Performance Report for:

http://54.207.12.236/

Report generated:	Mon, Apr 11, 2016, 5:19 PM -0700
Test Server Region:	🇨🇦 Vancouver, Canada
Using:	Firefox (Desktop) 43.0.4, PageSpeed 1.12.16, YSlow 3.1.8

PageSpeed Score	YSlow Score		Page Load Time	Total Page Size	Requests
B (82%) ◆	**D** (69%) ⌄		4.3s ⌃	3.73MB ⌄	90 ⌄

Top 5 Priority Issues

Defer parsing of JavaScript	F (0)	⌄	AVG SCORE: 55%	JS	HIGH
Specify image dimensions	F (25)	⌄	AVG SCORE: 49%	IMAGES	HIGH
Serve scaled images	F (48)	⌄	AVG SCORE: 80%	IMAGES	HIGH
Prefer asynchronous resources	C (70)	⌄	AVG SCORE: 97%	JS	MEDIUM
Leverage browser caching	C (75)	⌃	AVG SCORE: 65%	SERVER	HIGH

How does this affect me?

Studies show that users leave a site if it hasn't loaded in 4 seconds; keep your users happy and engaged by providing a fast performing website.

As if you didn't need more incentive, **Google has announced that they are using page speed in their ranking algorithm.**

About GTmetrix

We can help you develop a faster, more efficient, and all-around improved website experience for your users. We use Google PageSpeed and Yahoo! YSlow to grade your site's performance and provide actionable recommendations to fix these issues.

About the Developer

GT.net
Performance Hosting

GTmetrix is developed by the good folks at **GT.net**, a Vancouver-based performance hosting company with over 20 years experience in web technology.

https://gt.net/

What do these grades mean?

This report is an analysis of your site with Google and Yahoo!'s metrics for how to best develop a site for optimized speed. The **grades you see represent** how well the scanned URL adheres to those rules.

Lower grades (C or lower) mean that the page can stand to be faster using better practices and optimizing your settings.

What's in this report?

This report covers basic to technical analyses on your page. It is categorized under many headings:

- **Executive:** Overall score information and Priority Issues
- **History:** Graphed history of past performance
- **Waterfall:** Graph of your site's loading timeline
- **Technical:** In-depth PageSpeed & YSlow information

These will provide you with a snapshot of your performance.

History

Page load times

Legend: HTML D/L Time | Page Load Time
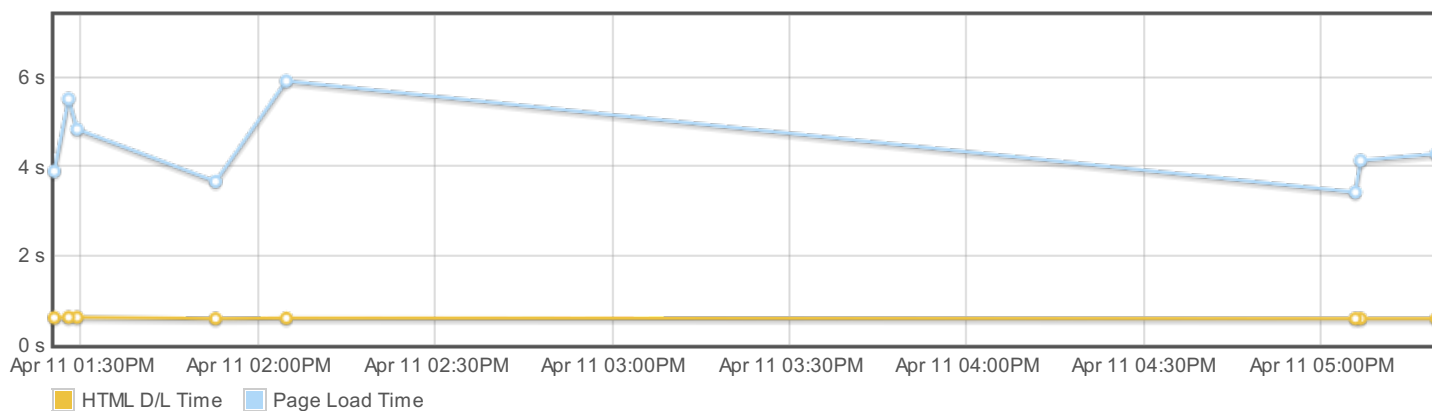
Page sizes and request counts

