



Performance Report for:

<https://wordpress-402730-1372354.cloudwaysa...>

Report generated: Mon, Jul 6, 2020 8:59 PM -0700

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.3, YSlow 3.1.8

PageSpeed Score A (97%) ^	YSlow Score B (89%) ^	Fully Loaded Time 2.4s ^	Total Page Size 4.50MB v	Requests 56 ^
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Top 5 Priority Issues

Optimize images		AVG SCORE: 73%	IMAGES	HIGH
Leverage browser caching		AVG SCORE: 64%	SERVER	HIGH
Specify image dimensions		AVG SCORE: 98%	IMAGES	MEDIUM
Specify a cache validator		AVG SCORE: 96%	SERVER	HIGH
Minify CSS		AVG SCORE: 96%	CSS	HIGH

How does this affect me?

Studies show that users leave a site if it hasn't loaded in 4 seconds; keep your users happy and engaged by providing a fast performing website.

As if you didn't need more incentive, **Google has announced that they are using page speed in their ranking algorithm.**

About GTmetrix

We can help you develop a faster, more efficient, and all-around improved website experience for your users. We use Google PageSpeed and Yahoo! YSlow to grade your site's performance and provide actionable recommendations to fix these issues.

About the Developer



GTmetrix is developed by the good folks at **Carbon60**, a Canadian hosting company with over 24 years experience in web technology.

<https://carbon60.com/>

What do these grades mean?

This report is an analysis of your site with Google and Yahoo!'s metrics for how to best develop a site for optimized speed. The **grades you see represent** how well the scanned URL adheres to those rules.

Lower grades (C or lower) mean that the page can stand to be faster using better practices and optimizing your settings.

What's in this report?

This report covers basic to technical analyses on your page. It is categorized under many headings:

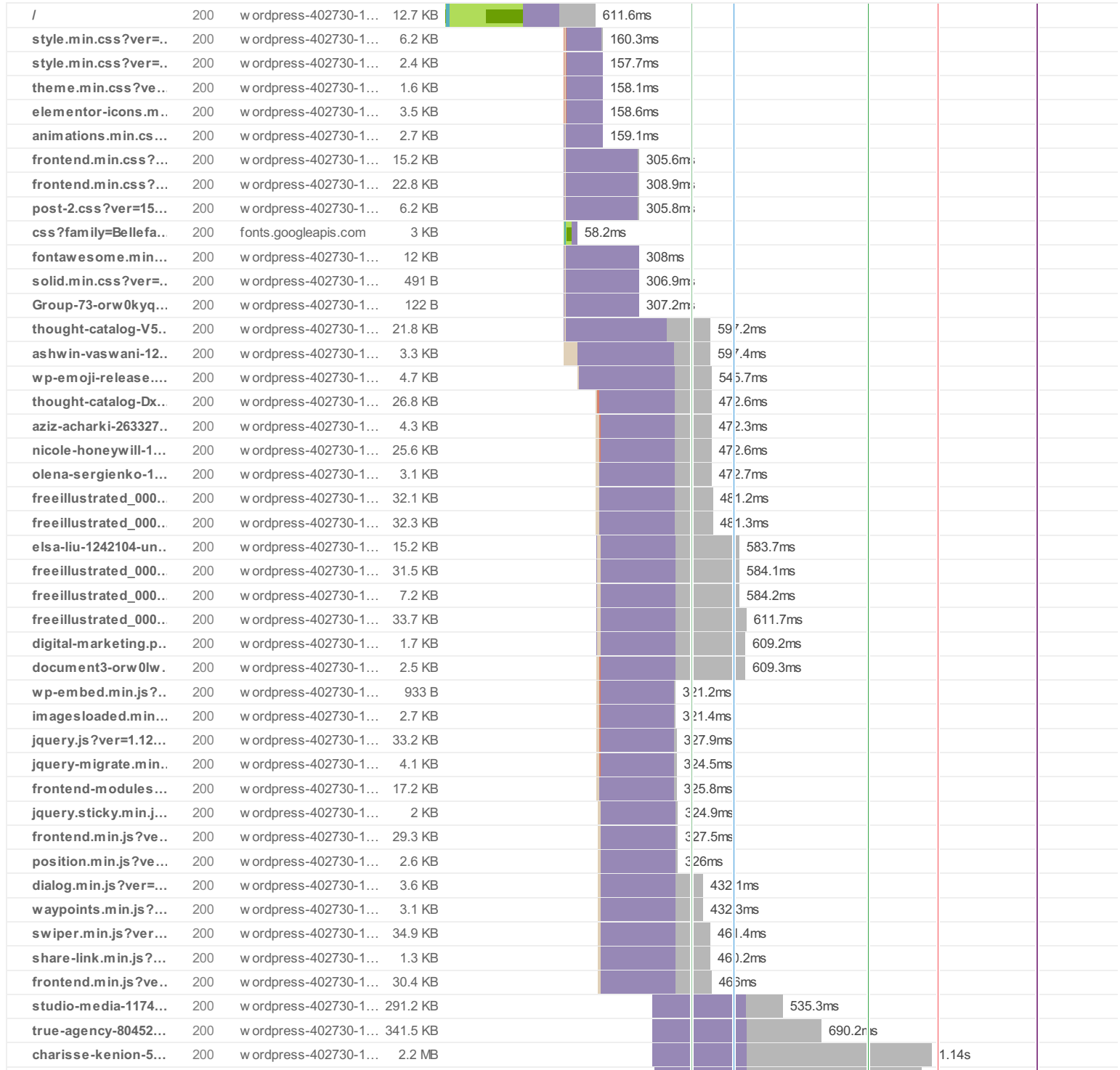
- **Executive:** Overall score information and Priority Issues
- **History:** Graphed history of past performance
- **Waterfall:** Graph of your site's loading timeline
- **Technical:** In-depth PageSpeed & YSlow information

