

PageSpeed Insights

Mobile



63 / 100 Speed

! Should Fix:

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

Your page has 4 blocking script resources and 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.

[Remove render-blocking JavaScript:](#)

- <http://ajax.googleapis.com/ajax/libs/jquery/1.8.3/jquery.min.js>
- http://s3-media1.fl.yelpcdn.com/assets/2/mobile/js/3688a79cc63f/assets/module_tmp_third_party-en_US.min.js
- http://s3-media4.fl.yelpcdn.com/assets/2/mobile/js/e62dd99ddcce/assets/module_core-en_US.min.js

Mobile

[Use asynchronous versions](#) of the following scripts:

- <http://sb.scorecardresearch.com/beacon.js>

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

- <http://s3-media3.fl.yelpcdn.com/assets/2/mobile/css/870faddc8277/mobile-pkg.css>



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://pixel.quantserve.com/api/segments.json?a=p-M4yfUTCPeS3vn&callback=yelp_display_ads.quantcast.callback (10 minutes)
- <http://www.google-analytics.com/analytics.js> (2 hours)
- <http://www.google-analytics.com/ga.js> (2 hours)

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 (10% reduction).

- Minifying <http://m.yelp.com/> could save 1KiB (10% reduction) after compression.

Mobile

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 756B (1% reduction).

- Minifying http://s3-media4.fl.yelpcdn.com/assets/2/mobile/js/e62dd99ddcce/assets/module_core-en_US.min.js could save 756B (1% 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 55.3KiB (22% reduction).

- Losslessly compressing <http://s3-media3.fl.yelpcdn.com/assets/2/mobile/img/de53783feccd/sprites/main.png> could save 19.4KiB (15% reduction).
- Losslessly compressing <http://s3-media3.fl.yelpcdn.com/assets/2/mobile/img/8ff813e30d59/mobile/stars-bg-yellow-hires.png> could save 10.3KiB (52% reduction).
- Losslessly compressing <http://s3-media3.fl.yelpcdn.com/assets/2/mobile/img/932dafc15c1e/sprites/logo.png> could save 9.6KiB (20% reduction).
- Losslessly compressing <http://s3-media3.fl.yelpcdn.com/assets/2/mobile/img/e1317d9d00c1/mobile/footer-buildings.png> could save 6.9KiB (49% reduction).
- Losslessly compressing http://s3-media3.fl.yelpcdn.com/assets/2/mobile/img/abcc3a1875cc/sprites/country_flags.png could save 5.8KiB (36% reduction).
- Losslessly compressing <http://s3-media3.fl.yelpcdn.com/assets/2/mobile/img/111295659a93/sprites/stars.png> could save 2.4KiB (10% reduction).
- Losslessly compressing <http://s3-media3.fl.yelpcdn.com/assets/2/mobile/img/800e72b0f4be/sprites/categories.png> could save 953B (30% reduction).

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 7% of the final above-the-fold content could be rendered with the full HTML response snapshot:5.



3 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](#).

Minify CSS

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

99 / 100 User Experience



Consider Fixing:

Mobile

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 `Yelp` and 1 others are close to other tap targets final.
- The tap target `<div class="flex-container...st search-form">Yelp...Menu</div>` is close to 1 other tap targets.
- The tap target `<div id="menu" class="button-halo">Menu</div>` is close to 2 other tap targets.



5 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

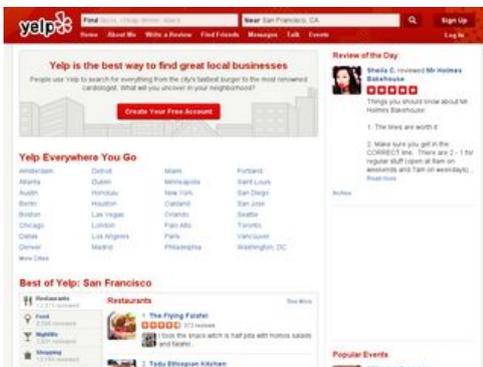
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The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).