Legend: Requests | HTML Size | Total Page Size
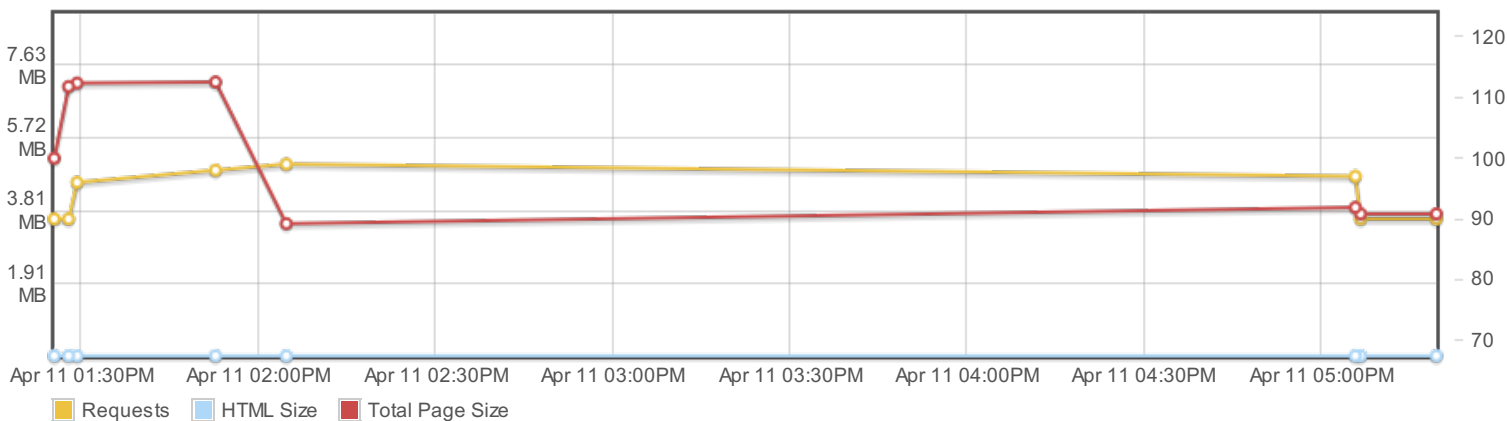
PageSpeed and YSlow scores