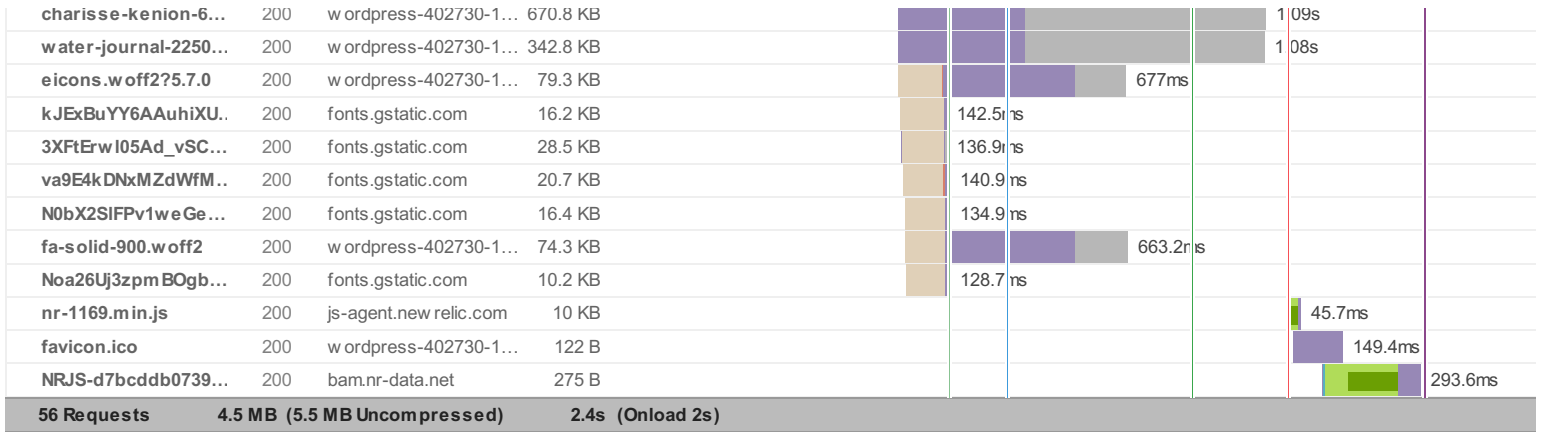
These will provide you with a snapshot of your performance.

