<http://vodafonetr-stage.pjmedia.co.uk/telefon/htc-one-eski>



**Page Speed Score: 30/100**

**Enable compression**

[Enable compression](https://developers.google.com/speed/docs/insights/EnableCompression) for the following resources to reduce their transfer size by 1.3MiB (78% reduction).

* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/eshop.css> could save 264.8KiB (85% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/eshop.js> could save 220.0KiB (77% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/bootstrap.min.css> could save 100.2KiB (83% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/favicon.ico> could save 80.7KiB (83% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneLt.woff> could save 80.7KiB (83% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneRg.woff> could save 80.7KiB (83% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/vodafonergbd-webfont.woff> could save 80.7KiB (83% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/arr_nav.png> could save 80.7KiB (83% reduction).
* Compressing <http://tags.tiqcdn.com/utag/vodafone/tr-main/prod/utag.3.js?utv=201510300617> could save 53.2KiB (63% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/telefon/htc-one-eski> could save 45.2KiB (82% reduction).
* Compressing <http://c.go-mpulse.net/boomerang/TAK9S-UX4RS-DKVFH-JTFR6-JW9B7> could save 43.9KiB (68% reduction).
* Compressing <http://tags.tiqcdn.com/utag/vodafone/tr-main/prod/utag.js> could save 35.5KiB (70% reduction).
* Compressing <http://cdn.tt.omtrdc.net/cdn/target.js> could save 30.0KiB (67% reduction).
* Compressing <http://www.google-analytics.com/ga.js> could save 26.4KiB (62% reduction).
* Compressing <http://tags.tiqcdn.com/utag/vodafone/tr-main/prod/utag.sync.js> could save 23.9KiB (67% reduction).
* Compressing <http://zndmdhthn6fni7ocj-vodafone.siteintercept.qualtrics.com/WRSiteInterceptEngine/?Q_SIID=SI_41JSnRlC6FPrqG9&Q_LOC=http%3A%2F%2Fvodafonetr-stage.pjmedia.co.uk%2Ftelefon%2Fhtc-one-eski> could save 23.1KiB (68% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/styles.css> could save 15.6KiB (76% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/jquery.bxslider.min.js> could save 13.9KiB (73% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/handsetDetails.js> could save 10.8KiB (78% reduction).
* Compressing <http://www.googleadservices.com/pagead/conversion_async.js> could save 5.1KiB (61% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/jquery.livequery.js> could save 4.1KiB (68% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/jquery.bxslider.css> could save 2.8KiB (70% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/jquery.lazyload.min.js> could save 2.1KiB (61% reduction).
* Compressing [http://siteintercept.qualtrics.com/WRSiteInterceptEngine/?Q\_SIID=SI\_41JSnRlC6FPrqG9&Q\_LOC=http%3A%2F%2Fvodafonetr-stage.pjmedia.co.uk%2Ftelefon%2Fhtc-one-eski&Q\_REFER=http%3A%2F%2Fvodafonetr-stage.pjmedia.co.uk%2Fkampanyalar%2Fcihazlar&Q\_SREFER=null&Q\_ASC=prop21\*%7C\*\*%2C\*pageName\*%7C\*Personal%3AProducts%20and%20Offers%3ACihazlar%3AHTC%20One%3A4PIGF7HD8FESHJ4\*%2C\*prop20\*%7C\*\*%2C\*eVar18\*%7C\*&Q\_DPR=true&t=1449403887249&Q\_VSI=%5B%5D](http://siteintercept.qualtrics.com/WRSiteInterceptEngine/?Q_SIID=SI_41JSnRlC6FPrqG9&Q_LOC=http%3A%2F%2Fvodafonetr-stage.pjmedia.co.uk%2Ftelefon%2Fhtc-one-eski&Q_REFER=http%3A%2F%2Fvodafonetr-stage.pjmedia.co.uk%2Fkampanyalar%2Fcihazlar&Q_SREFER=null&Q_ASC=prop21*%7C**%2C*pageName*%7C*Personal%3AProducts%20and%20Offers%3ACihazlar%3AHTC%20One%3A4PIGF7HD8FESHJ4*%2C*prop20*%7C**%2C*eVar18*%7C*&Q_DPR=true&t=1449403887249&Q_VSI=%5B%5D)could save 1.1KiB (52% reduction).
* Compressing <http://tags.tiqcdn.com/utag/vodafone/tr-main/prod/utag.69.js?utv=201511181444> could save 1.0KiB (53% reduction).
* Compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/main.js> could save 986B (55% reduction).

