https://www.myoutdoor.store/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.6>
- <https://www.myoutdoor.store/wp-content/plugins/ezusy-image-swatches-for-variable-product/public/js/ezusy-public.js?ver=1.0.3>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/js/jquery-blockui/jquery.blockUI.min.js?ver=2.70>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/js/js-cookie/js.cookie.min.js?ver=2.1.4>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/js/frontend/woocommerce.min.js?ver=3.8.1>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/js/frontend/cart-fragments.min.js?ver=3.8.1>
- <https://www.myoutdoor.store/wp-content/plugins/wp-ulike/assets/js/wp->

## Mobile

ulike.min.js?ver=4.0.5

- <https://www.myoutdoor.store/wp-content/themes/phlox/js/scripts.min.js?ver=2.4.17>
- <https://www.myoutdoor.store/wp-content/uploads/phlox/custom.js?ver=8.4>
- <https://www.myoutdoor.store/wp-includes/js/wp-embed.min.js?ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/plugins/mailchimp-for-wp/assets/js/forms-api.min.js?ver=4.7.4>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/js/frontend-modules.min.js?ver=2.8.4>
- <https://www.myoutdoor.store/wp-includes/js/jquery/ui/position.min.js?ver=1.11.4>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/lib/dialog/dialog.min.js?ver=4.7.3>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/lib/waypoints/waypoints.min.js?ver=4.0.2>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/lib/swiper/swiper.min.js?ver=4.4.6>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/js/frontend.min.js?ver=2.8.4>

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

- <https://www.myoutdoor.store/wp-includes/css/dist/block-library/style.min.css?ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/packages/woocommerce-blocks/build/style.css?ver=2.4.5>
- <https://www.myoutdoor.store/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=5.1.6>
- <https://www.myoutdoor.store/wp-content/plugins/cookie-law-info/public/css/cookie-law-info-public.css?ver=1.8.2>
- <https://www.myoutdoor.store/wp-content/plugins/cookie-law-info/public/css/cookie-law-info-gdpr.css?ver=1.8.2>
- <https://www.myoutdoor.store/wp-content/plugins/ezusy-image-swatches-for-variable-product/public/css/ezusy-public.css?ver=1.0.3>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/css/woocommerce-layout.css?ver=3.8.1>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/css/woocommerce-smallscreen.css?ver=3.8.1>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/css/woocommerce.css?ver=3.8.1>

## Mobile

- <https://www.myoutdoor.store/wp-content/plugins/wp-ulike/assets/css/wp-ulike.min.css?ver=4.0.5>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce-gateway-paypal-express-checkout/assets/css/wc-gateway-ppec-frontend.css?ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/lib/eicons/css/elementor-icons.min.css?ver=5.5.0>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/lib/animations/animations.min.css?ver=2.8.4>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/css/frontend.min.css?ver=2.8.4>
- <https://www.myoutdoor.store/wp-content/plugins/auxin-elements/admin/assets/css/elementor-widgets.css?ver=5.3.2>
- <https://www.myoutdoor.store/wp-includes/js/mediaelement/mediaelementplayer-legacy.min.css?ver=4.2.13-9993131>
- <https://www.myoutdoor.store/wp-includes/js/mediaelement/wp-mediaelement.min.css?ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/uploads/elementor/css/global.css?ver=1579609976>
- <https://www.myoutdoor.store/wp-content/uploads/elementor/css/post-98.css?ver=1579609976>
- <https://www.myoutdoor.store/wp-content/themes/phlox/css/base.css?ver=2.4.17>
- <https://www.myoutdoor.store/wp-content/themes/phlox/css/auxin-icon.css?ver=2.4.17>
- <https://www.myoutdoor.store/wp-content/themes/phlox/css/main.css?ver=2.4.17>
- <https://www.myoutdoor.store/wp-content/themes/phlox/css/other/third-party.css?ver=2.4.17>
- <https://fonts.googleapis.com/css?family=Montserrat%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2Cregular%2Citalic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%7CPoppins%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2Cregular%2Citalic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic&ver=9>
- <https://www.myoutdoor.store/wp-content/uploads/phlox/custom.css?ver=9>
- <https://fonts.googleapis.com/css?family=Poppins%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%7CMontserrat%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic&ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/uploads/elementor/css/post-66.css?ver=1579609976>

