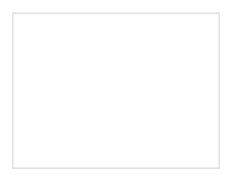
# **Executive Summary**



# 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

**A** (98%) **^** 

YSlow Score

**A**(98%) **^** 

Page Load Time

 $0.7s^{\bullet}$ 

Total Page Size

292KB ^

Requests

9 ^

#### Top 5 Priority Issues

Optimize images	F (42)	❤ AVG SCORE: 80%	IMA GES	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%	IMA GES	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



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:

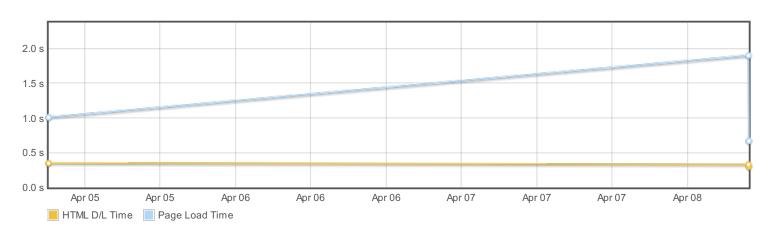
- Executive: Overall score information and Priority Issues
- **History:** Graphed history of past performance
- Waterfall: Graph of your site's loading timeline
- Technical: In-depth PageSpeed & YSlow information

These will provide you with a snapshot of your performance.

