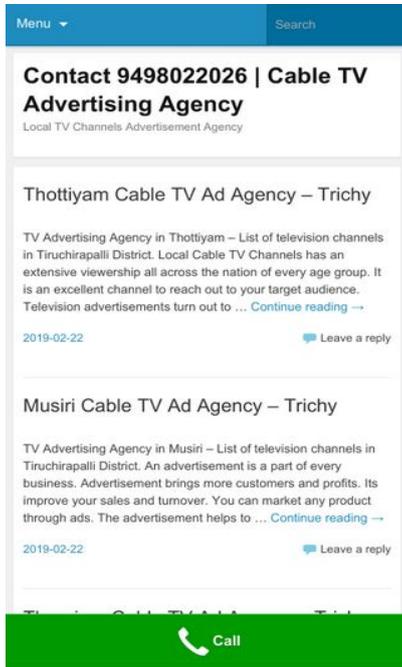# PageSpeed Insights

Mobile

60 / 100 Speed

⚠️ Should Fix:

Avoid landing page redirects

Your page has 2 redirects. Redirects introduce additional delays before the page can be loaded.

Avoid landing page redirects for the following chain of redirected URLs.

- http://cabletvadvertising.in/
- http://www.cabletvadvertising.in/
- https://www.cabletvadvertising.in/

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

Mobile

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]():

- https://c0.wp.com/c/5.0.3/wp-includes/js/jquery/jquery.js

- https://c0.wp.com/c/5.0.3/wp-includes/js/jquery/jquery-migrate.min.js

[Optimize CSS Delivery]() of the following:

- https://c0.wp.com/c/5.0.3/wp-includes/css/dist/block-library/style.min.css

- https://www.cabletvadvertising.in/wp-content/plugins/contact-widgets/assets/css/font-awesome.min.css?ver=4.7.0

- https://c0.wp.com/p/jetpack/7.0.1/modules/minileven/theme/pub/minileven/style.css

- https://www.cabletvadvertising.in/wp-content/plugins/godaddy-email-marketing-sign-up-forms/css/gem.min.css?ver=1.4.2

- https://c0.wp.com/p/jetpack/7.0.1/css/jetpack.css

🔶 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://s3-us-west-2.amazonaws.com/mfesecure-public/host/cabletvadvertising.in/client.json (60 seconds)

- https://cdn.ywxi.net/js/1.js (60 minutes)

- https://www.cabletvadvertising.in/wp-content/plugins/contact-widgets/assets/css/font-awesome.min.css?ver=4.7.0 (24 hours)

- https://www.cabletvadvertising.in/wp-content/plugins/godaddy-email-marketing-sign-up-forms/css/gem.min.css?ver=1.4.2 (24 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 1.5KiB (21% reduction).

- Minifying https://c0.wp.com/p/jetpack/7.0.1/modules/minileven/theme/pub/minileven/style.css could save 1.5KiB (21% 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 4.8KiB (52% reduction).

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

✅ 5 Passed Rules

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 HTML

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

Minify JavaScript

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

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible 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 Thuraiyur Cabl...gency – Trichy and 1 others are close to other tap targets final.

- The tap target is close to 1 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

81 / 100 Speed

Desktop

🔴 Should Fix:

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

Your page has 2 blocking script resources and 7 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](#):

- https://c0.wp.com/c/5.0.3/wp-includes/js/jquery/jquery.js

- https://c0.wp.com/c/5.0.3/wp-includes/js/jquery/jquery-migrate.min.js

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

- https://c0.wp.com/p/jetpack/7.0.1/modules/theme-tools/compat/twentynineteen.css

- https://c0.wp.com/c/5.0.3/wp-includes/css/dist/block-library/style.min.css

- https://c0.wp.com/c/5.0.3/wp-includes/css/dist/block-library/theme.min.css

- https://www.cabletvadvertising.in/wp-content/plugins/contact-widgets/assets/css/font-awesome.min.css?ver=4.7.0

- https://www.cabletvadvertising.in/wp-content/themes/twentynineteen/style.css?ver=1.3

- https://www.cabletvadvertising.in/wp-content/plugins/godaddy-email-marketing-sign-up-forms/css/gem.min.css?ver=1.4.2

- https://c0.wp.com/p/jetpack/7.0.1/css/jetpack.css

🟠 Consider Fixing:

Avoid landing page redirects

Your page has 2 redirects. Redirects introduce additional delays before the page can be loaded.

Desktop

for the following chain of redirected URLs.

- http://cabletvadvertising.in/

- http://www.cabletvadvertising.in/

- https://www.cabletvadvertising.in/

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://s3-us-west-2.amazonaws.com/mfesecure-public/host/cabletvadvertising.in/client.json (60 seconds)

- https://cdn.ywxi.net/js/1.js (60 minutes)

- https://www.cabletvadvertising.in/wp-content/plugins/contact-widgets/assets/css/font-awesome.min.css?ver=4.7.0 (24 hours)

- https://www.cabletvadvertising.in/wp-content/plugins/godaddy-email-marketing-sign-up-forms/css/gem.min.css?ver=1.4.2 (24 hours)

- https://www.cabletvadvertising.in/wp-content/themes/twentynineteen/print.css?ver=1.3 (24 hours)

- https://www.cabletvadvertising.in/wp-content/themes/twentynineteen/style.css?ver=1.3 (24 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 5.6KiB (18% reduction).

- Minifying https://www.cabletvadvertising.in/wp-content/themes/twentynineteen/style.css?ver=1.3 could save 5KiB (18% reduction) after compression.

- Minifying https://c0.wp.com/p/jetpack/7.0.1/modules/theme-tools/compat/twentynineteen.css could save 341B (16% reduction) after compression.

- Minifying https://www.cabletvadvertising.in/wp-content/themes/twentynineteen/print.css?ver=1.3 could save 326B (27% 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 1.7KiB (36% reduction).

- Minifying https://www.cabletvadvertising.in/wp-content/themes/twentynineteen/js/touch-keyboard-navigation.js?ver=1.1 could save 909B (38% reduction) after compression.

- Minifying https://www.cabletvadvertising.in/wp-content/themes/twentynineteen/js/priority-menu.js?ver=1.1 could save 717B (42% reduction) after compression.

- Minifying https://c0.wp.com/p/jetpack/7.0.1/_inc/build/jquery.spin.min.js could save 107B (16% 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 4.8KiB (52% reduction).

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

Desktop

✅ 4 Passed Rules

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 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](#).