Waterfall Chart

The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

wordpress-402730-1366532.cloudwaysapps.com – Just another WordPress site





PageSpeed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Optimize images	B (88)	▲ AVG SCORE: 73%	IMAGES	HIGH

Optimize the following images to reduce their size by 13.9KiB (1% reduction).

- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/2020/07/charisse-kenion-502626-unsplash.jpg> could save 2.4KiB (1% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/2020/07/studio-media-1174542-unsplash-e1562321718398-scaled.jpg> could save 1.2KiB (1% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/2020/07/true-agency-804529-unsplash-1-e1562321483985.jpg> could save 1.2KiB (1% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/2020/07/water-journal-225046-unsplash-1-e1562321518674.jpg> could save 1.2KiB (1% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/elsa-liu-1242104-unsplash-e1562321599165-scaled-orw0lkd3hlfag7vj8xadovpbdtrwo4dqs8e5319scvg.jpg> could save 1.1KiB (7% reduction). See [optimized version](#).
- Losslessly compressing https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freillustrated_00023_EF_2k-orw0lqxyfoaphl26i4roc1jih08m9gwlaphe7ilnw.jpg could save 709B (3% reduction). See [optimized version](#).
- Losslessly compressing https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freillustrated_00041_AV_2k-orw0lglqq9a55s0zuvnvevnh08f79lbuwvj545xxc.jpg could save 695B (3% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/2020/07/digital-marketing.png> could save 664B (39% reduction). See [optimized version](#).
- Losslessly compressing https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freillustrated_00056_RA_2k-orw0lp2afriq29ophhbijcimcp9i6v9fx1eifnle0c.jpg could save 636B (9% reduction). See [optimized version](#).
- Losslessly compressing https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freillustrated_00027_VL_2k-orw0leq2cl7kik3q5uum9x4jtqogu74e7m865m0pws.jpg could save 632B (2% reduction). See [optimized version](#).
- Losslessly compressing https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freillustrated_00054_EM_2k-orw0ln6m23j5f1rfsqi9eczp5xirrh1z8s3jh3o6cs.jpg could save 622B (2% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/nicole-honeywill-1075631-unsplash-orw0l69juxo4zxls4px006rbetoxqexri71z1kzz4.jpg> could save 616B (3% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/thought-catalog-V5BGaJ0VaLU-unsplash-orw0kzooj3f4qi75uiv0iui5pq4fuotelmnm3ur6o.jpg> could save 541B (3% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/thought-catalog-DxAzOKSiPoE-unsplash-orw0l2i73lizpc32e33eq14wxc82y00ezl41xqko0.jpg> could save 535B (2% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/olena-sergienko-1413531-unsplash-scaled-orw0lbwhpj5bfuh1nb7s5f4xvr58gerj4e2nn13n54.jpg> could save 388B (13% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/ashwin-vaswani-1233177-unsplash-orw0l0mffipkixfh6c9bhzeu4otw1ir2u8tvpkd7s.jpg> could save 387B (12% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/aziz-acharki-263327-unsplash-orw0l4ds6uv0uyrv7yrlh197o6aqtxofurstesiw.jpg> could save 384B (9% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/document3-orw0lwkxau44ymitdhc7nr9vc3w4ipi2wrtnn8tiw.png> could save 243B (10% reduction). See [optimized version](#).
- Losslessly compressing <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/Group-73-orw0kyqsmv1dda2n1agpvm1xpxk17pdtqd6bhtzel0.png> could save 11B (10% reduction). See [optimized version](#).