[More information](http://code.google.com/speed/page-speed/docs/payload.html#GzipCompression)

**Serve resources from a consistent URL**

The following resources have identical contents, but are served from different URLs. Serve these resources from a consistent URL to save 4 request(s) and 388.1KiB.

* <http://vodafonetr-stage.pjmedia.co.uk/favicon.ico>
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneLt.woff>
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneRg.woff>
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/vodafonergbd-webfont.woff>
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/arr_nav.png>

[More information](http://code.google.com/speed/page-speed/docs/payload.html#duplicate_resources)

**Minify HTML**

[Minify HTML](https://developers.google.com/speed/docs/insights/MinifyResources) for the following resources to reduce their size by 170.1KiB (32% reduction).

* Minifying <http://vodafonetr-stage.pjmedia.co.uk/favicon.ico> could save 29.7KiB (31% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/favicon_e0b8c0267a2082443d208c5005a885a4.html).
* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneLt.woff> could save 29.7KiB (31% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/VodafoneLt_e0b8c0267a2082443d208c5005a885a4.html).
* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneRg.woff> could save 29.7KiB (31% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/VodafoneRg_e0b8c0267a2082443d208c5005a885a4.html).
* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/vodafonergbd-webfont.woff> could save 29.7KiB (31% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/vodafonergbd-webfont_e0b8c0267a2082443d208c5005a885a4.html).
* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/arr_nav.png> could save 29.7KiB (31% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/arr_nav_e0b8c0267a2082443d208c5005a885a4.html).
* Minifying <http://vodafonetr-stage.pjmedia.co.uk/telefon/htc-one-eski> could save 21.4KiB (39% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/htc-one-eski_063c301c15130fa8faa57da4a52c3343.html).

[More information](http://code.google.com/speed/page-speed/docs/payload.html#MinifyHTML)

**Minimize request size**

The requests for the following URLs don't fit in a single packet. Reducing the size of these requests could reduce latency.

