

# PageSpeed Insights

## Mobile



80 / 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 104.1KiB (27% reduction).

- Compressing <https://sharik.kiev.ua/assets/images/oskorbitelnue/oskorbitelnue.jpg> could save 17.3KiB (83% reduction).
- Compressing <https://sharik.kiev.ua/assets/images/slideshow/balloons-birth-child.jpg> could save 15.9KiB (28% reduction).
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- Compressing [https://sharik.kiev.ua/assets/cache/images/ballon/figurnye\\_shariki\\_iz\\_folgi-40x40-44d.jpg](https://sharik.kiev.ua/assets/cache/images/ballon/figurnye_shariki_iz_folgi-40x40-44d.jpg) could save 397B (26% reduction).
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- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/6602-2023-vinnipuh-40x40-0a3.jpg> could save 394B (28% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/delivery-40x40-1b1.jpg> could save 394B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/price/pakety-svadebnie-40x40-159.jpg> could save 393B (28% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/svadba%281%29-40x40-3c0.jpg> could save 392B (36% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/2100-0019-40x40-c09.jpg> could save 390B (27% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/cifra-8-folga-40x40-1b1.jpg> could save 390B (29% reduction).

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- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/fox-40x40-1b1.jpg> could save 390B (26% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/girlyanda-40x40-188.jpg> could save 390B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/starwars-40x40-3c0.jpg> could save 389B (26% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/svet/svetjashhiesja-shary-13-40x40-e0f.jpg> could save 389B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/images/akcii/cvety.jpg> could save 389B (11% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/gerb-ukrainy-40x40-188.jpg> could save 388B (31% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/shariki-geliy-40x40-3c0.jpg> could save 388B (31% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/tiffani-40x40-dda.jpg> could save 388B (33% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/kamuflyag-40x40-3c0.jpg> could save 386B (28% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/vozduh-40x40-dda.jpg> could save 385B (29% reduction).
- Compressing [https://sharik.kiev.ua/assets/drgalleries/1/thumb\\_kurjer\\_oformitel.jpg](https://sharik.kiev.ua/assets/drgalleries/1/thumb_kurjer_oformitel.jpg) could save 385B (15% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/6607-0180-40x40-bb8.jpg> could save 384B (30% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/1203-0276-40x40-e02.jpg> could save 383B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/minecraft-40x40-3c0.jpg> could save 383B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/9508-40x40-42e.jpg> could save 382B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/7443-4147%281%29-40x40-159.jpg> could save 382B (31% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/1207-1015-40x40-e02.jpg> could save 380B (26% reduction).
- Compressing [https://sharik.kiev.ua/assets/cache/images/preview/6607-1353\\_2-40x40-0a3.jpg](https://sharik.kiev.ua/assets/cache/images/preview/6607-1353_2-40x40-0a3.jpg) could save 380B (30% reduction).

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- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/1207-0361-40x40-e02.jpg> could save 376B (34% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/monster-high-40x40-3c0.jpg> could save 376B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/blue-40x40-159.jpg> could save 375B (32% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/7543-4241-40x40-42e.jpg> could save 372B (30% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/6602-1841-40x40-0a3.jpg> could save 369B (29% reduction).
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- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/pink-40x40-3c0.jpg> could save 366B (37% 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://connect.facebook.net/en\\_US/fbevents.js](https://connect.facebook.net/en_US/fbevents.js) (20 minutes)
- <https://connect.facebook.net/signals/config/1294590630670219?v=2.8.12&r=stable> (20 minutes)
- <https://connect.facebook.net/signals/plugins/identity.js?v=2.8.12> (20 minutes)

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- <https://apis.google.com/js/plusone.js> (30 minutes)
- <https://mc.yandex.ru/metrika/watch.js> (60 minutes)
- <https://ssl.google-analytics.com/ga.js> (2 hours)

### 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://sharik.kiev.ua/styles.min.css?v=c58>



### 7 Passed Rules

#### Avoid landing page redirects

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

#### Enable compression

You have compression enabled. Learn more about [enabling compression](#).

#### 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](#).

## 99 / 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 `<a href="kupit_sharyi.html">Стоимость шаров с гелием</a>` and 6 others are close to other tap targets.



# Mobile

 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

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



85 / 100 Speed

# Desktop

## Should Fix:

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- Compressing <https://sharik.kiev.ua/assets/cache/images/bolshie-shary/bolshie-shariki-40x40-ed3.jpg> could save 396B (26% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/noviy-god-latex-40x40-3c0.jpg> could save 396B (25% reduction).