Leverage browser caching	A (92)	▲ AVG SCORE: 64%	SERVER	HIGH
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Leverage browser caching for the following cacheable resources:

- <https://wordpress-402730-1372354.cloudwaysapps.com/favicon.ico> (expiration not specified)
- <https://js-agent.newrelic.com/nr-1169.min.js> (2 hours)

Specify image dimensions	A (98)	◆ AVG SCORE: 98%	IMAGES	MEDIUM
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The following image(s) are missing width and/or height attributes.

- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/Group-73-orw0kyqsmv1dda2n1agpvm1xpxk17pdtqd6bhtzel0.png> (Dimensions: 230 x 2)

- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/ashwin-vaswani-1233177-unsplash-orw0l0mffipkixfh6c9bhzeu4otw1ir2u8tvpkd7s.jpg> (Dimensions: 100 x 100)
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/aziz-acharki-263327-unsplash-orw0l4ds6uv0uyry7yrlh197o6agtxofcurstesiw.jpg> (Dimensions: 100 x 100)
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/document3-orw0lwkxau44ymitdhc7nr9vc3w4lpi2wrttn8tiw.png> (Dimensions: 52 x 52)
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/elsa-liu-1242104-unsplash-e1562321599165-scaled-orw0lkd3hlfaq7vj8xadovpbdwrwo4dqs8e5319scvg.jpg> (Dimensions: 270 x 350)
- https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freeillustrated_00023_EF_2k-orw0lqxyfoaphlz6i4roc1jih08m9gwlaphe7ilnw.jpg (Dimensions: 270 x 350)
- https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freeillustrated_00027_VL_2k-orw0leq2cl7kik3q5uum9x4jtgogu74e7m865m0pws.jpg (Dimensions: 270 x 350)
- https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freeillustrated_00041_AV_2k-orw0lglqq9a55s0zuvnvevnh08f79lbuwj545xkc.jpg (Dimensions: 270 x 350)
- https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freeillustrated_00054_EM_2k-orw0ln6m2j5f1rfsqi9eczp5xirrh1z8s3jh3o6cs.jpg (Dimensions: 270 x 350)
- https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freeillustrated_00056_RA_2k-orw0lp2afrlq29ophhbijicmcp9i6v9fx1eifnle0c.jpg (Dimensions: 270 x 350)
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/nicole-honeywill-1075631-unsplash-orw0l69juxo4zrxls4px006rbetoxgexri71z1kzz4.jpg> (Dimensions: 370 x 400)
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/olena-sergienko-1413531-unsplash-scaled-orw0lbwhpj5b5uh1nb7s5f4xvr58gerj4e2nn13n54.jpg> (Dimensions: 100 x 100)
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/thought-catalog-DxAzOKSiPoE-unsplash-orw0l2i73lizpc32e33eq14wxvc82y00ezl41xqko0.jpg> (Dimensions: 370 x 400)
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/thought-catalog-V5BGaJ0VaLU-unsplash-orw0kzooj3f4qi75ujvj0uj5pqq4fuotelmm3ur6o.jpg> (Dimensions: 370 x 400)

Specify a cache validator

A (98)



AVG SCORE: 96%

SERVER

HIGH

The following resources are missing a cache validator. Resources that do not specify a cache validator cannot be refreshed efficiently. Specify a Last-Modified or ETag header to enable cache validation for the following resources:

- <https://wordpress-402730-1372354.cloudwaysapps.com/favicon.ico>

Minify CSS

A (99)



AVG SCORE: 96%

CSS

HIGH

Minify CSS for the following resources to reduce their size by 919B (2% reduction).

- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/themes/hello-elementor/style.min.css?ver=2.2.0> could save 449B (20% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/fontawesome.min.css?ver=5.12.0> could save 137B (2% reduction) after compression. See [optimized version](#).
- Minifying <https://fonts.googleapis.com/css?family=Bellefair%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%7CFanwood+Text%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%7CFira+Sans%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%7CFira+Mono%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic&ver=5.3.4> could save 127B (5% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/solid.min.css?ver=5.12.0> could save 96B (32% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor-pro/assets/css/frontend.min.css?ver=2.10.3> could save 36B (1% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/eicons/css/elementor-icons.min.css?ver=5.7.0> could save 35B (2% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/css/frontend.min.css?ver=2.9.13> could save 30B (1% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/css/post-2.css?ver=1594094068> could save 9B (1% reduction) after compression. See [optimized version](#).

Defer parsing of JavaScript

A (99)



AVG SCORE: 72%

JS

HIGH

8.8KiB of JavaScript is parsed during initial page load. Defer parsing JavaScript to reduce blocking of page rendering.

- <https://wordpress-402730-1372354.cloudwaysapps.com/> (8.8KiB of inline JavaScript)

Minify JavaScript	A (99)	▲ AVG SCORE: 90%	JS	HIGH
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Minify JavaScript for the following resources to reduce their size by 781B (1% reduction).

- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/swiper/swiper.min.js?ver=5.3.6> could save 189B (1% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/js/jquery/ui/position.min.js?ver=1.11.4> could save 117B (5% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/dialog/dialog.min.js?ver=4.7.6> could save 107B (4% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/js/imagesloaded.min.js?ver=3.2.0> could save 91B (4% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp> could save 68B (1% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1> could save 57B (2% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor-pro/assets/js/frontend.min.js?ver=2.10.3> could save 38B (1% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/js/wp-emoji-release.min.js?ver=5.3.4> could save 38B (1% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/js/frontend.min.js?ver=2.9.13> could save 37B (1% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/js/frontend-modules.min.js?ver=2.9.13> could save 36B (1% reduction) after compression. See [optimized version](#).
- Minifying <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/share-link/share-link.min.js?ver=2.9.13> could save 3B (1% reduction) after compression. See [optimized version](#).

Specify a character set early	A (99)	◆ AVG SCORE: 100%	CONTENT	MEDIUM
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The following resources have no character set specified in their HTTP headers. Specifying a character set in HTTP headers can speed up browser rendering.

- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/eicons/fonts/eicons.woff2?5.7.0>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/font-awesome/webfonts/fa-solid-900.woff2>

Avoid bad requests	A (100)	◆ AVG SCORE: 98%	CONTENT	HIGH
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You scored 100% on this recommendation - nothing to do here!

Avoid landing page redirects	A (100)	◆ AVG SCORE: 98%	SERVER	HIGH
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You scored 100% on this recommendation - nothing to do here!

Enable compression	A (100)	▲ AVG SCORE: 90%	SERVER	HIGH
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You scored 100% on this recommendation - nothing to do here!

Enable Keep-Alive	A (100)	◆ AVG SCORE: 99%	SERVER	HIGH
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You scored 100% on this recommendation - nothing to do here!

Inline small CSS

A (100)

AVG SCORE: 99%

CSS

HIGH

You scored 100% on this recommendation - nothing to do here!

Inline small JavaScript

A (100)

AVG SCORE: 99%

JS

HIGH

You scored 100% on this recommendation - nothing to do here!

Minimize redirects

A (100)

AVG SCORE: 88%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

Minimize request size

A (100)

AVG SCORE: 99%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

Put CSS in the document head

A (100)

AVG SCORE: 100%

CSS

HIGH

You scored 100% on this recommendation - nothing to do here!

Serve resources from a consistent URL

A (100)

AVG SCORE: 90%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

Serve scaled images

A (100)

AVG SCORE: 70%

IMAGES

HIGH

You scored 100% on this recommendation - nothing to do here!

Combine images using CSS sprites

A (100)

AVG SCORE: 98%

IMAGES

HIGH

You scored 100% on this recommendation - nothing to do here!