* <http://metrics.vodafone.com.tr/b/ss/vodafonegrouptrprod/1/H.27.4/s45776648547034?AQB=1&ndh=1&t=6%2F11%2F2015%2014%3A11%3A26%200%20-120&sdid=099D3F3C4DEE9823-29B061DEF2E7702B&mid=26331350094373479602552443334643262860&aamlh=6&ns=vodafonegroup&pageName=personal%3Aproducts%20and%20offers%3Acihazlar%3Ahtc%20one%3A4pigf7hd8feshj4&g=http%3A%2F%2Fvodafonetr-stage.pjmedia.co.uk%2Ftelefon%2Fhtc-one-eski&r=http%3A%2F%2Fvodafonetr-stage.pjmedia.co.uk%2Fkampanyalar%2Fcihazlar&cc=USD&ch=cihazlar&server=vodafonetr-stage.pjmedia.co.uk&events=event3&aamb=NRX38WO0n5BH8Th-nqAG_A&v1=D%3Dc1&v2=D%3Dc2&v3=D%3Dc3&v10=new&c11=new&v14=cookies%20not%20supported&c15=cookies%20not%20supported&v23=vodafonetr-stage.pjmedia.co.uk&c24=D%3Ds_vi&c25=utag%3Aut4.37.201511250911&c26=%7Cpersonal%3Aproducts%20and%20offers%3Acihazlar%3Ahtc%20one%3A4pigf7hd8feshj4&c28=http%3A%2F%2Fvodafonetr-stage.pjmedia.co.uk%2Ftelefon%2Fhtc-one-eski&v52=personal%3Aproducts%20and%20offers%3Acihazlar%3Ahtc%20one%3A4pigf7hd8feshj4&v62=D%3Dc19&v63=D%3Dc51&v64=D%3Dc52&v65=D%3Dc53&v66=D%3Dc54&v69=personal%3Aproducts%20and%20offers%3Acihazlar%3Ahtc%20one%3A4pigf7hd8feshj4&v73=cihazlar&s=1280x1024&c=24&j=1.6&v=Y&k=N&bw=1280&bh=899&p=Chrome%20PDF%20Viewer%3BWidevine%20Content%20Decryption%20Module%3BShockwave%20Flash%3BNative%20Client%3B&AQE=1>has a request size of 3.2KiB
  + Request URL: 1.3KiB
  + Cookies: 1.6KiB
  + Referer Url: 58B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/img/icon/radio-unchecked.png> has a request size of 2.3KiB
  + Request URL: 87B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 436B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/img/icon/unchecked.png> has a request size of 2.2KiB
  + Request URL: 81B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 435B
* <http://vodafonetr-stage.pjmedia.co.uk/telefon/htc-one-eski> has a request size of 2.2KiB
  + Request URL: 58B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 428B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/vodafonergbd-webfont.woff> has a request size of 2.2KiB
  + Request URL: 90B
  + Cookies: 1.7KiB
  + Referer Url: 68B
  + Other: 374B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/vodafonergbd-webfont.ttf> has a request size of 2.2KiB
  + Request URL: 89B
  + Cookies: 1.7KiB (note that this is a static resource, and should be served from a cookieless domain)
  + Referer Url: 68B
  + Other: 374B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/icon-tl.png> has a request size of 2.2KiB
  + Request URL: 70B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 396B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneLt.woff> has a request size of 2.2KiB
  + Request URL: 80B
  + Cookies: 1.7KiB
  + Referer Url: 68B
  + Other: 374B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneRg.woff> has a request size of 2.2KiB
  + Request URL: 80B
  + Cookies: 1.7KiB
  + Referer Url: 68B
  + Other: 374B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneLt.ttf> has a request size of 2.2KiB
  + Request URL: 79B
  + Cookies: 1.7KiB (note that this is a static resource, and should be served from a cookieless domain)
  + Referer Url: 68B
  + Other: 374B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneRg.ttf> has a request size of 2.2KiB
  + Request URL: 79B
  + Cookies: 1.7KiB (note that this is a static resource, and should be served from a cookieless domain)
  + Referer Url: 68B
  + Other: 374B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/img/icon/radio-checked.png> has a request size of 2.2KiB
  + Request URL: 85B
  + Cookies: 1.7KiB
  + Referer Url: 68B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/img/icon-s06184f236a.png> has a request size of 2.2KiB
  + Request URL: 83B
  + Cookies: 1.7KiB
  + Referer Url: 68B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/bx_loader.gif> has a request size of 2.2KiB
  + Request URL: 72B
  + Cookies: 1.7KiB
  + Referer Url: 78B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/images/dmImage/StandardImage/special-offer-badge.png> has a request size of 2.2KiB
  + Request URL: 90B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/social/icon-social-youtube.png> has a request size of 2.2KiB
  + Request URL: 89B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/social/icon-social-1.png> has a request size of 2.2KiB
  + Request URL: 83B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/social/facebook-lrg.png> has a request size of 2.2KiB
  + Request URL: 82B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/arr_nav.png> has a request size of 2.2KiB
  + Request URL: 70B
  + Cookies: 1.7KiB
  + Referer Url: 69B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/social/twitter-lrg.png> has a request size of 2.2KiB
  + Request URL: 81B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/back-to-top.png> has a request size of 2.2KiB
  + Request URL: 74B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/cart_icon.png> has a request size of 2.2KiB
  + Request URL: 72B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/vf-logo.png> has a request size of 2.2KiB
  + Request URL: 70B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 353B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/jquery.bxslider.css> has a request size of 2.2KiB
  + Request URL: 78B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 343B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/bootstrap.min.css> has a request size of 2.2KiB
  + Request URL: 76B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 343B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/styles.css> has a request size of 2.1KiB
  + Request URL: 69B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 343B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/eshop.css> has a request size of 2.1KiB
  + Request URL: 68B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 343B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/jquery.bxslider.min.js> has a request size of 2.1KiB
  + Request URL: 80B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 328B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/jquery.lazyload.min.js> has a request size of 2.1KiB
  + Request URL: 80B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 328B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/bootstrap-tooltip.js> has a request size of 2.1KiB
  + Request URL: 78B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 328B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/jquery.livequery.js> has a request size of 2.1KiB
  + Request URL: 77B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 328B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/handsetDetails.js> has a request size of 2.1KiB
  + Request URL: 75B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 328B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/iframe-modal.js> has a request size of 2.1KiB
  + Request URL: 73B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 328B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/eshop.js> has a request size of 2.1KiB
  + Request URL: 66B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 328B
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/main.js> has a request size of 2.1KiB
  + Request URL: 65B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 328B
* <http://vodafonetr-stage.pjmedia.co.uk/favicon.ico> has a request size of 2.1KiB
  + Request URL: 49B
  + Cookies: 1.7KiB
  + Referer Url: 58B
  + Other: 287B
* <https://www.google.ro/ads/user-lists/968391461/?fmt=3&num=1&cv=8&frm=0&url=http%3A//vodafonetr-stage.pjmedia.co.uk/telefon/htc-one-eski&ref=http%3A//vodafonetr-stage.pjmedia.co.uk/kampanyalar/cihazlar&data=ecomm_pagetype%3Dother%3Becomm_value%3D&random=596068778&ipr=y> has a request size of 1.9KiB
  + Request URL: 268B
  + Cookies: 934B
  + Referer Url: 58B
  + Other: 641B
* <https://www.google.com/ads/user-lists/968391461/?fmt=3&num=1&cv=8&frm=0&url=http%3A//vodafonetr-stage.pjmedia.co.uk/telefon/htc-one-eski&ref=http%3A//vodafonetr-stage.pjmedia.co.uk/kampanyalar/cihazlar&data=ecomm_pagetype%3Dother%3Becomm_value%3D&random=596068778> has a request size of 1.8KiB
  + Request URL: 263B
  + Cookies: 856B
  + Referer Url: 58B
  + Other: 636B

