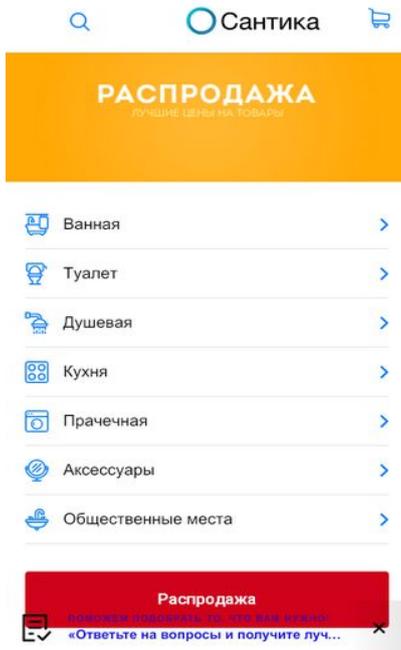# PageSpeed Insights

Mobile

61 / 100 Speed

⚠ Should Fix:

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

Your page has 2 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://santika-online.ru/packs/js/shop_bundle-e18ef4675b16ef14e52a.js

- https://assets3.insales.ru/assets/common-js/common.v2.17.1.js

Optimize CSS Delivery of the following:

- https://fonts.googleapis.com/css?family=Roboto:400,500,700&subset=cyrillic,latin&display=

swap

- https://assets3.insales.ru/assets/1/5019/1192859/1564584101/theme.css

Optimize images

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

[Optimize the following images](#) to reduce their size by 138.6KiB (48% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/7093/1842101/medium_falmec.jpg could save 19.4KiB (83% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/3163/1895515/medium_kitchenaid-logo.jpg could save 18.6KiB (82% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/4906/9925418/medium_26151.jpg could save 17.2KiB (66% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/7080/1424296/medium_vidima-logo.jpg could save 11.5KiB (75% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/256/2244864/medium_logo-ravak-v-ramecku.jpg could save 11.4KiB (70% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/4711/1561191/medium_KLUDI_LOGO_2017-Royalblau_B.jpg could save 10.8KiB (68% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/3456/1805696/medium_Grohe_blue_logo.jpg could save 7.6KiB (58% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/5816/1267384/medium_roca_logo.jpg could save 5.6KiB (51% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/6515/1194355/medium_dyson_logo.jpg could save 4.8KiB (51% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/6469/1194309/medium_oras_logo.jpg could save 4KiB (36% reduction).

- Compressing https://static-

Mobile

eu.insales.ru/images/collections/1/6461/1194301/medium_axor_logo.jpg could save 3.7KiB (28% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/3381/2313525/medium_logo_250.png could save 2.8KiB (23% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/3842/1797890/medium_blanco.jpg could save 2.2KiB (33% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/5218/1201250/medium_is_logo.jpg could save 2.2KiB (26% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/3167/1895519/medium_51930_14.png could save 2.1KiB (29% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/7414/2161910/medium_2019-07-31_17-11-05.png could save 2.1KiB (20% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/7174/1211398/medium_v_b_logo.png could save 1.8KiB (14% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/493/1491437/medium_tece_logo.png could save 1.8KiB (23% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/7421/2161917/medium_logo14.jpg could save 1.5KiB (26% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/6455/1194295/medium_loaded_logo.png could save 1.5KiB (23% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/2094/1787950/medium_ad5161a0349b17bc1897d6d6e10b7bb7.jpg could save 1.4KiB (30% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/7410/2161906/medium_2019-07-31_17-08-52.png could save 1.4KiB (14% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/3153/1895505/medium_hisense-logo.jpg could save 975B (19% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/6457/1194297/medium_geberit_logo.png could save 956B (11% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/1086/1934398/medium_fadfe5b048c2ba79c18130af71d4.jpg could save 951B (26% reduction).

- Compressing https://static-eu.insales.ru/images/collections/1/1393/1852785/medium_0xsf83-2000px-Neff__Unternehmen__logo.svg.png could save 490B (12% 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 (20 minutes)

- https://connect.facebook.net/signals/config/145100272849997?v=2.9.18&r=stable (20 minutes)

- https://mc.yandex.ru/metrika/advert.gif (60 minutes)

- https://mc.yandex.ru/metrika/watch.js (60 minutes)

- https://code.jivosite.com/script/widget/yaSOqsBFgR (2 hours)

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

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 4.1KiB (22% reduction).

- Minifying https://assets3.insales.ru/assets/1/5019/1192859/1564584101/theme.css could save 4.1KiB (22% 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 314B (28% reduction).

