

## Performance Report for: <http://balance-design.net/>

Report generated: Wed, Mar 30, 2016, 5:37 PM +0900

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 47.0.2526.111, PageSpeed 1.12.16,  
YSlow 3.1.8

PageSpeed Score

**F(33%)** ▼

YSlow Score

**C(77%)** ◆

Page Load Time

**2.6s** ▲

Total Page Size

**3.12MB** ▼

Requests

**38** ▲

### Top 5 Priority Issues

Serve scaled images	<b>F</b> (0)	▼ AVG SCORE: 80%	IMAGES	HIGH
Leverage browser caching	<b>F</b> (13)	▼ AVG SCORE: 65%	SERVER	HIGH
Minify CSS	<b>F</b> (23)	▼ AVG SCORE: 90%	CSS	HIGH
Enable gzip compression	<b>F</b> (37)	▼ AVG SCORE: 87%	SERVER	HIGH
Optimize images	<b>E</b> (50)	▼ AVG SCORE: 80%	IMAGES	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:

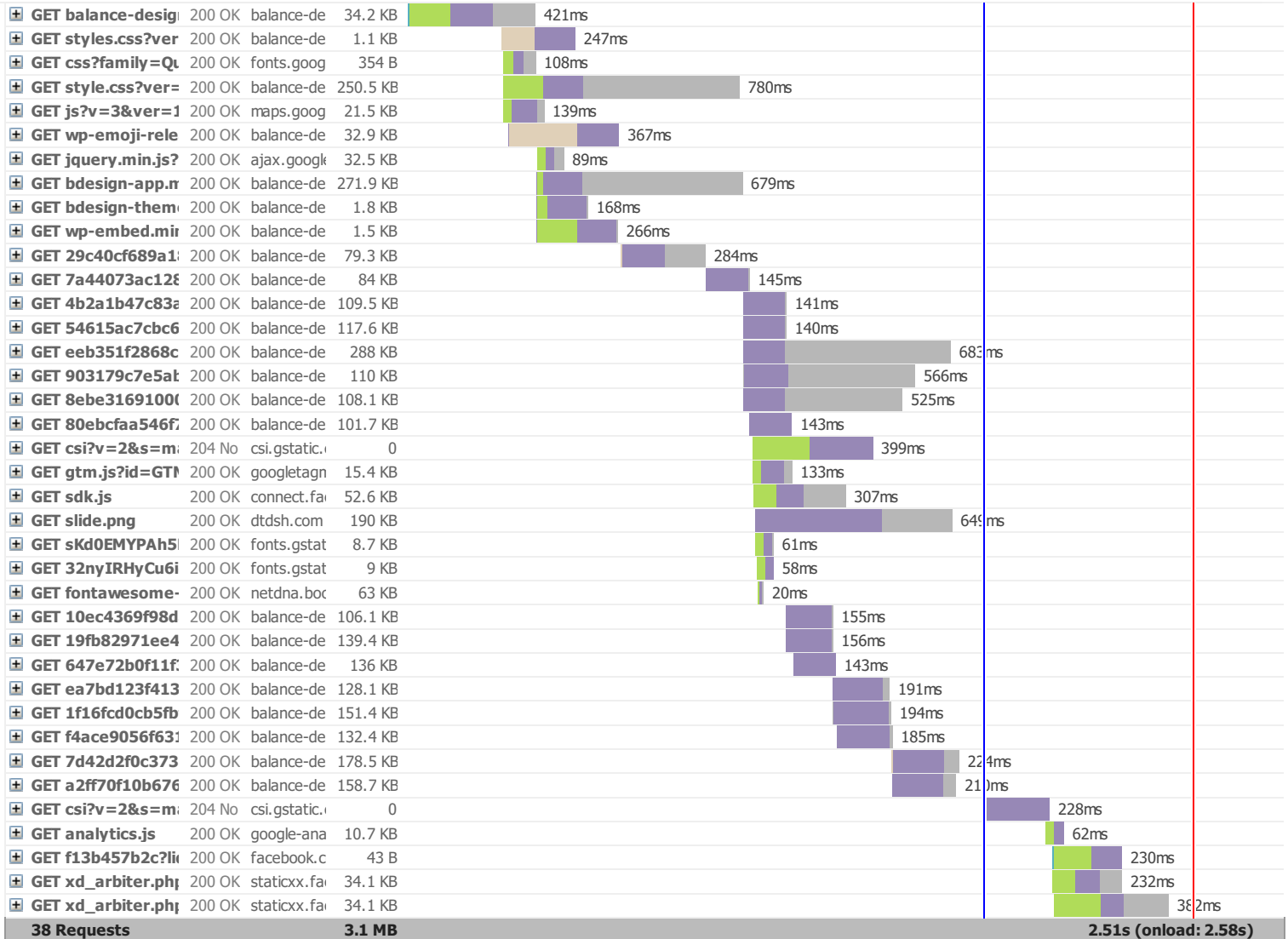
- **Executive:** Overall score information and Priority Issues
- **History:** Graphed history of past performance
- **Waterfall:** Graph of your site's loading timeline
- **Technical:** In-depth PageSpeed & YSlow information

