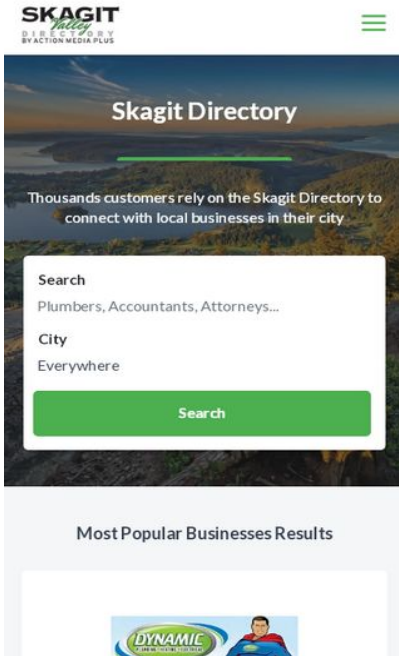# PageSpeed Insights

Mobile

28 / 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://skagitvalleydirectory.com/
- https://skagitvalleydirectory.com/
- https://www.skagitvalleydirectory.com/

Enable compression

Mobile

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 284.6KiB (75% reduction).

- Compressing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/js/index-bundle.min.js?v=6954223936063224649 could save 143.1KiB (68% reduction).

- Compressing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/css/index-bundle.min.css?v=6954223936063224649 could save 141.5KiB (84% reduction).

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

Your page has 2 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://dctrljmih88nf.cloudfront.net/static/skagitvalley/css/index-bundle.min.css?v=6954223936063224649

- https://fonts.googleapis.com/css?family=Lato:400,700&display=swap

Optimize images

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

[Optimize the following images](#) to reduce their size by 1.3MiB (70% reduction).

- Compressing and resizing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/grasses-across-gray-tower.jpeg could save 328.8KiB (96% reduction).

- Compressing and resizing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/skagit-river.jpg

> could save 268.4KiB (95% reduction).
>
> - Compressing and resizing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/pink-tulips-skagit.jpg could save 207.4KiB (93% reduction).
>
> - Compressing and resizing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/deception_pass_bridge_near_oak_harbor.png could save 181.2KiB (60% reduction).
>
> - Compressing and resizing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/anacortes.jpg could save 179.7KiB (95% reduction).
>
> - Compressing and resizing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/conway_produce_stand.jpg could save 146.1KiB (91% reduction).
>
> - Compressing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/skagit_view_from_top_of_mt_erie.jpg could save 70.6KiB (15% reduction).

⚠ 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.googletagmanager.com/gtag/js?id=UA-106048875-14 (15 minutes)

- https://www.google-analytics.com/analytics.js (2 hours)

✔ 5 Passed Rules

Reduce server response time

Your server responded quickly. Learn more about [server response time optimization](#).

Mobile

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

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

Mobile

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

40 / 100 Speed

⚠️ Should Fix:

Enable compression

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Enable compression for the following resources to reduce their transfer size by 284.6KiB (75% reduction).

- Compressing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/js/index-

bundle.min.js?v=6954223936063224649 could save 143.1KiB (68% reduction).

- Compressing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/css/index-bundle.min.css?v=6954223936063224649 could save 141.5KiB (84% reduction).

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- https://fonts.googleapis.com/css?family=Lato:400,700&display=swap

Optimize images

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Optimize the following images to reduce their size by 1.1MiB (67% reduction).

- Compressing and resizing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/grasses-across-gray-tower.jpeg could save 314.6KiB (92% reduction).

- Compressing and resizing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/skagit-river.jpg could save 249.6KiB (88% reduction).

- Compressing and resizing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/pink-tulips-skagit.jpg could save 186.5KiB (83% reduction).

- Compressing and resizing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/anacortes.jpg could save 168.9KiB (89% reduction).

- Compressing and resizing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/conway_produce_stand.jpg could save 126.3KiB (79% reduction).

- Compressing https://dctrljmih88nf.cloudfront.net/static/skagitvalley/images/home_page/skagit_view_from_top_of_mt_erie.jpg could save 70.6KiB (15% reduction).

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