GTmetrix
The web should be fast.

Performance Report for:

http://socialserver.co.uk/

Report generated:	Fri, Apr 8, 2016, 6:29 AM -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
A (98%) ^	**A (98%)** ^		**0.7s** ^	**292KB** ^	**9** ^

Top 5 Priority Issues

Optimize images	F (42)	❤	AVG SCORE: 80%	IMAGES	HIGH
Minimize request size	B (82)	❤	AVG SCORE: 98%	CONTENT	HIGH
Optimize the order of styles and scripts	B (85)	❤	AVG SCORE: 93%	CSS/JS	HIGH
Remove query strings from static resources	B (85)	◆	AVG SCORE: 85%	CONTENT	HIGH
Specify image dimensions	A (95)	▲	AVG SCORE: 49%	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.

History

Page load times

HTML D/L Time Page Load Time
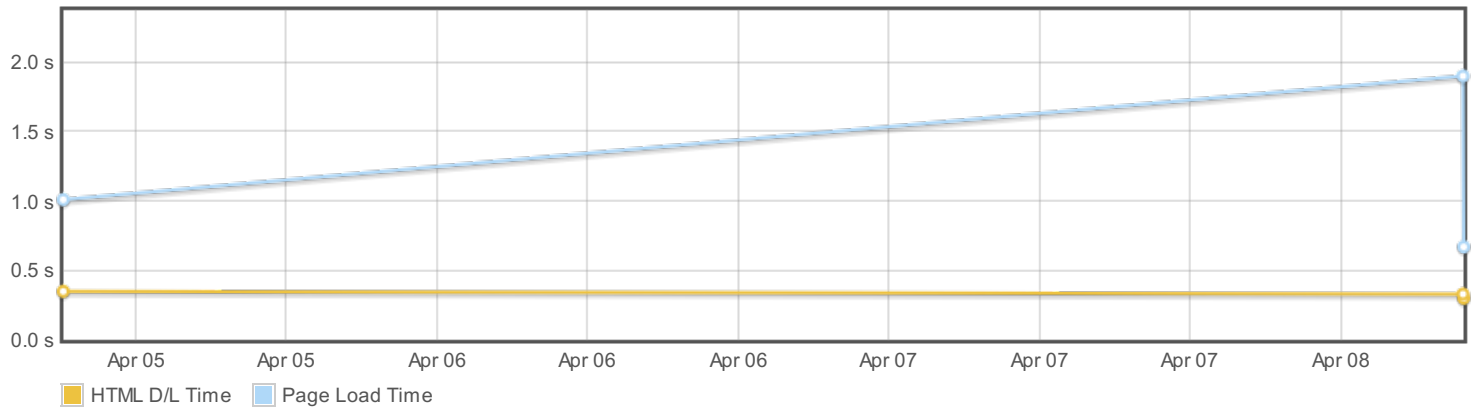
Page sizes and request counts

Requests HTML Size Total Page Size
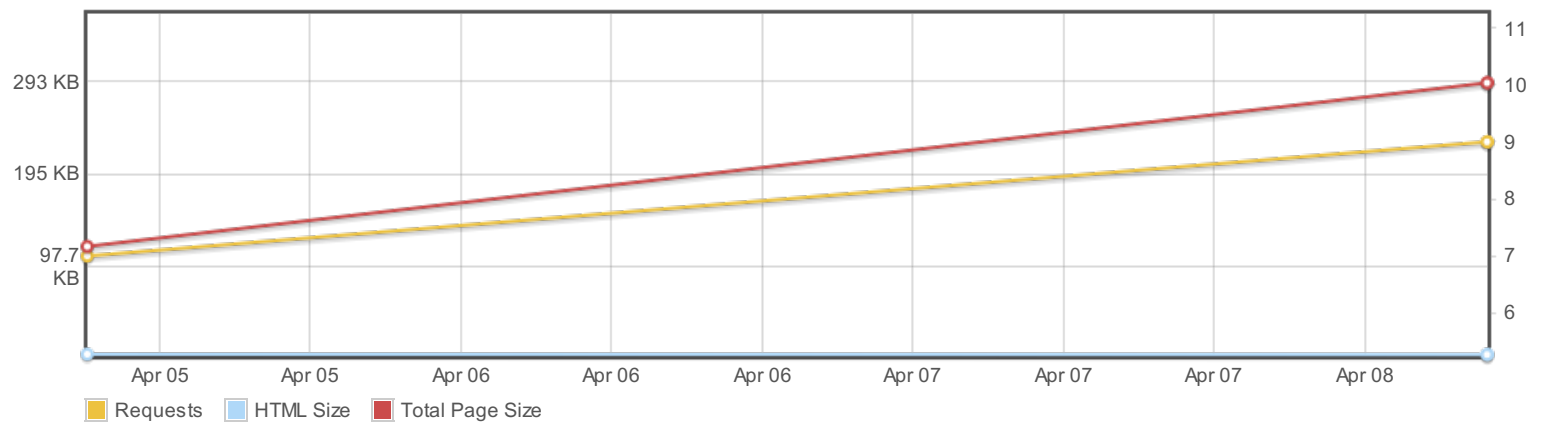
PageSpeed and YSlow scores