These will provide you with a snapshot of your performance.

## 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.

### Balance Design | 日進印刷の雑貨事業部



## PageSpeed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
<b>Serve scaled images</b>	F (0)	▼ AVG SCORE: 80%	IMAGES	HIGH

The following images are resized in HTML or CSS. Serving scaled images could save 1.7MiB (82% reduction).

- <http://balance-design.net/wp-content/uploads/2016/02/eeb351f2868c7631ccbceed1255b77a8d7c471e5.jpeg> is resized in HTML or CSS from 544x535 to 311x306. Serving a scaled image could save 193.8KiB (67% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/7d42d2f0c3738c85115c407b1bc22b7bc3a1ad91.jpg> is resized in HTML or CSS from 640x640 to 226x226. Serving a scaled image could save 156.3KiB (87% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/a2ff0f10b676c688046938216498a64ec2dfc7f.jpg> is resized in HTML or CSS from 640x640 to 226x226. Serving a scaled image could save 138.9KiB (87% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/1f16fcd0cb5fbf1737452f12610742d3b555a58a.jpg> is resized in HTML or CSS from 640x640 to 226x226. Serving a scaled image could save 132.5KiB (87% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/19fb82971ee440a974f98774d3c687a5eba2c1f3.jpg> is resized in HTML or CSS from 640x640 to 226x226. Serving a scaled image could save 122.1KiB (87% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/647e72b0f11f3faa44d3c12a9ffd9e5f76bbd1a1.jpg> is resized in HTML or CSS from 640x640 to 226x226. Serving a scaled image could save 119.0KiB (87% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/f4ace9056f63182037c56af253b3bee4c2e2b5b0.jpg> is resized in HTML or CSS from 640x640 to 226x226. Serving a scaled image could save 115.9KiB (87% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/ea7bd123f4137068e216ae4db10e90132c75c3cd.jpg> is resized in HTML or CSS from 640x640 to 226x226. Serving a scaled image could save 112.1KiB (87% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/903179c7e5ab6f8e8f4c9f5cfbf29ce20ace6c8c.jpg> is resized in HTML or CSS from 640x640 to 226x226. Serving a scaled image could save 96.2KiB (87% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/8ebe3169100051e06d041fbc1334ede04e0776ab.jpg> is resized in HTML or CSS from 640x640 to 226x226. Serving a scaled image could save 94.6KiB (87% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/10ec4369f98da85322e91da4884869e42650197e.jpg> is resized in HTML or CSS from 640x640 to 226x226. Serving a scaled image could save 92.9KiB (87% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/54615ac7cbbc6cfd878b5ac2b4e3a6f01393850ac.jpg> is resized in HTML or CSS from 640x639 to 311x311. Serving a scaled image could save 89.8KiB (76% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/80ebcf5a546f784e40560def925ea85c0d4dae57.jpg> is resized in HTML or CSS from 640x640 to 226x226. Serving a scaled image could save 89.1KiB (87% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/4b2a1b47c83ab615cc1e9b3c3690d612ab484044.jpg> is resized in HTML or CSS from 640x640 to 311x311. Serving a scaled image could save 83.6KiB (76% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/7a44073ac12847884d8d32923b645df7f034000b.jpg> is resized in HTML or CSS from 640x427 to 311x208. Serving a scaled image could save 64.1KiB (76% reduction).
- <http://balance-design.net/wp-content/uploads/2016/02/29c40cf689a186894cd26859d2ea27e2a5e37e1e.jpg> is resized in HTML or CSS from 640x640 to 311x311. Serving a scaled image could save 60.6KiB (76% reduction).

