# PageSpeed Insights

Mobile



## 53 / 100 Speed

⚠️ Should Fix:

### 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://secure.gravatar.com/avatar/0130a5b5f62897414e052dd526795c6c?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/043dd66239ee3c9b772229b58169a286?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/329524d4090d51a6ee13bce5906cbbc2?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/5b4d0cbbec8b9eb55e15c0b4c349a2fb?s=100&d=mm&r=g (5 minutes)

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- https://secure.gravatar.com/avatar/6eba788adf1ee5480006257c49958521?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/7a5a15e59b8b9fd922a741fad8e310ea?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/83bb87ebe750176f5bb298467b48a90c?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/8ea3d90396125f209bd442fae7de2899?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/92e10e723f2c3b98983da78eebfc5584?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/a0a510f8f6c3587ebceffb24c3fe0122?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/b4aec5a813169acf5fe65214e966b7e6?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/bdc5e10742719864ea2106cd8d415939?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/cee430c7f5d601bde2fca909405691a0?s=100&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/e0d676c4994241ee53ddaec69d46560d?s=100&d=mm&r=g (5 minutes)

- https://static.doubleclick.net/instream/ad_status.js (15 minutes)

- https://tpc.googlesyndication.com/sodar/sodar2.js (50 minutes)

- https://www.googletagservices.com/activeview/js/current/osd.js?cb=%2Fr20100101 (50 minutes)

- https://mc.yandex.ru/metrika/advert.gif (60 minutes)

- https://mc.yandex.ru/metrika/tag.js (60 minutes)

- https://pagead2.googlesyndication.com/pagead/js/adsbygoogle.js (60 minutes)

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

Your page has 2 blocking script resources and 4 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://midokalmru.ru/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp

- https://midokalmru.ru/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1

Optimize CSS Delivery of the following:

- https://midokalmru.ru/wp-includes/css/dist/block-library/style.min.css?ver=5.3.2

- https://midokalmru.ru/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=5.1.7

- https://fonts.googleapis.com/css?family=Roboto%3A400%2C400i%2C700&subset=cyrillic&ver=5.3.2

- https://midokalmru.ru/wp-content/themes/root/css/style.min.css?ver=2.1.2

# Optimize images

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

Optimize the following images to reduce their size by 486KiB (64% reduction).

- Compressing and resizing https://midokalmru.ru/wp-content/uploads/2020/02/midokalm-bez-fona.png could save 228.8KiB (96% reduction).

- Compressing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-162101-jpg.jpeg could save 122KiB (73% reduction).

- Compressing https://midokalmru.ru/wp-content/uploads/2020/02/med-fon.jpg could save 27.1KiB (20% reduction).

- Compressing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-mydocalm-tab-150-jpg.jpeg could save 25.9KiB (42% reduction).

- Compressing and resizing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-tolperizon_50-30-464-jpg.jpeg could save 24.8KiB (95% reduction).

- Compressing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-pochechnaya-nedostatochno.jpeg could save 21.1KiB (31% reduction).

- Compressing and resizing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-calmirex-tabs-jpg.jpeg could save 19.5KiB (94% reduction).

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- Compressing and resizing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-929ee23f9d019847bc59fc2f7.jpeg could save 8.7KiB (90% reduction).

- Compressing https://secure.gravatar.com/avatar/0130a5b5f62897414e052dd526795c6c?s=100&d=mm&r=g could save 892B (22% reduction).

- Compressing https://secure.gravatar.com/avatar/6eba788adf1ee5480006257c49958521?s=100&d=mm&r=g could save 668B (24% reduction).

- Compressing https://secure.gravatar.com/avatar/043dd66239ee3c9b772229b58169a286?s=100&d=mm&r=g could save 559B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/329524d4090d51a6ee13bce5906cbbc2?s=100&d=mm&r=g could save 559B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/5b4d0cbbec8b9eb55e15c0b4c349a2fb?s=100&d=mm&r=g could save 559B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/7a5a15e59b8b9fd922a741fad8e310ea?s=100&d=mm&r=g could save 559B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/83bb87ebe750176f5bb298467b48a90c?s=100&d=mm&r=g could save 559B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/8ea3d90396125f209bd442fae7de2899?s=100&d=mm&r=g could save 559B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/92e10e723f2c3b98983da78eebfc5584?s=100&d=mm&r=g could save 559B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/a0a510f8f6c3587ebceffb24c3fe0122?s=100&d=mm&r=g could save 559B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/b4aec5a813169acf5fe65214e966b7e6?s=100&d=mm&r=g could save 559B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/bdc5e10742719864ea2106cd8d415939?s=100&d=mm&r=g could save 559B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/cee430c7f5d601bde2fca909405691a0?s=100&d=mm&r=g could save 559B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/e0d676c4994241ee53ddaec69d46560d?s=100&d=mm&r=g could save 559B (34% reduction).

## ⚠️ Consider Fixing:

# Mobile

## 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 509B (11% reduction).

- Minifying https://googleads.g.doubleclick.net/pagead/html/r20200406/r20190131/zrt_lookup.html could save 509B (11% 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 1.4KiB (22% reduction).

- Minifying https://midokalmru.ru/wp-content/themes/root/js/scripts.js?ver=2.1.2 could save 737B (32% reduction) after compression.

- Minifying https://midokalmru.ru/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.7 could save 653B (17% reduction) after compression.

## ✅ 5 Passed Rules

## Avoid landing page redirects

Your page has no redirects. Learn more about avoiding landing page redirects.

## 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.

## Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about prioritizing visible content.

