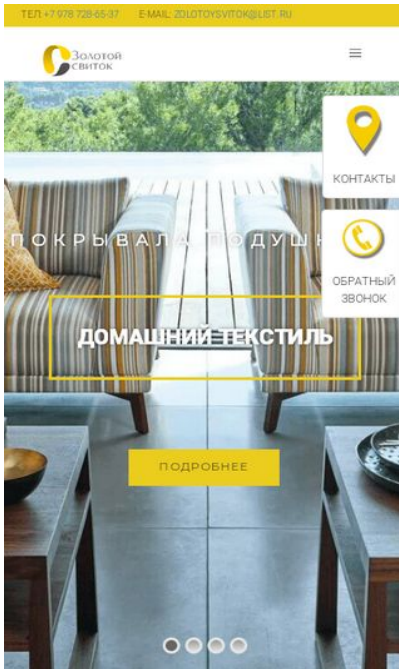


# PageSpeed Insights

## Mobile



65 / 100 Speed

Should Fix:

### 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://fonts.googleapis.com/css?family=Montserrat%3A400%2C700%7CRoboto%3A400%2C100%2C100italic%2C300%2C300italic%2C400italic%2C500%2C500italic%2C700%2C700italic%2C900italic%2C900%26subset%3Dlatin%2Cvietnamese%7CRoboto%3A300&subset=latin%2Clatin-ext>

# Mobile

## Optimize images

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

[Optimize the following images](#) to reduce their size by 204.5KiB (23% reduction).

- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2019/12/2325-008.jpg> could save 75.2KiB (42% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2019/10/unnamed.jpg> could save 19.2KiB (26% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/trivida\\_new\\_001.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/trivida_new_001.jpg) could save 18.3KiB (23% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/kovry\\_new\\_001.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/kovry_new_001.jpg) could save 14.2KiB (24% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2016/11/karnizy.jpeg> could save 12.3KiB (20% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2016/11/kover.jpg> could save 11.6KiB (20% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/r\\_shtori\\_new\\_001.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/r_shtori_new_001.jpg) could save 8.2KiB (16% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about\\_004.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about_004.jpg) could save 7.1KiB (17% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about\\_001.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about_001.jpg) could save 6KiB (14% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2016/11/textil.jpg> could save 5.9KiB (11% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/go\\_front.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/go_front.jpg) could save 5.8KiB (15% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2016/11/oboi.jpg> could save 5.8KiB (12% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about\\_002.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about_002.jpg) could save 5.4KiB (16% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2017/07/bn-international-new.png> could save 3.7KiB (17% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/themes/architect/images/content\\_mark\\_small\\_s.png](http://zolotoy-svitok.ru/wp-content/themes/architect/images/content_mark_small_s.png) could save 2KiB (53% reduction).

## Mobile

- Compressing <http://zolotoy-svitok.ru/wp-content/themes/architect/images/bullet.png> could save 889B (52% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2017/07/neutex-new.png> could save 846B (13% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2017/07/ahouseofhappiness-new.png> could save 587B (17% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2017/07/rasch-tapeten-new.png> could save 553B (13% reduction).
- Compressing <https://yt3.ggpht.com/-nGRH9Yz2vL4/AAAAAAAAAAI/AAAAAAAAAA/0y4EV5JBVJc/s68-c-k-no-mo-rj-c0xffffff/photo.jpg> could save 419B (25% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2017/07/indesfuggerhaus-new.png> could save 390B (12% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2017/07/grandecogroup-new.png> could save 310B (12% 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 5.1KiB (57% reduction).

- Compressing [http://zolotoy-svitok.ru/wp-content/cache/min/1/wp-content/plugins/otw-sidebar-widget-manager/css/otw\\_sbm-a43dbbb0bc6bce945f87a4fb69d42228.css](http://zolotoy-svitok.ru/wp-content/cache/min/1/wp-content/plugins/otw-sidebar-widget-manager/css/otw_sbm-a43dbbb0bc6bce945f87a4fb69d42228.css) could save 811B (69% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/cache/busting/1/wp-content/plugins/Ultimate\\_VC\\_Addons/assets/min-js/jquery-appear.min-3.16.13.js](http://zolotoy-svitok.ru/wp-content/cache/busting/1/wp-content/plugins/Ultimate_VC_Addons/assets/min-js/jquery-appear.min-3.16.13.js) could save 808B (56% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/cache/min/1/wp-content/plugins/contact-form-7/includes/css/styles-7f609e0395804a370ce6791a6d085483.css> could save 764B (55% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/cache/min/1/wp-content/themes/architect/js/plugins/custom-isotope-cb49d884531098b051b31d22b7bebe99.js> could save 696B (69% reduction).

