

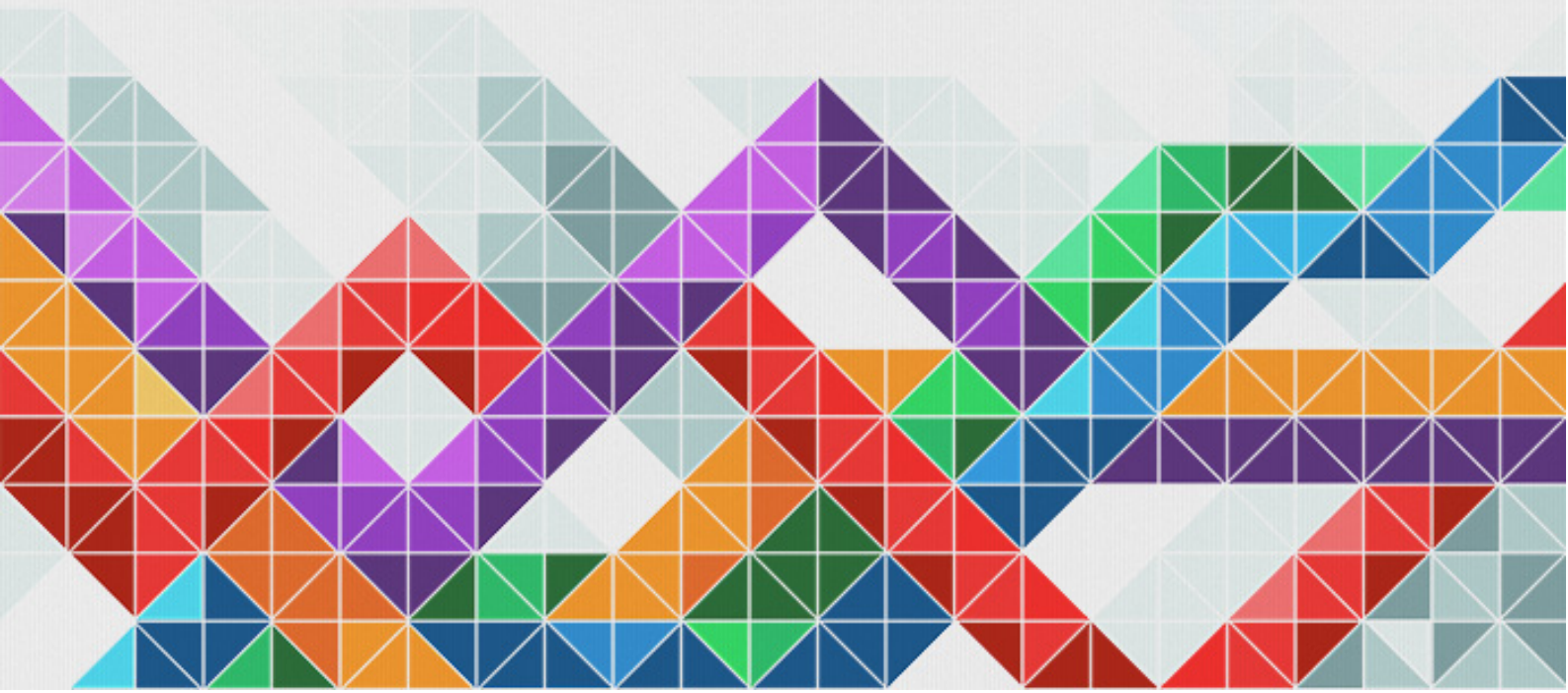


# INTERNET MARKETING REPORT

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Prepared for  
<https://skinandbeautyexperts.com>

May 24, 2017





<https://skinandbeautyexperts.com>

## MOBILE OPTIMIZATION

[HTTPS://SKINANDBEAUTYEXPERTS.COM/](https://skinandbeautyexperts.com/) (SEPTEMBER 14, 2016)

This report shows which page parameters should be fixed to improve the user experience of mobile device users.

### ✓ Awesome!

This page has passed the Google mobile friendliness test.

