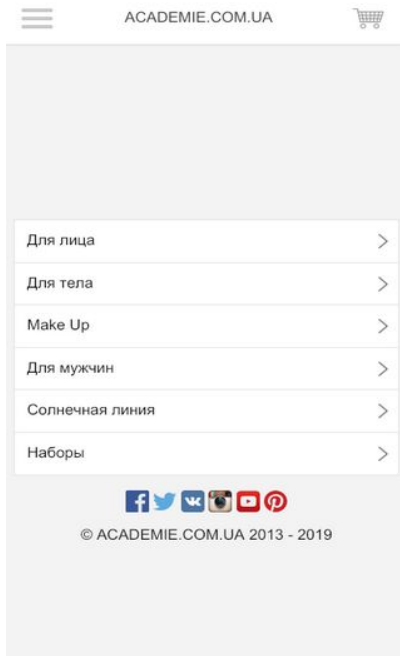


PageSpeed Insights

Mobile



55 / 100 Speed

Should Fix:

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 314.7KiB (74% reduction).

- Compressing <https://academie.com.ua/wa-content/js/jquery/jquery-1.11.1.min.js> could save 61.1KiB (65% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/mobile.shop.css?v1.0.1.68> could save 34.4KiB (87% reduction).
- Compressing <https://academie.com.ua/wa-data/public/site/themes/luxmobile1/mobile.css?v1.0.1.68> could save 26.8KiB (83% reduction).
- Compressing <https://academie.com.ua/> could save 25.2KiB (73% reduction).

Mobile

- Compressing <https://academie.com.ua/wa-apps/shop/plugins/productsets/js/frontend.min.js?2.0> could save 25.2KiB (73% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/productsets/css/frontend.min.css?2.0> could save 18.6KiB (81% reduction).
- Compressing <https://academie.com.ua/wa-apps/slider/js/jquery.bxslider.min.js?v1.6> could save 17.5KiB (74% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/plugin/bxslider/jquery.bxslider.min.js?v1.0.1.68> could save 13.6KiB (72% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/mobile.shop.js?v1.0.1.68> could save 10.7KiB (76% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/flexdiscount/js/flexdiscountFrontend.min.js?4.24.4> could save 10.6KiB (73% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/plugins/reviewsplus/reviewsplus-frontend.js> could save 9.8KiB (83% reduction).
- Compressing <https://academie.com.ua/wa-data/public/site/themes/luxmobile1/mobile.js?v1.0.1.68> could save 8.7KiB (75% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/reviewsplus/css/shopReviewsplusPluginFrontend.css> could save 8.3KiB (81% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/itemsets/js/itemsetsFrontend.js> could save 7.4KiB (75% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/minicart/js/minicart.js> could save 7KiB (77% reduction).
- Compressing <https://academie.com.ua/wa-apps/slider/css/jquery.bxslider.min.css?v1.6> could save 5.3KiB (76% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/autofill/js/autofill.js?8.8.1> could save 4.8KiB (71% reduction).
- Compressing <https://academie.com.ua/wa-content/js/jquery/jquery-migrate-1.2.1.min.js> could save 4KiB (57% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/js/lazy.load.js?v8.8.1.29> could save 3.6KiB (80% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/minicart/css/minicart.css> could save 3.3KiB (72% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/plugin/bxslider/jquery.bxslider.css?v1.0.1.68> could save

Mobile

2.6KiB (68% reduction).

- Compressing <https://academie.com.ua/wa-content/js/jquery-plugins/jquery.cookie.js?v1.13.6> could save 2.3KiB (63% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/css/itemsetsFrontend.css> could save 1.5KiB (59% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/js/itemsetsFrontendLocale.js> could save 1.4KiB (73% reduction).
- Compressing <https://academie.com.ua/wa-content/js/jquery-plugins/jquery.retina.min.js?v1.13.6> could save 1KiB (54% reduction).