Avoid CSS @import

A (100)

AVG SCORE: 98%

CSS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Prefer asynchronous resources

A (100)

AVG SCORE: 100%

JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Avoid a character set in the meta tag

A (100)

◆ AVG SCORE: 100%

CONTENT

LOW

You scored 100% on this recommendation - nothing to do here!

YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Use a Content Delivery Network (CDN)	F (0)	▼ AVG SCORE: 31%	SERVER	MEDIUM

Using a CDN YSlow doesn't recognize? Specify your CDNs in your [User Settings](#).

There are 44 static components that are not on CDN.

- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/css/dist/block-library/style.min.css?ver=5.3.4>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/themes/hello-elementor/style.min.css?ver=2.2.0>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/themes/hello-elementor/theme.min.css?ver=2.2.0>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/eicons/css/elementor-icons.min.css?ver=5.7.0>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/animations/animations.min.css?ver=2.9.13>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/css/frontend.min.css?ver=2.9.13>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor-pro/assets/css/frontend.min.css?ver=2.10.3>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/css/post-2.css?ver=1594094068>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/font-awesome.min.css?ver=5.12.0>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/font-awesome/css/solid.min.css?ver=5.12.0>
- https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/Group-73-orw0kyqsmv1dda2n1agpvm1xpxk17pdtqd6bhtze1_0.png
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/thought-catalog-V5BGaJ0VaLU-unsplash-orw0kzooj3f4qi75ujvi0juj5pq4fuotelmnm3ur6o.jpg>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/ashwin-vaswani-1233177-unsplash-orw0l0mffipkixfh6c9bhzeu4otw1ir2u8tvpkd7s.jpg>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/js/wp-emoji-release.min.js?ver=5.3.4>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/thought-catalog-DxAzOKSiPoE-unsplash-orw0l2i73lizpc32e33eq14wxc82y00ezl41xqko0.jpg>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/aziz-acharki-263327-unsplash-orw0l4ds6uv0uyrv7yrlh197o6aqbxfocurstesiw.jpg>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/nicole-honeywill-1075631-unsplash-orw0l69juxo4zxls4px006rbetoxqexri71z1kzz4.jpg>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/olena-sergienko-1413531-unsplash-scaled-orw0lbwhpj5buh1nb7s5f4xvr58gerj4e2nn13n54.jpg>
- https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freeillustrated_00027_VL_2k-orw0leq2cl7kik3q5uum9x4jtqoqu74e7m865m0pws.jpg
- https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freeillustrated_00041_AV_2k-orw0lglqq9a55s0zuvnvwnh08f79lbuwvj545xkc.jpg
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/elsa-liu-1242104-unsplash-e1562321599165-scaled-orw0lkd3hlfag7vj8xadovpbdw4dqs8e5319scvg.jpg>
- https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freeillustrated_00054_EM_2k-orw0ln6m23j5f1rfsqj9eczp5xirrh1z8s3jh3o6cs.jpg
- https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freeillustrated_00056_RA_2k-orw0lp2afrlq29ophhbijicmcp9i6v9fx1eifnle0c.jpg
- https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/freeillustrated_00023_EF_2k-orw0lqxyfoaphlz6i4roc1jjh08m9gwlaphe7ilnw.jpg
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/2020/07/digital-marketing.png>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/elementor/thumbs/document3-orw0lwkxau44ymidhc7nr9vc3w4lpi2wrtnn8tiw.png>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/js/wp-embed.min.js?ver=5.3.4>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/js/imagesloaded.min.js?ver=3.2.0>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/js/frontend-modules.min.js?ver=2.9.13>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor-pro/assets/lib/sticky/jquery.sticky.min.js?ver=2.10.3>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor-pro/assets/js/frontend.min.js?ver=2.10.3>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-includes/js/jquery/ui/position.min.js?ver=1.11.4>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/dialog/dialog.min.js?ver=4.7.6>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/waypoints/waypoints.min.js?ver=4.0.2>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/swiper/swiper.min.js?ver=5.3.6>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/lib/share-link/share-link.min.js?ver=2.9.13>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/plugins/elementor/assets/js/frontend.min.js?ver=2.9.13>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/2020/07/studio-media-1174542-unsplash-e1562321718398-scaled.jpg>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/2020/07/true-agency-804529-unsplash-1-e1562321483985.jpg>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/2020/07/charisse-kenion-502626-unsplash.jpg>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/2020/07/charisse-kenion-611289-unsplash-e1562321911200-scaled.jpg>
- <https://wordpress-402730-1372354.cloudwaysapps.com/wp-content/uploads/2020/07/water-journal-225046-unsplash-1-e1562321518674.jpg>

