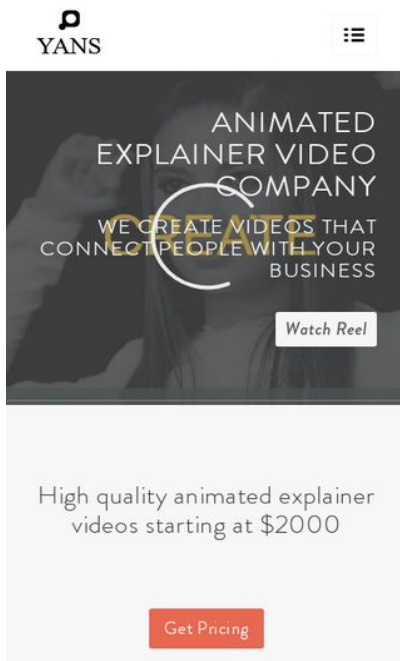


PageSpeed Insights

Mobile



69 / 100 Speed

! Should Fix:

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

Your page has 7 blocking script resources and 12 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://yansmedia.com/wp-includes/js/jquery/jquery.js>
- <https://yansmedia.com/wp-includes/js/jquery/jquery-migrate.min.js>
- <https://yansmedia.com/wp-content/plugins/typed//js/typed.js>
- <https://yansmedia.com/wp-content/plugins/typed//js/frontend.js>

Mobile

- <https://yansmedia.com/wp-content/themes/enfold/js/avia-compat.js>
- <https://yansmedia.com/wp-includes/js/mediaelement/mediaelement-and-player.min.js>
- <https://yansmedia.com/wp-includes/js/mediaelement/mediaelement-migrate.min.js>

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

- <https://fonts.googleapis.com/css?family=Arvo%7CLato:300,400,700%7CComfortaa:300,400,700>
- <https://yansmedia.com/wp-content/themes/enfold/style.css>
- <https://yansmedia.com/wp-content/plugins/contact-form-7/includes/css/styles.css>
- <https://yansmedia.com/wp-content/themes/enfold/css/grid.css>
- <https://yansmedia.com/wp-content/themes/enfold/css/base.css>
- <https://yansmedia.com/wp-content/themes/enfold/css/layout.css>
- <https://yansmedia.com/wp-content/themes/enfold/css/shortcodes.css>
- <https://yansmedia.com/wp-content/themes/enfold/js/aviapopup/magnific-popup.css>
- <https://yansmedia.com/wp-content/themes/enfold/js/mediaelement/skin-1/mediaelementplayer.css>
- https://yansmedia.com/wp-content/uploads/dynamic_avia/enfold.css
- <https://yansmedia.com/wp-content/themes/enfold/css/custom.css>
- <https://yansmedia.com/wp-content/plugins/squirrly-seo/view/css/frontend.min.css>

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 9.8KiB (86% reduction).

- Compressing <https://1skyfiregce-vimeo.akamaized.net/exp=1538888718~acl=%2F256194400%2F%2A~hmac=a04bc7d7d2634df021f84cb8781fad61cdf9d68e799b510c8ac26b9828b1>

Mobile

88bb/256194400/sep/video/937208460,937208448,937208444,937208442/master.json?base64_init=1 could save 9.8KiB (86% 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://1skyfiregce-vimeo.akamaized.net/exp=1538888718~acl=%2F256194400%2F%2A~hmac=a04bc7d7d2634df021f84cb8781fad61cdf9d68e799b510c8ac26b9828b188bb/256194400/sep/audio/937208448/chop/segment-1.m4s> (expiration not specified)
- <https://1skyfiregce-vimeo.akamaized.net/exp=1538888718~acl=%2F256194400%2F%2A~hmac=a04bc7d7d2634df021f84cb8781fad61cdf9d68e799b510c8ac26b9828b188bb/256194400/sep/audio/937208460/chop/segment-1.m4s> (expiration not specified)
- <https://1skyfiregce-vimeo.akamaized.net/exp=1538888718~acl=%2F256194400%2F%2A~hmac=a04bc7d7d2634df021f84cb8781fad61cdf9d68e799b510c8ac26b9828b188bb/256194400/sep/video/937208448/chop/segment-1.m4s> (expiration not specified)
- <https://1skyfiregce-vimeo.akamaized.net/exp=1538888718~acl=%2F256194400%2F%2A~hmac=a04bc7d7d2634df021f84cb8781fad61cdf9d68e799b510c8ac26b9828b188bb/256194400/sep/video/937208460/chop/segment-1.m4s> (expiration not specified)
- <https://www.googletagmanager.com/gtm.js?id=GTM-N6S47LL> (15 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

Reduce server response time

In our test, your server responded in 0.40 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 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 15.6KiB (20% reduction).

- Minifying <https://yansmedia.com/wp-content/themes/enfold/css/shortcodes.css> could save 6.1KiB (21% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/css/layout.css> could save 4.4KiB (22% reduction) after compression.
- Minifying https://dyjgaef5vuq51.cloudfront.net/Oct_05_2018_1_https/styles/floatbutton.css could save 1.4KiB (11% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/css/base.css> could save 754B (19% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/css/grid.css> could save 722B (36% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/style.css> could save 645B (96% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/js/mediaelement/skin-1/mediaelementplayer.css> could save 584B (18% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/css/print.css> could save 523B (32% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/css/custom.css> could save 375B (21% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/js/aviapopup/magnific-popup.css> could save 258B (14% reduction) after compression.

Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

Mobile

[Minify JavaScript](#) for the following resources to reduce their size by 25.6KiB (30% reduction).

- Minifying <https://yansmedia.com/wp-content/themes/enfold/js/shortcodes.js> could save 12KiB (37% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/js/avia.js> could save 6KiB (20% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/js/jquery.fancybox.js> could save 4.1KiB (31% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/plugins/typed//js/typed.js> could save 2.5KiB (61% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/plugins/contact-form-7/includes/js/scripts.js> could save 672B (17% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/js/avia-compat.js> could save 366B (39% reduction) after compression.



4 Passed Rules

Avoid landing page redirects

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

Minify HTML

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

Optimize images

Your images are optimized. Learn more about [optimizing images](#).

Prioritize visible content

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

97 / 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 `<button type="button" class="vp-prefs js-prefs"></button>` is close to 1 other tap targets final.
- The tap target `Watch Reel` is close to 1 other tap targets final.
- The tap target `` and 2 others are close to other tap targets.
- The tap target `` and 1 others are close to other tap targets.
- The tap target `<div class="tab active_tab fullsize-tab">Explainer Vide...uction Process</div>` is close to 1 other tap targets.

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

Mobile

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



84 / 100 Speed

! 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 9.8KiB (86% reduction).

- Compressing <https://1skyfiregce-vimeo.akamaized.net/exp=1538888726~acl=%2F2561944>

Desktop

00%2F%2A~hmac=0d685bad5865b2aeb02b71b363079aeb4cce7982dfa2c372a59251f7d209718f/256194400/sep/video/937208460,937208448,937208444,937208442/master.json?base64_init=1 could save 9.8KiB (86% reduction).

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- <https://1skyfiregce-vimeo.akamaized.net/exp=1538888726~acl=%2F256194400%2F%2A~hmac=0d685bad5865b2aeb02b71b363079aeb4cce7982dfa2c372a59251f7d209718f/256194400/sep/audio/937208460/chop/segment-1.m4s> (expiration not specified)
- <https://1skyfiregce-vimeo.akamaized.net/exp=1538888726~acl=%2F256194400%2F%2A~hmac=0d685bad5865b2aeb02b71b363079aeb4cce7982dfa2c372a59251f7d209718f/256194400/sep/video/937208448/chop/segment-1.m4s> (expiration not specified)
- <https://1skyfiregce-vimeo.akamaized.net/exp=1538888726~acl=%2F256194400%2F%2A~hmac=0d685bad5865b2aeb02b71b363079aeb4cce7982dfa2c372a59251f7d209718f/256194400/sep/video/937208460/chop/segment-1.m4s> (expiration not specified)
- <https://www.googletagmanager.com/gtm.js?id=GTM-N6S47LL> (15 minutes)
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- Minifying <https://yansmedia.com/wp-content/themes/enfold/css/print.css> could save 523B (32% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/css/custom.css> could save 375B (21% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/js/aviapopup/magnific-popup.css> could save 258B (14% reduction) after compression.

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- Minifying <https://yansmedia.com/wp-content/plugins/typed//js/typed.js> could save 2.5KiB (61% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/plugins/contact-form-7/includes/js/scripts.js> could save 672B (17% reduction) after compression.
- Minifying <https://yansmedia.com/wp-content/themes/enfold/js/avia-compat.js> could save 366B (39% reduction) after compression.

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

Your page has 7 blocking script resources and 12 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://yansmedia.com/wp-includes/js/jquery/jquery.js>
- <https://yansmedia.com/wp-includes/js/jquery/jquery-migrate.min.js>
- <https://yansmedia.com/wp-content/plugins/typed//js/typed.js>
- <https://yansmedia.com/wp-content/plugins/typed//js/frontend.js>
- <https://yansmedia.com/wp-content/themes/enfold/js/avia-compat.js>
- <https://yansmedia.com/wp-includes/js/mediaelement/mediaelement-and-player.min.js>
- <https://yansmedia.com/wp-includes/js/mediaelement/mediaelement-migrate.min.js>

Desktop

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

- <https://fonts.googleapis.com/css?family=Arvo%7CLato:300,400,700%7CComfortaa:300,400,700>
- <https://yansmedia.com/wp-content/themes/enfold/style.css>
- <https://yansmedia.com/wp-content/plugins/contact-form-7/includes/css/styles.css>
- <https://yansmedia.com/wp-content/themes/enfold/css/grid.css>
- <https://yansmedia.com/wp-content/themes/enfold/css/base.css>
- <https://yansmedia.com/wp-content/themes/enfold/css/layout.css>
- <https://yansmedia.com/wp-content/themes/enfold/css/shortcodes.css>
- <https://yansmedia.com/wp-content/themes/enfold/js/aviapopup/magnific-popup.css>
- <https://yansmedia.com/wp-content/themes/enfold/js/mediaelement/skin-1/mediaelementplayer.css>
- https://yansmedia.com/wp-content/uploads/dynamic_avia/enfold.css
- <https://yansmedia.com/wp-content/themes/enfold/css/custom.css>
- <https://yansmedia.com/wp-content/plugins/squirrly-seo/view/css/frontend.min.css>

Optimize images

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

[Optimize the following images](#) to reduce their size by 3.8KiB (83% reduction).

- Compressing and resizing <https://yansmedia.com/wp-content/uploads/2016/12/David-Griehaber-180x180.jpg> could save 3.8KiB (83% reduction).



3 Passed Rules

Avoid landing page redirects

Desktop

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

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](#).