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

Your page has 18 blocking script resources and 12 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://academie.com.ua/wa-content/js/jquery/jquery-1.11.1.min.js>
- <https://academie.com.ua/wa-content/js/jquery/jquery-migrate-1.2.1.min.js>
- <https://academie.com.ua/wa-data/public/site/themes/luxmobile1/mobile.js?v1.0.1.68>
- https://academie.com.ua/wa-apps/shop/plugins/listfeatures/js/frontend_features.js?2.4.1
- <https://academie.com.ua/wa-apps/shop/plugins/flexdiscount/js/flexdiscountFrontend.min.js?4.24.4>
- <https://academie.com.ua/wa-apps/shop/plugins/productsets/js/frontend.min.js?2.0>
- <https://academie.com.ua/wa-apps/shop/plugins/autofill/js/autofill.js?8.8.1>
- <https://academie.com.ua/wa-apps/shop/js/lazy.load.js?v8.8.1.29>
- <https://academie.com.ua/wa-content/js/jquery-plugins/jquery.cookie.js?v1.13.6>
- <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/mobile.shop.js?v1.0.1.68>

Mobile

- <https://academie.com.ua/wa-content/js/jquery-plugins/jquery.retina.min.js?v1.13.6>
- <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/plugin/bxslider/jquery.bxslider.min.js?v1.0.1.68>
- <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/plugins/reviewsplus/reviewsplus-frontend.js>
- <https://academie.com.ua/wa-apps/shop/plugins/itemsets/js/itemsetsFrontend.js>
- <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/js/itemsetsFrontendLocale.js>
- <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/plugins/reviewsplus/reviewsplus-frontend.js>
- <https://academie.com.ua/wa-apps/shop/plugins/minicart/js/minicart.js>
- <https://academie.com.ua/wa-apps/slider/js/jquery.bxslider.min.js?v1.6>

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

- <https://academie.com.ua/wa-data/public/site/themes/luxmobile1/mobile.css?v1.0.1.68>
- https://academie.com.ua/wa-apps/shop/plugins/listfeatures/css/frontend_features.css?2.4.1
- <https://academie.com.ua/wa-apps/shop/plugins/productsets/css/frontend.min.css?2.0>
- <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/mobile.shop.css?v1.0.1.68>
- <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/plugin/bxslider/jquery.bxslider.css?v1.0.1.68>
- <https://academie.com.ua/wa-apps/shop/plugins/reviewsplus/css/shopReviewsplusPluginFrontend.css>
- <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/plugins/reviewsplus/user.css>
- <https://academie.com.ua/wa-apps/shop/plugins/minicart/css/minicart.css>
- <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/css/itemsetsFrontend.css>
- <https://academie.com.ua/wa-apps/slider/css/jquery.bxslider.min.css?v1.6>
- <https://academie.com.ua/wa-apps/shop/plugins/reviewsplus/css/shopReviewsplusPluginFrontend.css>
- <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/plugins/reviewsplus/user.css>



Mobile

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://connect.facebook.net/ru_RU/all.js (20 minutes)
- <https://apis.google.com/js/plusone.js> (30 minutes)
- <https://mc.yandex.ru/metrika/advert.gif> (60 minutes)
- <https://mc.yandex.ru/metrika/watch.js> (60 minutes)
- <https://code.jivosite.com/script/widget/a5p91vQzQP> (2 hours)
- <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.

[Minify CSS](#) for the following resources to reduce their size by 15KiB (17% reduction).

- Minifying <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/mobile.shop.css?v1.0.1.68> could save 5.2KiB (14% reduction).
- Minifying <https://academie.com.ua/wa-data/public/site/themes/luxmobile1/mobile.css?v1.0.1.68> could save 4.9KiB (16% reduction).
- Minifying <https://academie.com.ua/wa-apps/shop/plugins/reviewsplus/css/shopReviewsplusPluginFrontend.css> could save 2.1KiB (21% reduction).
- Minifying <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/css/itemsetsFrontend.css> could save 1.5KiB (57% reduction).

Mobile

- Minifying <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/plugin/bxslider/jquery.bxslider.css?v1.0.1.68> could save 978B (26% reduction).
- Minifying <https://academie.com.ua/wa-apps/shop/plugins/minicart/css/minicart.css> could save 475B (11% reduction).

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 11.5KiB (34% reduction).

- Minifying <https://academie.com.ua/> could save 11.5KiB (34% reduction).

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 31.3KiB (42% reduction).

