

# PageSpeed Insights

Mobile



51 / 100 Speed

Should Fix:

## Reduce server response time

In our test, your server responded in 1.8 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.

## Optimize images

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

## Mobile

[Optimize the following images](#) to reduce their size by 646KiB (54% reduction).

- Compressing <https://askona.by/upload/iblock/d75/d7521fde2c3cbc43ff58599d7f03200f.jpg> could save 35.1KiB (58% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/826/475\\_354\\_1/826a3238d45c6cf41742982a78e9139d.jpg](https://askona.by/upload/resize_cache/iblock/826/475_354_1/826a3238d45c6cf41742982a78e9139d.jpg) could save 34.1KiB (56% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/eba/475\\_354\\_1/ebae535e77ee9b9b822932455860f3bb.jpg](https://askona.by/upload/resize_cache/iblock/eba/475_354_1/ebae535e77ee9b9b822932455860f3bb.jpg) could save 33.9KiB (57% reduction).
- Compressing <https://askona.by/upload/iblock/de5/de557247e5702941970683a1ddc80a76.jpg> could save 33.4KiB (62% reduction).
- Compressing <https://askona.by/upload/iblock/500/500390edb83cf695926c72938012e290.jpg> could save 30.3KiB (65% reduction).
- Compressing <https://askona.by/upload/iblock/a41/a410afba05dd03960ecd7317183a5b5c.jpg> could save 26.5KiB (59% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/39b/350\\_265\\_1/39ba3da5c49103569eabde192247204c.jpg](https://askona.by/upload/resize_cache/iblock/39b/350_265_1/39ba3da5c49103569eabde192247204c.jpg) could save 25.3KiB (62% reduction).
- Compressing <https://askona.by/upload/iblock/972/9728124f30a44022918845ed056c1bd2.jpg> could save 25.1KiB (60% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/507/475\\_354\\_1/507336753943913ecac00f317a23d25d.jpg](https://askona.by/upload/resize_cache/iblock/507/475_354_1/507336753943913ecac00f317a23d25d.jpg) could save 24.9KiB (57% reduction).
- Compressing <https://askona.by/upload/iblock/05b/05b709c4f563d4049da7068fe09d24dd.jpg> could save 23.2KiB (56% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/57c/475\\_354\\_1/57c5c1d55a2aa55d6ea5b266cf695a63.jpg](https://askona.by/upload/resize_cache/iblock/57c/475_354_1/57c5c1d55a2aa55d6ea5b266cf695a63.jpg) could save 21.3KiB (55% reduction).
- Compressing <https://askona.by/upload/iblock/920/920843cadd41014cff7d2c6806902e81.jpg> could save 20.2KiB (52% reduction).
- Compressing <https://askona.by/upload/iblock/acc/acc85f5c0256057a7bac75f7b830eab3.jpg> could save 19KiB (56% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/f3c/350\\_265\\_1/f3c71c81d3ad3d1945257af7ec42af01.jpg](https://askona.by/upload/resize_cache/iblock/f3c/350_265_1/f3c71c81d3ad3d1945257af7ec42af01.jpg) could save 18.4KiB (54% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/847/350\\_265\\_1/8479b411983f4e5daa55882f3a5d9a0e.jpg](https://askona.by/upload/resize_cache/iblock/847/350_265_1/8479b411983f4e5daa55882f3a5d9a0e.jpg) could save 17.7KiB (59% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/d63/350\\_265\\_1/d63976f8a3ada96f616ac01d3598c79a.jpg](https://askona.by/upload/resize_cache/iblock/d63/350_265_1/d63976f8a3ada96f616ac01d3598c79a.jpg) could save 17.6KiB (63% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/678/350\\_265\\_1/678c42080e7a793ec157222cdb6d93ff.jpg](https://askona.by/upload/resize_cache/iblock/678/350_265_1/678c42080e7a793ec157222cdb6d93ff.jpg) could save 17.3KiB (55% reduction).