[More information](http://code.google.com/speed/page-speed/docs/request.html#MinimizeRequestSize)

**Minify JavaScript**

[Minify JavaScript](https://developers.google.com/speed/docs/insights/MinifyResources) for the following resources to reduce their size by 125.6KiB (27% reduction).

* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/eshop.js> could save 113.0KiB (40% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/eshop_79a5f50a32b5dd06760a2e0bd7b5ff99.js).
* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/handsetDetails.js> could save 6.5KiB (48% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/handsetDetails_d75759ad5a8e895dcd9c190912c09b74.js).
* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/jquery.livequery.js> could save 3.0KiB (50% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/jquery.livequery_8d682d0c519a2bc36b2a7e39bd9b528a.js).
* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/js/main.js> could save 1.3KiB (73% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/main_9023c96a24cc4c24e858efea72cf9be3.js).
* Minifying <http://zndmdhthn6fni7ocj-vodafone.siteintercept.qualtrics.com/WRSiteInterceptEngine/?Q_SIID=SI_41JSnRlC6FPrqG9&Q_LOC=http%3A%2F%2Fvodafonetr-stage.pjmedia.co.uk%2Ftelefon%2Fhtc-one-eski>could save 694B (3% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/_c00e3078687d558b784bed446f26523f.js).
* Minifying <http://tags.tiqcdn.com/utag/vodafone/tr-main/prod/utag.js> could save 664B (2% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/utag_4915227843f1aca426a9c93357ce8ce7.js).
* Minifying <http://tags.tiqcdn.com/utag/vodafone/tr-main/prod/utag.3.js?utv=201510300617> could save 515B (1% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/utag.3_b7bf39c7c44663e18ece64577eb0d258.js).