- Minifying https://santika-online.ru/javascripts/insales_counter.js?5 could save 314B (28% reduction) after compression.

✅ 5 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 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](#).

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 Распродажа is close to 1 other tap targets final.

- The tap target Поможем подобр...лучшую цену.» is close to 1 other tap targets final.

- The tap target is close to 1 other tap targets final.

✔ 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](#).
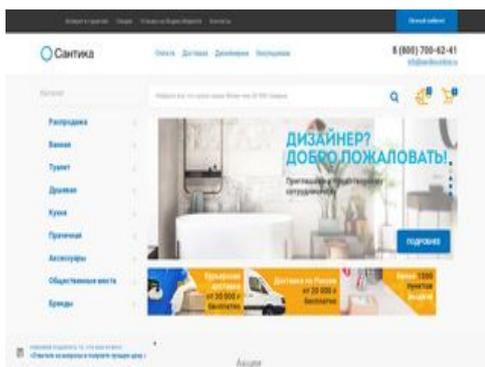
Mobile

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

78 / 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 170.3KiB (56% reduction).

- Compressing https://static-eu.insales.ru/images/products/1/5233/152581233/medium_%D0%92%D1%81%D1%82%D1%80%D0%B0%D0%B8%D0%B2%D0%B0%D0%B5%D0%BC%D0%B0%D1%8F-%D1%87%D0%B0%D1%81%D1%82%D1%8C-%D0%B4%D0%BB%D1%8F-%D1%81%D0%BC%D0%B5%D1%81%D0%B8%D1%82%D0%B5%D0%BB%D1%8F_-%D1%82%D0%B5%D1%80%D0%BC%D0%BE%D1%81%D1%82%D0%B0%D1%82%D0%B0_-%D0%B4%

Desktop

D1%83%D1%88%D0%B0-%D0%B2%D0%B5%D1%80%D1%85%D0%BD%D0%B5%D0%B3%D0%BE-iBox-universal-Hansgrohe-01800180.jpg could save 36.9KiB (83% reduction).

- Compressing https://static-eu.insales.ru/images/products/1/5316/307172548/medium_%D0%92%D1%81%D1%82%D1%80%D0%B0%D0%B8%D0%B2%D0%B0%D0%B5%D0%BC%D0%B0%D1%8F-%D1%87%D0%B0%D1%81%D1%82%D1%8C-%D0%B4%D0%BB%D1%8F-%D1%81%D0%BC%D0%B5%D1%81%D0%B8%D1%82%D0%B5%D0%BB%D1%8F_-%D1%82%D0%B5%D1%80%D0%BC%D0%BE%D1%81%D1%82%D0%B0%D1%82%D0%B0_-%D0%B4%D1%83%D1%88%D0%B0-%D0%B2%D0%B5%D1%80%D1%85%D0%BD%D0%B5%D0%B3%D0%BE-iBox-universal-Hansgrohe-01800180.jpg could save 36.8KiB (83% reduction).

- Compressing https://static-eu.insales.ru/images/products/1/4947/123368275/large_357-2.jpg could save 28.2KiB (61% reduction).

- Compressing https://static-eu.insales.ru/files/1/2229/9865397/original/follow-us-on-instagram.jpg could save 15.6KiB (25% reduction).

- Compressing https://static-eu.insales.ru/images/products/1/3598/133172750/medium_%D0%92%D0%B5%D1%80%D1%85%D0%BD%D0%B8%D0%B9-%D0%B4%D1%83%D1%88-47%D1%8547-%D1%81%D0%BC-Bossini-Dream-H38459.030.jpg could save 15.5KiB (61% reduction).

- Compressing https://static-eu.insales.ru/images/products/1/2739/93579955/medium_B0040AA.JPG could save 14.7KiB (68% reduction).

- Compressing https://static-eu.insales.ru/images/products/1/862/96338782/medium_T007901.JPG could save 7.5KiB (65% reduction).

- Compressing https://static-eu.insales.ru/images/products/1/5038/184292270/medium_%D0%92%D1%81%D1%82%D1%80%D0%B0%D0%B8%D0%B2%D0%B0%D0%B5%D0%BC%D0%B0%D1%8F-%D1%87%D0%B0%D1%81%D1%82%D1%8C-%D1%82%D0%B5%D1%80%D0%BC%D0%BE%D1%81%D1%82%D0%B0%D1%82%D0%B0-Grohe-Rapido-T-35500000.jpg could save 6.3KiB (37% reduction).