## Mobile

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- Compressing [https://askona.by/upload/resize\\_cache/iblock/155/350\\_265\\_1/1550922dd91b53b1332e29d47b8079b5.jpg](https://askona.by/upload/resize_cache/iblock/155/350_265_1/1550922dd91b53b1332e29d47b8079b5.jpg) could save 16.7KiB (52% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/d6f/350\\_265\\_1/d6ff7670d1fd8f7a522ec5c930af6d1e.jpg](https://askona.by/upload/resize_cache/iblock/d6f/350_265_1/d6ff7670d1fd8f7a522ec5c930af6d1e.jpg) could save 16.2KiB (56% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/876/350\\_265\\_1/87643fc09d95dfb0e421cf840c239d67.jpg](https://askona.by/upload/resize_cache/iblock/876/350_265_1/87643fc09d95dfb0e421cf840c239d67.jpg) could save 16KiB (55% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/0b3/350\\_265\\_1/0b359bdeeee7e043e61597fcef8136d9.jpg](https://askona.by/upload/resize_cache/iblock/0b3/350_265_1/0b359bdeeee7e043e61597fcef8136d9.jpg) could save 15.9KiB (57% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/1ac/350\\_265\\_1/1ac0a2639a8f8fd5a03bfff10c94a61f.jpg](https://askona.by/upload/resize_cache/iblock/1ac/350_265_1/1ac0a2639a8f8fd5a03bfff10c94a61f.jpg) could save 15KiB (55% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/f99/350\\_265\\_1/f99848c0bd69bee55f89cb9386a44ad8.jpg](https://askona.by/upload/resize_cache/iblock/f99/350_265_1/f99848c0bd69bee55f89cb9386a44ad8.jpg) could save 14.9KiB (56% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/718/350\\_265\\_1/7181acd0feee8d8833c7d7aec6819651.jpg](https://askona.by/upload/resize_cache/iblock/718/350_265_1/7181acd0feee8d8833c7d7aec6819651.jpg) could save 14.5KiB (55% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/399/350\\_265\\_1/39970f58e6f9daa0e3d6b0a152028931.jpg](https://askona.by/upload/resize_cache/iblock/399/350_265_1/39970f58e6f9daa0e3d6b0a152028931.jpg) could save 13.2KiB (53% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/0bf/350\\_265\\_1/0bf9c887f508269a27a3c2c72c86683f.jpg](https://askona.by/upload/resize_cache/iblock/0bf/350_265_1/0bf9c887f508269a27a3c2c72c86683f.jpg) could save 13.2KiB (59% reduction).
- Compressing <https://askona.by/upload/iblock/5d9/5d9a4b13fdf957dbd91d9efbfada297c.jpg> could save 12.2KiB (52% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/d54/350\\_265\\_1/d5477a0b9211e92062c53236e7404a3b.jpg](https://askona.by/upload/resize_cache/iblock/d54/350_265_1/d5477a0b9211e92062c53236e7404a3b.jpg) could save 11.2KiB (53% reduction).
- Compressing <https://askona.by/upload/iblock/a7f/a7f9b03382a63c88758327579c643431.jpg> could save 9KiB (57% reduction).
- Compressing <https://askona.by/upload/iblock/3be/3be5f1d57f447dd2133c68379cfe9da9.jpg> could save 8.3KiB (19% reduction).
- Compressing <https://askona.by/upload/iblock/e8e/e8eaf114f62b16019b63fd26c7446905.jpg> could save 8.3KiB (19% reduction).
- Compressing and resizing <https://askona.by/upload/medialibrary/6b6/6b621ba47f3e25a2e96215ed326a3d07.jpg> could save 8KiB (94% reduction).
- Compressing <https://askona.by/upload/iblock/e1e/e1e349ad722483fad099d655216b1083.jpg> could save 7.1KiB (55% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/e92/180\\_160\\_1/e929681b992aa8d1e8acc6bab0320498.png](https://askona.by/upload/resize_cache/iblock/e92/180_160_1/e929681b992aa8d1e8acc6bab0320498.png) could save 2KiB (13% reduction).

