PageSpeed Insights

Mobile

46 / 100 Speed

⬛ Should Fix:

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 714.3KiB (75% reduction).

- Compressing http://static1.dmcdn.net/playerv5/9f259e3bcc3cc7b2cbe3.dmp.js could save 498.3KiB (77% reduction).

- Compressing http://static1.dmcdn.net/playerv5/dmpvendor.eb52674787ea97534a18.js could save 212.3KiB (72% reduction).

- Compressing http://static1.dmcdn.net/js/gen/widget/pack/playerv5-embed.js.vb1ea2768b840e4082 could save 2.2KiB (60% reduction).

- Compressing http://social.wpresss.com/wp-content/plugins/jetpack/modules/wpgroho.js?ver=4.9.6 could save 526B (51% reduction).

Mobile

- Compressing https://public-prod-dspcookiematching.dmxleo.com/listdsps could save 517B (50% reduction).

- Compressing http://social.wpresss.com/wp-content/themes/twentyseventeen/assets/js/skip-link-focus-fix.js?ver=1.0 could save 267B (40% reduction).

- Compressing http://social.wpresss.com/wp-content/plugins/jetpack/_inc/build/photon/photon.min.js?ver=20130122 could save 224B (39% reduction).

🔸 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:

- http://dailymotionbus.com/ (expiration not specified)

- https://public-prod-dspcookiematching.dmxleo.com/listdsps (expiration not specified)

- http://apps.shareaholic.com/assets/pub/shareaholic.js (15 minutes)

- https://static.doubleclick.net/instream/ad_status.js (15 minutes)

- https://connect.facebook.net/en_US/AudienceNetworkPrebidLite.js (20 minutes)

- https://www.gstatic.com/cv/js/sender/v1/cast_sender.js (50 minutes)

- http://www.google-analytics.com/plugins/ua/linkid.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.

Mobile

Minify CSS for the following resources to reduce their size by 4.2KiB (25% reduction).

- Minifying http://social.wpresss.com/wp-content/themes/twentyseventeen/style.css?ver=4.9.6 could save 4KiB (26% reduction) after compression.

- Minifying http://s.gravatar.com/css/hovercard.css?ver=2018Mayaa could save 234B (13% 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 7.9KiB (36% 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://social.wpresss.com/wp-content/themes/twentyseventeen/assets/js/jquery.scrollTo.js?ver=2.1.2 could save 1KiB (44% reduction) after compression.

- Minifying http://social.wpresss.com/wp-content/themes/twentyseventeen/assets/js/global.js?ver=1.0 could save 927B (36% reduction) after compression.

- Minifying https://connect.facebook.net/en_US/AudienceNetworkPrebidLite.js could save 680B (40% reduction) after compression.

- Minifying http://social.wpresss.com/wp-content/themes/twentyseventeen/assets/js/navigation.js?ver=1.0 could save 360B (31% reduction) after compression.

- Minifying http://social.wpresss.com/wp-content/themes/twentyseventeen/assets/js/skip-link-focus-fix.js?ver=1.0 could save 259B (38% reduction).

- Minifying http://social.wpresss.com/wp-content/plugins/jetpack/modules/wpgroho.js?ver=4.9.6 could save 224B (23% reduction).

Mobile

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

Your page has 1 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.
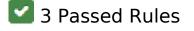
[Optimize CSS Delivery](#) of the following:

- http://social.wpresss.com/wp-content/plugins/click-to-tweet-by-todaymade/assets/css/styles.css?ver=4.9.6

Optimize images

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

[Optimize the following images](#) to reduce their size by 3.9KiB (55% reduction).

- Compressing https://zeef.io/image/1692/30/s?1411048701542 could save 1.3KiB (62% reduction).

- Compressing https://zeef.io/image/1695/30/s?1411048661339 could save 1.2KiB (62% reduction).

- Compressing https://zeef.io/image/36907/30/s?1455314017259 could save 1.2KiB (61% reduction).

- Compressing http://zeef.io/resources/widget/images/zeef_logo_no_tagline_83x20.png.xhtml?ln=zeef could save 275B (23% reduction).

✔ 3 Passed Rules

Avoid landing page redirects

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

Minify HTML

Your HTML is minified. Learn more about **[minifying HTML](#)**.

Prioritize visible content

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

98 / 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 Double You Press is close to 1 other tap targets final.

- The tap target <button class="menu-toggle">Menu</button> is close to 1 other tap targets final.

- The tap target Social Mention and 2 others are close to other tap targets.

- The tap target Flashissue and 3 others are close to other tap targets.

- The tap target Think with Google and 3 others are close to other tap targets.

- The tap target Product Hunt and 2 others are close to other tap targets.

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- The tap target Vizzlo and 2 others are close to other tap targets.

- The tap target Maria Popova and 3 others are close to other tap targets.

- The tap target BuzzSumo and 3 others are close to other tap targets.

✅ 4 Passed Rules

Avoid plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [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

Desktop

52 / 100 Speed

⏺ Should Fix:

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- http://www.google-analytics.com/plugins/ua/linkid.js (60 minutes)

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

- http://zeef.io/resources/widget/images/default_favicon.png.xhtml?ln=zeef (10.5 hours)

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