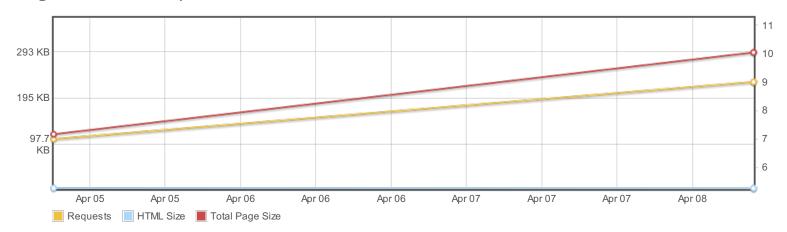


## History

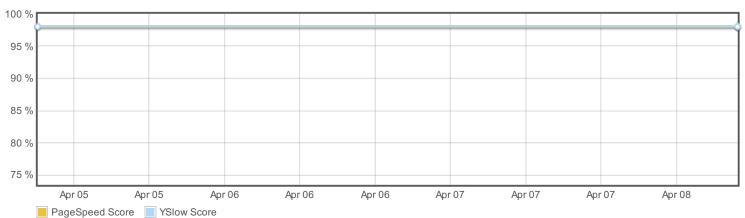
### Page load times



## Page sizes and request counts



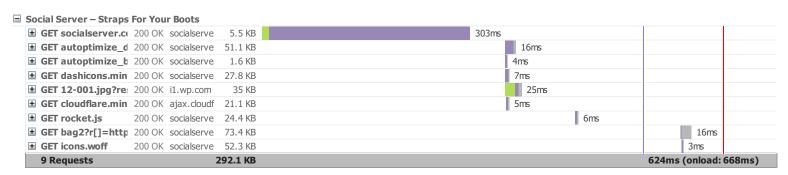
## PageSpeed and YSlow scores





#### 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.





# PageSpeed Recommendations

# PageSpeed Recommendations

Optimize images         MIGH         AVIS SCORE 80%         MAGES         HGH           Minimize request size         6,621         AVIS SCORE 80%         CONTENT         HGH           Optimize the order of styles and scripts         6,651         AVIS SCORE 80%         CONTENT         HGH           Remove query strings from static resources         6,651         AVIS SCORE 80%         CONTENT         HGH           Specify image dimensions         ASES         AVIS SCORE 80%         CSS         HGH           Minify CSS         ASES         AVIS SCORE 80%         CSS         HGH           Minify JavaScript         ASES         AVIS SCORE 80%         CSN HGH           Minify HTML         AVIS SCORE 80%         CONTENT         LGW           Avoid a character set in the meta tag         ASES         AVIS SCORE 80%         CONTENT         HGH           Avoid a character set in the meta tag         ASES         AVIS SCORE 80%         CONTENT         HGH           Avoid anding page redirects         ASES         AVIS SCORE 80%         SERVER         HGH           Defer parsing of JavaScript         ASES         AVIS SCORE 80%         SERVER         HGH           Enable Keep-Alive         ASES         AVIS SCORE 80%         SERVER         HGH	RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Definize the order of styles and scripts	Optimize images	F (42)	₩ AVG SCORE: 80%	IMA GES	HIGH
Remove query strings from static resources         9 85	Minimize request size	B (82)	₩ AVG SCORE: 98%	CONTENT	HIGH
Specify Image dimensions         A 695         A AVG SCORE: 49%         MAGES         HIGH           Minify CSS         A 695         A AVG SCORE: 90%         CSS         HIGH           Minify JavaScript         A 695         A VG SCORE: 90%         CSS         HIGH           Minify JavaScript         A 695         A VG SCORE: 90%         CONTENT         LOW           Avoid bad requests         A 1000         A VG SCORE: 90%         CONTENT         HIGH           Avoid a character set in the meta tag         A 1000         A VG SCORE: 90%         CONTENT         HIGH           Avoid landing page redirects         A 1000         A VG SCORE: 90%         SERVER         HIGH           Defer parsing of JavaScript         A 1000         A AVG SCORE: 90%         SERVER         HIGH           Enable Keep-Alive         A 1000         A AVG SCORE: 90%         SERVER         HIGH           Inline small JavaScript         A 1000         A AVG SCORE: 90%         SERVER         HIGH           Leverage browser caching         A 1000         A AVG SCORE: 90%         SERVER         HIGH           Minimize redirects         A 1000         A AVG SCORE: 90%         CONTENT         HIGH           Put CSS in the document head         A 1000         A AVG SCORE:	Optimize the order of styles and scripts	B (85)	₩ AVG SCORE: 93%	CSS/JS	HIGH
Minify CSS         A 690         A AVG SCORE 90%         CSS         HIGH           Minify JavaScript         A 699         A VG SCORE 92%         JS         HIGH           Minify HTML         A 699         A VG SCORE 98%         CONTENT         LOW           Avoid bad requests         A 700         A VG SCORE 98%         CONTENT         HIGH           Avoid a character set in the meta tag         A 700         A VG SCORE 98%         CONTENT         HIGH           Avoid landing page redirects         A 700         A VG SCORE 98%         CONTENT         HIGH           Defer parsing of JavaScript         A 700         A VG SCORE 98%         SERVER         HIGH           Enable gzip compression         A 700         A VG SCORE 98%         SERVER         HIGH           Enable Keep-Alive         A 700         A VG SCORE 98%         SERVER         HIGH           Inline small JavaScript         A 700         A VG SCORE 98%         SERVER         HIGH           Leverage browser caching         A 700         A VG SCORE 98%         SERVER         HIGH           Minimize redirects         A 700         A VG SCORE 98%         SERVER         HIGH           Put CSS in the document head         A 700         A VG SCORE 98%         CS	Remove query strings from static resources	B (85)	♦ AVG SCORE: 85%	CONTENT	HIGH