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- Compressing <https://askona.by/upload/iblock/59e/59e6c80e5e8b37483c8bcb2bb2e87e1d.jpg> could save 1.8KiB (51% reduction).
- Compressing <https://askona.by/upload/iblock/5eb/5eb6bf1d5e7cb3459aad2539f529cd7f.jpg> could save 1.7KiB (48% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/img/customer.jpg](https://askona.by/bitrix/templates/ascona_pro/img/customer.jpg) could save 433B (22% reduction).

### 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 3.4KiB (50% reduction).

- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/cart.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/cart.svg) could save 1.3KiB (64% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/inst\\_round.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/inst_round.svg) could save 938B (45% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/vkontakte.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/vkontakte.svg) could save 798B (47% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/facebook.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/facebook.svg) could save 273B (45% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/search-btn.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/search-btn.svg) could save 186B (38% 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.

## [Mobile](#)

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

- [https://bitrix.info/bx\\_stat](https://bitrix.info/bx_stat) (expiration not specified)
- <https://www.googletagmanager.com/gtm.js?id=GTM-M7M2DLG> (15 minutes)
- [https://connect.facebook.net/en\\_US/fbevents.js](https://connect.facebook.net/en_US/fbevents.js) (20 minutes)
- <https://connect.facebook.net/signals/config/2586551051621162?v=2.9.15&r=stable> (20 minutes)
- <https://mc.yandex.ru/metrika/advert.gif> (60 minutes)
- <https://mc.yandex.ru/metrika/tag.js> (60 minutes)
- <https://mc.yandex.ru/metrika/watch.js> (60 minutes)
- <https://code.jivosite.com/widget.js> (2 hours)
- <https://top-fwz1.mail.ru/js/code.js> (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 120B (47% reduction).

- Minifying [https://askona.by/bitrix/cache/css/s1/ascona\\_pro/page\\_3f514a54678908aa819cdf1615a9fa64/page\\_3f514a54678908aa819cdf1615a9fa64\\_v1.css?1574266653774](https://askona.by/bitrix/cache/css/s1/ascona_pro/page_3f514a54678908aa819cdf1615a9fa64/page_3f514a54678908aa819cdf1615a9fa64_v1.css?1574266653774) could save 120B (47% 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 4.1KiB (17% reduction).

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- Minifying <https://vk.com/js/api/openapi.js?162> could save 3.9KiB (17% reduction) after compression.
- Minifying [https://askona.by/bitrix/cache/js/s1/ascona\\_pro/kernel\\_main\\_polyfill\\_promise/kernel\\_main\\_polyfill\\_promise\\_v1.js?15742665762506](https://askona.by/bitrix/cache/js/s1/ascona_pro/kernel_main_polyfill_promise/kernel_main_polyfill_promise_v1.js?15742665762506) could save 130B (13% 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://askona.by/bitrix/cache/css/s1/ascona\\_pro/kernel\\_main/kernel\\_main\\_v1.css?157426668428822](https://askona.by/bitrix/cache/css/s1/ascona_pro/kernel_main/kernel_main_v1.css?157426668428822)



3 Passed Rules

## Avoid landing page redirects

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

## 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](#).

## 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 `<a href="/personal/cart/" class="customer-panel...nel__item_cart">0 Корзина</a>` is close to 1 other tap targets final.
- The tap target `<a href="/promo/zdoroviy-son/"></a>` and 7 others are close to 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

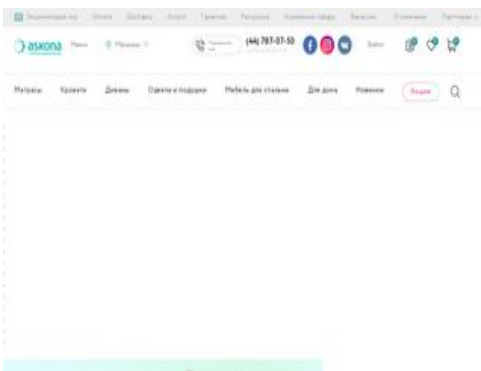
The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).