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- Compressing [https://sharik.kiev.ua/assets/drgalleries/1/thumb\\_novyi-god.jpg](https://sharik.kiev.ua/assets/drgalleries/1/thumb_novyi-god.jpg) could save 396B (14% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/angry-birds-black-40x40-42e.jpg> could save 394B (27% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/heart-star-balloons-40x40-44d.jpg> could save 394B (27% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/6602-2023-vinni-puh-40x40-0a3.jpg> could save 394B (28% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/delivery-40x40-1b1.jpg> could save 394B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/price/pakety-svadebnie-40x40-159.jpg> could save 393B (28% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/svadba%281%29-40x40-3c0.jpg> could save 392B (36% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/2100-0019-40x40-c09.jpg> could save 390B (27% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/cifra-8-folga-40x40-1b1.jpg> could save 390B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/fox-40x40-1b1.jpg> could save 390B (26% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/girlyanda-40x40-188.jpg> could save 390B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/starwars-40x40-3c0.jpg> could save 389B (26% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/svet/svetjashhiesja-shary-13-40x40-e0f.jpg> could save 389B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/images/akcii/cvety.jpg> could save 389B (11% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/gerb-ukrainy-40x40-188.jpg> could save 388B (31% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/shariki-geliy-40x40-3c0.jpg> could save 388B (31% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/tiffani-40x40-dda.jpg> could save 388B (33% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/kamuflyag-40x40-3c0.jpg> could save 386B (28% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/vozduh-40x40-dda.jpg>

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- could save 385B (29% reduction).
- Compressing [https://sharik.kiev.ua/assets/drgalleries/1/thumb\\_kurjer\\_oformitel.jpg](https://sharik.kiev.ua/assets/drgalleries/1/thumb_kurjer_oformitel.jpg) could save 385B (15% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/6607-0180-40x40-bb8.jpg> could save 384B (30% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/1203-0276-40x40-e02.jpg> could save 383B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/minecraft-40x40-3c0.jpg> could save 383B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/9508-40x40-42e.jpg> could save 382B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/7443-4147%281%29-40x40-159.jpg> could save 382B (31% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/1207-1015-40x40-e02.jpg> could save 380B (26% reduction).
- Compressing [https://sharik.kiev.ua/assets/cache/images/preview/6607-1353\\_2-40x40-0a3.jpg](https://sharik.kiev.ua/assets/cache/images/preview/6607-1353_2-40x40-0a3.jpg) could save 380B (30% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/kitty-40x40-3c0.jpg> could save 380B (29% reduction).
- Compressing [https://sharik.kiev.ua/assets/drgalleries/1/thumb\\_skidka.jpg](https://sharik.kiev.ua/assets/drgalleries/1/thumb_skidka.jpg) could save 380B (16% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/9522-40x40-42e.jpg> could save 377B (30% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/1207-0361-40x40-e02.jpg> could save 376B (34% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/monster-high-40x40-3c0.jpg> could save 376B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/blue-40x40-159.jpg> could save 375B (32% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/ballon/7543-4241-40x40-42e.jpg> could save 372B (30% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/6602-1841-40x40-0a3.jpg> could save 369B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/coppelin/6100-0137-40x40-6ac.jpg> could save 368B (29% reduction).
- Compressing <https://sharik.kiev.ua/assets/cache/images/preview/pink-40x40-3c0.jpg> could

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save 366B (37% reduction).

- Compressing <https://sharik.kiev.ua/assets/templates/kiiev/img/soc/fb.png> could save 103B (13% 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://connect.facebook.net/en\\_US/fbevents.js](https://connect.facebook.net/en_US/fbevents.js) (20 minutes)
- <https://connect.facebook.net/signals/config/1294590630670219?v=2.8.12&r=stable> (20 minutes)
- <https://connect.facebook.net/signals/plugins/identity.js?v=2.8.12> (20 minutes)
- <https://apis.google.com/js/plusone.js> (30 minutes)
- <https://mc.yandex.ru/metrika/watch.js> (60 minutes)
- <https://ssl.google-analytics.com/ga.js> (2 hours)

## 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://sharik.kiev.ua/styles.min.css?v=c58>



## 7 Passed Rules

### Avoid landing page redirects

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

### Enable compression

You have compression enabled. Learn more about [enabling compression](#).

### 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](#).

### Minify JavaScript

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

### Prioritize visible content



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