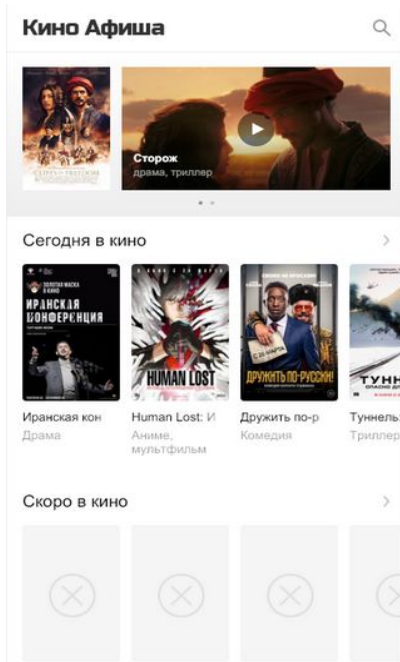


PageSpeed Insights

Mobile



62 / 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://kino-afisha.ru/>
- <https://kino-afisha.ru/>
- <https://www.kino-afisha.ru/>

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

Mobile

Your page has 1 blocking script resources. This causes a delay in rendering your page.

Approximately 59% 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://www.kino-afisha.ru/uploads/media/js/KA_APP.js?v=1570148145

Consider Fixing:

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

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

- <https://www.kino-afisha.ru/uploads/media//fonts/KALogoCyrillic.woff2> (expiration not specified)
- <https://www.kino-afisha.ru/uploads/media//fonts/KALogoLatin.woff2> (expiration not specified)
- <https://mc.yandex.ru/metrika/advert.gif> (60 minutes)
- <https://mc.yandex.ru/metrika/tag.js> (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

Optimize images

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

[Optimize the following images](#) to reduce their size by 96.7KiB (29% reduction).

Mobile

- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117733.jpg> could save 14.5KiB (22% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/collections/min/692.jpg> could save 13.8KiB (59% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117732.jpg> could save 10.4KiB (23% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/collections/min/694.jpg> could save 10.3KiB (55% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/collections/min/693.jpg> could save 9.9KiB (59% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/107524.jpg> could save 8.1KiB (24% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117735.jpg> could save 5.3KiB (21% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/392795.jpg> could save 4.5KiB (38% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117738.jpg> could save 3.7KiB (27% reduction).
- Compressing <https://www.kino-afisha.ru/uploads/media/img/movie/no-poster.jpg> could save 3.1KiB (58% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117737.jpg> could save 2.5KiB (15% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/552900.jpg> could save 2KiB (23% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117734.jpg> could save 1.9KiB (25% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/550701.jpg> could save 1.6KiB (24% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117736.jpg> could save 1.6KiB (22% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/533122.jpg> could save 1.6KiB (16% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/613501.jpg> could save 1.1KiB (19% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/533856.jpg> could save 867B (12% reduction).



6 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 CSS

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

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](#).

100 / 100

User Experience



5 Passed Rules

Mobile

Avoid plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#).

Configure the viewport

Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about [configuring viewports](#).

Size content to viewport

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

Size tap targets appropriately

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

Use legible font sizes

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

Desktop

Desktop



75 / 100 Speed

! Should Fix:

Optimize images

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

[Optimize the following images](#) to reduce their size by 209.2KiB (41% reduction).

- Compressing <https://cdn.kino-afisha.ru/image/slider/2.jpg> could save 51.6KiB (52% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117733.jpg> could save 14.5KiB (22% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/collections/min/692.jpg> could save 13.8KiB (59% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117732.jpg> could save 10.4KiB (23% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/collections/min/694.jpg> could save 10.3KiB (55% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/collections/min/693.jpg> could save 9.9KiB (59% reduction).
- Compressing and resizing <https://cdn.kino-afisha.ru/image/film/min/533122.jpg> could save 8.8KiB (84% reduction).
- Compressing and resizing <https://cdn.kino-afisha.ru/image/film/min/552900.jpg> could save 7.4KiB (83% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/249088.jpg> could save 7KiB (43% reduction).

Desktop

- Compressing and resizing <https://cdn.kino-afisha.ru/image/film/min/533342.jpg> could save 6.4KiB (81% reduction).
- Compressing and resizing <https://cdn.kino-afisha.ru/image/film/min/533856.jpg> could save 6KiB (81% reduction).
- Compressing and resizing <https://cdn.kino-afisha.ru/image/film/min/550701.jpg> could save 5.9KiB (84% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/26736.jpg> could save 5.7KiB (41% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/72638.jpg> could save 5.3KiB (43% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117735.jpg> could save 5.3KiB (21% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/26848.jpg> could save 5.1KiB (39% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/26640.jpg> could save 5KiB (39% reduction).
- Compressing and resizing <https://cdn.kino-afisha.ru/image/film/min/552635.jpg> could save 5KiB (79% reduction).
- Compressing and resizing <https://www.kino-afisha.ru/uploads/media/img/movie/no-poster.jpg> could save 4.5KiB (84% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/267370.jpg> could save 4.1KiB (37% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117738.jpg> could save 3.7KiB (27% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/291799.jpg> could save 2.7KiB (34% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117737.jpg> could save 2.5KiB (15% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/26913.jpg> could save 2.1KiB (18% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117734.jpg> could save 1.9KiB (25% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/trailer/men/117736.jpg> could save 1.6KiB (22% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/314390.jpg> could save 1.6KiB (20% reduction).
- Compressing <https://cdn.kino-afisha.ru/image/film/min/316048.jpg> could save 1.3KiB (14% reduction).

Consider Fixing:

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://kino-afisha.ru/>
- <https://kino-afisha.ru/>
- <https://www.kino-afisha.ru/>

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

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

- <https://www.kino-afisha.ru/uploads/media/fonts/KALogoCyrillic.woff2> (expiration not specified)
- <https://www.kino-afisha.ru/uploads/media/fonts/KALogoLatin.woff2> (expiration not specified)
- <https://mc.yandex.ru/metrika/advert.gif> (60 minutes)
- <https://mc.yandex.ru/metrika/tag.js> (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)



Desktop

7 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 CSS

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

Minify HTML

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

Minify JavaScript

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

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

You have no render-blocking resources. Learn more about [removing render-blocking resources](#).

Prioritize visible content

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