PageSpeed Score YSlow Score
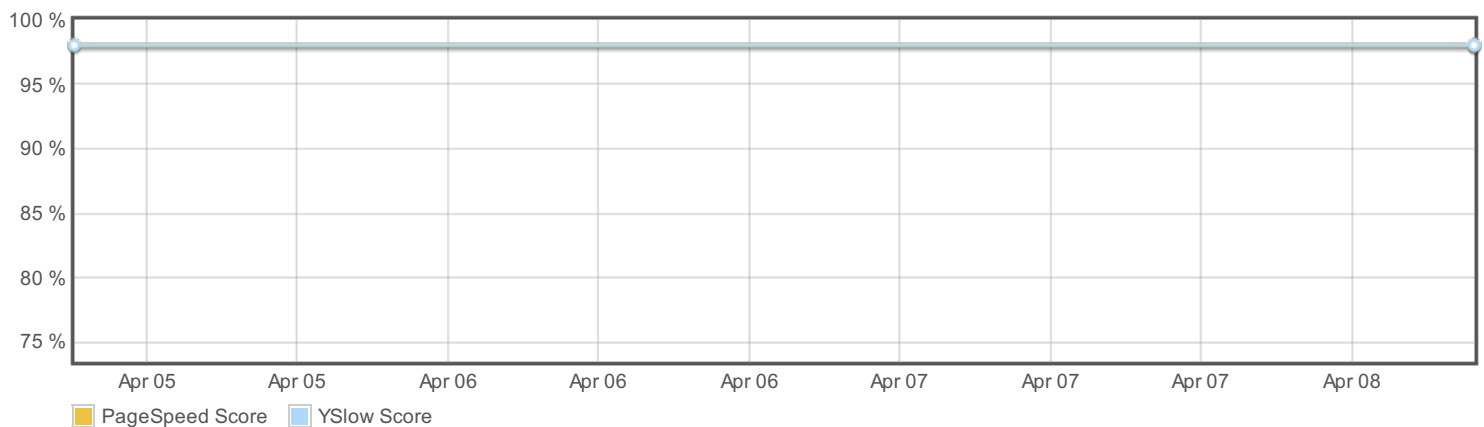
Waterfall Chart

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.

⊟ **Social Server – Straps For Your Boots**					
⊞ **GET socialserver.c**	200 OK	socialserve	5.5 KB		303ms
⊞ **GET autoptimize_d**	200 OK	socialserve	51.1 KB		16ms
⊞ **GET autoptimize_b**	200 OK	socialserve	1.6 KB		4ms
⊞ **GET dashicons.min**	200 OK	socialserve	27.8 KB		7ms
⊞ **GET 12-001.jpg?re**	200 OK	i1.wp.com	35 KB		25ms
⊞ **GET cloudflare.min**	200 OK	ajax.cloudf	21.1 KB		5ms
⊞ **GET rocket.js**	200 OK	socialserve	24.4 KB		6ms
⊞ **GET bag2?r[]=http**	200 OK	socialserve	73.4 KB		16ms
⊞ **GET icons.woff**	200 OK	socialserve	52.3 KB		3ms
9 Requests			**292.1 KB**		**624ms (onload: 668ms)**

PageSpeed Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Optimize images	F (42)	❤ AVG SCORE: 80%	IMAGES	HIGH

Optimizing the following images could reduce their size by 6.8KiB (20% reduction).

