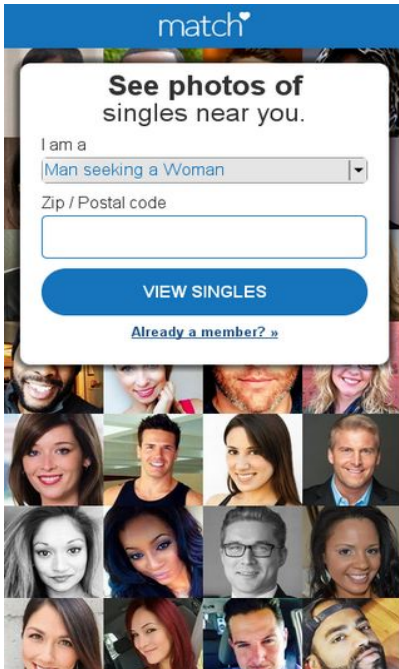


PageSpeed Insights

Mobile



60 / 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:

- http://cp.match.com/en-us/mobile/css/index_V6.css (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16184.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16193.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16214.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16215.jpg (expiration not specified)

Mobile

specified)

- http://images.match.com/match/matchscene/articles/spotlight200_16218.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16222.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16226.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16228.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16234.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16236.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16238.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16240.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16241.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16243.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16244.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16245.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16246.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16248.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16249.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16251.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16252.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16254.jpg (expiration not specified)

Mobile

- http://images.match.com/match/matchscene/articles/spotlight200_16255.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16257.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16259.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16260.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16261.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16263.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16265.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16267.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16269.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16277.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16293.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16295.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16296.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16297.jpg (expiration not specified)
- <http://images.match.com/match/site/loading/boxes.gif> (expiration not specified)
- <http://www.match.com/styles/cp/main.css> (expiration not specified)
- http://www.match.com/styles/fonts/icons/MatchIconFont-Regular_V3.woff (expiration not specified)
- http://connect.facebook.net/en_US/fbds.js (20 minutes)
- http://connect.facebook.net/en_US/sdk.js (20 minutes)
- <http://www.google-analytics.com/ga.js> (2 hours)

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

Your page has 3 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:](#)

- <http://www.match.com/scripts/jquery/current.min.js?v=8.0.5774.18276>
- <http://www.match.com/scripts/site/match.min.js?v=8.0.5774.18276>
- <http://www.match.com/scripts/cp/core.js?v=8.0.5774.18276>

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

- <http://www.match.com/styles/cp/main.css>
- http://cp.match.com/en-us/mobile/css/index_V6.css
- http://www.match.com/styles/site/match_enhanced.min.css?v=8.0.5774.18276
- <http://www.match.com/styles/blueprint/screen.min.css?v=8.0.5774.18276>



Consider Fixing:

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://match.com/>
- <http://www.match.com/>

Mobile

- <http://www.match.com/cpx/en-us/mobile/IndexPage/>

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 26.1KiB (73% reduction).

- Compressing http://cp.match.com/en-us/mobile/scripts/index_fb_V1.js?v=8.0.5774.18276 could save 19.3KiB (77% reduction).
- Compressing http://cp.match.com/en-us/mobile/css/index_V6.css could save 6.8KiB (63% reduction).

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 2.9KiB (27% reduction).

- Minifying http://cp.match.com/en-us/mobile/css/index_V6.css could save 2.9KiB (27% 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 645B (11% reduction).

Mobile

- Minifying <http://www.match.com/cpx/en-us/mobile/IndexPage/> could save 645B (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 13KiB (40% reduction).

- Minifying http://cp.match.com/en-us/mobile/scripts/index_fb_V1.js?v=8.0.5774.18276 could save 11.3KiB (46% reduction).
- Minifying <http://www.match.com/scripts/cp/core.js?v=8.0.5774.18276> could save 1.7KiB (21% reduction) after compression.

Optimize images

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

[Optimize the following images](#) to reduce their size by 2.7KiB (5% reduction).

- Losslessly compressing http://images.match.com/match/matchscene/articles/spotlight200_16228.jpg could save 621B (5% reduction).
- Losslessly compressing http://images.match.com/match/matchscene/articles/spotlight200_16244.jpg could save 552B (5% reduction).
- Losslessly compressing http://images.match.com/match/matchscene/articles/spotlight200_16184.jpg could save 541B (4% reduction).
- Losslessly compressing http://images.match.com/match/matchscene/articles/spotlight200_16296.jpg could save 541B (4% reduction).
- Losslessly compressing

Mobile

http://images.match.com/match/matchscene/articles/spotlight200_16222.jpg could save 525B (5% reduction).

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](#).

98 / 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 `Already a member? >>` is close to 1 other tap targets final.

5 Passed Rules

Mobile

Avoid app install interstitials that hide content

Your page does not appear to have any app install interstitials that hide a significant amount of content. Learn more about the importance of [avoiding the use of app install interstitials](#).

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](#).