<b>Leverage browser caching</b>	F (13)	▼ AVG SCORE: 65%	SERVER	HIGH
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The following cacheable resources have a short freshness lifetime. Specify an expiration at least one week in the future for the following resources:

- <http://balance-design.net/wp-content/uploads/2016/02/10ec4369f98da85322e91da4884869e42650197e.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/19fb82971ee440a974f98774d3c687a5eba2c1f3.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/1f16fcd0cb5fbf1737452f12610742d3b555a58a.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/29c40cf689a186894cd26859d2ea27e2a5e37e1e.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/4b2a1b47c83ab615cc1e9b3c3690d612ab484044.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/54615ac7cbbc6cfd878b5ac2b4e3a6f01393850ac.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/647e72b0f11f3faa44d3c12a9ffd9e5f76bbd1a1.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/7a44073ac12847884d8d32923b645df7f034000b.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/7d42d2f0c3738c85115c407b1bc22b7bc3a1ad91.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/80ebcf5a546f784e40560def925ea85c0d4dae57.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/8ebe3169100051e06d041fbc1334ede04e0776ab.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/903179c7e5ab6f8e8f4c9f5cfbf29ce20ace6c8c.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/a2ff0f10b676c688046938216498a64ec2dfc7f.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/ea7bd123f4137068e216ae4db10e90132c75c3cd.jpg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/eeb351f2868c7631ccbceed1255b77a8d7c471e5.jpeg> (expiration not specified)
- <http://balance-design.net/wp-content/uploads/2016/02/f4ace9056f63182037c56af253b3bee4c2e2b5b0.jpg> (expiration not specified)
- <http://www.googletagmanager.com/gtm.js?id=GTM-W5LZSB> (16 minutes 25 seconds)
- [http://connect.facebook.net/ja\\_JP/sdk.js](http://connect.facebook.net/ja_JP/sdk.js) (20 minutes)

- <http://maps.googleapis.com/maps/api/js?v=3&ver=1.0> (30 minutes)
- <http://www.google-analytics.com/analytics.js> (2 hours)

## Minify CSS

F (23)

▼ AVG SCORE: 90%

CSS

HIGH

Minifying the following CSS resources could reduce their size by 55.5KiB (23% reduction).

- Minifying <http://balance-design.net/wp-content/themes/balance-design/style.css?ver=1.0> could save 55.3KiB (23% reduction). See [optimized version](#)
- Minifying <http://balance-design.net/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=4.4> could save 147B (14% reduction). See [optimized version](#)
- Minifying <http://fonts.googleapis.com/css?family=Quicksand:400,700> could save 19B (6% reduction) after compression. See [optimized version](#)

## Enable gzip compression

F (37)

▼ AVG SCORE: 87%

SERVER

HIGH

Compressing the following resources with gzip could reduce their transfer size by 509.0KiB (76% reduction).

