## PageSpeed Insights

#### Mobile





Should Fix:

# 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://cdn.winwin.rs/media/css/991afc203568e5867ae96c83d09ff7bc.css

# Optimize images

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

Optimize the following images to reduce their size by 916.9KiB (67% reduction).

- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/859x335/9df78eab33525d08d6e5f b8d27136e95/p/o/pokreni-igru.jpg could save 104.5KiB (69% reduction).
- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/859x335/9df78eab33525d08d6e5f b8d27136e95/v/e/velika-prvomajska-akcija.jpg could save 93.6KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/859x335/9df78eab33525d08d6e5f b8d27136e95/a/l/altos-usteda-banner 2 .jpg could save 66KiB (65% reduction).
- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/859x335/9df78eab33525d08d6e5f b8d27136e95/r/a/rasprodaja-outlet-opreme.jpg could save 64.4KiB (66% reduction).
- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/290x170/9df78eab33525d08d6e5f b8d27136e95/b/e/beko-smartpro.jpg could save 29.7KiB (71% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6790768.jpg could save 28.2KiB (73% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6806020.jpg could save 24.8KiB (67% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6768572.jpg could save 23.3KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6778336.jpg could save 23.2KiB (67% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811479.jpg could save 21.4KiB (69% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6796845.jpg could save 21KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/290x170/9df78eab33525d08d6e5f b8d27136e95/l/g/lg-5-godina-sigurnosti-276x162.jpg could save 21KiB (73% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/4/7/4756838.jpg could save 21KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6777884.jpg could save 18.8KiB (70% reduction).
- Compressing http://winwin.rs/media/wysiwyg/LP/home/Akvija-za-mobilne-telefone-1146x150.jpg could save 18.7KiB (51% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6796503.jpg could save 17.9KiB (70% reduction).
- Compressing http://winwin.rs/media/wysiwyg/LP/home/rostilj-bkg.jpg could save 17.7KiB (50% reduction).

- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6807569.jpg could save 17.5KiB (72% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/1/1/1147369.jpg could save 15.8KiB (70% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6764993.jpg could save 14.9KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6807583.jpg could save 14.7KiB (75% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6802489.jpg could save 14.5KiB (67% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/1/1/1163325.jpg could save 14.2KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811804.jpg could save 13.8KiB (70% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/1/1/1137487.jpg could save 13.7KiB (71% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811663.jpg could save 13.5KiB (73% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6802175.jpg could save 13.3KiB (72% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811665.jpg could save 13.2KiB (75% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6764988.jpg could save 12.8KiB (73% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6805705.jpg could save 12.1KiB (72% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6791953.jpg could save 11.9KiB (65% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6809739.jpg could save 11.7KiB (78% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/placeholder/default/small\_image.jpg could save 11.3KiB (82% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/4/7/4756098.jpg could save 10.7KiB (64% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811060.jpg could save 10.4KiB (74% reduction).

- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6786087.jpg could save 10.1KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811065.jpg could save 8.9KiB (73% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6808503.jpg could save 8.5KiB (75% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6799274.jpg could save 8.4KiB (62% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6804362.jpg could save 8.2KiB (71% reduction).
- Compressing http://winwin.rs/media/wysiwyg/LP/home/popust-na-periferije-uski-bkg.jpg could save 7.9KiB (42% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811783.jpg could save 7.3KiB (64% reduction).
- Compressing http://cdn.winwin.rs/media/stickers/cache/45x45/59059-BestBuy.png could save 967B (29% reduction).
- Compressing http://winwin.rs/media/wysiwyg/LP/home/mts.png could save 806B (12% reduction).
- Compressing http://cdn.winwin.rs/skin/frontend/winwin/default/images/winwin-logo.png could save 622B (12% 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.

<u>Leverage browser caching</u> for the following cacheable resources:

- http://connect.facebook.net/sr RS/sdk.js (20 minutes)
- https://connect.facebook.net/en US/fbevents.js (20 minutes)
- https://connect.facebook.net/signals/config/417383358603024?v=stable (20 minutes)
- http://www.google-analytics.com/analytics.js (2 hours)

### 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 27.7KiB (16% reduction).

 Minifying http://cdn.winwin.rs/media/js/ef8c1822ad733db32d0c736d3e53af59.js could save 27.7KiB (16% reduction) after compression.



# 6 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.

## Reduce server response time

Your server responded quickly. Learn more about server response time optimization.

# Minify CSS

Your CSS is minified. Learn more about minifying CSS.

#### Mobile

#### 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 <u>prioritizing visible</u> content.

# 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 href="http://www.win...abbed\_contents" class="comments">4</a> and 5 others are close to other tap targets final.
- The tap target <span id="product-price-173856" class="regular-price...p-price tipped">8.990 din.</span> and 10 others are close to other tap targets.
- The tap target <span id="strike-price-160723" class="tipped strikethrough-price">26.990 din.</span> and 2 others are close to other tap targets.
- The tap target <a href="http://www.win...abbed\_contents">4.4(2)</a> and 2 others are close to other tap targets.
- The tap target <a href="http://www.win...w-6808503.html">Mašina za sudo...ko DFN 15310 W</a> and 1 others are close to other tap targets.
- The tap target <span id="mp-price-40479" class="tipped mp-price">33.990 din.</span> and 4 others are close to other tap targets.