## Mobile

- <https://www.myoutdoor.store/wp-content/uploads/elementor/css/post-67.css?ver=1579609977>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/css/frontend-msie.min.css?2.8.4>



### Consider Fixing:

## Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

[Leverage browser caching](#) for the following cacheable resources:

- <https://www.googletagmanager.com/gtag/js?id=UA-154940514-1> (15 minutes)
- [https://connect.facebook.net/en\\_US/fbevents.js](https://connect.facebook.net/en_US/fbevents.js) (20 minutes)
- [https://connect.facebook.net/en\\_US/sdk/xfbml.customerchat.js](https://connect.facebook.net/en_US/sdk/xfbml.customerchat.js) (20 minutes)
- <https://connect.facebook.net/signals/config/1102388533193708?v=2.9.15&r=stable> (20 minutes)
- <https://connect.facebook.net/signals/plugins/identity.js?v=2.9.15> (20 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 1.4KiB (20% reduction).

- Minifying <https://www.myoutdoor.store/wp-content/plugins/cookie-law-info/public/css/cookie-law-info-gdpr.css?ver=1.8.2> could save 764B (20% reduction) after compression.
- Minifying <https://www.myoutdoor.store/wp-content/uploads/phlox/custom.css?ver=9> could

## Mobile

save 462B (35% reduction) after compression.

- Minifying <https://www.myoutdoor.store/wp-content/uploads/elementor/css/post-66.css?ver=1579609976> could save 230B (11% reduction) after compression.

## Minify HTML

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 3.5KiB (12% reduction).

- Minifying <https://www.myoutdoor.store/> could save 3.5KiB (12% reduction) after compression.

## Minify JavaScript

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

[Minify JavaScript](#) for the following resources to reduce their size by 1.9KiB (19% reduction).

- Minifying <https://www.myoutdoor.store/wp-content/plugins/cookie-law-info/public/js/cookie-law-info-public.js?ver=1.8.2> could save 941B (19% reduction) after compression.
- Minifying <https://www.myoutdoor.store/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.6> could save 653B (17% reduction) after compression.
- Minifying <https://www.myoutdoor.store/wp-content/plugins/auxin-elements/admin/assets/js/elementor/widgets.js?ver=2.4.16> could save 142B (21% reduction) after compression.
- Minifying <https://www.myoutdoor.store/wp-content/uploads/phlox/custom.js?ver=8.4> could save 131B (86% reduction) after compression.
- Minifying <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/js/js-cookie/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 6.7KiB (33% reduction).

- Compressing <https://www.myoutdoor.store/wp-content/uploads/2019/12/logo-black.png> could save 3.7KiB (34% reduction).
- Compressing <https://static.xx.fbcdn.net/rsrc.php/v3/y1/r/OMjWm2YMRSC.png> could save 3KiB (32% 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.

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 34% 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:59](#)



2 Passed Rules

### Avoid landing page redirects

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

### Enable compression

You have compression enabled. Learn more about [enabling compression](#).

## 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 `<a class="cli_settings_button">Cookie settings</a>` is close to 1 other tap targets final.
- The tap target `<div></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](#).



## Mobile

### 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



79 / 100 Speed

Should Fix:

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

Your page has 29 blocking script resources and 28 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:](#)

## Desktop

- <https://www.myoutdoor.store/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp>
- <https://www.myoutdoor.store/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- <https://www.myoutdoor.store/wp-content/plugins/cookie-law-info/public/js/cookie-law-info-public.js?ver=1.8.2>
- <https://www.myoutdoor.store/wp-content/themes/phlox/js/solo/modernizr-custom.min.js?ver=2.4.17>
- <https://www.myoutdoor.store/wp-includes/js/imagesloaded.min.js?ver=3.2.0>
- <https://www.myoutdoor.store/wp-includes/js/masonry.min.js?ver=3.3.2>
- <https://www.myoutdoor.store/wp-content/themes/phlox/js/plugins.min.js?ver=2.4.17>
- <https://www.myoutdoor.store/wp-content/plugins/auxin-elements/admin/assets/js/elementor/widgets.js?ver=2.4.16>
- <https://www.myoutdoor.store/wp-includes/js/mediaelement/mediaelement-and-player.min.js?ver=4.2.13-9993131>
- <https://www.myoutdoor.store/wp-includes/js/mediaelement/mediaelement-migrate.min.js?ver=5.3.2>
- <https://www.myoutdoor.store/wp-includes/js/mediaelement/wp-mediaelement.min.js?ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/plugins/auxin-elements/public/assets/js/plugins.min.js?ver=2.4.16>
- <https://www.myoutdoor.store/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.6>
- <https://www.myoutdoor.store/wp-content/plugins/ezusy-image-swatches-for-variable-product/public/js/ezusy-public.js?ver=1.0.3>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/js/jquery-blockui/jquery.blockUI.min.js?ver=2.70>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/js/js-cookie/js.cookie.min.js?ver=2.1.4>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/js/frontend/woocommerce.min.js?ver=3.8.1>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/js/frontend/cart-fragments.min.js?ver=3.8.1>
- <https://www.myoutdoor.store/wp-content/plugins/wp-ulike/assets/js/wp-ulike.min.js?ver=4.0.5>
- <https://www.myoutdoor.store/wp-content/themes/phlox/js/scripts.min.js?ver=2.4.17>
- <https://www.myoutdoor.store/wp-content/uploads/phlox/custom.js?ver=8.4>