- Compressing <http://balance-design.net/wp-content/themes/balance-design/style.css?ver=1.0> could save 214.8KiB (85% reduction).
- Compressing <http://balance-design.net/wp-content/themes/balance-design/assets/js/bdesign-app.min.js?ver=1.0> could save 193.9KiB (71% reduction).
- Compressing <http://balance-design.net/> could save 27.2KiB (79% reduction).
- Compressing <http://balance-design.net/wp-includes/js/wp-emoji-release.min.js?ver=4.4.2> could save 25.7KiB (78% reduction).
- Compressing [http://staticxx.facebook.com/connect/xd\\_arbiter.php?version=42](http://staticxx.facebook.com/connect/xd_arbiter.php?version=42) could save 22.6KiB (66% reduction).
- Compressing [https://staticxx.facebook.com/connect/xd\\_arbiter.php?version=42](https://staticxx.facebook.com/connect/xd_arbiter.php?version=42) could save 22.6KiB (66% reduction).
- Compressing <http://balance-design.net/wp-content/themes/balance-design/assets/js/bdesign-theme.min.js?ver=1.0> could save 947B (51% reduction).
- Compressing <http://balance-design.net/wp-includes/js/wp-embed.min.js?ver=4.4.2> could save 752B (50% reduction).
- Compressing <http://balance-design.net/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=4.4> could save 630B (57% reduction).

## Optimize images

E (50)

▼ AVG SCORE: 80%

IMAGES

HIGH

Optimizing the following images could reduce their size by 381.0KiB (18% reduction).

- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/7a44073ac12847884d8d32923b645df7f034000b.jpg> could save 30.6KiB (37% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/10ec4369f98da85322e91da4884869e42650197e.jpg> could save 25.0KiB (24% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/19fb82971ee440a974f98774d3c687a5eba2c1f3.jpg> could save 25.0KiB (18% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/1f16fcd0cb5fbf1737452f12610742d3b555a58a.jpg> could save 25.0KiB (17% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/29c40cf689a186894cd26859d2ea27e2a5e37e1e.jpg> could save 25.0KiB (32% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/4b2a1b47c83ab615cc1e9b3c3690d612ab484044.jpg> could save 25.0KiB (23% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/54615ac7cbc6cfd878b5ac2b4e3a6f01393850ac.jpg> could save 25.0KiB (22% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/647e72b0f1f3faa44d3c12a9ffd9e5f76bbd1a1.jpg> could save 25.0KiB (19% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/7d42d2f0c3738c85115c407b1bc22b7bc3a1ad91.jpg> could save 25.0KiB (15% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/80ebcfcaa546f784e40560def925ea85c0d4dae57.jpg> could save 25.0KiB (25% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/8ebe3169100051e06d041fbc1334ede04e0776ab.jpg> could save 25.0KiB (24% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/903179c7e5ab6f8e8f4c9f5cfbf29ce20ace6c8c.jpg> could save 25.0KiB (23% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/a2ff70f10b676c688046938216498a64ec2dfc7f.jpg> could save 25.0KiB (16% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/ea7bd123f4137068e216ae4db10e90132c75c3cd.jpg> could save 25.0KiB (20% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/f4ace9056f63182037c56af253b3bee4c2e2b5b0.jpg> could save 25.0KiB (19% reduction). See [optimized version](#)
- Losslessly compressing <http://balance-design.net/wp-content/uploads/2016/02/eeb351f2868c7631ccbceed1255b77a8d7c471e5.jpeg> could save 148B (1% reduction). See [optimized version](#)

## Specify image dimensions

C (75)

▲ AVG SCORE: 48%

IMAGES

HIGH

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

- <http://balance-design.net/wp-content/uploads/2016/02/29c40cf689a186894cd26859d2ea27e2a5e37e1e.jpg> (Dimensions: 640 x 640)
- <http://balance-design.net/wp-content/uploads/2016/02/4b2a1b47c83ab615cc1e9b3c3690d612ab484044.jpg> (Dimensions: 640 x 640)
- <http://balance-design.net/wp-content/uploads/2016/02/54615ac7cbc6cf878b5ac2b4e3a6f01393850ac.jpg> (Dimensions: 640 x 639)
- <http://balance-design.net/wp-content/uploads/2016/02/7a44073ac12847884d8d32923b645df7f034000b.jpg> (Dimensions: 640 x 427)
- <http://balance-design.net/wp-content/uploads/2016/02/eeb351f2868c7631ccbceed1255b77a8d7c471e5.jpeg> (Dimensions: 544 x 535)

## Serve resources from a consistent URL

B (83)

▼ AVG SCORE: 94%

CONTENT

HIGH

The following resources have identical contents, but are served from different URLs. Serve these resources from a consistent URL to save 1 request(s) and 34.1KiB.