- Minifying <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/mobile.shop.js?v1.0.1.68> could save 6.4KiB (46% reduction).
- Minifying <https://academie.com.ua/wa-data/public/shop/themes/luxmobile1/plugins/reviewsplus/reviewsplus-frontend.js> could save 6.3KiB (53% reduction).
- Minifying <https://academie.com.ua/wa-data/public/site/themes/luxmobile1/mobile.js?v1.0.1.68> could save 5.1KiB (44% reduction).
- Minifying <https://academie.com.ua/wa-apps/shop/plugins/itemsets/js/itemsetsFrontend.js> could save 4.5KiB (47% reduction).
- Minifying <https://academie.com.ua/wa-content/js/jquery-plugins/jquery.cookie.js?v1.13.6> could save 2.8KiB (77% reduction).

Mobile

- Minifying <https://academie.com.ua/wa-apps/shop/js/lazy.load.js?v8.8.1.29> could save 2KiB (45% reduction).
- Minifying <https://academie.com.ua/wa-apps/shop/plugins/autofill/js/autofill.js?8.8.1> could save 1.8KiB (28% reduction).
- Minifying <https://academie.com.ua/wa-apps/shop/plugins/minicart/js/minicart.js> could save 1.5KiB (17% reduction).
- Minifying https://connect.facebook.net/ru_RU/all.js could save 673B (39% reduction) after compression.
- Minifying <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/js/itemsetsFrontendLocale.js> could save 218B (12% reduction).

Optimize images

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

[Optimize the following images](#) to reduce their size by 43.1KiB (28% reduction).

- Compressing <https://academie.com.ua/wa-data/public/site/themes/luxmobile1/img/logo.jpg> could save 18.8KiB (78% reduction).
- Compressing <https://academie.com.ua/wa-data/public/slider/images/1/209/209.jpg> could save 7.8KiB (17% reduction).
- Compressing <https://academie.com.ua/wa-data/public/slider/images/1/208/208.jpg> could save 6.6KiB (23% reduction).
- Compressing <https://academie.com.ua/wa-data/public/slider/images/1/210/210.jpg> could save 5.4KiB (12% reduction).
- Compressing <https://academie.com.ua/wa-data/public/site/themes/luxmobile1/img/icons/arrow-right.png> could save 1.3KiB (42% reduction).
- Compressing <https://academie.com.ua/wa-data/public/site/themes/luxmobile1/img/icons/search-icon-128.png> could save 1,023B (57% reduction).
- Compressing <https://academie.com.ua/wa-data/public/site/themes/luxmobile1/img/icons/hamburger.png> could save 871B (77% reduction).
- Compressing <https://academie.com.ua/wa->

Mobile

data/public/site/themes/luxmobile1/img/icons/cart.png could save 860B (49% reduction).

- Compressing <https://www.academie.com.ua/img/tel.png> could save 524B (48% reduction).



3 Passed Rules

Avoid landing page redirects

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

Reduce server response time

Your server responded quickly. Learn more about [server response time optimization](#).

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](#).

Mobile

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](#).

Desktop



42 / 100 Speed

! Should Fix:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

Desktop

[Enable compression](#) for the following resources to reduce their transfer size by 384.8KiB (74% reduction).

- Compressing <https://academie.com.ua/> could save 66.3KiB (79% reduction).
- Compressing <https://academie.com.ua/wa-content/js/jquery/jquery-1.11.1.min.js> could save 61.1KiB (65% reduction).
- Compressing <https://academie.com.ua/wa-data/public/site/themes/lux1/default.css?v2.3.1.173> could save 52.1KiB (80% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/lux1/default.shop.css?v2.3.1.173> could save 28.9KiB (78% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/productsets/js/frontend.min.js?2.0> could save 25.2KiB (73% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/productsets/css/frontend.min.css?2.0> could save 18.6KiB (81% reduction).
- Compressing <https://academie.com.ua/wa-apps/slider/js/jquery.bxslider.min.js?v1.6> could save 17.5KiB (74% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/lux1/jquery.bxslider.min.js?v2.3.1.173> could save 13.6KiB (72% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/lux1/default.shop.js?v2.3.1.173> could save 11.5KiB (76% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/flexdiscount/js/flexdiscountFrontend.min.js?4.24.4> could save 10.6KiB (73% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/lux1/plugins/reviewsplus/reviewsplus-frontend.js> could save 9.8KiB (83% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/reviewsplus/css/shopReviewsplusPluginFrontend.css> could save 8.3KiB (81% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/itemsets/js/itemsetsFrontend.js> could save 7.4KiB (75% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/minicart/js/minicart.js> could save 7KiB (77% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/callb/js/callb.frontend.js?8.8.1.29> could save 5.3KiB (74% reduction).
- Compressing <https://academie.com.ua/wa-apps/slider/css/jquery.bxslider.min.css?v1.6> could save 5.3KiB (76% reduction).