Legend: PageSpeed Score | YSlow Score

Waterfall Chart

The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

Elefante Letrado - Livros Infantis e Jogos Educativos

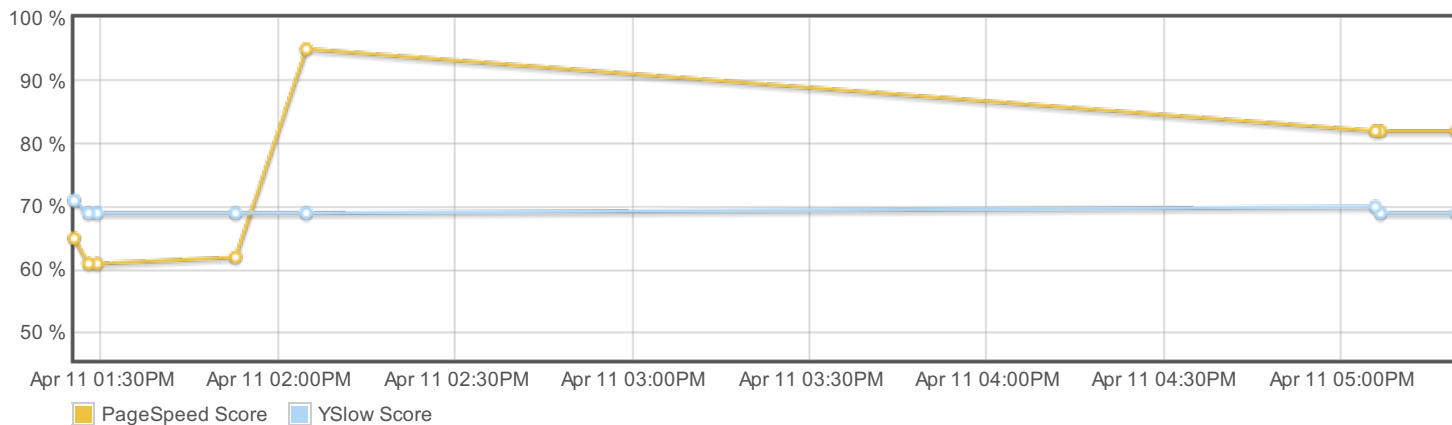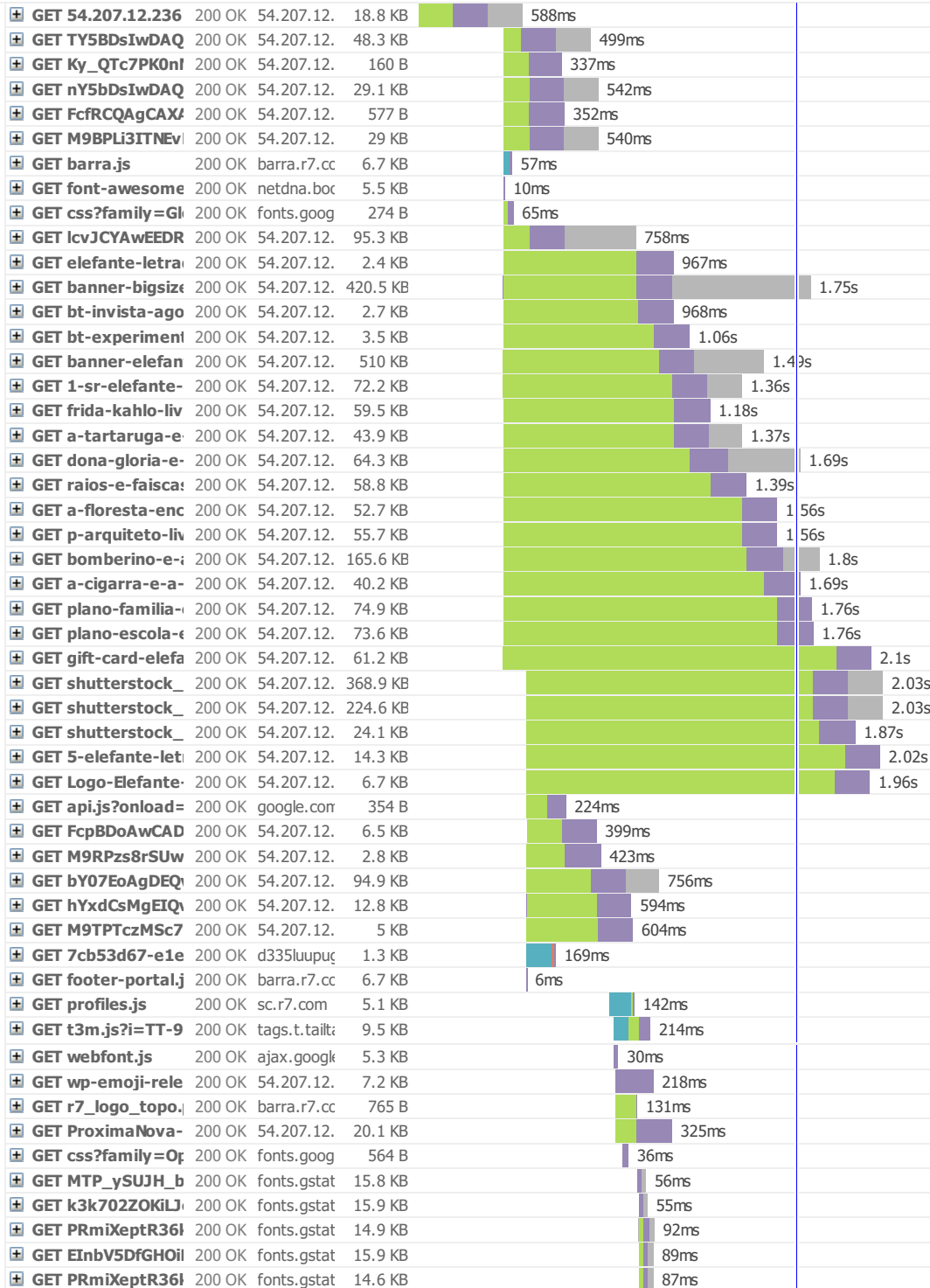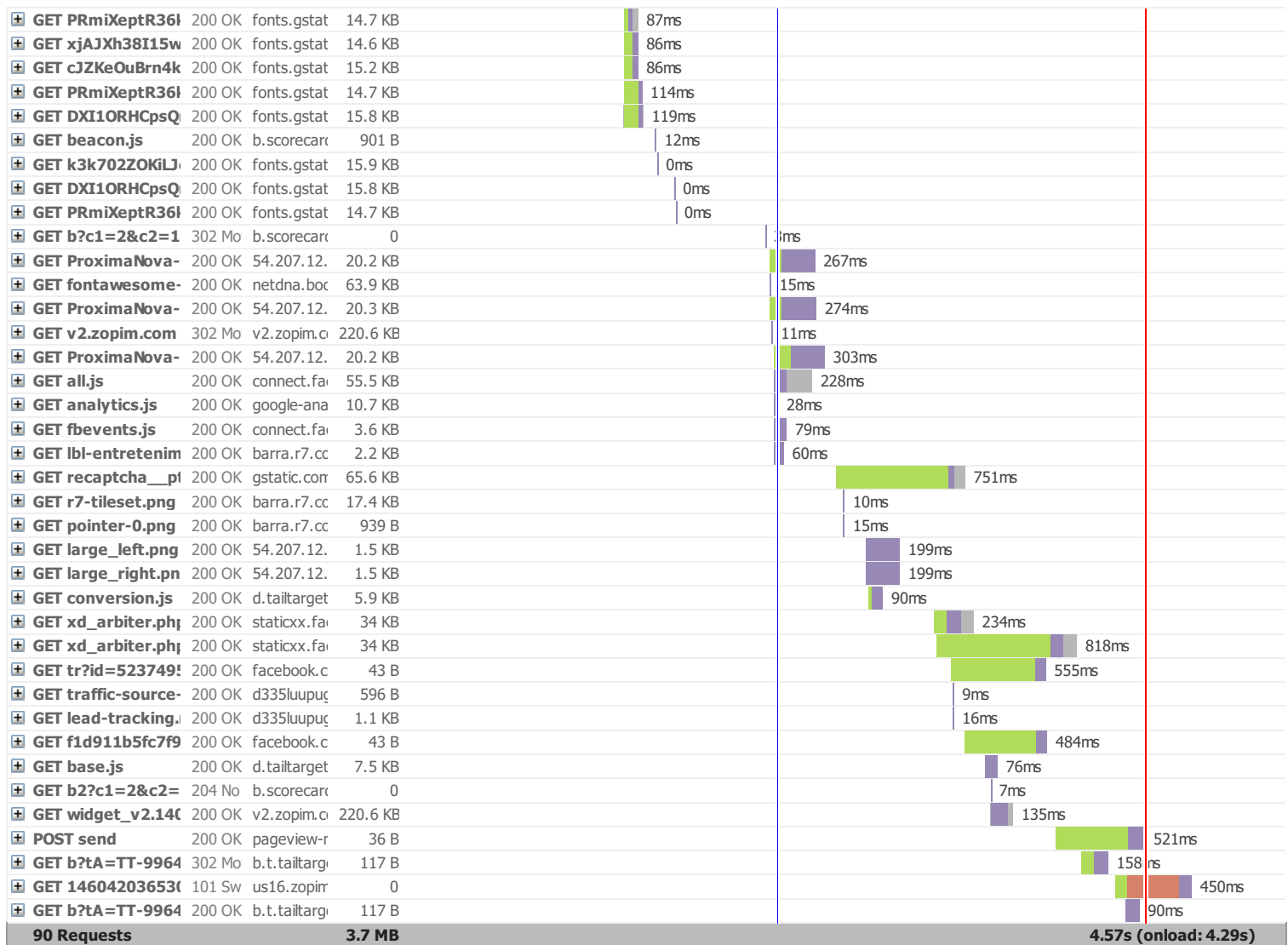| Request	Status	Host	Size	Time
GET 54.207.12.236	200 OK	54.207.12.	18.8 KB	588ms
GET TY5BDsIwDAQ	200 OK	54.207.12.	48.3 KB	499ms
GET Ky_QTc7PK0nI	200 OK	54.207.12.	160 B	337ms
GET nY5bDsIwDAQ	200 OK	54.207.12.	29.1 KB	542ms
GET FcfRCQAgCAXA	200 OK	54.207.12.	577 B	352ms
GET M9BPLi3ITNEvI	200 OK	54.207.12.	29 KB	540ms
GET barra.js	200 OK	barra.r7.co	6.7 KB	57ms
GET font-awesome	200 OK	netdna.boo	5.5 KB	10ms
GET css?family=Gl	200 OK	fonts.goog	274 B	65ms
GET lcvJCYAwEEDR	200 OK	54.207.12.	95.3 KB	758ms
GET elefante-letra	200 OK	54.207.12.	2.4 KB	967ms
GET banner-bigsize	200 OK	54.207.12.	420.5 KB	1.75s
GET bt-invista-ago	200 OK	54.207.12.	2.7 KB	968ms
GET bt-experiment	200 OK	54.207.12.	3.5 KB	1.06s
GET banner-elefan	200 OK	54.207.12.	510 KB	1.49s
GET 1-sr-elefante-	200 OK	54.207.12.	72.2 KB	1.36s
GET frida-kahlo-liv	200 OK	54.207.12.	59.5 KB	1.18s
GET a-tartaruga-e	200 OK	54.207.12.	43.9 KB	1.37s
GET dona-gloria-e-	200 OK	54.207.12.	64.3 KB	1.69s
GET raios-e-faiscas	200 OK	54.207.12.	58.8 KB	1.39s
GET a-floresta-enc	200 OK	54.207.12.	52.7 KB	1.56s
GET p-arquiteto-liv	200 OK	54.207.12.	55.7 KB	1.56s
GET bomberino-e-a	200 OK	54.207.12.	165.6 KB	1.8s
