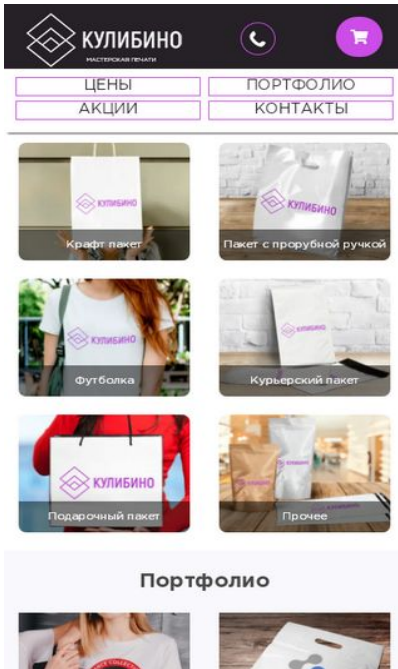


# PageSpeed Insights

## Mobile



74 / 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 161.7KiB (23% reduction).

- Compressing [https://kulibino.ru/wp-content/uploads/2019/08/Spartak.jpg.pagespeed.ce.AoQ6DQD\\_u1.jpg](https://kulibino.ru/wp-content/uploads/2019/08/Spartak.jpg.pagespeed.ce.AoQ6DQD_u1.jpg) could save 26.6KiB (83% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_doypak-4-768x725.jpg.pagespeed.ce.Im7bH5tZ0n.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_doypak-4-768x725.jpg.pagespeed.ce.Im7bH5tZ0n.jpg) could save 21.2KiB (20% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_futbolka-3-768x725.jpg.pagespeed.ce.Zl\\_7iT5DRv.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_futbolka-3-768x725.jpg.pagespeed.ce.Zl_7iT5DRv.jpg) could save 18.9KiB (20% reduction).
- Compressing <https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio->

## Mobile

Kulibino\_podarochnyj-1-768x725.jpg.pagespeed.ce.HgD3CltZRd.jpg could save 16.7KiB (25% reduction).

- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_podarochnyj-4-768x725.jpg.pagespeed.ce.nwgbQttvJY.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_podarochnyj-4-768x725.jpg.pagespeed.ce.nwgbQttvJY.jpg) could save 15.7KiB (26% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/05/Kartinki-novostej-Kulibino\\_pechat-metodom-shelkografii.jpg.pagespeed.ce.afYueikcEY.jpg](https://kulibino.ru/wp-content/uploads/2019/05/Kartinki-novostej-Kulibino_pechat-metodom-shelkografii.jpg.pagespeed.ce.afYueikcEY.jpg) could save 14.5KiB (31% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_banan-1-768x725.jpg.pagespeed.ce.JyFyKGFD5D.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_banan-1-768x725.jpg.pagespeed.ce.JyFyKGFD5D.jpg) could save 11.7KiB (13% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_dojpak-1-768x725.jpg.pagespeed.ce.aHHuHIBDB7.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_dojpak-1-768x725.jpg.pagespeed.ce.aHHuHIBDB7.jpg) could save 7.7KiB (18% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/12/kartinki-novostej-kulibino\\_nadyozhnost-ruchek-polietilenovyh-paketov.jpg.pagespeed.ce.FUVJs9JNfw.jpg](https://kulibino.ru/wp-content/uploads/2019/12/kartinki-novostej-kulibino_nadyozhnost-ruchek-polietilenovyh-paketov.jpg.pagespeed.ce.FUVJs9JNfw.jpg) could save 6.8KiB (20% reduction).
- Compressing <https://kulibino.ru/wp-content/uploads/2020/03/dinamo.png.pagespeed.ce.hm2QtOPHOU.png> could save 6.2KiB (35% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/05/Kartinki-novostej-Kulibino\\_upakovka-biznesa.jpg.pagespeed.ce.yHQtlrusRx.jpg](https://kulibino.ru/wp-content/uploads/2019/05/Kartinki-novostej-Kulibino_upakovka-biznesa.jpg.pagespeed.ce.yHQtlrusRx.jpg) could save 5.6KiB (15% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_dojpak-2-768x725.jpg.pagespeed.ce.qKpyhdtptKT.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_dojpak-2-768x725.jpg.pagespeed.ce.qKpyhdtptKT.jpg) could save 5.1KiB (18% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_dojpak-3-768x725.jpg.pagespeed.ce.Xl6qxPY6eO.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_dojpak-3-768x725.jpg.pagespeed.ce.Xl6qxPY6eO.jpg) could save 5KiB (17% 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 927B (45%)

## Mobile

reduction).

