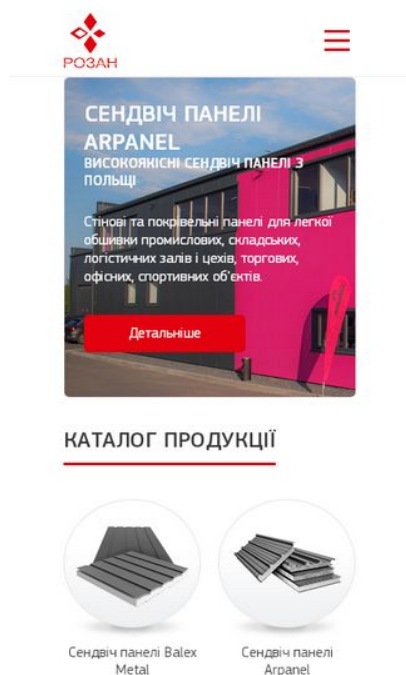# PageSpeed Insights

Mobile

59 / 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://rozan.com.ua/
- http://www.rozan.com.ua/
- https://www.rozan.com.ua/

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

Mobile

Your page has 6 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://www.rozan.com.ua/css/style.css

- https://www.rozan.com.ua/css/vertical.news.slider.css

- https://www.rozan.com.ua/css/fancybox/jquery.fancybox.css

- https://www.rozan.com.ua/css/jquery.formstyler.css

- https://www.rozan.com.ua/css/superfish.css

- https://www.rozan.com.ua/css/system.css

Optimize images

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

Optimize the following images to reduce their size by 149.2KiB (41% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/slider/img_957053973.jpg could save 39.8KiB (50% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/slider/img_1196134539.jpg could save 34.2KiB (50% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/slider/img_760836108.jpg could save 32.4KiB (44% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_465938437.jpg could save 6.8KiB (72% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_144494533.jpg could save 3.6KiB (58% reduction).

- Compressing https://www.rozan.com.ua/images/icons.png could save 3.5KiB (39% reduction).

- Compressing https://www.rozan.com.ua/images/catalog_bg.png could save 3.1KiB (18% reduction).

Mobile

- Compressing https://www.rozan.com.ua/images/arrows.png could save 3.1KiB (82% reduction).

- Compressing https://www.rozan.com.ua/images/logo.png could save 3KiB (24% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_1390964816.jpg could save 2.8KiB (60% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_1744952999.jpg could save 2.7KiB (58% reduction).

- Compressing https://www.rozan.com.ua/images/menu_drop.png could save 2.6KiB (92% reduction).

- Compressing https://www.rozan.com.ua/images/why_icons.png could save 2.1KiB (23% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_894788513.png could save 1.7KiB (17% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/news/thumbs/photoimg_250435909_info.jpg could save 1.7KiB (19% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_1851704974.png could save 1.6KiB (13% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/news/thumbs/photoimg_1689721706_info.jpg could save 1.4KiB (17% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_592460915.png could save 1.1KiB (14% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_832610967.png could save 803B (14% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_171963906.png could save 503B (12% reduction).

- Compressing https://www.rozan.com.ua/images/news_selected.png could save 376B (15% reduction).

- Compressing https://www.rozan.com.ua/images/top.png could save 296B (26% reduction).

- Compressing https://www.rozan.com.ua/images/icon_all.png could save 102B (22% reduction).

⚠ Consider Fixing:

Mobile

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 19.5KiB (57% reduction).

- Compressing https://ua.cdn.fastcallagent.com/fca.min.js?_=1572491619073 could save 18.8KiB (58% reduction).

- Compressing https://www.rozan.com.ua/css/svg/search.svg could save 410B (45% reduction).

- Compressing https://www.rozan.com.ua/css/svg/menu.svg could save 202B (47% reduction).

- Compressing https://www.rozan.com.ua/css/superfish.css could save 175B (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://www.rozan.com.ua/css/svg/menu.svg (expiration not specified)

- https://www.rozan.com.ua/css/svg/search.svg (expiration not specified)

- https://www.rozan.com.ua/css/svg/tel.svg (expiration not specified)

- https://www.googleadservices.com/pagead/conversion.js (60 minutes)

- 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 3.7KiB (21% reduction).

- Minifying https://www.rozan.com.ua/css/style.css could save 2.1KiB (19% reduction) after compression.

- Minifying https://www.rozan.com.ua/css/system.css could save 817B (22% reduction) after compression.

- Minifying https://www.rozan.com.ua/css/vertical.news.slider.css could save 398B (30% reduction) after compression.

- Minifying https://www.rozan.com.ua/css/fancybox/jquery.fancybox.css could save 229B (17% reduction) after compression.

- Minifying https://www.rozan.com.ua/css/superfish.css could save 205B (45% 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 1.2KiB (12% reduction).

- Minifying https://www.rozan.com.ua/ could save 1.2KiB (12% 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 12.3KiB (37% reduction).