GET a-cigarra-e-a-	200 OK	54.207.12.	40.2 KB	1.69s
GET plano-familia-e	200 OK	54.207.12.	74.9 KB	1.76s
GET plano-escola-e	200 OK	54.207.12.	73.6 KB	1.76s
GET gift-card-elefa	200 OK	54.207.12.	61.2 KB	2.1s
GET shutterstock_	200 OK	54.207.12.	368.9 KB	2.03s
GET shutterstock_	200 OK	54.207.12.	224.6 KB	2.03s
GET shutterstock_	200 OK	54.207.12.	24.1 KB	1.87s
GET 5-elefante-let	200 OK	54.207.12.	14.3 KB	2.02s
GET Logo-Elefante-	200 OK	54.207.12.	6.7 KB	1.96s
GET api.js?onload=	200 OK	google.com	354 B	224ms
GET FcpBDoAwCAD	200 OK	54.207.12.	6.5 KB	399ms
GET M9RPzs8rSUw	200 OK	54.207.12.	2.8 KB	423ms
GET bY07EoAgDEQ	200 OK	54.207.12.	94.9 KB	756ms
GET hYxdCsMgEIQ	200 OK	54.207.12.	12.8 KB	594ms
GET M9TPTczMSc7	200 OK	54.207.12.	5 KB	604ms
GET 7cb53d67-e1e	200 OK	d335luupuc	1.3 KB	169ms
GET footer-portal.j	200 OK	barra.r7.co	6.7 KB	6ms
GET profiles.js	200 OK	sc.r7.com	5.1 KB	142ms
GET t3m.js?i=TT-9	200 OK	tags.t.tailta	9.5 KB	214ms
GET webfont.js	200 OK	ajax.google	5.3 KB	30ms
GET wp-emoji-rele	200 OK	54.207.12.	7.2 KB	218ms
GET r7_logo_topo.	200 OK	barra.r7.co	765 B	131ms
GET ProximaNova-	200 OK	54.207.12.	20.1 KB	325ms
GET css?family=Op	200 OK	fonts.goog	564 B	36ms
GET MTP_ySUJH_b	200 OK	fonts.gstat	15.8 KB	56ms
GET k3k702ZOKiLJ	200 OK	fonts.gstat	15.9 KB	55ms
GET PRmiXeptR36I	200 OK	fonts.gstat	14.9 KB	92ms
GET EInbV5DfGHOil	200 OK	fonts.gstat	15.9 KB	89ms
GET PRmiXeptR36I	200 OK	fonts.gstat	14.6 KB	87ms

