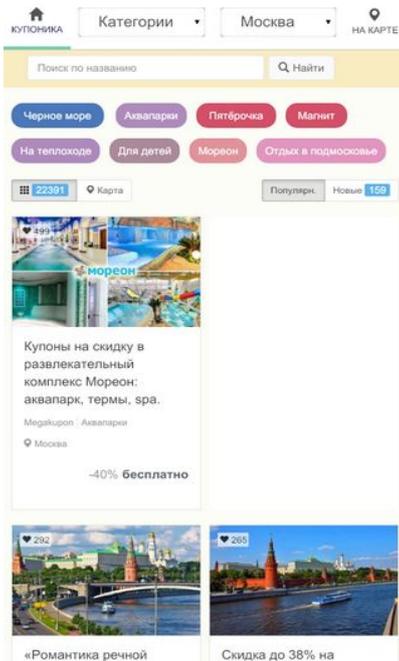


PageSpeed Insights

Mobile



65 / 100 Speed

Should Fix:

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

Your page has 1 blocking script resources and 3 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://l6horcsdts.a.trbcdn.net/js/jquery.min.js>

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

- <https://l6horcsdts.a.trbcdn.net/css/bootstrap.min.css>
- https://l6horcsdts.a.trbcdn.net/css/styles_min_new.css?10092

Mobile

- https://l6horcsdts.a.trbcdn.net/css/styles_mobile.css?100923



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 111B (32% reduction).

- Compressing https://yandex.ru/set/s/rsya-tag-users/data?_rnd=1557690209518&referrer=https%3A%2F%2Fwww.kuponika.ru%2F could save 111B (32% 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:

- <https://www.googletagmanager.com/gtag/js?id=UA-21960832-1> (15 minutes)
- <https://www.googletagservices.com/activeview/js/current/osd.js?cb=%2Fr20100101> (50 minutes)
- https://www.googletagservices.com/activeview/js/current/osd_listener.js?cache=r20110914 (50 minutes)
- <https://an.yandex.ru/system/context.js> (60 minutes)
- <https://mc.yandex.ru/metrika/advert.gif> (60 minutes)
- <https://mc.yandex.ru/metrika/watch.js> (60 minutes)
- <https://pagead2.googlesyndication.com/pagead/js/adsbygoogle.js> (60 minutes)

Mobile

- https://www.googleadservices.com/pagead/conversion_async.js (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

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 2.9KiB (23% reduction).

- Minifying <https://b3swhpekdv.a.trbcdn.net/js/scr.js?25> could save 2.9KiB (23% 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 95.9KiB (28% reduction).

- Compressing <https://tpc.googlesyndication.com/simgad/4430810969848231579> could save 57.7KiB (62% reduction).
- Compressing https://tpc.googlesyndication.com/daca_images/simgad/15536243159468701647 could save 19.5KiB (19% reduction).
- Compressing https://tpc.googlesyndication.com/daca_images/simgad/13755288175913692946 could save 6.5KiB (16% reduction).
- Compressing <https://www.kuponika.ru/img/start1.jpg> could save 6.1KiB (13% reduction).
- Compressing https://b3swhpekdv.a.trbcdn.net/img/actions/802/n_9e68c2edd57_aa3.jpg could save 2.8KiB (11% reduction).
- Compressing https://b3swhpekdv.a.trbcdn.net/img/actions/849/n_57acd0eb258_aa3.jpg could save 2.6KiB (11% reduction).

Mobile

- Compressing https://b3swhpekdv.a.trbcdn.net/img/actions/844/n_e1bc846439d_aa3.jpg could save 861B (11% reduction).

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](#).

Prioritize visible content

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

88 / 100 User Experience

Should Fix:

Mobile

Configure the viewport

Your page specifies a fixed-width desktop viewport. Use a responsive viewport to allow your page to render properly on all devices.

[Configuring a viewport](#) specifying width=device-width instead of width=510 will allow your page to adapt for devices of various widths. This may require additional work to adapt your styling for smaller screens.