- [http://staticxx.facebook.com/connect/xd\\_arbiter.php?version=42](http://staticxx.facebook.com/connect/xd_arbiter.php?version=42)
- [https://staticxx.facebook.com/connect/xd\\_arbiter.php?version=42](https://staticxx.facebook.com/connect/xd_arbiter.php?version=42)

## Defer parsing of JavaScript

B (84)

▲ AVG SCORE: 54%

JS

HIGH

118.9KiB of JavaScript is parsed during initial page load. Defer parsing JavaScript to reduce blocking of page rendering.

- <http://maps.googleapis.com/maps/api/js?v=3&ver=1.0> (59.4KiB)
- [http://staticxx.facebook.com/connect/xd\\_arbiter.php?version=42](http://staticxx.facebook.com/connect/xd_arbiter.php?version=42) (29.0KiB of inline JavaScript)
- [https://staticxx.facebook.com/connect/xd\\_arbiter.php?version=42](https://staticxx.facebook.com/connect/xd_arbiter.php?version=42) (29.0KiB of inline JavaScript)
- <http://balance-design.net/> (1.6KiB of inline JavaScript)

## Remove query strings from static resources

A (91)

◆ AVG SCORE: 86%

CONTENT

HIGH

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://ajax.googleapis.com/ajax/libs/jquery/1.11.3/jquery.min.js?ver=1.9.1>
- <http://maps.googleapis.com/maps/api/js?v=3&ver=1.0>

## Specify a cache validator

A (91)

◆ AVG SCORE: 93%

SERVER

HIGH

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://maps.googleapis.com/maps/api/js?v=3&ver=1.0>
- <http://www.googletagmanager.com/gtm.js?id=GTM-W5LZSB>

## Specify a Vary: Accept-Encoding header

A (95)

◆ AVG SCORE: 92%

SERVER

HIGH

The following publicly cacheable, compressible resources should have a "Vary: Accept-Encoding" header:

- <http://maps.googleapis.com/maps/api/js?v=3&ver=1.0>

## Minify JavaScript

A (99)



AVG SCORE: 92%

JS

HIGH

Minifying the following JavaScript resources could reduce their size by 1.1KiB (1% reduction).

- Minifying <http://www.googletagmanager.com/gtm.js?id=GTM-W5LZSB> could save 372B (3% reduction) after compression. See [optimized version](#)
- Minifying [http://connect.facebook.net/ja\\_JP/sdk.js](http://connect.facebook.net/ja_JP/sdk.js) could save 333B (1% reduction) after compression. See [optimized version](#)
- Minifying <http://maps.googleapis.com/maps/api/js?v=3&ver=1.0> could save 173B (1% reduction) after compression. See [optimized version](#)
- Minifying <http://ajax.googleapis.com/ajax/libs/jquery/1.11.3/jquery.min.js?ver=1.9.1> could save 91B (1% reduction) after compression. See [optimized version](#)
- Minifying <http://balance-design.net/wp-includes/js/wp-emoji-release.min.js?ver=4.4.2> could save 84B (1% reduction). See [optimized version](#)
- Minifying <http://www.google-analytics.com/analytics.js> could save 51B (1% reduction) after compression. See [optimized version](#)
- Minifying <http://balance-design.net/wp-content/themes/balance-design/assets/js/bdesign-app.min.js?ver=1.0> could save 9B (1% reduction). See [optimized version](#)

## Minify HTML

A (97)



AVG SCORE: 94%

CONTENT

LOW

Minifying the following HTML resources could reduce their size by 2.0KiB (2% reduction).