## Mobile

### Use legible font sizes

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

## Desktop



**35 / 100** Speed

**!** Should Fix:

### Reduce server response time

In our test, your server responded in 1.8 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 4 blocking CSS resources. This causes a delay in rendering your page.



## Desktop

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://askona.by/bitrix/cache/css/s1/ascona\\_pro/kernel\\_main/kernel\\_main\\_v1.css?157426668428822](https://askona.by/bitrix/cache/css/s1/ascona_pro/kernel_main/kernel_main_v1.css?157426668428822)
- <https://askona.by/bitrix/js/ui/fonts/opensans/ui.font.opensans.min.css?15685692921861>
- [https://askona.by/bitrix/cache/css/s1/ascona\\_pro/page\\_3f514a54678908aa819cdf1615a9fa64/page\\_3f514a54678908aa819cdf1615a9fa64\\_v1.css?1574266653774](https://askona.by/bitrix/cache/css/s1/ascona_pro/page_3f514a54678908aa819cdf1615a9fa64/page_3f514a54678908aa819cdf1615a9fa64_v1.css?1574266653774)
- [https://askona.by/bitrix/cache/css/s1/ascona\\_pro/template\\_32b700924c2444bd1444f41381e80683/template\\_32b700924c2444bd1444f41381e80683\\_v1.css?15846994921173157](https://askona.by/bitrix/cache/css/s1/ascona_pro/template_32b700924c2444bd1444f41381e80683/template_32b700924c2444bd1444f41381e80683_v1.css?15846994921173157)

## Optimize images

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

[Optimize the following images](#) to reduce their size by 1.5MiB (64% reduction).

- Compressing <https://askona.by/upload/iblock/720/720a42bcbf824042d660614da855b8c9.jpg> could save 187.4KiB (71% reduction).
- Compressing <https://askona.by/upload/iblock/684/6847525b172267636b1262c38c63c956.jpg> could save 168.4KiB (77% reduction).
- Compressing <https://askona.by/upload/iblock/e59/e59ea8006490242b2d25c19af00a312a.jpg> could save 151.8KiB (76% reduction).
- Compressing <https://askona.by/upload/iblock/c51/c51cd188766749d12de76009f4a83926.jpg> could save 144.6KiB (74% reduction).
- Compressing <https://askona.by/upload/iblock/eb2/eb2e94facf056592783f70fe428172eb.jpg> could save 137.8KiB (75% reduction).
- Compressing <https://askona.by/upload/iblock/fe9/fe9e99af942ad2e0476ac3730fcd0a3a.jpg> could save 129.2KiB (75% reduction).
- Compressing <https://askona.by/upload/iblock/248/248d6e696270af1cd02b6a356c20fbc4.jpg> could save 78.9KiB (63% reduction).
- Compressing <https://askona.by/upload/iblock/929/92968ec58747dd54df9f7a1cfd092a86.jpg>

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could save 72.7KiB (70% reduction).