Desktop

- Compressing <https://academie.com.ua/wa-data/public/site/themes/lux1/waslidemenu/jquery.waslidemenu.min.js?v2.3.1.173> could save 5.1KiB (68% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/autofill/js/autofill.js?8.8.1> could save 4.8KiB (71% reduction).
- Compressing <https://academie.com.ua/wa-content/js/jquery/jquery-migrate-1.2.1.min.js> could save 4KiB (57% reduction).
- Compressing <https://academie.com.ua/wa-data/public/site/themes/lux1/default.js?v2.3.1.173> could save 3.6KiB (70% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/js/lazy.load.js?v8.8.1.29> could save 3.6KiB (80% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/lux1/minicart.css> could save 2.5KiB (69% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/lux1/jquery.bxslider.css?v2.3.1.173> could save 2.4KiB (68% reduction).
- Compressing <https://academie.com.ua/wa-content/js/jquery-plugins/jquery.cookie.js?v1.13.6> could save 2.3KiB (63% reduction).
- Compressing <https://academie.com.ua/wa-apps/shop/plugins/callb/css/callb.css?8.8.1.29> could save 2.1KiB (73% reduction).
- Compressing <https://academie.com.ua/wa-data/public/site/themes/lux1/waslidemenu/waslidemenu.css?v2.3.1.173> could save 1.7KiB (36% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/css/itemsetsFrontend.css> could save 1.5KiB (59% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/js/itemsetsFrontendLocale.js> could save 1.4KiB (73% reduction).
- Compressing <https://academie.com.ua/wa-content/js/jquery-plugins/jquery.retina.min.js?v1.13.6> could save 1KiB (54% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/themes/lux1/plugins/reviewsplus/user.css> could save 293B (46% reduction).

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

Desktop

Your page has 17 blocking script resources and 12 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://academie.com.ua/wa-content/js/jquery/jquery-1.11.1.min.js>
- <https://academie.com.ua/wa-content/js/jquery/jquery-migrate-1.2.1.min.js>
- <https://academie.com.ua/wa-data/public/site/themes/lux1/default.js?v2.3.1.173>
- <https://academie.com.ua/wa-data/public/site/themes/lux1/waslidemenu/jquery.waslidemenu.min.js?v2.3.1.173>
- https://academie.com.ua/wa-apps/shop/plugins/listfeatures/js/frontend_features.js?2.4.1
- <https://academie.com.ua/wa-apps/shop/plugins/flexdiscount/js/flexdiscountFrontend.min.js?4.24.4>
- <https://academie.com.ua/wa-apps/shop/plugins/productsets/js/frontend.min.js?2.0>
- <https://academie.com.ua/wa-apps/shop/plugins/autofill/js/autofill.js?8.8.1>
- <https://academie.com.ua/wa-apps/shop/js/lazy.load.js?v8.8.1.29>
- <https://academie.com.ua/wa-data/public/shop/themes/lux1/jquery.bxslider.min.js?v2.3.1.173>
- <https://academie.com.ua/wa-content/js/jquery-plugins/jquery.cookie.js?v1.13.6>
- <https://academie.com.ua/wa-data/public/shop/themes/lux1/default.shop.js?v2.3.1.173>
- <https://academie.com.ua/wa-content/js/jquery-plugins/jquery.retina.min.js?v1.13.6>
- <https://academie.com.ua/wa-data/public/shop/themes/lux1/plugins/reviewsplus/reviewsplus-frontend.js>
- <https://academie.com.ua/wa-apps/shop/plugins/itemsets/js/itemsetsFrontend.js>
- <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/js/itemsetsFrontendLocale.js>
- <https://academie.com.ua/wa-apps/shop/plugins/callb/js/callb.frontend.js?8.8.1.29>