- Minifying <http://balance-design.net/> could save 1.8KiB (6% reduction). See [optimized version](#)
- Minifying [http://staticxx.facebook.com/connect/xd\\_arbiter.php?version=42](http://staticxx.facebook.com/connect/xd_arbiter.php?version=42) could save 113B (1% reduction). See [optimized version](#)
- Minifying [https://staticxx.facebook.com/connect/xd\\_arbiter.php?version=42](https://staticxx.facebook.com/connect/xd_arbiter.php?version=42) could save 113B (1% reduction). See [optimized version](#)

## Avoid bad requests

A (100)



AVG SCORE: 98%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

## Avoid a character set in the meta tag

A (100)



AVG SCORE: 95%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

## Avoid landing page redirects

A (100)



AVG SCORE: 97%

SERVER

HIGH

You scored 100% on this recommendation - nothing to do here!

## Enable Keep-Alive

A (100)



AVG SCORE: 97%

SERVER

HIGH

You scored 100% on this recommendation - nothing to do here!

## Inline small CSS

A (100)



AVG SCORE: 95%

CSS

HIGH

You scored 100% on this recommendation - nothing to do here!

## Inline small JavaScript

A (100)



AVG SCORE: 97%

JS

HIGH

You scored 100% on this recommendation - nothing to do here!

**Minimize redirects**

A (100)

▲ AVG SCORE: 92%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

**Minimize request size**

A (100)

◆ AVG SCORE: 99%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

**Optimize the order of styles and scripts**

A (100)

▲ AVG SCORE: 93%

CSS/JS

HIGH

You scored 100% on this recommendation - nothing to do here!

**Put CSS in the document head**

A (100)

◆ AVG SCORE: 100%

CSS

HIGH

You scored 100% on this recommendation - nothing to do here!

**Specify a character set early**

A (100)

◆ AVG SCORE: 97%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

**Avoid CSS @import**

A (100)

◆ AVG SCORE: 96%

CSS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

**Combine images using CSS sprites**

A (100)

▲ AVG SCORE: 84%

IMAGES

MEDIUM

You scored 100% on this recommendation - nothing to do here!

**Prefer asynchronous resources**

A (100)

◆ AVG SCORE: 97%

JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!



## YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Add Expires headers	F (0)	▼ AVG SCORE: 26%	SERVER	HIGH

There are 28 static components without a far-future expiration date.

- <http://balance-design.net/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=4.4>
- <http://fonts.googleapis.com/css?family=Quicksand:400,700>
- <http://balance-design.net/wp-content/themes/balance-design/style.css?ver=1.0>
- <http://maps.googleapis.com/maps/api/js?v=3&ver=1.0>
- <http://balance-design.net/wp-includes/js/wp-emoji-release.min.js?ver=4.4.2>
- <http://balance-design.net/wp-content/uploads/2016/02/29c40cf689a186894cd26859d2ea27e2a5e37e1e.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/7a44073ac12847884d8d32923b645df7f034000b.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/4b2a1b47c83ab615cc1e9b3c3690d612ab484044.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/54615ac7c6c6fd878b5ac2b4e3a6f01393850ac.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/eeb351f2868c7631ccbbeed1255b77a8d7c471e5.jpeg>
- <http://balance-design.net/wp-content/uploads/2016/02/8ebe3169100051e06d041fbc1334ede04e0776ab.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/903179c7e5ab6f8e8f4c9f5cfbf29ce20ace6c8c.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/80ebcfaa546f784e40560def925ea85c0d4dae57.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/10ec4369f98da85322e91da4884869e42650197e.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/19fb82971ee440a974f98774d3c687a5eba2c1f3.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/647e72b0f11f3faa44d3c12a9ffd9e5f76bbd1a1.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/ea7bd123f4137068e216ae4db10e90132c75c3cd.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/1f16fcd0cb5fbf1737452f12610742d3b555a58a.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/f4ace9056f63182037c56af253b3bee4c2e2b5b0.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/7d42d2f0c3738c85115c407b1bc22b7bc3a1ad91.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/a2ff70f10b676c688046938216498a64ec2dfc7f.jpg>
- <http://balance-design.net/wp-content/themes/balance-design/assets/js/bdesign-app.min.js?ver=1.0>
- <http://balance-design.net/wp-content/themes/balance-design/assets/js/bdesign-theme.min.js?ver=1.0>
- <http://balance-design.net/wp-includes/js/wp-embed.min.js?ver=4.4.2>
- <http://www.googletagmanager.com/gtm.js?id=GTM-W5LZSB>
- [http://connect.facebook.net/ja\\_JP/sdk.js](http://connect.facebook.net/ja_JP/sdk.js)
- <http://www.google-analytics.com/analytics.js>
- <https://www.facebook.com/impression.php/f13b457b2c/?lid=115&payload=%7B%22source%22%3A%22jsdk%22%7D>