## Desktop

- <https://www.myoutdoor.store/wp-includes/js/wp-embed.min.js?ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/plugins/mailchimp-for-wp/assets/js/forms-api.min.js?ver=4.7.4>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/js/frontend-modules.min.js?ver=2.8.4>
- <https://www.myoutdoor.store/wp-includes/js/jquery/ui/position.min.js?ver=1.11.4>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/lib/dialog/dialog.min.js?ver=4.7.3>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/lib/waypoints/waypoints.min.js?ver=4.0.2>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/lib/swiper/swiper.min.js?ver=4.4.6>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/js/frontend.min.js?ver=2.8.4>

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

- <https://www.myoutdoor.store/wp-includes/css/dist/block-library/style.min.css?ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/packages/woocommerce-blocks/build/style.css?ver=2.4.5>
- <https://www.myoutdoor.store/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=5.1.6>
- <https://www.myoutdoor.store/wp-content/plugins/cookie-law-info/public/css/cookie-law-info-public.css?ver=1.8.2>
- <https://www.myoutdoor.store/wp-content/plugins/cookie-law-info/public/css/cookie-law-info-gdpr.css?ver=1.8.2>
- <https://www.myoutdoor.store/wp-content/plugins/ezusy-image-swatches-for-variable-product/public/css/ezusy-public.css?ver=1.0.3>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/css/woocommerce-layout.css?ver=3.8.1>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/css/woocommerce.css?ver=3.8.1>
- <https://www.myoutdoor.store/wp-content/plugins/wp-ulike/assets/css/wp-ulike.min.css?ver=4.0.5>
- <https://www.myoutdoor.store/wp-content/plugins/woocommerce-gateway-paypal-express-checkout/assets/css/wc-gateway-ppec-frontend.css?ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/lib/eicons/css/elementor-icons.min.css?ver=5.5.0>

## Desktop

- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/lib/animations/animations.min.css?ver=2.8.4>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/css/frontend.min.css?ver=2.8.4>
- <https://www.myoutdoor.store/wp-content/plugins/auxin-elements/admin/assets/css/elementor-widgets.css?ver=5.3.2>
- <https://www.myoutdoor.store/wp-includes/js/mediaelement/mediaelementplayer-legacy.min.css?ver=4.2.13-9993131>
- <https://www.myoutdoor.store/wp-includes/js/mediaelement/wp-mediaelement.min.css?ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/uploads/elementor/css/global.css?ver=1579609976>
- <https://www.myoutdoor.store/wp-content/uploads/elementor/css/post-98.css?ver=1579609976>
- <https://www.myoutdoor.store/wp-content/themes/phlox/css/base.css?ver=2.4.17>
- <https://www.myoutdoor.store/wp-content/themes/phlox/css/auxin-icon.css?ver=2.4.17>
- <https://www.myoutdoor.store/wp-content/themes/phlox/css/main.css?ver=2.4.17>
- <https://www.myoutdoor.store/wp-content/themes/phlox/css/other/third-party.css?ver=2.4.17>
- <https://fonts.googleapis.com/css?family=Montserrat%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2Cregular%2Citalic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%7CPoppins%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2Cregular%2Citalic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic&ver=9>
- <https://www.myoutdoor.store/wp-content/uploads/phlox/custom.css?ver=9>
- <https://fonts.googleapis.com/css?family=Poppins%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%7CMontserrat%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic&ver=5.3.2>
- <https://www.myoutdoor.store/wp-content/uploads/elementor/css/post-66.css?ver=1579609976>
- <https://www.myoutdoor.store/wp-content/uploads/elementor/css/post-67.css?ver=1579609977>
- <https://www.myoutdoor.store/wp-content/plugins/elementor/assets/css/frontend-msie.min.css?2.8.4>