Add Expires headers

C (78)



AVG SCORE: 30%

SERVER

HIGH

There are 2 static components without a far-future expiration date.

- <https://fonts.googleapis.com/css?family=Bellefair%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%7CFanwood+Text%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%7CFira+Sans%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%7CFira+Mono%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic%7CFahkwang%3A100%2C100italic%2C200%2C200italic%2C300%2C300italic%2C400%2C400italic%2C500%2C500italic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic%2C900%2C900italic&ver=5.3.4>
- <https://js-agent.newrelic.com/nr-1169.min.js>

Make fewer HTTP requests

A (99)



AVG SCORE: 73%

CONTENT

HIGH

This page has 15 external Javascript scripts. Try combining them into fewer scripts.

This page has 11 external stylesheets. Try combining them into fewer stylesheets.

Compress components

A (100)



AVG SCORE: 91%

SERVER

HIGH

You scored 100% on this recommendation - nothing to do here!

Minify JavaScript and CSS

A (100)



AVG SCORE: 72%

CSS/JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Avoid URL redirects

A (100)



AVG SCORE: 87%

CONTENT

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Make AJAX cacheable

A (100)



AVG SCORE: 100%

JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Remove duplicate JavaScript and CSS

A (100)



AVG SCORE: 100%

CSS/JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Avoid AlphasLoader filter

A (100)



AVG SCORE: 99%

CSS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Avoid HTTP 404 (Not Found) error

A (100)



AVG SCORE: 98%

CONTENT

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Reduce the number of DOM elements

A (100)

▲ AVG SCORE: 91%

CONTENT

LOW

You scored 100% on this recommendation - nothing to do here!

Use cookie-free domains

A (100)

▲ AVG SCORE: 56%

COOKIE

LOW

You scored 100% on this recommendation - nothing to do here!

Use GET for AJAX requests

A (100)

◆ AVG SCORE: 100%

JS

LOW

You scored 100% on this recommendation - nothing to do here!

Avoid CSS expressions

A (100)

◆ AVG SCORE: 100%

CSS

LOW

You scored 100% on this recommendation - nothing to do here!

Reduce DNS lookups

A (100)

▲ AVG SCORE: 72%

CONTENT

LOW

- wordpress-402730-1372354.cloudwaysapps.com: 45 components, 5441.3K (262.1K GZip)
- fonts.googleapis.com: 1 component, 71.2K (3.0K GZip)
- js-agent.newrelic.com: 1 component, 27.2K (10.2K GZip)
- bam.nr-data.net: 1 component, 0.05K

Reduce cookie size

A (100)

◆ AVG SCORE: 100%

COOKIE

LOW

You scored 100% on this recommendation - nothing to do here!

Make favicon small and cacheable

A (100)

◆ AVG SCORE: 100%

IMAGES

LOW

You scored 100% on this recommendation - nothing to do here!

Configure entity tags (ETags)

A (100)

◆ AVG SCORE: 97%

SERVER

LOW

You scored 100% on this recommendation - nothing to do here!

Make JavaScript and CSS external

(n/a)

CSS/JS

MEDIUM

Only consider this if your property is a common user home page.

- There is a total of 2 inline css
- There is a total of 5 inline scripts