70 / 100

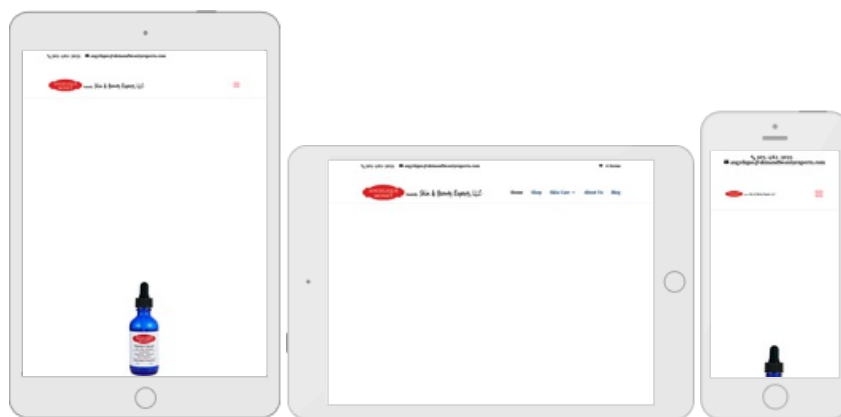
Mobile page speed score



Responsive Design



No Flash content



70

/ 100

MOBILE PAGE SPEED SCORE

### Should fix

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

Your page has 10 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://skinandbeautyexperts.com/wp-content/plugins/woocommerce/assets/css/woocommerce-layout.css?ver=2.6.4>

<https://skinandbeautyexperts.com/wp-content/plugins/woocommerce/assets/css/woocommerce.css?ver=2.6.4>

<https://skinandbeautyexperts.com/wp-content/themes/Divi/style.css?ver=c22cff34a3dfa44ebd319532594e6ef4>

<https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800&subset=latin,latin-ext>

<https://fonts.googleapis.com/css?family=Playfair+Display:400,400italic,700,700italic,900italic,900&subset=latin,latin-ext,cyrillic>

<https://fonts.googleapis.com/css?family=Merriweather:400,300,900,700&subset=latin>

<https://skinandbeautyexperts.com/wp-content/themes/Divi-child/style.css?ver=2.7.10>

<https://skinandbeautyexperts.com/wp-content/themes/Divi/epanel/shortcodes/css/shortcodes.css?ver=2.7.10>

[https://skinandbeautyexperts.com/wp-content/themes/Divi/epanel/shortcodes/css/shortcodes\\_responsive.css?ver=2.7.10](https://skinandbeautyexperts.com/wp-content/themes/Divi/epanel/shortcodes/css/shortcodes_responsive.css?ver=2.7.10)

[https://skinandbeautyexperts.com/wp-content/themes/Divi/includes/builder/styles/magnific\\_popup.css?ver=2.7.10](https://skinandbeautyexperts.com/wp-content/themes/Divi/includes/builder/styles/magnific_popup.css?ver=2.7.10)

### Consider fixing



<https://skinandbeautyexperts.com> > Mobile Optimization, continued



#### Reduce server response time

In our test, your server responded in 0.26 seconds. There are many factors that can slow down your server response time. [Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.



#### 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="mailto:angelique@skinandbeautyexperts.com">angelique@skinandbeautyexperts.com</a>` is close to 2 other tap targets final.  
The tap target `<input type="search" name="s" class="et-search-field">` is close to 1 other tap targets final.  
The tap target `<span class="et_close_search_field">` is close to 1 other tap targets final.  
The tap target `<a href="https://skinandbeautyexperts.com/privacy-policy/">Privacy Policy</a>` and 1 others are close to other tap targets.



#### 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 4.9KiB (11% reduction).  
Minifying <https://skinandbeautyexperts.com/wp-content/themes/Divi/style.css?ver=c22cff34a3dfa44ebd319532594e6ef4> could save 4.9KiB (11% reduction) after compression.



#### 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.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 9.3KiB (27% reduction).  
Minifying <https://skinandbeautyexperts.com/wp-content/themes/Divi/includes/builder/scripts/frontend-builder-scripts.js?ver=2.7.10> could save 6.1KiB (25% reduction) after compression.  
Minifying <https://skinandbeautyexperts.com/wp-content/themes/Divi/js/custom.js?ver=2.7.10> could save 3.1KiB (33% reduction) after compression.

#### Passed rules



Use legible font sizes



Minify HTML



Enable compression



Avoid landing page redirects



<https://skinandbeautyexperts.com> > Mobile Optimization, continued



Size content to viewport



Optimize images



Avoid app install interstitials that hide content



Configure the viewport



Avoid plugins



Prioritize visible content