# Desktop

## Consider Fixing:

### Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

[Leverage browser caching](#) for the following cacheable resources:

- <https://www.googletagmanager.com/gtag/js?id=UA-154940514-1> (15 minutes)
- [https://connect.facebook.net/en\\_US/fbevents.js](https://connect.facebook.net/en_US/fbevents.js) (20 minutes)
- [https://connect.facebook.net/en\\_US/sdk/xfbml.customerchat.js](https://connect.facebook.net/en_US/sdk/xfbml.customerchat.js) (20 minutes)
- <https://connect.facebook.net/signals/config/1102388533193708?v=2.9.15&r=stable> (20 minutes)
- <https://connect.facebook.net/signals/plugins/identity.js?v=2.9.15> (20 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

### Reduce server response time

In our test, your server responded in 0.65 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.

## [Desktop](#)

[Minify CSS](#) for the following resources to reduce their size by 1.4KiB (20% reduction).

- Minifying <https://www.myoutdoor.store/wp-content/plugins/cookie-law-info/public/css/cookie-law-info-gdpr.css?ver=1.8.2> could save 764B (20% reduction) after compression.
- Minifying <https://www.myoutdoor.store/wp-content/uploads/phlox/custom.css?ver=9> could save 462B (35% reduction) after compression.
- Minifying <https://www.myoutdoor.store/wp-content/uploads/elementor/css/post-66.css?ver=1579609976> could save 230B (11% reduction) after compression.

## Minify HTML

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 3.5KiB (12% reduction).

- Minifying <https://www.myoutdoor.store/> could save 3.5KiB (12% reduction) after compression.

## Minify JavaScript

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

[Minify JavaScript](#) for the following resources to reduce their size by 1.9KiB (19% reduction).

- Minifying <https://www.myoutdoor.store/wp-content/plugins/cookie-law-info/public/js/cookie-law-info-public.js?ver=1.8.2> could save 941B (19% reduction) after compression.
- Minifying <https://www.myoutdoor.store/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.6> could save 653B (17% reduction) after compression.
- Minifying <https://www.myoutdoor.store/wp-content/plugins/auxin-elements/admin/assets/js/elementor/widgets.js?ver=2.4.16> could save 142B (21% reduction) after compression.

## Desktop

- Minifying <https://www.myoutdoor.store/wp-content/uploads/phlox/custom.js?ver=8.4> could save 131B (86% reduction) after compression.
- Minifying <https://www.myoutdoor.store/wp-content/plugins/woocommerce/assets/js/js-cookie/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 10.2KiB (41% reduction).

- Compressing and resizing <https://www.myoutdoor.store/wp-content/uploads/2019/12/logo-black.png> could save 6.4KiB (59% reduction).
- Compressing <https://static.xx.fbcdn.net/rsrc.php/v3/y1/r/OMjWm2YMRSC.png> could save 3KiB (32% reduction).
- Compressing [https://scontent-atl3-1.xx.fbcdn.net/v/t1.0-1/p200x200/80619019\\_105188837664299\\_953274141740367872\\_n.png?\\_nc\\_cat=108&\\_nc\\_ohc=\\_zaquk-bC14AX-6MPGD&\\_nc\\_ht=scontent-atl3-1.xx&oh=4f51efed5334176a736aeedffd249653&oe=5ED74FB9](https://scontent-atl3-1.xx.fbcdn.net/v/t1.0-1/p200x200/80619019_105188837664299_953274141740367872_n.png?_nc_cat=108&_nc_ohc=_zaquk-bC14AX-6MPGD&_nc_ht=scontent-atl3-1.xx&oh=4f51efed5334176a736aeedffd249653&oe=5ED74FB9) could save 761B (17% 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.

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 1% 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:58](#)



## 2 Passed Rules

### Avoid landing page redirects

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

### Enable compression

You have compression enabled. Learn more about [enabling compression](#).