## Mobile

- Compressing <http://zolotoy-svitok.ru/wp-content/cache/min/1/wp-content/themes/architect/js/plugins/custom-4d70cd15c367b68d73f174bb8426db79.js> could save 636B (52% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/cache/min/1/wp-content/themes/architect/js/plugins/custom-b2860066c9058aafde2e60e467546931.js> could save 636B (52% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/cache/busting/1/wp-content/plugins/Ultimate\\_VC\\_Addons/assets/min-js/ultimate-params.min-3.16.13.js](http://zolotoy-svitok.ru/wp-content/cache/busting/1/wp-content/plugins/Ultimate_VC_Addons/assets/min-js/ultimate-params.min-3.16.13.js) could save 588B (52% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/cache/busting/1/wp-content/plugins/js\\_composer/assets/lib/vc\\_carousel/js/transition.min-5.1.1.js](http://zolotoy-svitok.ru/wp-content/cache/busting/1/wp-content/plugins/js_composer/assets/lib/vc_carousel/js/transition.min-5.1.1.js) could save 320B (50% 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://static.doubleclick.net/instream/ad\\_status.js](https://static.doubleclick.net/instream/ad_status.js) (15 minutes)
- [http://connect.facebook.net/ru\\_RU/sdk.js](http://connect.facebook.net/ru_RU/sdk.js) (20 minutes)
- <http://maps.googleapis.com/maps/api/js?key=AlzaSyDZJDaC3vVJjxli2QHgdctp3Acq8UR2Fgk&ver=1> (30 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

## 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 673B (39% reduction).

## Mobile

- Minifying [http://connect.facebook.net/ru\\_RU/sdk.js](http://connect.facebook.net/ru_RU/sdk.js) could save 673B (39% reduction) after compression.



### 5 Passed Rules

#### Avoid landing page redirects

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

#### 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](#).

#### 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](#).

## 96 / 100 User Experience



Consider Fixing:

# Mobile

## Size content to viewport

The page content is too wide for the viewport, forcing the user to scroll horizontally. [Size the page content to the viewport](#) to provide a better user experience.

The page content is 437 CSS pixels wide, but the viewport is only 412 CSS pixels wide. The following elements fall outside the viewport:

- The element `<div class="vc_column-inner">ОФЛАЙН МАГАЗИН...мое интересное</div>` falls outside the viewport.
- The element `<span class="icon-next">` falls outside the viewport.

## 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 `<div class="tp-bullet selected">` is close to 1 other tap targets final.
- The tap target `<div class="tp-bullet">` and 2 others are close to other tap targets final.
- The tap target `<button type="button" class="modalform_button">Обратный звонок</button>` is close to 1 other tap targets final.



3 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](#).

# Mobile

## 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](#).

## Use legible font sizes

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

# Desktop



61 / 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 541.5KiB (40% reduction).

- Compressing and resizing [http://zolotoy-svitok.ru/wp-content/uploads/2019/01/VETIVER\\_apertura-volta.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2019/01/VETIVER_apertura-volta.jpg) could save 139.7KiB (79% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2019/12/2325-008.jpg> could save 75.2KiB (42% reduction).

## Desktop

- Compressing and resizing <http://zolotoy-svitok.ru/wp-content/uploads/2016/11/karnizy.jpeg> could save 49KiB (78% reduction).
- Compressing and resizing <http://zolotoy-svitok.ru/wp-content/uploads/2016/11/kover.jpg> could save 47.1KiB (78% reduction).
- Compressing and resizing <http://zolotoy-svitok.ru/wp-content/uploads/2016/11/textil.jpg> could save 42KiB (73% reduction).
- Compressing and resizing <http://zolotoy-svitok.ru/wp-content/uploads/2016/11/oboi.jpg> could save 37.2KiB (72% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2019/10/unnamed.jpg> could save 19.2KiB (26% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/trivida\\_new\\_001.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/trivida_new_001.jpg) could save 18.3KiB (23% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/kovry\\_new\\_001.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/kovry_new_001.jpg) could save 14.2KiB (24% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/plugins/justified-image-grid/timthumb.php?src=http%3A%2F%2Fzolotoy-svitok.ru%2Fwp-content%2Fuploads%2F2019%2F12%2F2324-047-1024x600.jpg&h=230&q=90&f=.jpg> could save 9KiB (22% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/plugins/justified-image-grid/timthumb.php?src=http%3A%2F%2Fzolotoy-svitok.ru%2Fwp-content%2Fuploads%2F2019%2F12%2F2324-044-1024x600.jpg&h=230&q=90&f=.jpg> could save 8.9KiB (22% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/plugins/justified-image-grid/timthumb.php?src=http%3A%2F%2Fzolotoy-svitok.ru%2Fwp-content%2Fuploads%2F2019%2F12%2F2324-049-1024x600.jpg&h=230&q=90&f=.jpg> could save 8.8KiB (21% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/r\\_shtori\\_new\\_001.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/r_shtori_new_001.jpg) could save 8.2KiB (16% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/plugins/justified-image-grid/timthumb.php?src=http%3A%2F%2Fzolotoy-svitok.ru%2Fwp-content%2Fuploads%2F2019%2F12%2F2324-051-1024x600.jpg&h=230&q=90&f=.jpg> could save 7.2KiB (20% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about\\_004.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about_004.jpg) could save 7.1KiB (17% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/plugins/justified-image-grid/timthumb.php?src=http%3A%2F%2Fzolotoy-svitok.ru%2Fwp-content%2Fuploads%2F2019%2F12%2F2324-045-1024x600.jpg&h=230&q=90&f=.jpg> could save 6.4KiB (19% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/plugins/justified-image-grid/timthumb.php?src=http%3A%2F%2Fzolotoy-svitok.ru%2Fwp-content%2Fuploads%2F2019%2F12%2F2324-050-1024x600.jpg&h=230&q=90&f=.jpg> could save 6.2KiB (19% reduction).