- Compressing <https://kulibino.ru/wp-includes/js/wp-embed.min.js?ver=5.3.2> could save 659B (48% reduction).
- Compressing <https://kulibino.ru/wp-content/themes/koolibino/js/skip-link-focus-fix.js?ver=20151215> could save 268B (40% 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://www.googletagmanager.com/gtag/js?id=UA-138238171-1> (15 minutes)
- <https://www.googletagmanager.com/gtm.js?id=GTM-MXK652S> (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/1827055007308902?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://code.jivosite.com/script/widget/J7ptiGz0wT> (2 hours)
- <https://www.google-analytics.com/analytics.js> (2 hours)

## Reduce server response time

In our test, your server responded in 0.50 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 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 778B (20% reduction).

- Minifying <https://kulibino.ru/wp-content/themes/koolibino/js/main.js?ver=20151215> could save 517B (17% reduction) after compression.
- Minifying <https://kulibino.ru/wp-content/themes/koolibino/js/skip-link-focus-fix.js?ver=20151215> could save 261B (39% reduction).

## 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://kulibino.ru/wp-includes/css/dist/block-library/style.min.css,qver=5.3.2.pagespeed.ce.nu3cUbC0ol.css>



4 Passed Rules

## Avoid landing page redirects

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

# Mobile

## Minify CSS

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

## 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="https://kulibi...ta-i-dostavka/">Доставка и оплата</a>` is close to 1 other tap targets.

### 4 Passed Rules

#### Avoid plugins

## Mobile

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

### Configure the viewport

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

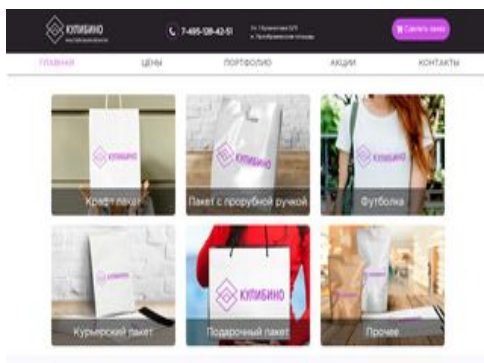
### Size content to viewport

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

### Use legible font sizes

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

## Desktop



**75 / 100** Speed

**!** Should Fix:

Optimize images

## Desktop

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

[Optimize the following images](#) to reduce their size by 170.3KiB (59% reduction).

- Compressing and resizing [https://kulibino.ru/wp-content/uploads/2019/05/Kartinki-novostej-Kulibino\\_pechat-metodom-shelkografii.jpg.pagespeed.ce.afYueikcEY.jpg](https://kulibino.ru/wp-content/uploads/2019/05/Kartinki-novostej-Kulibino_pechat-metodom-shelkografii.jpg.pagespeed.ce.afYueikcEY.jpg) could save 42.1KiB (87% reduction).
- Compressing and resizing [https://kulibino.ru/wp-content/uploads/2019/05/Kartinki-novostej-Kulibino\\_upakovka-biznesa.jpg.pagespeed.ce.yHQ1rusRx.jpg](https://kulibino.ru/wp-content/uploads/2019/05/Kartinki-novostej-Kulibino_upakovka-biznesa.jpg.pagespeed.ce.yHQ1rusRx.jpg) could save 34KiB (85% reduction).
- Compressing and resizing [https://kulibino.ru/wp-content/uploads/2019/12/kartinki-novostej-kulibino\\_nadyozhnost-ruchek-polietilenovyh-paketov.jpg.pagespeed.ce.FUVJs9JNfw.jpg](https://kulibino.ru/wp-content/uploads/2019/12/kartinki-novostej-kulibino_nadyozhnost-ruchek-polietilenovyh-paketov.jpg.pagespeed.ce.FUVJs9JNfw.jpg) could save 29.5KiB (82% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/08/Spartak.jpg.pagespeed.ce.AoQ6DQD\\_u1.jpg](https://kulibino.ru/wp-content/uploads/2019/08/Spartak.jpg.pagespeed.ce.AoQ6DQD_u1.jpg) could save 26.6KiB (83% reduction).
- Compressing and resizing <https://kulibino.ru/wp-content/uploads/2020/03/dinamo.png.pagespeed.ce.hm2QtOPHOu.png> could save 15.5KiB (87% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_dojpak-4-255x241.jpg.pagespeed.ce.On0QcIGBHd.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_dojpak-4-255x241.jpg.pagespeed.ce.On0QcIGBHd.jpg) could save 3.6KiB (20% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_futbolka-3-255x241.jpg.pagespeed.ce.fiNsG4ImcN.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_futbolka-3-255x241.jpg.pagespeed.ce.fiNsG4ImcN.jpg) could save 3.3KiB (21% reduction).
- Compressing and resizing [https://kulibino.ru/wp-content/uploads/2019/04/LG-G-a-GG-Kg-G\\_Integra.png.pagespeed.ce.hMMXuz\\_XBq.png](https://kulibino.ru/wp-content/uploads/2019/04/LG-G-a-GG-Kg-G_Integra.png.pagespeed.ce.hMMXuz_XBq.png) could save 3.3KiB (47% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_podarochnyj-1-255x241.jpg.pagespeed.ce.rdYk5r1XhA.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_podarochnyj-1-255x241.jpg.pagespeed.ce.rdYk5r1XhA.jpg) could save 3.1KiB (23% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_podarochnyj-4-255x241.jpg.pagespeed.ce.B3Sis\\_o2Zs.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_podarochnyj-4-255x241.jpg.pagespeed.ce.B3Sis_o2Zs.jpg) could save 2.7KiB (24% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_banan-1-255x241.jpg.pagespeed.ce.KKgnL2UqNW.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_banan-1-255x241.jpg.pagespeed.ce.KKgnL2UqNW.jpg) could save 1.5KiB (12% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_dojpak-1-255x241.jpg.pagespeed.ce.etw-culKLe.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_dojpak-1-255x241.jpg.pagespeed.ce.etw-culKLe.jpg) could save 1.1KiB (16% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_dojpak-2-255x241.jpg.pagespeed.ce.S3WgQ9-r08.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_dojpak-2-255x241.jpg.pagespeed.ce.S3WgQ9-r08.jpg) could save 1.1KiB (17% reduction).