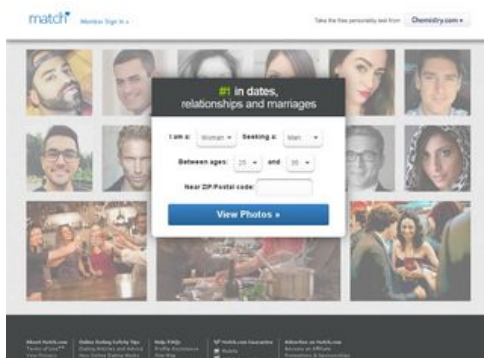
Size content to viewport

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



80 / 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:

- <http://cp.match.com/en-us/landing/images/cs-drop.png> (expiration not specified)
- http://cp.match.com/en-us/match/index/images/index_control/chemistry-btn.png (expiration not specified)
- http://cp.match.com/en-us/match/index/images/index_control/evnt1.jpg (expiration not specified)
- http://cp.match.com/en-us/match/index/images/index_control/evnt2.jpg (expiration not specified)
- http://cp.match.com/en-us/match/index/images/index_control/evnt3.jpg (expiration not specified)
- <http://cp.match.com/en-us/match/index/scripts/index.js> (expiration not specified)
- http://cp.match.com/en-us/match/index/styles/index_v6.css (expiration not specified)
- <http://images.match.com/match/Sprites/sitelcons.png> (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16184.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16193.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16214.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16215.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16218.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16222.jpg (expiration not specified)

Desktop

- http://images.match.com/match/matchscene/articles/spotlight200_16226.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16228.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16234.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16236.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16243.jpg (expiration not specified)
- http://images.match.com/match/matchscene/articles/spotlight200_16244.jpg (expiration not specified)
- <http://images.match.com/match/site/backgrounds/bg-site.jpg> (expiration not specified)
- <http://www.match.com/scripts/jquery/jquery.customSelect.min.js> (expiration not specified)
- <http://www.match.com/styles/cp/main.css> (expiration not specified)
- http://www.match.com/styles/fonts/icons/MatchIconFont-Regular_V3.woff (expiration not specified)
- http://connect.facebook.net/en_US/fbds.js (20 minutes)
- [http://leadback.advertising.com/adcedge/lb?site=695501&betr=match_com_cs=\[+\]1\[720\]](http://leadback.advertising.com/adcedge/lb?site=695501&betr=match_com_cs=[+]1[720]) (60 minutes)
- [http://leadback.advertising.com/adcedge/lb?site=695501&srvc=1&betr=19448=543840\[720\]](http://leadback.advertising.com/adcedge/lb?site=695501&srvc=1&betr=19448=543840[720]) (60 minutes)
- http://leadback.advertising.com/adcedge/lb?site=695501&srvc=1&betr=matchhomepage_cs=1&betq=12122=428511 (60 minutes)
- <http://www.google-analytics.com/ga.js> (2 hours)

Consider Fixing:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

[Desktop](#)

[Enable compression](#) for the following resources to reduce their transfer size by 7.3KiB (69% reduction).

- Compressing http://cp.match.com/en-us/match/index/styles/index_v6.css could save 5.1KiB (71% reduction).
- Compressing <http://cp.match.com/en-us/match/index/scripts/index.js> could save 1.4KiB (67% reduction).
- Compressing <http://rt.udmserve.net/udm/fetch.tg?ev300=a;dt=2;> could save 777B (63% reduction).

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 739B (10% reduction).

- Minifying http://cp.match.com/en-us/match/index/styles/index_v6.css could save 739B (10% 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 1KiB (13% reduction).

- Minifying <http://www.match.com/> could save 1KiB (13% reduction) after compression.

Minify JavaScript

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

Desktop

execution time.

[Minify JavaScript](#) for the following resources to reduce their size by 2.7KiB (27% reduction).

- Minifying <http://www.match.com/scripts/cp/core.js?v=8.0.5774.18276> could save 1.7KiB (21% reduction) after compression.
- Minifying <http://cp.match.com/en-us/match/index/scripts/index.js> could save 1KiB (50% reduction).

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

Your page has 3 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:](#)

- <http://www.match.com/scripts/jquery/current.min.js?v=8.0.5774.18276>
- <http://www.match.com/scripts/site/match.min.js?v=8.0.5774.18276>
- <http://www.match.com/scripts/cp/core.js?v=8.0.5774.18276>

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

- <http://www.match.com/styles/cp/main.css>
- http://www.match.com/styles/site/match_enhanced.min.css?v=8.0.5774.18276
- <http://www.match.com/styles/blueprint/screen.min.css?v=8.0.5774.18276>
- http://cp.match.com/en-us/match/index/styles/index_v6.css

Optimize images

Desktop

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

[Optimize the following images](#) to reduce their size by 8.8KiB (8% reduction).

- Losslessly compressing http://cp.match.com/en-us/match/index/images/index_control/chemistry-btn.png could save 1.8KiB (47% reduction).
- Losslessly compressing <http://cp.match.com/en-us/landing/images/cs-drop.png> could save 877B (84% reduction).
- Losslessly compressing http://cp.match.com/en-us/match/index/images/index_control/evnt1.jpg could save 846B (7% reduction).
- Losslessly compressing http://cp.match.com/en-us/match/index/images/index_control/evnt3.jpg could save 842B (7% reduction).
- Losslessly compressing <http://images.match.com/match/site/backgrounds/bg-site.jpg> could save 839B (36% reduction).
- Losslessly compressing http://cp.match.com/en-us/match/index/images/index_control/evnt2.jpg could save 835B (6% reduction).
- Losslessly compressing http://images.match.com/match/matchscene/articles/spotlight200_16228.jpg could save 621B (5% reduction).
- Losslessly compressing <http://images.match.com/match/Sprites/sitelcons.png> could save 599B (4% reduction).
- Losslessly compressing http://images.match.com/match/matchscene/articles/spotlight200_16244.jpg could save 552B (5% reduction).
- Losslessly compressing http://images.match.com/match/matchscene/articles/spotlight200_16184.jpg could save 541B (4% reduction).
- Losslessly compressing http://images.match.com/match/matchscene/articles/spotlight200_16222.jpg could save 525B (5% reduction).



3 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](#).

Prioritize visible content

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