# 91 / 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="#Midokalm_inst..._po_primeneniu" class="lwptoc_item">1...по применению</a> and 25 others are close to other tap targets final.

- The tap target <a href="#Instrukcia_po...irovka_i_normy" class="lwptoc_item">1.1...ировка и нормы</a> and 11 others are close to other tap targets final.

- The tap target <img src="https://midoka...ilies/wink.png"> and 21 others are close to other tap targets.

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## ✅ 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](#).

### Use legible font sizes

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

Desktop

Desktop

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 399KiB (53% reduction).

- Compressing and resizing https://midokalmru.ru/wp-content/uploads/2020/02/midokalm-bez-fona.png could save 180.1KiB (76% reduction).

- Compressing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-162101-jpg.jpeg could save 122KiB (73% reduction).

- Compressing https://midokalmru.ru/wp-content/uploads/2020/02/med-fon.jpg could save 27.1KiB (20% reduction).

- Compressing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-mydocalm-tab-150-jpg.jpeg could save 25.9KiB (42% reduction).

- Compressing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-pochechnaya-nedostatochno.jpeg could save 21.1KiB (31% reduction).

- Compressing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-calmirex-tabs-jpg.jpeg could save 9KiB (44% reduction).

- Compressing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-tolperizon_50-30-464-jpg.jpeg could save 4KiB (16% reduction).

- Compressing https://yt3.ggpht.com/-Cz2IJnPtHe0/AAAAAAAAAAI/AAAAAAAAAAA/5g0Dcg0yn5c/s68-c-k-no-mo-rj-c0xffffff/photo.jpg could save 1.2KiB (39% reduction).

- Compressing https://midokalmru.ru/wp-content/uploads/2020/02/d-kartinki-dlya-zakaza-2-929ee23f9d019847bc59fc2f7.jpeg could save 1.2KiB (13% reduction).

- Compressing https://yt3.ggpht.com/-qAetbNBZknE/AAAAAAAAAAI/AAAAAAAAAAA/z7XjrVRvqVs/s68-c-k-no-mo-rj-c0xffffff/photo.jpg could save 1.1KiB (38% reduction).

- Compressing https://secure.gravatar.com/avatar/0130a5b5f62897414e052dd526795c6c?s=50&d=mm&r=g could save 563B (28% reduction).

- Compressing https://secure.gravatar.com/avatar/6eba788adf1ee5480006257c49958521?s=50&d=mm&r=g could save 481B (34% reduction).

- Compressing https://secure.gravatar.com/avatar/043dd66239ee3c9b772229b58169a286?s=50&d=mm&r=g could save 450B (40% reduction).

- Compressing https://secure.gravatar.com/avatar/329524d4090d51a6ee13bce5906cbbc2?s=

Desktop

> 50&d=mm&r=g could save 450B (40% reduction).

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## 🔶 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://secure.gravatar.com/avatar/0130a5b5f62897414e052dd526795c6c?s=50&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/043dd66239ee3c9b772229b58169a286?s=50&d=mm&r

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- =g (5 minutes)

- https://secure.gravatar.com/avatar/329524d4090d51a6ee13bce5906cbbc2?s=50&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/5b4d0cbbec8b9eb55e15c0b4c349a2fb?s=50&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/6eba788adf1ee5480006257c49958521?s=50&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/7a5a15e59b8b9fd922a741fad8e310ea?s=50&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/83bb87ebe750176f5bb298467b48a90c?s=50&d=mm&r=g (5 minutes)

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- https://secure.gravatar.com/avatar/a0a510f8f6c3587ebceffb24c3fe0122?s=50&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/b4aec5a813169acf5fe65214e966b7e6?s=50&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/bdc5e10742719864ea2106cd8d415939?s=50&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/cee430c7f5d601bde2fca909405691a0?s=50&d=mm&r=g (5 minutes)

- https://secure.gravatar.com/avatar/e0d676c4994241ee53ddaec69d46560d?s=50&d=mm&r=g (5 minutes)

- https://static.doubleclick.net/instream/ad_status.js (15 minutes)

- https://tpc.googlesyndication.com/sodar/sodar2.js (50 minutes)

- https://www.googletagservices.com/activeview/js/current/osd.js?cb=%2Fr20100101 (50 minutes)

- https://mc.yandex.ru/metrika/advert.gif (60 minutes)

- https://mc.yandex.ru/metrika/tag.js (60 minutes)

- https://pagead2.googlesyndication.com/pagead/js/adsbygoogle.js (60 minutes)

# Desktop

## 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 509B (11% reduction).

- Minifying https://googleads.g.doubleclick.net/pagead/html/r20200406/r20190131/zrt_lookup.html could save 509B (11% 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 1.4KiB (22% reduction).

- Minifying https://midokalmru.ru/wp-content/themes/root/js/scripts.js?ver=2.1.2 could save 737B (32% reduction) after compression.

- Minifying https://midokalmru.ru/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.7 could save 653B (17% reduction) after compression.

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

Your page has 2 blocking script resources and 4 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://midokalmru.ru/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp

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- https://midokalmru.ru/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1

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

- https://midokalmru.ru/wp-includes/css/dist/block-library/style.min.css?ver=5.3.2

- https://midokalmru.ru/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=5.1.7

- https://fonts.googleapis.com/css?family=Roboto%3A400%2C400i%2C700&subset=cyrillic&ver=5.3.2

- https://midokalmru.ru/wp-content/themes/root/css/style.min.css?ver=2.1.2

## ✅ 5 Passed Rules

### Avoid landing page redirects

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

### 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](#).

### Prioritize visible content

## Desktop

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