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

- <https://academie.com.ua/wa-data/public/site/themes/lux1/default.css?v2.3.1.173>
- <https://academie.com.ua/wa-data/public/site/themes/lux1/waslidemenu/waslidemenu.css?v2.3.1.173>

Desktop

- https://academie.com.ua/wa-apps/shop/plugins/listfeatures/css/frontend_features.css?2.4.1
- <https://academie.com.ua/wa-apps/shop/plugins/productsets/css/frontend.min.css?2.0>
- <https://academie.com.ua/wa-data/public/shop/themes/lux1/default.shop.css?v2.3.1.173>
- <https://academie.com.ua/wa-data/public/shop/themes/lux1/jquery.bxslider.css?v2.3.1.173>
- <https://academie.com.ua/wa-apps/shop/plugins/reviewsplus/css/shopReviewsplusPluginFrontend.css>
- <https://academie.com.ua/wa-data/public/shop/themes/lux1/plugins/reviewsplus/user.css>
- <https://academie.com.ua/wa-data/public/shop/themes/lux1/minicart.css>
- <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/css/itemsetsFrontend.css>
- <https://academie.com.ua/wa-apps/slider/css/jquery.bxslider.min.css?v1.6>
- <https://academie.com.ua/wa-apps/shop/plugins/callb/css/callb.css?8.8.1.29>

Optimize images

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

[Optimize the following images](#) to reduce their size by 890.2KiB (80% reduction).

- Compressing and resizing <https://academie.com.ua/wa-data/public/site/themes/default2/img/skype-logo.png> could save 303.4KiB (99% reduction).
- Compressing and resizing <https://academie.com.ua/wa-data/public/site/themes/default2/img/visa.png> could save 101KiB (97% reduction).
- Compressing and resizing <https://academie.com.ua/wa-data/public/site/themes/default2/img/mastercard.png> could save 48.3KiB (94% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/brands/426/426.jpg> could save 41.1KiB (82% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/brands/420/420.jpg> could save 40.1KiB (85% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/brands/427/427.jpg> could save 36.9KiB (84% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/brands/423/423.jpg> could save 35.9KiB (81% reduction).

Desktop

- Compressing <https://academie.com.ua/wa-data/public/shop/brands/1/1.jpg> could save 35.7KiB (85% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/brands/422/422.jpg> could save 30.4KiB (82% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/brands/419/419.jpg> could save 30.4KiB (83% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/brands/424/424.jpg> could save 29.5KiB (82% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/brands/429/429.jpg> could save 28.5KiB (81% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/brands/499/499.jpg> could save 25.9KiB (84% reduction).
- Compressing and resizing <https://academie.com.ua/wa-data/public/site/themes/default2/img/viber-logo.png> could save 25.1KiB (95% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/brands/504/504.jpg> could save 21.7KiB (81% reduction).
- Compressing <https://academie.com.ua/wa-data/public/blog/data/mainpic/post-297-original.jpg> could save 14.6KiB (68% reduction).
- Compressing <https://academie.com.ua/wa-data/public/site/themes/lux1/img/backgrounds/cart-black.jpg> could save 10.7KiB (88% reduction).
- Compressing <https://academie.com.ua/wa-data/public/slider/images/1/209/209.jpg> could save 7.8KiB (17% reduction).
- Compressing <https://academie.com.ua/wa-data/public/slider/images/1/208/208.jpg> could save 6.6KiB (23% reduction).
- Compressing <https://academie.com.ua/wa-data/public/slider/images/1/210/210.jpg> could save 5.4KiB (12% reduction).
- Compressing <https://academie.com.ua/wa-data/public/site/themes/lux1/img/backgrounds/academie-logo.png> could save 4.7KiB (37% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/brands/418/418.jpg> could save 3.4KiB (37% reduction).
- Compressing https://academie.com.ua/wa-data/public/site/themes/lux1/img/backgrounds/bg_header.png could save 618B (31% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/products/10/07/710/images/2477/2477.45x45.jpg> could save 495B (33% reduction).
- Compressing <https://academie.com.ua/wa->

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data/public/shop/products/22/07/722/images/2482/2482.45x45.jpg could save 491B (32% reduction).

