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.
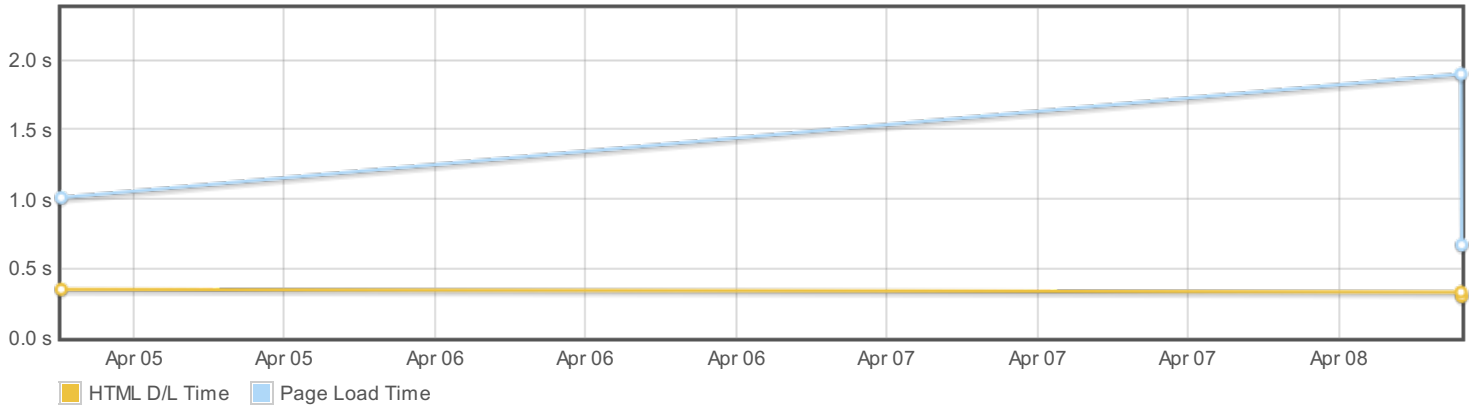
What's in this report?

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

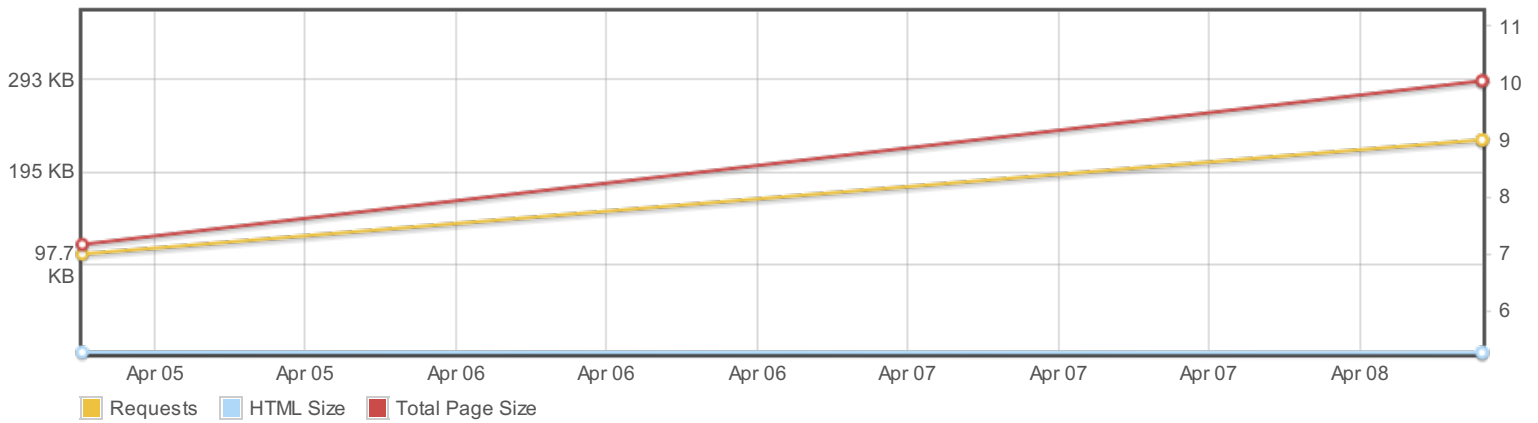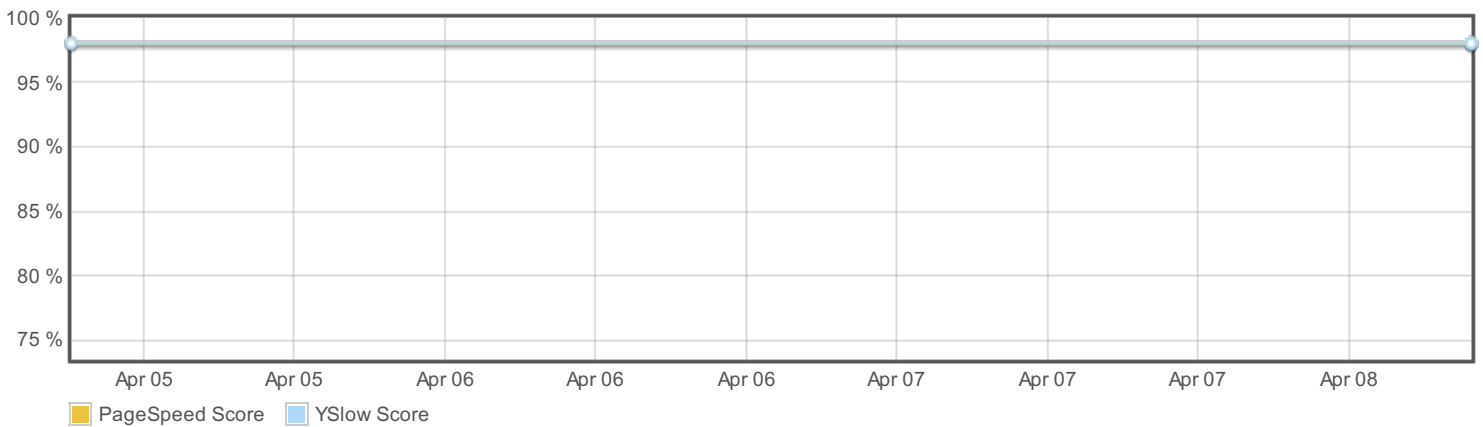These will provide you with a snapshot of your performance.