- Minifying https://www.rozan.com.ua/js/json2.js could save 4KiB (74% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/functions.js could save 1.9KiB (30% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.jcarousel.js could save 1.8KiB (25% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.scrollTo.js could save 1,016B (43% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/readmore.js could save 747B (30% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.cookie.js could save 594B (43% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/superfish.js could save 503B (22% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/vertical.news.slider.js could save 477B (39% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.liColl.js could save 408B (48% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.counterup.js could save 394B (42% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/script.js could save 357B (22% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.ui.touch-punch.min.js could save 130B (22% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery-validation/localization/messages_ua.js could save 102B (14% reduction) after compression.

✅ 2 Passed Rules

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](#)

[Mobile](#)

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](#).

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

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 152.9KiB (39% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/slider/img_957053973.jpg could save 39.8KiB (50% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/slider/img_1196134539.jpg could save 34.2KiB (50% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/slider/img_760836108.jpg could save 32.4KiB (44% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_465938437.jpg could save 6.8KiB (72% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_144494533.jpg could save 3.6KiB (58% reduction).

- Compressing https://www.rozan.com.ua/images/icons.png could save 3.5KiB (39% reduction).

- Compressing https://www.rozan.com.ua/images/shema_box.png could save 3.3KiB (13% reduction).

- Compressing https://www.rozan.com.ua/images/catalog_bg.png could save 3.1KiB (18% reduction).

- Compressing https://www.rozan.com.ua/images/arrows.png could save 3.1KiB (82% reduction).

Desktop

- Compressing https://www.rozan.com.ua/images/logo.png could save 3KiB (24% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_1390964816.jpg could save 2.8KiB (60% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_1744952999.jpg could save 2.7KiB (58% reduction).

- Compressing https://www.rozan.com.ua/images/menu_drop.png could save 2.6KiB (92% reduction).

- Compressing https://www.rozan.com.ua/images/why_icons.png could save 2.1KiB (23% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_894788513.png could save 1.7KiB (17% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/news/thumbs/photoimg_250435909_info.jpg could save 1.7KiB (19% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_1851704974.png could save 1.6KiB (13% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/news/thumbs/photoimg_1689721706_info.jpg could save 1.4KiB (17% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_592460915.png could save 1.1KiB (14% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_832610967.png could save 803B (14% reduction).

- Compressing https://www.rozan.com.ua/userfiles/image/clients/img_171963906.png could save 503B (12% reduction).

- Compressing https://www.rozan.com.ua/images/bottom_box.png could save 486B (14% reduction).

- Compressing https://www.rozan.com.ua/images/news_selected.png could save 376B (15% reduction).

- Compressing https://www.rozan.com.ua/images/top.png could save 296B (26% reduction).

- Compressing https://www.rozan.com.ua/images/icon_all.png could save 102B (22% reduction).

🔼 Consider Fixing:

Desktop

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://rozan.com.ua/

- http://www.rozan.com.ua/

- https://www.rozan.com.ua/

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 19.3KiB (58% reduction).

- Compressing https://ua.cdn.fastcallagent.com/fca.min.js?_=1572491624311 could save 18.8KiB (58% reduction).

- Compressing https://www.rozan.com.ua/css/svg/search.svg could save 410B (45% reduction).

- Compressing https://www.rozan.com.ua/css/superfish.css could save 175B (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://www.rozan.com.ua/css/svg/search.svg (expiration not specified)

Desktop

- https://www.rozan.com.ua/css/svg/tel.svg (expiration not specified)

- https://www.googleadservices.com/pagead/conversion.js (60 minutes)

- 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 3.7KiB (21% reduction).

- Minifying https://www.rozan.com.ua/css/style.css could save 2.1KiB (19% reduction) after compression.

- Minifying https://www.rozan.com.ua/css/system.css could save 817B (22% reduction) after compression.

- Minifying https://www.rozan.com.ua/css/vertical.news.slider.css could save 398B (30% reduction) after compression.

- Minifying https://www.rozan.com.ua/css/fancybox/jquery.fancybox.css could save 229B (17% reduction) after compression.

- Minifying https://www.rozan.com.ua/css/superfish.css could save 205B (45% 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 1.2KiB (12% reduction).

- Minifying https://www.rozan.com.ua/ could save 1.2KiB (12% reduction) after compression.

Desktop

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 12.3KiB (37% reduction).

- Minifying https://www.rozan.com.ua/js/json2.js could save 4KiB (74% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/functions.js could save 1.9KiB (30% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.jcarousel.js could save 1.8KiB (25% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.scrollTo.js could save 1,016B (43% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/readmore.js could save 747B (30% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.cookie.js could save 594B (43% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/superfish.js could save 503B (22% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/vertical.news.slider.js could save 477B (39% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.liColl.js could save 408B (48% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.counterup.js could save 394B (42% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/script.js could save 357B (22% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery.ui.touch-punch.min.js could save 130B (22% reduction) after compression.

- Minifying https://www.rozan.com.ua/js/jquery/jquery-validation/localization/messages_ua.js could save 102B (14% reduction) after compression.

Desktop

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

Your page has 6 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://www.rozan.com.ua/css/style.css

- https://www.rozan.com.ua/css/vertical.news.slider.css

- https://www.rozan.com.ua/css/fancybox/jquery.fancybox.css

- https://www.rozan.com.ua/css/jquery.formstyler.css

- https://www.rozan.com.ua/css/superfish.css

- https://www.rozan.com.ua/css/system.css

✅ 2 Passed Rules

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](#).