Use legible font sizes

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

Desktop



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! Should Fix:

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

Your page has 7 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:](#)

- https://c.amazon-adsystem.com/aax2/amzn_ads.js
- <http://ajax.googleapis.com/ajax/libs/jquery/1.8.3/jquery.min.js>
- http://s3-media1.fl.yelpcdn.com/assets/2/www/js/42aa388136e7/assets/module_tmp_third_p

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arty-en_US.min.js

- http://s3-media4.fl.yelpcdn.com/assets/2/www/js/d84954f826ab/assets/module_core-en_US.min.js
- http://s3-media4.fl.yelpcdn.com/assets/2/www/js/9e299f60c53e/assets/module_home-en_US.min.js
- http://s3-media4.fl.yelpcdn.com/assets/2/www/js/6a24a14cb9a2/assets/module_logged_out-en_US.min.js

[Use asynchronous versions](#) of the following scripts:

- <http://sb.scorecardresearch.com/beacon.js>

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

- <http://s3-media4.fl.yelpcdn.com/assets/2/www/css/15b796a2b3eb/www-pkg.css>
- <http://s3-media2.fl.yelpcdn.com/assets/2/www/css/6ef718ab674f/homepage.css>

Optimize images

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

[Optimize the following images](#) to reduce their size by 116.8KiB (28% reduction).

- Losslessly compressing <http://s3-media4.fl.yelpcdn.com/assets/2/www/img/b5e1eb57aa6d/sprites/common.png> could save 32KiB (19% reduction).
- Losslessly compressing http://s3-media1.fl.yelpcdn.com/assets/srv0/yelp_styleguide/0a6afb6bd481/assets/img/sprites/common_sprite.png could save 30.8KiB (21% reduction).
- Compressing and resizing http://s3-media4.fl.yelpcdn.com/assets/srv0/yelp_styleguide/c2252a4cd43e/assets/img/stars/stars_map.png could save 26.5KiB (99% reduction).
- Losslessly compressing http://s3-media4.fl.yelpcdn.com/assets/srv0/yelp_styleguide/7ccfbbb81622/assets/img/structural/header_stars.png could save 12.1KiB (50% reduction).
- Losslessly compressing http://s3-media4.fl.yelpcdn.com/assets/2/www/img/2a208c24a09b/sprites/best_of_yelp.png could save 5.4KiB (27% reduction).
- Losslessly compressing <http://s3-media4.fl.yelpcdn.com/assets/2/www/img/c5d08ac633ea/sprites/homepage.png>

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could save 3KiB (20% reduction).

- Losslessly compressing http://s3-media2.fl.yelpcdn.com/assets/srv0/yelp_styleguide/e0bcd848f6ae/assets/img/logos/header_logo.png could save 2.6KiB (54% reduction).
- Losslessly compressing http://s3-media4.fl.yelpcdn.com/assets/srv0/yelp_styleguide/c2765eb75766/assets/img/structural/city-scape-bg-big.png could save 2.3KiB (21% reduction).
- Losslessly compressing http://s3-media3.fl.yelpcdn.com/assets/srv0/yelp_styleguide/20983a63ea50/assets/img/default_avatars/user_60_square.png could save 1.1KiB (57% reduction).
- Losslessly compressing http://s3-media3.fl.yelpcdn.com/assets/srv0/yelp_styleguide/62f518e401d/assets/img/default_avatars/event_60_square.png could save 1KiB (74% 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://pixel.quantserve.com/api/segments.json?a=p-M4yfUTCPeS3vn&callback=yelp_display_ads.quantcast.callback (10 minutes)
- <https://www.googletagservices.com/tag/js/gpt.js> (15 minutes)
- http://connect.facebook.net/en_US/sdk.js?_=1446124095085 (20 minutes)
- <http://pagead2.googlesyndication.com/pagead/osd.js> (60 minutes)
- <http://www.google-analytics.com/analytics.js> (2 hours)
- <http://www.google-analytics.com/ga.js> (2 hours)

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.

Desktop

[Minify HTML](#) for the following resources to reduce their size by 2.3KiB (9% reduction).

- Minifying <http://www.yelp.com/> could save 2.3KiB (9% 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 1.4KiB (1% reduction).

- Minifying http://s3-media4.fl.yelpcdn.com/assets/2/www/js/d84954f826ab/assets/module_core-en_US.min.js could save 1.4KiB (1% reduction) after compression.

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 62% of the final above-the-fold content could be rendered with the full HTML response snapshot:11.



3 Passed Rules

Avoid landing page redirects

Desktop

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

Enable compression

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

Minify CSS

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