History

Page load times

- HTML D/L Time
- Page Load Time

Page sizes and request counts

- Requests
- HTML Size
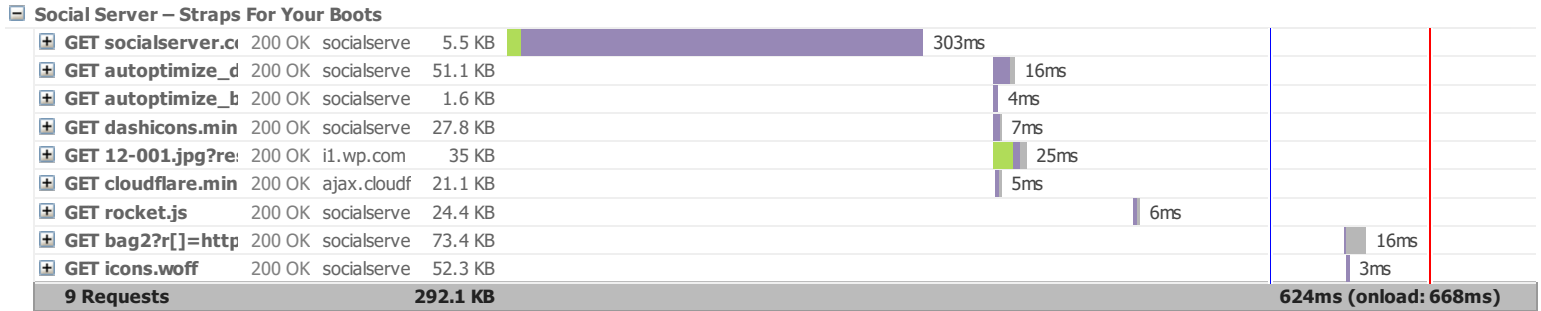- Total Page Size

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
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
Minify CSS	A (99)	⌃ AVG SCORE: 90%	CSS	HIGH
Minify JavaScript	A (99)	⌃ AVG SCORE: 92%	JS	HIGH
Minify HTML	A (99)	◆ AVG SCORE: 94%	CONTENT	LOW
Avoid bad requests	A (100)	◆ AVG SCORE: 98%	CONTENT	HIGH
Avoid a character set in the meta tag	A (100)	◆ AVG SCORE: 96%	CONTENT	HIGH
Avoid landing page redirects	A (100)	◆ AVG SCORE: 97%	SERVER	HIGH
Defer parsing of JavaScript	A (100)	⌃ AVG SCORE: 54%	JS	HIGH
Enable gzip compression	A (100)	⌃ AVG SCORE: 86%	SERVER	HIGH
Enable Keep-Alive	A (100)	◆ AVG SCORE: 97%	SERVER	HIGH
Inline small CSS	A (100)	◆ AVG SCORE: 95%	CSS	HIGH
Inline small JavaScript	A (100)	◆ AVG SCORE: 97%	JS	HIGH
Leverage browser caching	A (100)	⌃ AVG SCORE: 64%	SERVER	HIGH
Minimize redirects	A (100)	⌃ AVG SCORE: 92%	CONTENT	HIGH
Put CSS in the document head	A (100)	◆ AVG SCORE: 100%	CSS	HIGH
Serve resources from a consistent URL	A (100)	⌃ AVG SCORE: 94%	CONTENT	HIGH
Serve scaled images	A (100)	⌃ AVG SCORE: 80%	IMAGES	HIGH
Specify a cache validator	A (100)	⌃ AVG SCORE: 93%	SERVER	HIGH
Specify a Vary: Accept-Encoding header	A (100)	⌃ AVG SCORE: 91%	SERVER	HIGH
Specify a character set early	A (100)	◆ AVG SCORE: 97%	CONTENT	HIGH
Avoid CSS @import	A (100)	◆ AVG SCORE: 96%	CSS	MEDIUM
Combine images using CSS sprites	A (100)	⌃ AVG SCORE: 85%	IMAGES	MEDIUM
Prefer asynchronous resources	A (100)	◆ AVG SCORE: 97%	JS	MEDIUM

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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 AlphaImageLoader filter	A (100)	◆ AVG SCORE: 98%	CSS	MEDIUM
Avoid HTTP 404 (Not Found) error	A (100)	◆ AVG SCORE: 99%	CONTENT	MEDIUM
Reduce the number of DOM elements	A (100)	▲ AVG SCORE: 92%	CONTENT	LOW
Do not scale images in HTML	A (100)	◆ AVG SCORE: 100%	IMAGES	LOW
Use GET for AJAX requests	A (100)	◆ AVG SCORE: 100%	JS	LOW
Avoid CSS expressions	A (100)	◆ AVG SCORE: 98%	CSS	LOW
Reduce 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%	IMAGES	LOW
Configure entity tags (ETags)	A (100)	▲ AVG SCORE: 76%	SERVER	LOW
Make JavaScript and CSS external	(n/a)		CSS/JS	MEDIUM