Compress components with gzip	F (1)	▼ AVG SCORE: 74%	SERVER	HIGH
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There are 9 plain text components that should be sent compressed

- <http://balance-design.net/>
- <http://balance-design.net/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=4.4>
- <http://balance-design.net/wp-content/themes/balance-design/style.css?ver=1.0>
- <http://balance-design.net/wp-includes/js/wp-emoji-release.min.js?ver=4.4.2>
- <http://balance-design.net/wp-content/themes/balance-design/assets/js/bdesign-app.min.js?ver=1.0>
- <http://balance-design.net/wp-content/themes/balance-design/assets/js/bdesign-theme.min.js?ver=1.0>
- <http://balance-design.net/wp-includes/js/wp-embed.min.js?ver=4.4.2>
- [http://staticxx.facebook.com/connect/xd\\_arbiter.php?version=42](http://staticxx.facebook.com/connect/xd_arbiter.php?version=42)
- [https://staticxx.facebook.com/connect/xd\\_arbiter.php?version=42](https://staticxx.facebook.com/connect/xd_arbiter.php?version=42)

Use a Content Delivery Network (CDN)	F (0)	▼ AVG SCORE: 12%	SERVER	MEDIUM
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Using a CDN YSlow doesn't recognize? Specify your CDNs in your [User Settings](#).

There are 23 static components that are not on CDN.

- <http://balance-design.net/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=4.4>
- <http://balance-design.net/wp-content/themes/balance-design/style.css?ver=1.0>
- <http://balance-design.net/wp-includes/js/wp-emoji-release.min.js?ver=4.4.2>
- <http://balance-design.net/wp-content/uploads/2016/02/29c40cf689a186894cd26859d2ea27e2a5e37e1e.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/7a44073ac12847884d8d32923b645df7f034000b.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/4b2a1b47c83ab615cc1e9b3c3690d612ab484044.jpg>



- <http://balance-design.net/wp-content/uploads/2016/02/54615ac7cbc6cfd878b5ac2b4e3a6f01393850ac.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/eeb351f2868c7631ccbceed1255b77a8d7c471e5.jpeg>
- <http://balance-design.net/wp-content/uploads/2016/02/8ebe3169100051e06d041fbc1334ede04e0776ab.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/903179c7e5ab6f8e8f4c9f5cfbf29ce20ace6c8c.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/80ebcfaa546f784e40560def925ea85c0d4dae57.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/10ec4369f98da85322e91da4884869e42650197e.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/19fb82971ee440a974f98774d3c687a5eba2c1f3.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/647e72b0f1f3faa44d3c12a9ffd9e5f76bbd1a1.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/ea7bd123f4137068e216ae4db10e90132c75c3cd.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/1f16fcd0cb5fbf1737452f12610742d3b555a58a.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/f4ace9056f63182037c56af253b3bee4c2e2b5b0.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/7d42d2f0c3738c85115c407b1bc22b7bc3a1ad91.jpg>
- <http://balance-design.net/wp-content/uploads/2016/02/a2ff0f10b676c688046938216498a64ec2dfc7f.jpg>
- <http://balance-design.net/wp-content/themes/balance-design/assets/js/bdesign-app.min.js?ver=1.0>
- <http://balance-design.net/wp-content/themes/balance-design/assets/js/bdesign-theme.min.js?ver=1.0>
- <http://balance-design.net/wp-includes/js/wp-embed.min.js?ver=4.4.2>
- <https://www.facebook.com/impression.php/f13b457b2c/?lid=115&payload=%7B%22source%22%3A%22jssdk%22%7D>