[More information](http://code.google.com/speed/page-speed/docs/payload.html#MinifyJS)

**Optimize the order of styles and scripts**

The following inline script blocks were found in <http://vodafonetr-stage.pjmedia.co.uk/favicon.ico> between an external CSS file and another resource. To allow parallel downloading, move the inline script before the external CSS file, or after the next resource.

* Inline script block #1

The following external CSS files were included after an external JavaScript file in <http://vodafonetr-stage.pjmedia.co.uk/favicon.ico>. To ensure CSS files are downloaded in parallel, always include external CSS before external JavaScript.

* <http://vodafonetr-stage.pjmedia.co.uk/downloaded/v8312/meta/meta/Internet/search/css/header.css>
* <http://vodafonetr-stage.pjmedia.co.uk/css/vodafoneCoe/vf-min.css?build=1435584419722>
* <http://vodafonetr-stage.pjmedia.co.uk/css/vodafoneCoe/print.css>

The following inline script blocks were found in <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneLt.woff> between an external CSS file and another resource. To allow parallel downloading, move the inline script before the external CSS file, or after the next resource.

* Inline script block #1

The following external CSS files were included after an external JavaScript file in <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneLt.woff>. To ensure CSS files are downloaded in parallel, always include external CSS before external JavaScript.

* <http://vodafonetr-stage.pjmedia.co.uk/downloaded/v8312/meta/meta/Internet/search/css/header.css>
* <http://vodafonetr-stage.pjmedia.co.uk/css/vodafoneCoe/vf-min.css?build=1435584419722>
* <http://vodafonetr-stage.pjmedia.co.uk/css/vodafoneCoe/print.css>

The following inline script blocks were found in <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneRg.woff> between an external CSS file and another resource. To allow parallel downloading, move the inline script before the external CSS file, or after the next resource.

* Inline script block #1

The following external CSS files were included after an external JavaScript file in <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneRg.woff>. To ensure CSS files are downloaded in parallel, always include external CSS before external JavaScript.

* <http://vodafonetr-stage.pjmedia.co.uk/downloaded/v8312/meta/meta/Internet/search/css/header.css>
* <http://vodafonetr-stage.pjmedia.co.uk/css/vodafoneCoe/vf-min.css?build=1435584419722>
* <http://vodafonetr-stage.pjmedia.co.uk/css/vodafoneCoe/print.css>

The following inline script blocks were found in <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/vodafonergbd-webfont.woff> between an external CSS file and another resource. To allow parallel downloading, move the inline script before the external CSS file, or after the next resource.

* Inline script block #1

The following external CSS files were included after an external JavaScript file in <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/vodafonergbd-webfont.woff>. To ensure CSS files are downloaded in parallel, always include external CSS before external JavaScript.

* <http://vodafonetr-stage.pjmedia.co.uk/downloaded/v8312/meta/meta/Internet/search/css/header.css>
* <http://vodafonetr-stage.pjmedia.co.uk/css/vodafoneCoe/vf-min.css?build=1435584419722>
* <http://vodafonetr-stage.pjmedia.co.uk/css/vodafoneCoe/print.css>

The following inline script blocks were found in <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/arr_nav.png> between an external CSS file and another resource. To allow parallel downloading, move the inline script before the external CSS file, or after the next resource.

* Inline script block #1

The following external CSS files were included after an external JavaScript file in <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/arr_nav.png>. To ensure CSS files are downloaded in parallel, always include external CSS before external JavaScript.

