PageSpeed Insights

Mobile

62 / 100 Speed

⚠ Should Fix:

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

Your page has 4 blocking script resources and 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.

[Remove render-blocking JavaScript]():

- http://use.typekit.net/ik/HATXiyC6hbeFnxHY0NkkpsQKgDb9kskqcb4hXUMPk3XfeGwIfFHN4UJ LFRbh52jhWD9UFD4KF2myZQsKw2mcFQBKZ2SUFRgqwy7dMPG0dA8R-eB8dfu3jW4nZWJl-eo 1ZPoDSWmyScmDSeBRZPoRdhXCdeNRjAUGdaFXOeuTjhyyZA3lSeBk-hmkOAy0Zh90SaBujW 48Sagyjh90jhNlOYsGZWgyScl8SKoRdhXCiaiaOcuTjhyyZA3lSeBk-hmkOAy0Zh90SaBujW48Sa gyjh90jhNlOYiaikoX-em3jW4nZWJ0jhNlJ6U3ScNt-AuyOAozicIKfAZuiYmkjPu3ifG4fHCgIMMjMPM fH6qJnMIbMg6OJMJ7fbRKHyMMeMw6MKG4f5w7IMMj2PMfH6qJn3IbMg6IJMJ7fbK3MsMMeMt6M KGHfO2IMsMMeM96MKGHfOYIMsMMeMv6MKG4fHXgIMMjgKMfH6qJn6IbMg6bJMJ7fbKOMsMMe MS6MKG4fJ3gIMMjIPMfH6qJ7bIbMg6JJMJ7fbK7MsMMegJ6MKG4fJqgIMMjfPMfH6qJK6IbMg6QJMJ

7fbKemsMgeMw6MKG4fJFmIMIj2PMfH6qJyB9bMs6IJMJ7fbKBmsMgeMt6MKG4fVN9IMIjgPMfH6q
J6B9bMs6VJMJ7fbKgmsMgeMS6MKG4fJ4mIMIjIPMfH6qJyu9bMs6JJMJ7fbKJmsMgegJ6MTMgtzQ4
z39.js

- http://static.squarespace.com/universal/scripts-compressed/common-8f3d02c4444c3f4e62f1-min.js

- http://ajax.googleapis.com/ajax/libs/jquery/1.3.2/jquery.min.js

- https://static1.squarespace.com/static/ta/4f9adbe124ac5df956fdf900/828/scripts/combo/?site.js

Optimize CSS Delivery of the following:

- http://fonts.googleapis.com/css?family=Droid+Serif:400,400i,700,700i|Wire+One:400

- http://static1.squarespace.com/static/sitecss/5172b45ae4b05f51bd7160d2/90/4f9adc1524ac5df956fdf98f/5172b45be4b05f51bd71616e/828-05142015/1477071571708/site.css?&filterFeatures=false

Optimize images

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

Optimize the following images to reduce their size by 107.5KiB (14% reduction).

- Compressing https://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/51775768e4b0be6d32e661cf/56cf582159827e2a4da74468/1476886814098/Honey+Bear+-Final+cc+crop.jpg?format=1000w could save 23.6KiB (17% reduction).

- Compressing https://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/51775768e4b0be6d32e661cf/57f54d4603596ebe28af67cf/1475763558389/Tomato+Heart+cc.jpg?format=1000w could save 19.9KiB (12% reduction).

- Compressing https://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/51775768e4b0be6d32e661cf/571a6eb78259b5556a1a2303/1475779968526/Tomatoes+-2.jpg?format=1000w could save 19.4KiB (11% reduction).

- Compressing https://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/51775768e4b0be6d32e661cf/57f515622994ca0ac87d001b/1475686321932/Flour+Hands+new.jpg?format=1000w could save 19KiB (11% reduction).

- Compressing https://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/51775768e4b0be6d32e661cf/57f54ade414fb5417c434f3c/1475763555906/Gourds+8.jpg?format=1000w could save 17.2KiB (17% reduction).

- Compressing http://static.squarespace.com/universal/images-v6/mobile-info-bar/call.png

could save 2.8KiB (93% reduction).

- Compressing http://static.squarespace.com/universal/images-v6/mobile-info-bar/hours.png could save 2.8KiB (68% reduction).

- Compressing http://static.squarespace.com/universal/images-v6/mobile-info-bar/email.png could save 2.7KiB (78% 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 40.5KiB (69% reduction).

- Compressing http://theparker.com/universal/svg/social-accounts.svg could save 40.5KiB (69% 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:

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

Prioritize visible content

Your page requires additional network round trips to render the above-the-fold content. For best

performance, reduce the amount of HTML needed to render above-the-fold content.