## Make fewer HTTP requests

C (72)



AVG SCORE: 37%

CONTENT

HIGH

This page has 9 external Javascript scripts. Try combining them into one.

This page has 3 external stylesheets. Try combining them into one.

## Reduce DNS lookups

C (70)



AVG SCORE: 74%

CONTENT

LOW

The components are split over more than 4 domains

- balance-design.net: 23 components, 2788.0K
- fonts.googleapis.com: 1 component, 0.8K (0.3K GZip)
- maps.googleapis.com: 1 component, 68.3K (22.0K GZip)
- ajax.googleapis.com: 1 component, 95.9K (33.3K GZip)
- www.googletagmanager.com: 1 component, 40.3K (15.8K GZip)
- connect.facebook.net: 1 component, 178.1K (53.8K GZip)
- dtdsh.com: 1 component, 194.5K
- www.google-analytics.com: 1 component, 26.2K (10.9K GZip)
- www.facebook.com: 1 component, 0.04K
- staticxx.facebook.com: 2 components, 69.7K

## Use cookie-free domains

A (95)



AVG SCORE: 46%

COOKIE

LOW

There is 1 component that is not cookie-free

- <http://dtdsh.com/wp-content/uploads/2015/11/slide.png>

## Avoid empty src or href

A (100)



AVG SCORE: 100%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

## Minify JavaScript and CSS

A (100)



AVG SCORE: 70%

CSS/JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

## Avoid URL redirects

A (100)



AVG SCORE: 86%

CONTENT

MEDIUM

You scored 100% on this recommendation - nothing to do here!

**Make AJAX cacheable**

A (100)

◆ AVG SCORE: 100%

JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

**Put CSS at the top**

A (100)

◆ AVG SCORE: 100%

CSS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

**Remove duplicate JavaScript and CSS**

A (100)

◆ AVG SCORE: 100%

CSS/JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

**Put JavaScript at bottom**

A (100)

◆ AVG SCORE: 100%

JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

**Avoid AlphanumLoader filter**

A (100)

◆ AVG SCORE: 98%

CSS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

**Avoid HTTP 404 (Not Found) error**

A (100)

◆ AVG SCORE: 99%

CONTENT

MEDIUM

You scored 100% on this recommendation - nothing to do here!

**Reduce the number of DOM elements**

A (100)

▲ AVG SCORE: 92%

CONTENT

LOW

You scored 100% on this recommendation - nothing to do here!

**Do not scale images in HTML**

A (100)

◆ AVG SCORE: 100%

IMAGES

LOW

You scored 100% on this recommendation - nothing to do here!

**Use GET for AJAX requests**

A (100)

◆ AVG SCORE: 100%

JS

LOW

You scored 100% on this recommendation - nothing to do here!

**Avoid CSS expressions**

A (100)

◆ AVG SCORE: 98%

CSS

LOW

You scored 100% on this recommendation - nothing to do here!

**Reduce cookie size**

A (100)

◆ AVG SCORE: 100%

COOKIE

LOW

You scored 100% on this recommendation - nothing to do here!

Make favicon small and cacheable	A (100)	AVG SCORE: 100%	IMAGES	LOW
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You scored 100% on this recommendation - nothing to do here!

Configure entity tags (ETags)	A (100)	AVG SCORE: 77%	SERVER	LOW
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You scored 100% on this recommendation - nothing to do here!

Make JavaScript and CSS external	(n/a)		CSS/JS	MEDIUM
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Only consider this if your property is a common user home page.

- There is a total of 2 inline css
- There is a total of 3 inline scripts