Minify JavaScript	Specify image dimensions	A (95)	AVG SCORE: 49%	IMA GES	HIGH
Minify HTML  A 99  A 199  A 1	Minify CSS	A (99)	▲ AVG SCORE: 90%	CSS	HIGH
Avoid bad requests  Avoid a character set in the meta tag  Avoid a character set in the meta tag  Avoid landing page redirects  Avoid Score 97%  Avoid Score 97%  Berver  High  Enable gzip compression  Avoid Score 97%  Berver  High  Enable Keep-Alive  Inline small CSS  Avoid Score 97%  Avoid Score 97%  Berver  High  High  Leverage browser caching  Avoid Score 97%  Avoid Score 97%  Avoid Score 97%  Berver  High  High  Minimize redirects  Avoid Score 97%  Avoid Score 97%  Berver  High  High  Enable gzip compression  Avoid Score 97%  Berver  High  High  Enable Keep-Alive  Avoid Score 97%  Content  High  Enable Xeep-Alive  Avoid Score 97%  Content  High  Avoid CSS @import  Avoid CSS @import  Avoid CSS Sprites  Avoid CSC Sprites  Avoid CSS Sprites  Avoid CSS Sprites  Avoid CSC Sprite	Minify JavaScript	A (99)	▲ AVG SCORE: 92%	JS	HIGH
Avoid a character set in the meta tag  A 100) Avoid Score 98% SERVER HIGH  Defer parsing of JavaScript A 100) A 100 A 100 AVG SCORE 97% SERVER HIGH  Enable gzip compression A 1000 A 100 AVG SCORE 98% SERVER HIGH  Enable Keep-Alive A 1000 A	Minify HTML	A (99)	♦ AVG SCORE: 94%	CONTENT	LOW
Avoid landing page redirects  Artion  Articon	Avoid bad requests	A (100)	♦ AVG SCORE: 98%	CONTENT	HIGH
Defer parsing of JavaScript  A (100)	Avoid a character set in the meta tag	A (100)	♦ AVG SCORE: 96%	CONTENT	HIGH
Enable gzip compression  A (100) A AVG SCORE 86% SERVER HIGH  Enable Keep-Alive A (100) A AVG SCORE 95% CSS HIGH  Inline small CSS A (100) A AVG SCORE 95% CSS HIGH  Inline small JavaScript A (100) A AVG SCORE 97% AVG SCORE 97% AVG SCORE 97% AVG SCORE 97% BIGH  Minimize redirects A (100) A AVG SCORE 92% CONTENT HIGH  Minimize redirects A (100) A AVG SCORE 92% CONTENT HIGH  Serve resources from a consistent URL A (100) A AVG SCORE 94% CONTENT HIGH  Serve scaled images A (100) A AVG SCORE 94% CONTENT HIGH  Specify a cache validator A (100) A AVG SCORE 98% BIRGH  Specify a Cache validator A (100) A AVG SCORE 99% BIRGH  Specify a Vary: Accept-Encoding header A (100) A AVG SCORE 91% BIRGH  Specify a character set early A (100) A AVG SCORE 91% BIRGH  Specify a character set early A (100) A AVG SCORE 99% CSS MEDIUM  Combine images using CSS sprites A (100) A AVG SCORE 85% BIRGH  BIRGH  BIGH  A MOBILIM  A MO	Avoid landing page redirects	A (100)	♦ AVG SCORE: 97%	SERVER	HIGH
Enable Keep-Alive  A (100)  A VG SCORE 97%  SERVER  HIGH  Inline small CSS  A (100)  A VG SCORE 97%  SERVER  HIGH  Inline small JavaScript  A (100)  A VG SCORE 97%  JS  HIGH  Leverage browser caching  A (100)  A VG SCORE 97%  SERVER  HIGH  Inline small JavaScript  A (100)  A VG SCORE 97%  SERVER  HIGH  Inline small JavaScript  A (100)  A VG SCORE 97%  CONTENT  HIGH  Inline small JavaScript  A (100)  A VG SCORE 97%  CONTENT  HIGH  Inline small JavaScript  A (100)  A VG SCORE 97%  CONTENT  HIGH  Inline small JavaScript  A (100)  A VG SCORE 90%  Inline small JavaScript  A (100)  A VG SCORE 90%  Inline small JavaScript  Inline small JavaScript  Inline small JavaScript  A (100)  A VG SCORE 90%  SERVER  HIGH  Inline small JavaScript  A (100)  A VG SCORE 90%  SERVER  HIGH  Inline small JavaScript  A (100)  A VG SCORE 90%  SERVER  HIGH  Inline small JavaScript  A (100)  A VG SCORE 90%  SERVER  HIGH  Inline small JavaScript  A (100)  A VG SCORE 90%  CONTENT  HIGH  Inline small JavaScript  A (100)  A VG SCORE 90%  CONTENT  HIGH  A Void CSS @import  A (100)  A VG SCORE 90%  CONTENT  HIGH  A Void CSS @import  A (100)  A VG SCORE 90%  CONTENT  HIGH  A Void CSS @import  A (100)  A VG SCORE 90%  CONTENT  HIGH  A Void CSS @import  A (100)  A VG SCORE 90%  CONTENT  HIGH  A VOID A VG SCORE 90%  CONTENT  HIGH  A VG SCORE 90%  CONTEN	Defer parsing of JavaScript	A (100)	▲ AVG SCORE: 54%	JS	HIGH
Inline small CSS  A (100)  A AVG SCORE 95%  CSS  HIGH  Leverage browser caching  A (100)  A (100)  A AVG SCORE 97%  SERVER  HIGH  Minimize redirects  A (100)  A AVG SCORE 92%  CONTENT  HIGH  Put CSS in the document head  A (100)  A AVG SCORE 92%  CONTENT  HIGH  Serve resources from a consistent URL  A (100)  A AVG SCORE 94%  CONTENT  HIGH  Serve scaled images  A (100)  A AVG SCORE 94%  CONTENT  HIGH  Specify a cache validator  A (100)  A AVG SCORE 93%  SERVER  HIGH  Specify a Vary: Accept-Encoding header  A (100)  A AVG SCORE 91%  SERVER  HIGH  Specify a character set early  A (100)  A AVG SCORE 97%  CONTENT  HIGH  A (100)  A AVG SCORE 97%  CONTENT  HIGH  CONTENT  HIGH  CONTENT  A (100)  A AVG SCORE 97%  CONTENT  HIGH  CONTENT  HIGH  COMBINE images using CSS sprites  A (100)  A AVG SCORE 98%  CSS  MEDIUM	Enable gzip compression	A (100)	AVG SCORE: 86%	SERVER	HIGH