## Desktop

- Compressing and resizing [https://kulibino.ru/wp-content/uploads/2019/04/LG-G-a-GG-Kg-G\\_mobidev.png.pagespeed.ce.e9M7iWHhMa.png](https://kulibino.ru/wp-content/uploads/2019/04/LG-G-a-GG-Kg-G_mobidev.png.pagespeed.ce.e9M7iWHhMa.png) could save 1,006B (19% reduction).
- Compressing and resizing [https://kulibino.ru/wp-content/uploads/2019/04/LG-G-a-GG-Kg-G\\_Pioni.png.pagespeed.ce.vKWmjzY\\_ze.png](https://kulibino.ru/wp-content/uploads/2019/04/LG-G-a-GG-Kg-G_Pioni.png.pagespeed.ce.vKWmjzY_ze.png) could save 927B (13% reduction).
- Compressing [https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino\\_dojpak-3-255x241.jpg.pagespeed.ce.d3zQU6IOSw.jpg](https://kulibino.ru/wp-content/uploads/2019/04/Kartinki-portfolio-Kulibino_dojpak-3-255x241.jpg.pagespeed.ce.d3zQU6IOSw.jpg) could save 867B (14% 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 927B (45% reduction).

- Compressing <https://kulibino.ru/wp-includes/js/wp-embed.min.js?ver=5.3.2> could save 659B (48% reduction).
- Compressing <https://kulibino.ru/wp-content/themes/koolibino/js/skip-link-focus-fix.js?ver=20151215> could save 268B (40% 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://www.googletagmanager.com/gtag/js?id=UA-138238171-1> (15 minutes)
- <https://www.googletagmanager.com/gtm.js?id=GTM-MXK652S> (15 minutes)
- [https://connect.facebook.net/en\\_US/fbevents.js](https://connect.facebook.net/en_US/fbevents.js) (20 minutes)



## Desktop

- <https://connect.facebook.net/signals/config/1827055007308902?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://code.jivosite.com/script/widget/J7ptiGz0wT> (2 hours)
- <https://www.google-analytics.com/analytics.js> (2 hours)

## Reduce server response time

In our test, your server responded in 0.60 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 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 778B (20% reduction).

- Minifying <https://kulibino.ru/wp-content/themes/koolibino/js/main.js?ver=20151215> could save 517B (17% reduction) after compression.
- Minifying <https://kulibino.ru/wp-content/themes/koolibino/js/skip-link-focus-fix.js?ver=20151215> could save 261B (39% reduction).

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

## Desktop

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://kulibino.ru/wp-includes/css/dist/block-library/style.min.css,qver=5.3.2.pagespeed.ce.nu3cUbC0ol.css>



### 4 Passed Rules

#### Avoid landing page redirects

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

#### Minify CSS

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

#### 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](#).