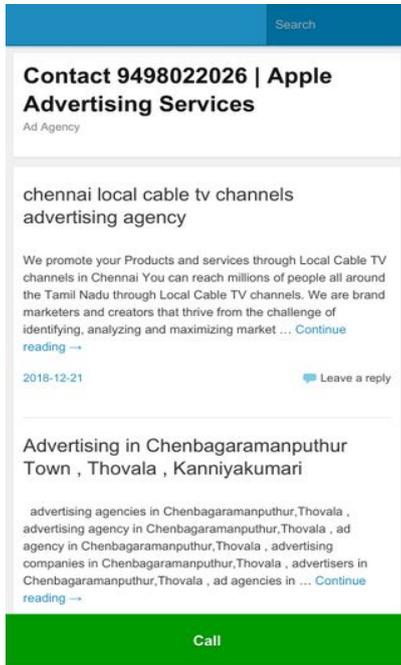


PageSpeed Insights

Mobile



69 / 100 Speed

 Should Fix:

Reduce server response time

In our test, your server responded in 1.5 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 2 blocking script resources and 3 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:](#)

- <http://www.appleadvertisingservices.in/wp-includes/js/jquery/jquery.js?ver=1.12.4>
- <http://www.appleadvertisingservices.in/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>

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

- <http://www.appleadvertisingservices.in/wp-includes/css/dist/block-library/style.min.css?ver=5.1>
- <http://www.appleadvertisingservices.in/wp-content/plugins/jetpack/modules/minileven/theme/pub/minileven/style.css?ver=5.1>
- <http://www.appleadvertisingservices.in/wp-content/plugins/jetpack/css/jetpack.css?ver=7.0.1>



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.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 1.5KiB (21% reduction).

- Minifying <http://www.appleadvertisingservices.in/wp-content/plugins/jetpack/modules/minileven/theme/pub/minileven/style.css?ver=5.1> could save 1.5KiB (21% 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 766B (11% reduction).

- Minifying <http://www.appleadvertisingservices.in/> could save 766B (11% reduction) after compression.



5 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](#).

Minify JavaScript

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

Optimize images

Mobile

Your images are optimized. Learn more about [optimizing images](#).

Prioritize visible content

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

100 / 100 User Experience

 5 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](#).

Size tap targets appropriately

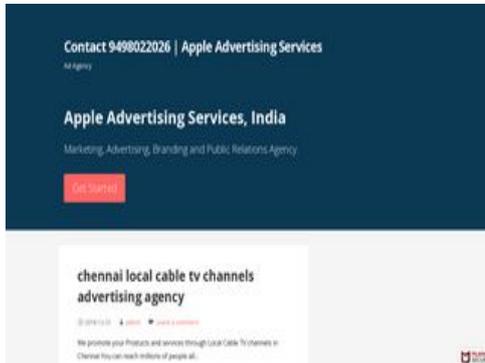
All of your page's links/buttons are large enough for a user to easily tap on a touchscreen. Learn more about [sizing tap targets appropriately](#).

Use legible font sizes

The text on your page is legible. Learn more about [using legible font sizes](#).

Mobile

Desktop



88 / 100 Speed

! 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://s3-us-west-2.amazonaws.com/mfeseecure-public/host/appleadvertisingservices.in/client.json> (60 seconds)
- <https://cdn.ywxi.net/js/1.js> (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

Reduce server response time

In our test, your server responded in 0.64 seconds.

Desktop

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 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 107B (16% reduction).

- Minifying http://www.appleadvertisingservices.in/wp-content/plugins/jetpack/_inc/build/jquery.spin.min.js?ver=1.3 could save 107B (16% reduction) after compression.

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

Your page has 2 blocking script resources and 5 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://www.appleadvertisingservices.in/wp-includes/js/jquery/jquery.js?ver=1.12.4>
- <http://www.appleadvertisingservices.in/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>

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

- <http://www.appleadvertisingservices.in/wp-includes/css/dist/block-library/style.min.css?ver=5.1>
- <http://www.appleadvertisingservices.in/wp-includes/css/dist/block-library/theme.min.css?ver=5.1>

Desktop

- <http://www.appleadvertisingservices.in/wp-content/themes/primer/style.css?ver=5.1>
- <http://fonts.googleapis.com/css?family=Open+Sans%3A300%2C400%2C700&subset=latin&ver=5.1>
- <http://www.appleadvertisingservices.in/wp-content/plugins/jetpack/css/jetpack.css?ver=7.0.1>

Optimize images

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

[Optimize the following images](#) to reduce their size by 4.8KiB (52% reduction).

- Compressing <http://cdn.ywxi.net/static/img/tm-float.png> could save 4.8KiB (52% reduction).



5 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](#).

Minify CSS

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

Minify HTML

Desktop

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](#).