Inline small JavaScript  A (100) A (1	Enable Keep-Alive	A (100)	♦ AVG SCORE: 97%	SERVER	HIGH
Leverage browser caching  A (100) A AVG SCORE 64%  SERVER HIGH  Minimize redirects  A (100) A AVG SCORE 92%  CONTENT HIGH  Put CSS in the document head  A (100) A (100) A AVG SCORE 100%  CSS HIGH  Serve resources from a consistent URL  A (100) A (100) A AVG SCORE 94%  CONTENT HIGH  Serve scaled images  A (100) A AVG SCORE 80%  IMAGES HIGH  Specify a cache validator  A (100) A AVG SCORE 93%  SERVER HIGH  Specify a Vary: Accept-Encoding header  A (100) A AVG SCORE 91%  SERVER HIGH  Specify a character set early A (100) A AVG SCORE 91%  CONTENT HIGH  Avoid CSS @import A (100) A AVG SCORE 95%  CSS MEDIUM  Combine images using CSS sprites	Inline small CSS	A (100)	♦ AVG SCORE: 95%	CSS	HIGH
Minimize redirects  A (100) A AVG SCORE 92% CONTENT HIGH  Put CSS in the document head A (100) A VG SCORE 100% CSS HIGH  Serve resources from a consistent URL A (100) A AVG SCORE 94% CONTENT HIGH  Serve scaled images A (100) A AVG SCORE 94% MAGES HIGH  Specify a cache validator A (100) A AVG SCORE 93% SERVER HIGH  Specify a Vary: Accept-Encoding header A (100) A AVG SCORE 91% SERVER HIGH  Specify a character set early A (100) A AVG SCORE 97% CONTENT HIGH  Avoid CSS @import A (100) A AVG SCORE 96% CSS MEDIUM  Combine images using CSS sprites A (100) A AVG SCORE 85% MEDIUM	Inline small JavaScript	A (100)	♦ AVG SCORE: 97%	JS	HIGH
Put CSS in the document head  A (100)  A VG SCORE 100%  CSS  HIGH  Serve resources from a consistent URL  A (100)  A VG SCORE 94%  CONTENT  HIGH  Serve scaled images  A (100)  A VG SCORE 80%  IMAGES  HIGH  Specify a cache validator  A (100)  A VG SCORE 93%  SERVER  HIGH  Specify a Vary: Accept-Encoding header  A (100)  A VG SCORE 91%  SERVER  HIGH  Specify a character set early  A (100)  A VG SCORE 97%  CONTENT  HIGH  Avoid CSS @import  A (100)  A VG SCORE 96%  CSS  MEDIUM  Combine images using CSS sprites	Leverage browser caching	A (100)	AVG SCORE: 64%	SERVER	HIGH
Serve resources from a consistent URL  A (100)  A AVG SCORE 94%  CONTENT  HIGH  Serve scaled images  A (100)  A (100)  A AVG SCORE 80%  IMAGES  HIGH  Specify a cache validator  A (100)  A AVG SCORE 93%  SERVER  HIGH  Specify a Vary: Accept-Encoding header  A (100)  A (100)  A VG SCORE 91%  SERVER  HIGH  Specify a character set early  A (100)  A VG SCORE 97%  CONTENT  HIGH  Avoid CSS @import  A (100)  A (100)  A VG SCORE 96%  CSS  MEDIUM  Combine images using CSS sprites	Minimize redirects	A (100)	▲ AVG SCORE: 92%	CONTENT	HIGH
Serve scaled images  A (100)  A VG SCORE 80%  IMAGES  HIGH  Specify a cache validator  A (100)  A VG SCORE 93%  SERVER  HIGH  Specify a Vary: Accept-Encoding header  A (100)  A VG SCORE 91%  SERVER  HIGH  Specify a character set early  A (100)  A VG SCORE 97%  CONTENT  HIGH  Avoid CSS @import  A (100)  A VG SCORE 96%  CSS  MEDIUM  Combine images using CSS sprites	Put CSS in the document head	A (100)	♦ AVG SCORE: 100%	CSS	HIGH
Specify a cache validator  A (100)  A VG SCORE 93%  SERVER  HIGH  A VG SCORE 91%  SERVER  HIGH  A VG SCORE 91%  SERVER  HIGH  A VG SCORE 91%  CONTENT  HIGH  A VG SCORE 97%  CONTENT  HIGH  A VG SCORE 96%  CSS  MEDIUM  Combine images using CSS sprites  A (100)  A VG SCORE 85%  IMAGES  MEDIUM	Serve resources from a consistent URL	A (100)	▲ AVG SCORE: 94%	CONTENT	HIGH
Specify a Vary: Accept-Encoding header  A (100)  A VG SCORE: 91%  SERVER  HIGH  A VG SCORE: 97%  CONTENT  HIGH  A Void CSS @import  A (100)  A VG SCORE: 96%  CSS  MEDIUM  A VG SCORE: 85%  MEDIUM	Serve scaled images	A (100)	AVG SCORE: 80%	IMAGES	HIGH
Specify a character set early  A (100)  A VG SCORE: 97%  CONTENT  HIGH  Avoid CSS @import  A (100)  A VG SCORE: 96%  CSS  MEDIUM  Combine images using CSS sprites  A (100)  A VG SCORE: 85%  IMAGES  MEDIUM	Specify a cache validator	A (100)	▲ AVG SCORE: 93%	SERVER	HIGH
Avoid CSS @import  A (100)  A VG SCORE: 96%  CSS MEDIUM  AVG SCORE: 85%  IMAGES  MEDIUM	Specify a Vary: Accept-Encoding header	A (100)	▲ AVG SCORE: 91%	SERVER	HIGH
Combine images using CSS sprites  A (100)  A VG SCORE: 85%  IMAGES  MEDIUM	Specify a character set early	A (100)	♦ AVG SCORE: 97%	CONTENT	HIGH
	Avoid CSS @import	A (100)	♦ AVG SCORE: 96%	CSS	MEDIUM
Prefer asynchronous resources A (100) ♦ AVG SCORE: 97% JS MEDIUM	Combine images using CSS sprites	A (100)	♠ AVG SCORE: 85%	IMAGES	MEDIUM
	Prefer asynchronous resources	A (100)	♦ AVG SCORE: 97%	JS	MEDIUM