- Compressing <https://academie.com.ua/wa-data/public/shop/products/52/08/852/images/2309/2309.45x45.jpg> could save 473B (36% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/products/05/08/805/images/2328/2328.45x45.jpg> could save 448B (40% reduction).
- Compressing <https://academie.com.ua/wa-data/public/shop/products/30/07/730/images/2858/2858.45x45.jpg> could save 442B (40% reduction).
- Compressing <https://static.xx.fbcdn.net/rsrc.php/v3/y5/r/OqOE21UvWe3.png> could save 201B (50% reduction).
- Compressing <https://academie.com.ua/wa-data/public/site/themes/lux1/img/search16black.png> could save 120B (17% 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.

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

- https://connect.facebook.net/ru_RU/all.js (20 minutes)
- <https://apis.google.com/js/plusone.js> (30 minutes)
- <https://mc.yandex.ru/metrika/advert.gif> (60 minutes)
- <https://mc.yandex.ru/metrika/watch.js> (60 minutes)
- <https://code.jivosite.com/script/widget/a5p91vQzQP> (2 hours)
- <https://www.google-analytics.com/analytics.js> (2 hours)

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Reduce server response time

In our test, your server responded in 0.27 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 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 19.2KiB (16% reduction).

- Minifying <https://academie.com.ua/wa-data/public/site/themes/lux1/default.css?v2.3.1.173> could save 7.5KiB (12% reduction).
- Minifying <https://academie.com.ua/wa-data/public/shop/themes/lux1/default.shop.css?v2.3.1.173> could save 6.3KiB (18% reduction).
- Minifying <https://academie.com.ua/wa-apps/shop/plugins/reviewsplus/css/shopReviewsplusPluginFrontend.css> could save 2.1KiB (21% reduction).
- Minifying <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/css/itemsetsFrontend.css> could save 1.5KiB (57% reduction).
- Minifying <https://academie.com.ua/wa-data/public/shop/themes/lux1/jquery.bxslider.css?v2.3.1.173> could save 905B (26% reduction).
- Minifying <https://academie.com.ua/wa-data/public/shop/themes/lux1/minicart.css> could save 417B (12% reduction).
- Minifying <https://academie.com.ua/wa-apps/shop/plugins/callb/css/callb.css?8.8.1.29> could save 355B (13% reduction).
- Minifying <https://academie.com.ua/wa-data/public/shop/themes/lux1/plugins/reviewsplus/user.css> could save 175B (28% reduction).

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 22.1KiB (27% reduction).

- Minifying <https://academie.com.ua/> could save 22.1KiB (27% reduction).

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 30KiB (40% reduction).

- Minifying <https://academie.com.ua/wa-data/public/shop/themes/lux1/default.shop.js?v2.3.1.173> could save 6.8KiB (46% reduction).
- Minifying <https://academie.com.ua/wa-data/public/shop/themes/lux1/plugins/reviewsplus/reviewsplus-frontend.js> could save 6.3KiB (53% reduction).
- Minifying <https://academie.com.ua/wa-apps/shop/plugins/itemsets/js/itemsetsFrontend.js> could save 4.5KiB (47% reduction).
- Minifying <https://academie.com.ua/wa-content/js/jquery-plugins/jquery.cookie.js?v1.13.6> could save 2.8KiB (77% reduction).
- Minifying <https://academie.com.ua/wa-data/public/site/themes/lux1/default.js?v2.3.1.173> could save 2KiB (39% reduction).
- Minifying <https://academie.com.ua/wa-apps/shop/js/lazy.load.js?v8.8.1.29> could save 2KiB (45% reduction).
- Minifying <https://academie.com.ua/wa-apps/shop/plugins/autofill/js/autofill.js?v8.8.1> could save 1.8KiB (28% reduction).
- Minifying <https://academie.com.ua/wa-apps/shop/plugins/minicart/js/minicart.js> could save 1.5KiB (17% reduction).

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- Minifying <https://academie.com.ua/wa-apps/shop/plugins/callb/js/callb.frontend.js?8.8.1.29> could save 1.4KiB (20% reduction).
- Minifying https://connect.facebook.net/ru_RU/all.js could save 673B (39% reduction) after compression.
- Minifying <https://academie.com.ua/wa-data/public/shop/plugins/itemsets/js/itemsetsFrontendLocale.js> could save 218B (12% reduction).



2 Passed Rules

Avoid landing page redirects

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

Prioritize visible content

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