PageSpeed Insights

Mobile

79 / 100 Speed

⚠️ 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 220B (44% reduction).

- Compressing https://sportmarket.net.ua/_widget/ajax_cart/init/ could save 220B (44% reduction).

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the

browser to load previously downloaded resources from local disk rather than over the network.

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

- https://swx.cdn.skype.com/shared/v/1.2.5/SkypeBootstrap.min.js (expiration not specified)

- https://swx.cdn.skype.com/shared/v/latest/skypewebsdk.js (expiration not specified)

- https://swx.cdn.skype.com/skypewebsdk/shareButton/v/1.4.0.0/js/shareButton.min.js (expiration not specified)

- https://www.googletagmanager.com/gtm.js?id=GTM-MSK2THB (15 minutes)

- https://mc.yandex.ru/metrika/advert.gif (60 minutes)

- https://mc.yandex.ru/metrika/watch.js (60 minutes)

- https://www.google-analytics.com/plugins/ua/ec.js (60 minutes)

- https://code.jivosite.com/script/widget/bsUBhfTSEY (2 hours)

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

Reduce server response time

In our test, your server responded in 0.61 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 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 2.6KiB (14% reduction).

- Minifying https://sportmarket.net.ua/ could save 2.6KiB (14% 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 3.4KiB (14% reduction).

- Minifying https://swx.cdn.skype.com/skypewebsdk/shareButton/v/1.4.0.0/js/shareButton.min.js could save 3.4KiB (14% reduction) after compression.

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:

- https://sportmarket.net.ua/assets/cache/horoshop_mobile_body.css?1529410168

Optimize images

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

Optimize the following images to reduce their size by 33.7KiB (23% reduction).

- Compressing https://sportmarket.net.ua/content/images/50/69454203463262.jpg could save 15.9KiB (25% reduction).

- Compressing https://sportmarket.net.ua/content/images/11/89741646457049.jpg could save 7.6KiB (26% reduction).

- Compressing https://sportmarket.net.ua/content/images/18/49541955110099.jpg could save 6.8KiB (23% reduction).

- Compressing https://sportmarket.net.ua/content/images/43/finnlo-76244705170392_small2.jpg could save 2.1KiB (15% reduction).

- Compressing https://sportmarket.net.ua/content/images/43/evrotop-50820994128783_small2.jpg could save 1.3KiB (17% reduction).

✔ 3 Passed Rules

Avoid landing page redirects

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

Minify CSS

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

Prioritize visible content

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

99 / 100   User Experience

⚠ Consider Fixing:

Mobile

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 <div class="pagination swi...nation-bullets"></div> is close to 1 other tap targets final.

- The tap target Хит...7 335 грн and 1 others are close to other tap targets final.

- The tap target is close to 1 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](#).
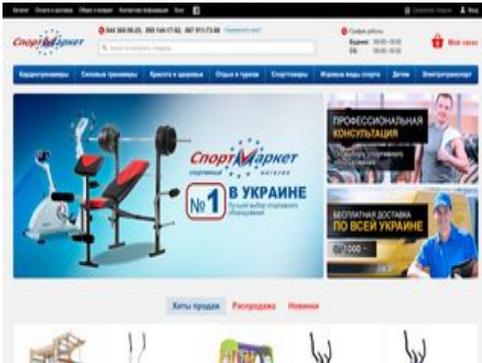
Size content to viewport

The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).

Use legible font sizes

Mobile

Desktop

84 / 100 Speed

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- Compressing https://sportmarket.net.ua/images/43/finnlo-76244705170392.jpg could save 778B (20% reduction).

- Compressing https://sportmarket.net.ua/images/43/elitum-12485842489533.jpg could save 771B (29% reduction).

- Compressing https://sportmarket.net.ua/images/43/cornilleau-82943916444977.jpg could save 660B (12% reduction).

- Compressing https://sportmarket.net.ua/images/43/gtf-38591474377446.jpg could save 588B (21% reduction).

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