- Compressing [https://askona.by/upload/resize\\_cache/iblock/826/475\\_354\\_1/826a3238d45c6cf41742982a78e9139d.jpg](https://askona.by/upload/resize_cache/iblock/826/475_354_1/826a3238d45c6cf41742982a78e9139d.jpg) could save 34.1KiB (56% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/eba/475\\_354\\_1/ebae535e77ee9b9b822932455860f3bb.jpg](https://askona.by/upload/resize_cache/iblock/eba/475_354_1/ebae535e77ee9b9b822932455860f3bb.jpg) could save 33.9KiB (57% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/39b/350\\_265\\_1/39ba3da5c49103569eabde192247204c.jpg](https://askona.by/upload/resize_cache/iblock/39b/350_265_1/39ba3da5c49103569eabde192247204c.jpg) could save 25.3KiB (62% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/507/475\\_354\\_1/507336753943913ecac00f317a23d25d.jpg](https://askona.by/upload/resize_cache/iblock/507/475_354_1/507336753943913ecac00f317a23d25d.jpg) could save 24.9KiB (57% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/57c/475\\_354\\_1/57c5c1d55a2aa55d6ea5b266cf695a63.jpg](https://askona.by/upload/resize_cache/iblock/57c/475_354_1/57c5c1d55a2aa55d6ea5b266cf695a63.jpg) could save 21.3KiB (55% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/f3c/350\\_265\\_1/f3c71c81d3ad3d1945257af7ec42af01.jpg](https://askona.by/upload/resize_cache/iblock/f3c/350_265_1/f3c71c81d3ad3d1945257af7ec42af01.jpg) could save 18.4KiB (54% reduction).
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- Compressing [https://askona.by/upload/resize\\_cache/iblock/d6f/350\\_265\\_1/d6ff7670d1fd8f7a522ec5c930af6d1e.jpg](https://askona.by/upload/resize_cache/iblock/d6f/350_265_1/d6ff7670d1fd8f7a522ec5c930af6d1e.jpg) could save 16.2KiB (56% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/876/350\\_265\\_1/87643fc09d95dfb0e421cf840c239d67.jpg](https://askona.by/upload/resize_cache/iblock/876/350_265_1/87643fc09d95dfb0e421cf840c239d67.jpg) could save 16KiB (55% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/0b3/350\\_265\\_1/0b359bdeeee7e043e61597fcef8136d9.jpg](https://askona.by/upload/resize_cache/iblock/0b3/350_265_1/0b359bdeeee7e043e61597fcef8136d9.jpg) could save 15.9KiB (57% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/1ac/350\\_265\\_1/1ac0a2639a8f8fd5a03bfff10c94a61f.jpg](https://askona.by/upload/resize_cache/iblock/1ac/350_265_1/1ac0a2639a8f8fd5a03bfff10c94a61f.jpg) could save 15KiB (55% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/f99/350\\_265\\_1/f99848c0bd69bee55f89cb9386a44ad8.jpg](https://askona.by/upload/resize_cache/iblock/f99/350_265_1/f99848c0bd69bee55f89cb9386a44ad8.jpg) could save 14.9KiB (56% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/718/350\\_265\\_1/7181acd0feee8d8833c7d7aec6819651.jpg](https://askona.by/upload/resize_cache/iblock/718/350_265_1/7181acd0feee8d8833c7d7aec6819651.jpg) could save 14.5KiB (55% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/399/350\\_265\\_1/39970f58e6f9daa0e3d6b0a152028931.jpg](https://askona.by/upload/resize_cache/iblock/399/350_265_1/39970f58e6f9daa0e3d6b0a152028931.jpg) could save 13.2KiB (53% reduction).

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- Compressing [https://askona.by/upload/resize\\_cache/iblock/0bf/350\\_265\\_1/0bf9c887f508269a27a3c2c72c86683f.jpg](https://askona.by/upload/resize_cache/iblock/0bf/350_265_1/0bf9c887f508269a27a3c2c72c86683f.jpg) could save 13.2KiB (59% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/d54/350\\_265\\_1/d5477a0b9211e92062c53236e7404a3b.jpg](https://askona.by/upload/resize_cache/iblock/d54/350_265_1/d5477a0b9211e92062c53236e7404a3b.jpg) could save 11.2KiB (53% reduction).
- Compressing <https://askona.by/upload/iblock/a7f/a7f9b03382a63c88758327579c643431.jpg> could save 9KiB (57% reduction).
- Compressing <https://askona.by/upload/iblock/7af/7af29fb0bdfa7a8e48ab333aab21717a.jpg> could save 8.4KiB (17% reduction).
- Compressing <https://askona.by/upload/iblock/3be/3be5f1d57f447dd2133c68379cfe9da9.jpg> could save 8.3KiB (19% reduction).
- Compressing <https://askona.by/upload/iblock/e8e/e8eaf114f62b16019b63fd26c7446905.jpg> could save 8.3KiB (19% reduction).
- Compressing <https://askona.by/upload/iblock/e1e/e1e349ad722483fad099d655216b1083.jpg> could save 7.1KiB (55% reduction).
- Compressing and resizing <https://askona.by/upload/medialibrary/6b6/6b621ba47f3e25a2e96215ed326a3d07.jpg> could save 6.6KiB (77% reduction).
- Compressing [https://askona.by/upload/resize\\_cache/iblock/e92/180\\_160\\_1/e929681b992aa8d1e8acc6bab0320498.png](https://askona.by/upload/resize_cache/iblock/e92/180_160_1/e929681b992aa8d1e8acc6bab0320498.png) could save 2KiB (13% reduction).
- Compressing <https://askona.by/upload/iblock/59e/59e6c80e5e8b37483c88bcb2bb2e87e1d.jpg> could save 1.8KiB (51% reduction).
- Compressing <https://askona.by/upload/iblock/5eb/5eb6bf1d5e7cb3459aad2539f529cd7f.jpg> could save 1.7KiB (48% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/img/customer.jpg](https://askona.by/bitrix/templates/ascona_pro/img/customer.jpg) could save 433B (22% reduction).