⊞ GET PRmiXeptR36I	200 OK	fonts.gstat	14.7 KB		87ms	
⊞ GET xjAJXh38I15w	200 OK	fonts.gstat	14.6 KB		86ms	
⊞ GET cJZKeOuBrn4k	200 OK	fonts.gstat	15.2 KB		86ms	
⊞ GET PRmiXeptR36I	200 OK	fonts.gstat	14.7 KB		114ms	
⊞ GET DXI1ORHCpsQ	200 OK	fonts.gstat	15.8 KB		119ms	
⊞ GET beacon.js	200 OK	b.scorecar	901 B		12ms	
⊞ GET k3k702ZOKiLJ	200 OK	fonts.gstat	15.9 KB		0ms	
⊞ GET DXI1ORHCpsQ	200 OK	fonts.gstat	15.8 KB		0ms	
⊞ GET PRmiXeptR36I	200 OK	fonts.gstat	14.7 KB		0ms	
⊞ GET b?c1=2&c2=1	302 Mo	b.scorecar	0		3ms	
⊞ GET ProximaNova-	200 OK	54.207.12.	20.2 KB		267ms	
⊞ GET fontawesome-	200 OK	netdna.boc	63.9 KB		15ms	
⊞ GET ProximaNova-	200 OK	54.207.12.	20.3 KB		274ms	
⊞ GET v2.zopim.com	302 Mo	v2.zopim.c	220.6 KB		11ms	
⊞ GET ProximaNova-	200 OK	54.207.12.	20.2 KB		303ms	
⊞ GET all.js	200 OK	connect.fac	55.5 KB		228ms	
⊞ GET analytics.js	200 OK	google-ana	10.7 KB		28ms	
⊞ GET fbevents.js	200 OK	connect.fac	3.6 KB		79ms	
⊞ GET lbl-entretenim	200 OK	barra.r7.cc	2.2 KB		60ms	
⊞ GET recaptcha__pt	200 OK	gstatic.com	65.6 KB		751ms	
⊞ GET r7-tileset.png	200 OK	barra.r7.cc	17.4 KB		10ms	
⊞ GET pointer-0.png	200 OK	barra.r7.cc	939 B		15ms	
⊞ GET large_left.png	200 OK	54.207.12.	1.5 KB		199ms	
⊞ GET large_right.pn	200 OK	54.207.12.	1.5 KB		199ms	
⊞ GET conversion.js	200 OK	d.tailtarget	5.9 KB		90ms	
⊞ GET xd_arbiter.php	200 OK	staticxx.fac	34 KB		234ms	
⊞ GET xd_arbiter.php	200 OK	staticxx.fac	34 KB		818ms	
⊞ GET tr?id=523749!	200 OK	facebook.c	43 B		555ms	
⊞ GET traffic-source-	200 OK	d335luupuc	596 B		9ms	
⊞ GET lead-tracking.	200 OK	d335luupuc	1.1 KB		16ms	
⊞ GET f1d911b5fc7f9	200 OK	facebook.c	43 B		484ms	
⊞ GET base.js	200 OK	d.tailtarget	7.5 KB		76ms	
⊞ GET b2?c1=2&c2=	204 No	b.scorecar	0		7ms	
⊞ GET widget_v2.14(	200 OK	v2.zopim.c	220.6 KB		135ms	
⊞ POST send	200 OK	pageview-r	36 B		521ms	
⊞ GET b?tA=TT-9964	302 Mo	b.t.tailtarg	117 B		158ms	
⊞ GET 14604203653(	101 Sw	us16.zopim	0		450ms	
⊞ GET b?tA=TT-9964	200 OK	b.t.tailtarg	117 B		90ms	
90 Requests			**3.7 MB**		**4.57s (onload: 4.29s)**	