- Compressing https://static-eu.insales.ru/images/products/1/618/193380970/medium_%D0%98%D0%BD%D1%81%D1%82%D0%B0%D0%BB%D0%BB%D1%8F%D1%86%D0%B8%D1%8F-%D0%B4%D0%BB%D1%8F-%D1%83%D0%BD%D0%B8%D1%82%D0%B0%D0%B7%D0%B0-%D1%81-%D0%BA%D0%BB%D0%B0%D0%B2%D0%B8%D1%88%D0%B5%D0%B9-Grohe-Rapid-SL-38772001.jpg could save 3.1KiB (32% reduction).

- Compressing https://static-eu.insales.ru/images/products/1/4172/170127436/medium_%D0%94%D1%83%D1%88%D0%B5%D0%B2%D0%B0%D1%8F-%D1%81%D0%B8%D1%81%D1%82%D0%B5%D0%BC%D0%B0-%D0%B2%D0%BD%D0%B5%D1%88%D0%BD%D0%B5%D0%B3%D0%BE-%D0%BC%D0%BE%D0%BD%D1%82%D0%B0%D0%B6%D0%B0-%D1%81%D0%BE-%D1%81%D0%BC%D0%B5%D1%81%D0%B8%D1%82%D0%B5%D0%BB%D0%B5%D0%BC-105_4-%D1%81%D0%BC-%D1%81-%D0%B2%D0%B5%D1%80%D1%85%D0%BD%D0%B5%D0%B9-%D0%BB%D0%B5%D0%B9%D0%BA%D0%BE%D0%B9-20%D1%8520-%D1%81%D0%BC-Ideal-Standard.jpg could save 2.1KiB (39% reduction).

- Compressing https://static-eu.insales.ru/images/products/1/6584/158415288/medium_%D0%9A%D0%BE%D0%BC%D0%BF%D0%BB%D0%B5%D0%BA%D1%82-%D0%B4%D1%83%D1%88%D0%B5%D0%B2%D0%BE%D0%B9-%D1%81%D0%B8%D1%81%D1%82%D0%B5%D0%BC%D1%8B-%D0%B2%D0%BD%D1%83%D1%82%D1%80%D0%B5%D0%BD%D0%BD%D0%B5%D0%B3%D0%BE-%D0%BC%D0%BE%D0%BD%D1%82%D0%B0%D0%B6%D0%B0-%D0

1%81-%D1%82%D0%B5%D1%80%D0%BC%D0%BE%D1%81%D1%82%D0%B0%D1%82%D0%BE%D0%BC-Hansgrohe-Raindance-Select-E-27296000.jpg could save 1.8KiB (30% reduction).

- Compressing https://static-eu.insales.ru/images/products/1/5692/160978492/medium_%D0%A1%D0%BC%D0%B5%D1%81%D0%B8%D1%82%D0%B5%D0%BB%D1%8C-%D0%B4%D0%BB%D1%8F-%D0%BA%D1%83%D1%85%D0%BD%D0%B8-%D1%81-%D0%A1-%D0%BE%D0%B1%D1%80%D0%B0%D0%B7%D0%BD%D1%8B%D0%BC-%D0%B8%D0%B7%D0%BB%D0%B8%D0%B2%D0%BE%D0%BC-Hansgrohe-Talis-S-72810000.jpg could save 1.8KiB (27% 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 (20 minutes)

- https://connect.facebook.net/signals/config/145100272849997?v=2.9.18&r=stable (20 minutes)

- https://collector.retailcrm.pro/w.js (60 minutes)

- https://mc.yandex.ru/metrika/advert.gif (60 minutes)

- https://mc.yandex.ru/metrika/watch.js (60 minutes)

- https://code.jivosite.com/script/widget/yaSOqsBFgR (2 hours)

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

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 533B (16% reduction).

- Minifying https://assets3.insales.ru/assets/1/3836/1265404/1589350620/jquery-ui.min.css could save 533B (16% 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 2KiB (31% reduction).

- Minifying https://assets3.insales.ru/assets/1/3836/1265404/1589350620/jquery.smartbanner.js could save 1.6KiB (31% reduction) after compression.

- Minifying https://santika-online.ru/javascripts/insales_counter.js?5 could save 314B (28% reduction) after compression.

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

Your page has 1 blocking script 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://santika-online.ru/packs/js/shop_bundle-e18ef4675b16ef14e52a.js

✔ 5 Passed Rules

Desktop

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 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](#).