The entire HTML response was not sufficient to render the above-the-fold content. This usually indicates that additional resources, loaded after HTML parsing, were required to render above-the-fold content. [Prioritize visible content](#) that is needed for rendering above-the-fold by including it directly in the HTML response.

- Only about 25% of the final above-the-fold content could be rendered with the full HTML response snapshot:7.

✅ 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](#).

Minify JavaScript

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

Mobile

100 / 100 User Experience

✅ 6 Passed Rules

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.

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

`71 / 100` Speed

🔲 Should Fix:

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

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Remove render-blocking JavaScript:

- http://use.typekit.net/ik/HATXiyC6hbeFnxHY0NkkpsQKgDb9kskqcb4hXUMPk3XfeGwIfFHN4UJ LFRbh52jhWD9UFD4KF2myZQsKw2mcFQBKZ2SUFRgqwy7dMPG0dA8R-eB8dfu3jW4nZWJl-eo 1ZPoDSWmyScmDSeBRZPoRdhXCdeNRjAUGdaFXOeuTjhyyZA3lSeBk-hmkOAy0Zh90SaBujW 48Sagyjh90jhNlOYsGZWgyScl8SKoRdhXCiaiaOcuTjhyyZA3lSeBk-hmkOAy0Zh90SaBujW48Sa gyjh90jhNlOYiaikoX-em3jW4nZWJ0jhNlJ6U3ScNt-AuyOAozicIKfAZuiYmkjPu3ifG4fHCgIMMjMPM fH6qJnMIbMg6OJMJ7fbRKHyMMeMw6MKG4f5w7IMMj2PMfH6qJn3IbMg6IJMJ7fbK3MsMMeMt6M KGHfO2IMsMMeM96MKGHfOYIMsMMeMv6MKG4fHXgIMMjgKMfH6qJn6IbMg6bJMJ7fbKOMsMMe MS6MKG4fJ3gIMMjIPMfH6qJ7bIbMg6JJMJ7fbK7MsMMegJ6MKG4fJqgIMMjfPMfH6qJK6IbMg6QJMJ 7fbKemsMgeMw6MKG4fJFmIMIj2PMfH6qJyB9bMs6IJMJ7fbKBmsMgeMt6MKG4fVN9IMIjgPMfH6q J6B9bMs6VJMJ7fbKgmsMgeMS6MKG4fJ4mIMIjIPMfH6qJyu9bMs6JJMJ7fbKJmsMgegJ6MTMgtzQ4 z39.js

- http://static.squarespace.com/universal/scripts-compressed/common-8f3d02c4444c3f4e62f1-min.js

- http://ajax.googleapis.com/ajax/libs/jquery/1.3.2/jquery.min.js

- https://static1.squarespace.com/static/ta/4f9adbe124ac5df956fdf900/828/scripts/combo/?site.js

Optimize CSS Delivery of the following:

Desktop

- http://fonts.googleapis.com/css?family=Droid+Serif:400,400i,700,700i|Wire+One:400

- http://static1.squarespace.com/static/sitecss/5172b45ae4b05f51bd7160d2/90/4f9adc1524ac5df956fdf98f/5172b45be4b05f51bd71616e/828-05142015/1477071571708/site.css?&filterFeatures=false

Optimize images

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

[Optimize the following images](#) to reduce their size by 235.3KiB (19% reduction).

- Compressing https://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/51775768e4b0be6d32e661cf/580644a11b631b4e1898b88a/1476886908538/parker+burger.jpg?format=750w could save 40.6KiB (30% reduction).

- Compressing https://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/51775768e4b0be6d32e661cf/51896221e4b08224df28064a/1476886811971/GUMMIES+1+copy.jpg?format=750w could save 26.7KiB (11% reduction).

- Compressing and resizing http://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/t/571a552560b5e995a334933b/1477332702422/?format=750w could save 25.8KiB (84% reduction).

- Compressing https://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/51775768e4b0be6d32e661cf/56cf582159827e2a4da74468/1476886814098/Honey+Bear+-Final+cc+crop.jpg?format=750w could save 23.6KiB (24% reduction).

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- Compressing https://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/51775768e4b0be6d32e661cf/53321dcae4b0c482d9f16d68/1476886813590/Salad%2B2.jpg?format=750w could save 19.6KiB (13% reduction).

- Compressing https://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/51775768e4b0be6d32e661cf/571a6eb78259b5556a1a2303/1475779968526/Tomatoes+-2.jpg?format=750w could save 19.4KiB (16% reduction).

- Compressing https://static1.squarespace.com/static/5172b45ae4b05f51bd7160d2/51775768e4b0be6d32e661cf/57f515622994ca0ac87d001b/1475686321932/Flour+Hands+new.jpg?format=750w could save 19KiB (17% reduction).

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