# YSlow Recommendations

## YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Use cookie-free domains	C (75)	AVG SCORE: 45%	COOKIE	LOW
Use a Content Delivery Network (CDN)	A (90)	▲ AVG SCORE: 12%	SERVER	MEDIUM
Make fewer HTTP requests	A (96)	▲ AVG SCORE: 36%	CONTENT	HIGH
Avoid empty src or href	A (100)	♦ AVG SCORE: 100%	CONTENT	HIGH
Add Expires headers	A (100)	▲ AVG SCORE: 26%	SERVER	HIGH
Compress components with gzip	A (100)	▲ AVG SCORE: 73%	SERVER	HIGH
Minify JavaScript and CSS	A (100)	AVG SCORE: 70%	CSS/JS	MEDIUM
Avoid URL redirects	A (100)	AVG SCORE: 86%	CONTENT	MEDIUM
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 AlphalmageLoader 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%	IMA GES	LOW
Use GET for AJAX requests	A (100)	♦ AVG SCORE: 100%	JS	LOW
Avoid CSS expressions	A (100)	♦ AVG SCORE: 98%	CSS	LOW
Reduce DNS lookups	A (100)	AVG SCORE: 75%	CONTENT	LOW
Reduce cookie size	A (100)	♦ AVG SCORE: 100%	COOKIE	LOW
Make favicon small and cacheable	A (100)	♦ AVG SCORE: 100%	IMA GES	LOW
Configure entity tags (ETags)	A (100)	AVG SCORE: 76%	SERVER	LOW
Make JavaScript and CSS external	(n/a)		CSS/JS	MEDIUM