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 `Мегакупон` and 62 others are close to other tap targets final.
- The tap target `<yatag class="mf917450b v5c4...6f0a y345347cb">Скрыть объявление</yatag>` is close to 2 other tap targets.
- The tap target `<div id="abgc" class="abgc"></div>` is close to 2 other tap targets.
- The tap target `Парикмахерские` and 69 others are close to other tap targets.
- The tap target `Статьи` and 8 others are close to other tap targets.
- The tap target `Города` and 7 others are close to other tap targets.

3 Passed Rules

Mobile

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](#).

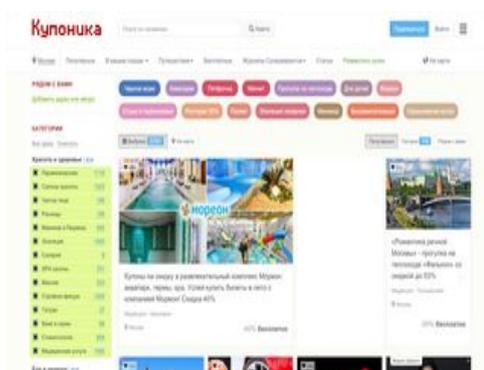
Size content to viewport

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



84 / 100 Speed

! Should Fix:

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

Your page has 1 blocking script resources and 3 blocking CSS resources. This causes a delay in rendering your page.

Desktop

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://l6horcsdts.a.trbcdn.net/js/jquery.min.js>

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

- <https://l6horcsdts.a.trbcdn.net/css/bootstrap.min.css>
- https://l6horcsdts.a.trbcdn.net/css/styles_min_new.css?10092
- <https://l6horcsdts.a.trbcdn.net/css/fonts.css?11>



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://www.googletagmanager.com/gtag/js?id=UA-21960832-1> (15 minutes)
- <https://www.googletagservices.com/activeview/js/current/osd.js?cb=%2Fr20100101> (50 minutes)
- https://www.googletagservices.com/activeview/js/current/osd_listener.js?cache=r20110914 (50 minutes)
- <https://an.yandex.ru/system/context.js> (60 minutes)
- <https://mc.yandex.ru/metrika/advert.gif> (60 minutes)
- <https://mc.yandex.ru/metrika/watch.js> (60 minutes)
- <https://pagead2.googlesyndication.com/pagead/js/adsbygoogle.js> (60 minutes)
- <https://securepubads.g.doubleclick.net/pagead/js/rum.js> (60 minutes)
- https://www.googleadservices.com/pagead/conversion_async.js (60 minutes)

Desktop

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

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 2.9KiB (23% reduction).

- Minifying <https://b3swhpekdv.a.trbcdn.net/js/scr.js?25> could save 2.9KiB (23% 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 22.3KiB (16% reduction).

- Compressing <https://www.kuponika.ru/img/start1.jpg> could save 6.1KiB (13% reduction).
- Compressing https://b3swhpekdv.a.trbcdn.net/img/actions/802/n_9e68c2edd57_aa3.jpg could save 2.8KiB (11% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/lenta.jpg> could save 916B (20% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/magnit.jpg> could save 907B (20% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/metro.jpg> could save 903B (24% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/ikea.jpg> could save 874B (18% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/karusel.jpg> could save 873B (21% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/globus.jpg> could save 868B (21% reduction).

Desktop

reduction).

- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/fiks-prais.jpg> could save 863B (21% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/perekrestok.jpg> could save 862B (20% reduction).
- Compressing https://b3swhpekdv.a.trbcdn.net/img/actions/844/n_e1bc846439d_aa3.jpg could save 861B (11% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/5ka.jpg> could save 859B (23% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/magnit-cosmetik.jpg> could save 845B (21% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/spar.jpg> could save 839B (22% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/okey.jpg> could save 835B (20% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/billa.jpg> could save 828B (28% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/diksi.jpg> could save 825B (22% reduction).
- Compressing <https://l6horcsdts.a.trbcdn.net/img/magazin/auchan.jpg> could save 817B (21% reduction).



6 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](#).

Desktop

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](#).

Prioritize visible content

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