PageSpeed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Defer parsing of JavaScript	F (0)	AVG SCORE: 55%	JS	HIGH
Specify image dimensions	F (25)	AVG SCORE: 49%	IMAGES	HIGH
Serve scaled images	F (48)	AVG SCORE: 80%	IMAGES	HIGH
Prefer asynchronous resources	C (70)	AVG SCORE: 97%	JS	MEDIUM
Leverage browser caching	C (75)	AVG SCORE: 65%	SERVER	HIGH
Specify a character set early	B (80)	AVG SCORE: 97%	CONTENT	HIGH
Minimize redirects	B (82)	AVG SCORE: 92%	CONTENT	HIGH
Optimize the order of styles and scripts	B (85)	AVG SCORE: 93%	CSS/JS	HIGH
Serve resources from a consistent URL	A (92)	AVG SCORE: 94%	CONTENT	HIGH
Specify a cache validator	A (93)	AVG SCORE: 93%	SERVER	HIGH
Specify a Vary: Accept-Encoding header	A (95)	AVG SCORE: 92%	SERVER	HIGH
Optimize images	A (96)	AVG SCORE: 80%	IMAGES	HIGH
Remove query strings from static resources	A (96)	AVG SCORE: 86%	CONTENT	HIGH
Enable gzip compression	A (97)	AVG SCORE: 87%	SERVER	HIGH
Minify CSS	A (99)	AVG SCORE: 91%	CSS	HIGH
Minify JavaScript	A (99)	AVG SCORE: 92%	JS	HIGH
Minify HTML	A (97)	AVG SCORE: 95%	CONTENT	LOW
Avoid bad requests	A (100)	AVG SCORE: 98%	CONTENT	HIGH
Avoid a character set in the meta tag	A (100)	AVG SCORE: 95%	CONTENT	HIGH
Avoid landing page redirects	A (100)	AVG SCORE: 97%	SERVER	HIGH
Enable Keep-Alive	A (100)	AVG SCORE: 97%	SERVER	HIGH
Inline small CSS	A (100)	AVG SCORE: 95%	CSS	HIGH
Inline small JavaScript	A (100)	AVG SCORE: 97%	JS	HIGH
Minimize request size	A (100)	AVG SCORE: 98%	CONTENT	HIGH
Put CSS in the document head	A (100)	AVG SCORE: 100%	CSS	HIGH
Avoid CSS @import	A (100)	AVG SCORE: 96%	CSS	MEDIUM
Combine images using CSS sprites	A (100)	AVG SCORE: 84%	IMAGES	MEDIUM

YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Add Expires headers	F (0)	AVG SCORE: 28%	SERVER	HIGH
Make fewer HTTP requests	F (0)	AVG SCORE: 38%	CONTENT	HIGH
Use a Content Delivery Network (CDN)	F (0)	AVG SCORE: 13%	SERVER	MEDIUM
Use cookie-free domains	F (0)	AVG SCORE: 46%	COOKIE	LOW
Compress components with gzip	D (67)	AVG SCORE: 74%	SERVER	HIGH
Reduce DNS lookups	F (25)	AVG SCORE: 74%	CONTENT	LOW
Configure entity tags (ETags)	F (23)	AVG SCORE: 77%	SERVER	LOW
Minify JavaScript and CSS	C (70)	AVG SCORE: 71%	CSS/JS	MEDIUM
Avoid URL redirects	C (70)	AVG SCORE: 87%	CONTENT	MEDIUM
Avoid empty src or href	A (100)	AVG SCORE: 100%	CONTENT	HIGH
Make AJAX cacheable	A (100)	AVG SCORE: 100%	JS	MEDIUM
Put CSS at the top	A (100)	AVG SCORE: 100%	CSS	MEDIUM
Remove duplicate JavaScript and CSS	A (100)	AVG SCORE: 100%	CSS/JS	MEDIUM
Put JavaScript at bottom	A (100)	AVG SCORE: 100%	JS	MEDIUM
Avoid AlphaImageLoader filter	A (100)	AVG SCORE: 98%	CSS	MEDIUM
Avoid HTTP 404 (Not Found) error	A (100)	AVG SCORE: 99%	CONTENT	MEDIUM
Reduce the number of DOM elements	A (100)	AVG SCORE: 92%	CONTENT	LOW
Do not scale images in HTML	A (100)	AVG SCORE: 100%	IMAGES	LOW
Use GET for AJAX requests	A (100)	AVG SCORE: 100%	JS	LOW
Avoid CSS expressions	A (100)	AVG SCORE: 98%	CSS	LOW
Reduce cookie size	A (100)	AVG SCORE: 100%	COOKIE	LOW
Make favicon small and cacheable	A (100)	AVG SCORE: 100%	IMAGES	LOW
Make JavaScript and CSS external	(n/a)		CSS/JS	MEDIUM