#### 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



### Desktop

# Should Fix:

#### 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://cdn.winwin.rs/media/css/991afc203568e5867ae96c83d09ff7bc.css

#### Optimize images

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

Optimize the following images to reduce their size by 916.9KiB (67% reduction).

- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/859x335/9df78eab33525d08d6e5f b8d27136e95/p/o/pokreni-igru.jpg could save 104.5KiB (69% reduction).
- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/859x335/9df78eab33525d08d6e5f b8d27136e95/v/e/velika-prvomajska-akcija.jpg could save 93.6KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/859x335/9df78eab33525d08d6e5f b8d27136e95/a/l/altos-usteda-banner 2 .jpg could save 66KiB (65% reduction).
- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/859x335/9df78eab33525d08d6e5f b8d27136e95/r/a/rasprodaja-outlet-opreme.jpg could save 64.4KiB (66% reduction).
- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/290x170/9df78eab33525d08d6e5f b8d27136e95/b/e/beko-smartpro.jpg could save 29.7KiB (71% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6790768.jpg could save 28.2KiB (73% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6806020.jpg could save 24.8KiB (67% reduction).

- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6768572.jpg could save 23.3KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6778336.jpg could save 23.2KiB (67% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811479.jpg could save 21.4KiB (69% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6796845.jpg could save 21KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/ibanner/cache/5/290x170/9df78eab33525d08d6e5f b8d27136e95/l/g/lg-5-godina-sigurnosti-276x162.jpg could save 21KiB (73% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/4/7/4756838.jpg could save 21KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6777884.jpg could save 18.8KiB (70% reduction).
- Compressing http://winwin.rs/media/wysiwyg/LP/home/Akvija-za-mobilne-telefone-1146x150.jpg could save 18.7KiB (51% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6796503.jpg could save 17.9KiB (70% reduction).
- Compressing http://winwin.rs/media/wysiwyg/LP/home/rostilj-bkg.jpg could save 17.7KiB (50% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6807569.jpg could save 17.5KiB (72% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/1/1/1147369.jpg could save 15.8KiB (70% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6764993.jpg could save 14.9KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6807583.jpg could save 14.7KiB (75% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6802489.jpg could save 14.5KiB (67% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/1/1/1163325.jpg could save 14.2KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811804.jpg could save 13.8KiB (70% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/1/1/1137487.jpg could save 13.7KiB (71% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811663.jpg could save 13.5KiB (73% reduction).

- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6802175.jpg could save 13.3KiB (72% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811665.jpg could save 13.2KiB (75% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6764988.jpg could save 12.8KiB (73% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6805705.jpg could save 12.1KiB (72% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6791953.jpg could save 11.9KiB (65% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6809739.jpg could save 11.7KiB (78% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/placeholder/default/small\_image.jpg could save 11.3KiB (82% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/4/7/4756098.jpg could save 10.7KiB (64% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811060.jpg could save 10.4KiB (74% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6786087.jpg could save 10.1KiB (68% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811065.jpg could save 8.9KiB (73% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6808503.jpg could save 8.5KiB (75% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/7/6799274.jpg could save 8.4KiB (62% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6804362.jpg could save 8.2KiB (71% reduction).
- Compressing http://winwin.rs/media/wysiwyg/LP/home/popust-na-periferije-uski-bkg.jpg could save 7.9KiB (42% reduction).
- Compressing http://cdn.winwin.rs/media/catalog/product/cache/5/small\_image/210x/9df78ea b33525d08d6e5fb8d27136e95/6/8/6811783.jpg could save 7.3KiB (64% reduction).
- Compressing http://cdn.winwin.rs/media/stickers/cache/45x45/59059-BestBuy.png could save 967B (29% reduction).
- Compressing http://winwin.rs/media/wysiwyg/LP/home/mts.png could save 806B (12% reduction).

#### Desktop

• Compressing http://cdn.winwin.rs/skin/frontend/winwin/default/images/winwin-logo.png could save 622B (12% 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.

<u>Leverage browser caching</u> for the following cacheable resources:

- http://connect.facebook.net/sr RS/sdk.js (20 minutes)
- https://connect.facebook.net/en\_US/fbevents.js (20 minutes)
- https://connect.facebook.net/signals/config/417383358603024?v=stable (20 minutes)
- http://www.google-analytics.com/analytics.js (2 hours)

## Minify JavaScript

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

Minify lavaScript for the following resources to reduce their size by 27.7KiB (16% reduction).

• Minifying http://cdn.winwin.rs/media/js/ef8c1822ad733db32d0c736d3e53af59.js could save 27.7KiB (16% reduction) after compression.



# Desktop

## 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.

### Reduce server response time

Your server responded quickly. Learn more about server response time optimization.

## Minify CSS

Your CSS is minified. Learn more about minifying CSS.

# 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 <u>prioritizing visible</u> <u>content</u>.