* <http://vodafonetr-stage.pjmedia.co.uk/downloaded/v8312/meta/meta/Internet/search/css/header.css>
* <http://vodafonetr-stage.pjmedia.co.uk/css/vodafoneCoe/vf-min.css?build=1435584419722>
* <http://vodafonetr-stage.pjmedia.co.uk/css/vodafoneCoe/print.css>

[More information](http://code.google.com/speed/page-speed/docs/rtt.html#PutStylesBeforeScripts)

**Minify CSS**

[Minify CSS](https://developers.google.com/speed/docs/insights/MinifyResources) for the following resources to reduce their size by 87.1KiB (20% reduction).

* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/eshop.css> could save 80.1KiB (26% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/eshop_4bead3a3063aedc72d9c575a94450861.css).
* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/styles.css> could save 5.3KiB (27% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/styles_c2672f35f6a05d6e57ae0d45080c0922.css).
* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/jquery.bxslider.css> could save 1.2KiB (30% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/jquery.bxslider_9bb9ffc674049bca5678cef414fc2f42.css).
* Minifying <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/bootstrap.min.css> could save 535B (1% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/bootstrap.min_fb476c627ef545dd0731f5dd1761ec91.css).

[More information](http://code.google.com/speed/page-speed/docs/payload.html#MinifyCSS)

**Leverage browser caching**

[Leverage browser caching](https://developers.google.com/speed/docs/insights/LeverageBrowserCaching) for the following cacheable resources:

* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneLt.ttf> (expiration not specified)
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneRg.ttf> (expiration not specified)
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/vodafonergbd-webfont.ttf> (expiration not specified)
* <http://tags.tiqcdn.com/utag/vodafone/tr-main/prod/utag.js> (5 minutes)
* <http://tags.tiqcdn.com/utag/vodafone/tr-main/prod/utag.sync.js> (5 minutes)
* <http://cdn.tt.omtrdc.net/cdn/target.js> (17 minutes 59 seconds)
* <https://connect.facebook.net/en_US/fbds.js> (20 minutes)
* <http://www.google-analytics.com/ga.js> (2 hours)

[More information](http://code.google.com/speed/page-speed/docs/caching.html#LeverageBrowserCaching)

**Minimize redirects**

Remove the following redirect chain if possible:

* <https://googleads.g.doubleclick.net/pagead/viewthroughconversion/968391461/?random=1449403887049&cv=8&fst=1449403887049&num=1&fmt=3&guid=ON&u_h=1024&u_w=1280&u_ah=984&u_aw=1280&u_cd=24&u_his=47&u_tz=120&u_java=true&u_nplug=5&u_nmime=7&data=ecomm_pagetype%3Dother%3Becomm_value%3D&frm=0&url=http%3A//vodafonetr-stage.pjmedia.co.uk/telefon/htc-one-eski&ref=http%3A//vodafonetr-stage.pjmedia.co.uk/kampanyalar/cihazlar&async=1>
* <https://www.google.com/ads/user-lists/968391461/?fmt=3&num=1&cv=8&frm=0&url=http%3A//vodafonetr-stage.pjmedia.co.uk/telefon/htc-one-eski&ref=http%3A//vodafonetr-stage.pjmedia.co.uk/kampanyalar/cihazlar&data=ecomm_pagetype%3Dother%3Becomm_value%3D&random=596068778>
* <https://www.google.ro/ads/user-lists/968391461/?fmt=3&num=1&cv=8&frm=0&url=http%3A//vodafonetr-stage.pjmedia.co.uk/telefon/htc-one-eski&ref=http%3A//vodafonetr-stage.pjmedia.co.uk/kampanyalar/cihazlar&data=ecomm_pagetype%3Dother%3Becomm_value%3D&random=596068778&ipr=y>

Remove the following redirect chain if possible:

* <http://connect.facebook.net/en_US/fbds.js>
* <https://connect.facebook.net/en_US/fbds.js>

[More information](http://code.google.com/speed/page-speed/docs/rtt.html#AvoidRedirects)

**Optimize images**

[Optimize the following images](https://developers.google.com/speed/docs/insights/OptimizeImages) to reduce their size by 3.8KiB (35% reduction).