- Losslessly compressing http://i1.wp.com/socialserver.co.uk/wp-content/uploads/2016/03/12-001.jpg?resize=364%2C395 could save 6.8KiB (20% reduction). See optimized version

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Minimize request size	B (82)	❤ AVG SCORE: 98%	CONTENT	HIGH

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

- http://socialserver.co.uk/cdn-cgi/pe/bag2?r[]=http%3A%2F%2Fsocialserver.co.uk%2Fwp-includes%2Fjs%2Fjquery%2Fjquery.js&r[]=http%3A%2F%2Fsocial server.co.uk%2Fwp-includes%2Fjs%2Fjquery%2Fjquery-migrate.min.js&r[]=http%3A%2F%2Fsocialserver.co.uk%2Fwp-content%2Fplugins%2Fcaptcha%2 Fjs%2Ffront_end_script.js&r[]=http%3A%2F%2Fsocialserver.co.uk%2Fwp-content%2Fplugins%2Fjetpack%2Fmodules%2Fphoton%2Fphoton.js&r[]=http% 3A%2F%2Fsocialserver.co.uk%2Fwp-content%2Fplugins%2Fwoocommerce%2Fassets%2Fjs%2Ffrontend%2Fadd-to-cart.min.js&r[]=http%3A%2F%2Fsoc ialserver.co.uk%2Fwp-content%2Fplugins%2Fwoocommerce%2Fassets%2Fjs%2Fjquery-blockui%2Fjquery.blockUI.min.js&r[]=http%3A%2F%2Fsocialserv er.co.uk%2Fwp-content%2Fplugins%2Fwoocommerce%2Fassets%2Fjs%2Ffrontend%2Fwoocommerce.min.js&r[]=http%3A%2F%2Fsocialserver.co.uk%2 Fwp-content%2Fplugins%2Fwoocommerce%2Fassets%2Fjs%2Fjquery-cookie%2Fjquery.cookie.min.js&r[]=http%3A%2F%2Fsocialserver.co.uk%2Fwp-co ntent%2Fplugins%2Fwoocommerce%2Fassets%2Fjs%2Ffrontend%2Fcart-fragments.min.js&r[]=http%3A%2F%2Fs0.wp.com%2Fwp-content%2Fjs%2Fde vicepx-jetpack.js&r[]=http%3A%2F%2Fsocialserver.co.uk%2Fwp-content%2Fthemes%2Ftime%2Fdata%2Fjs%2F3rd-party.min.js&r[]=http%3A%2F%2Fsoci alserver.co.uk%2Fwp-content%2Fthemes%2Ftime%2Fdata%2Fjs%2Ftime.min.js&r[]=http%3A%2F%2Fsocialserver.co.uk%2Fwp-includes%2Fjs%2Fwp-e mbed.min.js&r[]=http%3A%2F%2Fstats.wp.com%2Fe-201614.js has a request size of 1.8KiB
  - Request URL: 1.4KiB
  - Cookies: 52B
  - Referer Url: 26B
  - Other: 342B

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Optimize the order of styles and scripts	B (85)	❤ AVG SCORE: 93%	CSS/JS	HIGH

The following inline script blocks were found in http://socialserver.co.uk/ 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 #2

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Remove query strings from static resources	B (85)	◆ AVG SCORE: 85%	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://i1.wp.com/socialserver.co.uk/wp-content/uploads/2016/03/12-001.jpg?resize=364%2C395

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Specify image dimensions	A (95)	▲ AVG SCORE: 49%	IMAGES	HIGH

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

- http://i1.wp.com/socialserver.co.uk/wp-content/uploads/2016/03/12-001.jpg?resize=277%2C301

| **Minify CSS** | A (99) | ▲ AVG SCORE: 90% | CSS | HIGH |

Minifying the following CSS resources could reduce their size by 114B (1% reduction).

- Minifying http://socialserver.co.uk/wp-content/cache/autoptimize/css/autoptimize_d42f7ca20a113ccb922e5e04a0bbde82.css could save 112B (1% reduction) after compression.
- Minifying http://socialserver.co.uk/wp-content/cache/autoptimize/css/autoptimize_b736bbcee7d8c0a9c7b2a69d41492e22.css could save 2B (1% reduction) after compression. See optimized version

| **Minify JavaScript** | A (99) | ▲ AVG SCORE: 92% | JS | HIGH |

Minifying the following JavaScript resources could reduce their size by 109B (1% reduction).