### 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 5.4KiB (49%)

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reduction).

- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/cart.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/cart.svg) could save 1.3KiB (64% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/callback.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/callback.svg) could save 1.1KiB (49% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/inst\\_round.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/inst_round.svg) could save 938B (45% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/vkontakte.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/vkontakte.svg) could save 798B (47% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/compare.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/compare.svg) could save 397B (53% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/baloon.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/baloon.svg) could save 274B (42% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/facebook.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/facebook.svg) could save 273B (45% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/wish.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/wish.svg) could save 253B (39% reduction).
- Compressing [https://askona.by/bitrix/templates/ascona\\_pro/assets/img/svg/search-btn.svg](https://askona.by/bitrix/templates/ascona_pro/assets/img/svg/search-btn.svg) could save 186B (38% 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://bitrix.info/bx\\_stat](https://bitrix.info/bx_stat) (expiration not specified)
- <https://www.googletagmanager.com/gtm.js?id=GTM-M7M2DLG> (15 minutes)
- [https://connect.facebook.net/en\\_US/fbevents.js](https://connect.facebook.net/en_US/fbevents.js) (20 minutes)
- <https://connect.facebook.net/signals/config/2586551051621162?v=2.9.15&r=stable> (20 minutes)
- <https://mc.yandex.ru/metrika/advert.gif> (60 minutes)
- <https://mc.yandex.ru/metrika/tag.js> (60 minutes)

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- <https://mc.yandex.ru/metrika/watch.js> (60 minutes)
- <https://code.jivosite.com/widget.js> (2 hours)
- <https://top-fwz1.mail.ru/js/code.js> (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 120B (47% reduction).

- Minifying [https://askona.by/bitrix/cache/css/s1/ascona\\_pro/page\\_3f514a54678908aa819cdf1615a9fa64/page\\_3f514a54678908aa819cdf1615a9fa64\\_v1.css?1574266653774](https://askona.by/bitrix/cache/css/s1/ascona_pro/page_3f514a54678908aa819cdf1615a9fa64/page_3f514a54678908aa819cdf1615a9fa64_v1.css?1574266653774) could save 120B (47% 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 4.1KiB (17% reduction).

- Minifying <https://vk.com/js/api/openapi.js?162> could save 3.9KiB (17% reduction) after compression.
- Minifying [https://askona.by/bitrix/cache/js/s1/ascona\\_pro/kernel\\_main\\_polyfill\\_promise/kernel\\_main\\_polyfill\\_promise\\_v1.js?15742665762506](https://askona.by/bitrix/cache/js/s1/ascona_pro/kernel_main_polyfill_promise/kernel_main_polyfill_promise_v1.js?15742665762506) could save 130B (13% reduction) after compression.



3 Passed Rules

## Avoid landing page redirects

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

## 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](#).