## Desktop

- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about\\_001.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about_001.jpg) could save 6KiB (14% reduction).
- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/go\\_front.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/go_front.jpg) could save 5.8KiB (15% reduction).
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- Compressing [http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about\\_002.jpg](http://zolotoy-svitok.ru/wp-content/uploads/2016/11/about_002.jpg) could save 5.4KiB (16% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/plugins/justified-image-grid/timthumb.php?src=http%3A%2F%2Fzolotoy-svitok.ru%2Fwp-content%2Fuploads%2F2019%2F12%2F2324-048-1024x600.jpg&h=230&q=90&f=.jpg> could save 5.4KiB (18% reduction).
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- Compressing <http://zolotoy-svitok.ru/wp-content/themes/architect/images/bullet.png> could save 889B (52% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2017/07/neutex-new.png> could save 846B (13% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2017/07/ahouseofhappiness-new.png> could save 587B (17% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2017/07/rasch-tapeten-new.png> could save 553B (13% reduction).
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- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2017/07/indesfuggerhaus-new.png> could save 390B (12% reduction).
- Compressing <http://zolotoy-svitok.ru/wp-content/uploads/2017/07/grandecogroup-new.png> could save 310B (12% reduction).

## Consider Fixing:

# Desktop

## 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 5.1KiB (57% reduction).

- Compressing `http://zolotoy-svitok.ru/wp-content/cache/min/1/wp-content/plugins/otw-sidebar-widget-manager/css/otw_sbm-a43dbbb0bc6bce945f87a4fb69d42228.css` could save 811B (69% reduction).
- Compressing `http://zolotoy-svitok.ru/wp-content/cache/busting/1/wp-content/plugins/Ultimate_VC_Addons/assets/min-js/jquery-appear.min-3.16.13.js` could save 808B (56% reduction).
- Compressing `http://zolotoy-svitok.ru/wp-content/cache/min/1/wp-content/plugins/contact-form-7/includes/css/styles-7f609e0395804a370ce6791a6d085483.css` could save 764B (55% reduction).
- Compressing `http://zolotoy-svitok.ru/wp-content/cache/min/1/wp-content/themes/architect/js/plugins/custom-isotope-cb49d884531098b051b31d22b7bebe99.js` could save 696B (69% reduction).
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- Compressing `http://zolotoy-svitok.ru/wp-content/cache/min/1/wp-content/themes/architect/js/plugins/custom-b2860066c9058aafde2e60e467546931.js` could save 636B (52% reduction).
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- Compressing `http://zolotoy-svitok.ru/wp-content/cache/busting/1/wp-content/plugins/js_composer/assets/lib/vc_carousel/js/transition.min-5.1.1.js` could save 320B (50% 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.

## [Desktop](#)

[Leverage browser caching](#) for the following cacheable resources:

- [https://static.doubleclick.net/instream/ad\\_status.js](https://static.doubleclick.net/instream/ad_status.js) (15 minutes)
- [http://connect.facebook.net/ru\\_RU/sdk.js](http://connect.facebook.net/ru_RU/sdk.js) (20 minutes)
- <http://maps.googleapis.com/maps/api/js?key=AlzaSyDZJDaC3vVJjxli2QHgdctp3Acq8UR2Fgk&ver=1> (30 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

## 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 673B (39% reduction).

- Minifying [http://connect.facebook.net/ru\\_RU/sdk.js](http://connect.facebook.net/ru_RU/sdk.js) could save 673B (39% reduction) after compression.

## 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://fonts.googleapis.com/css?family=Montserrat%3A400%2C700%7CRoboto%3A400%2C100%2C100italic%2C300%2C300italic%2C400italic%2C500%2C500italic%2C700%2C700italic%2C900italic%2C900%26subset%3Dlatin%2Cvietnamese%7CRoboto%3A300&subset=latin%2Clatin-ext>

# Desktop



## 5 Passed Rules

### Avoid landing page redirects

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

### 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](#).

### 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](#).