* Losslessly compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/back-to-top.png> could save 1.1KiB (50% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/back-to-top_5e76a134159541eb371b20f484cd2ff2.png).
* Losslessly compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/social/icon-social-1.png> could save 861B (42% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/icon-social-1_cc12332326bc424ebd52565740e42cd6.png).
* Losslessly compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/social/icon-social-youtube.png> could save 663B (17% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/icon-social-youtube_8b0a2fef194f7c308ae114e9d6051da2.png).
* Losslessly compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/cart_icon.png> could save 649B (47% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/cart_icon_421eba865dabcea85a910ad1e9efd2da.png).
* Losslessly compressing <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/icon-tl.png> could save 569B (39% reduction). See [optimized version](filesystem:chrome-extension://lanlbpjbalfkflkhegagflkgcfklnbnh/temporary/icon-tl_7462cc7e9fc9d529b61efa0a334a0f7a.png).

[More information](http://code.google.com/speed/page-speed/docs/payload.html#CompressImages)

**Serve scaled images**

The following images are resized in HTML or CSS. Serving scaled images could save 3.2KiB (54% reduction).

* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/social/icon-social-youtube.png> is resized in HTML or CSS from 40x40 to 27x27. Serving a scaled image could save 2.1KiB (54% reduction).
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/social/icon-social-1.png> is resized in HTML or CSS from 40x40 to 27x27. Serving a scaled image could save 1.1KiB (54% reduction).

[More information](http://code.google.com/speed/page-speed/docs/payload.html#ScaleImages)

**Defer parsing of JavaScript**

36.4KiB of JavaScript is parsed during initial page load. Defer parsing JavaScript to reduce blocking of page rendering.

* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneRg.woff> (9.0KiB of inline JavaScript)
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/vodafonergbd-webfont.woff> (9.0KiB of inline JavaScript)
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/css/fonts/VodafoneLt.woff> (9.0KiB of inline JavaScript)
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/arr_nav.png> (9.0KiB of inline JavaScript)
* <http://vodafonetr-stage.pjmedia.co.uk/telefon/htc-one-eski> (454B of inline JavaScript)

[More information](http://code.google.com/speed/page-speed/docs/rules_intro.html)

**Specify a cache validator**

The following resources are missing a cache validator. Resources that do not specify a cache validator cannot be refreshed efficiently. Specify a Last-Modified or ETag header to enable cache validation for the following resources:

* <http://c.go-mpulse.net/boomerang/TAK9S-UX4RS-DKVFH-JTFR6-JW9B7>

[More information](http://code.google.com/speed/page-speed/docs/caching.html#LeverageBrowserCaching)

**Specify image dimensions**

The following image(s) are missing width and/or height attributes.

* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/back-to-top.png> (Dimensions: 70 x 70)
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/cart_icon.png> (Dimensions: 25 x 22)
* <http://vodafonetr-stage.pjmedia.co.uk/htmlpages/assets/img/vf-logo.png> (Dimensions: 60 x 60)
* <http://vodafonetr-stage.pjmedia.co.uk/images/dmImage/StandardImage/special-offer-badge.png> (Dimensions: 70 x 72)

[More information](http://code.google.com/speed/page-speed/docs/rendering.html#SpecifyImageDimensions)

**Remove query strings from static resources**

Resources with a "?" in the URL are not cached by some proxy caching servers. Remove the query string and encode the parameters into the URL for the following resources:

* <http://survey.122.2o7.net/survey/dynamic/suites/316/vodafonegrouptrprod/list.js?340130834521>
* <http://tags.tiqcdn.com/utag/vodafone/tr-main/prod/utag.3.js?utv=201510300617>
* <http://tags.tiqcdn.com/utag/vodafone/tr-main/prod/utag.69.js?utv=201511181444>

[More information](http://code.google.com/speed/page-speed/docs/caching.html#LeverageProxyCaching)