- Minifying http://socialserver.co.uk/cdn-cgi/nexp/dok3v=1613a3a185/cloudflare/rocket.js could save 58B (1% reduction) after compression. See optimized version
- Minifying http://ajax.cloudflare.com/cdn-cgi/nexp/dok3v=e982913d31/cloudflare.min.js could save 51B (1% reduction) after compression. See optimized version

| **Minify HTML** | A (99) | ◆ AVG SCORE: 94% | CONTENT | LOW |

Minifying the following HTML resources could reduce their size by 60B (2% reduction).

- Minifying http://socialserver.co.uk/ could save 60B (2% reduction) after compression. 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: 96% | 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!

| **Defer parsing of JavaScript** | A (100) | ▲ AVG SCORE: 54% | JS | HIGH |

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

| **Enable gzip compression** | A (100) | ▲ AVG SCORE: 86% | 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!

| **Leverage browser caching** | A (100) | ▲ AVG SCORE: 64% | SERVER | 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!

| **Put CSS in the document head** | A (100) | ◆ AVG SCORE: 100% | CSS | HIGH |

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

| **Serve resources from a consistent URL** | A (100) | ▲ AVG SCORE: 94% | CONTENT | HIGH |

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

| **Serve scaled images** | A (100) | ▲ AVG SCORE: 80% | IMAGES | HIGH |

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

| **Specify a cache validator** | A (100) | ▲ AVG SCORE: 93% | SERVER | HIGH |

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

| **Specify a Vary: Accept-Encoding header** | A (100) | ▲ AVG SCORE: 91% | SERVER | 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

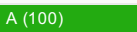`A (100)` ◆ AVG SCORE: 96%   CSS   MEDIUM

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

Combine images using CSS sprites

`A (100)` ▲ AVG SCORE: 85%   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
Use cookie-free domains	C (75)	▲ AVG SCORE: 45%	COOKIE	LOW

There are 5 components that are not cookie-free

- http://socialserver.co.uk/wp-content/cache/autoptimize/css/autoptimize_d42f7ca20a113ccb922e5e04a0bbde82.css
- http://socialserver.co.uk/wp-content/cache/autoptimize/css/autoptimize_b736bbcee7d8c0a9c7b2a69d41492e22.css
- http://socialserver.co.uk/wp-includes/css/dashicons.min.css
- http://ajax.cloudflare.com/cdn-cgi/nexp/dok3v=e982913d31/cloudflare.min.js
- http://socialserver.co.uk/cdn-cgi/nexp/dok3v=1613a3a185/cloudflare/rocket.js

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Use a Content Delivery Network (CDN)	A (90)	▲ AVG SCORE: 12%	SERVER	MEDIUM

Using a CDN YSlow doesn't recognize? Specify your CDNs in your User Settings.

There is 1 static component that is not on CDN.

- http://i1.wp.com/socialserver.co.uk/wp-content/uploads/2016/03/12-001.jpg?resize=364%2C395

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Make fewer HTTP requests	A (96)	▲ AVG SCORE: 36%	CONTENT	HIGH

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

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Avoid empty src or href	A (100)	◆ AVG SCORE: 100%	CONTENT	HIGH

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

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Add Expires headers	A (100)	▲ AVG SCORE: 26%	SERVER	HIGH

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

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Compress components with gzip	A (100)	▲ AVG SCORE: 73%	SERVER	HIGH

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

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Minify JavaScript and CSS	A (100)	▲ AVG SCORE: 70%	CSS/JS	MEDIUM

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

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Avoid URL redirects	A (100)	▲ AVG SCORE: 86%	CONTENT	MEDIUM

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

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
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 AlphaImageLoader 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 DNS lookups	A (100)	AVG SCORE: 75%	CONTENT	LOW

- socialserver.co.uk: 5 components, 450.2K (112.9K GZip)
- i1.wp.com: 1 component, 35.8K
- ajax.cloudflare.com: 1 component, 61.5K (21.5K GZip)

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

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

Configure entity tags (ETags)	A (100)	▲ AVG SCORE: 76%	SERVER	LOW

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

Make JavaScript and CSS external	(n/a)		CSS/JS	MEDIUM

Only consider this if your property is a common user home page.

- There is a total of 3 inline css
- There is a total of 22 inline scripts