

Mobile

BRAND+ 
INSTITUT FÜR
MEHRDIMENSIONALE
MARKENENTWICKLUNG

Marke für Fortgeschrittene.



50 / 100 Speed

 Should Fix:

Avoid landing page redirects

Your page has 2 redirects. Redirects introduce additional delays before the page can be loaded.

[Avoid landing page redirects](#) for the following chain of redirected URLs.

- <http://brand-plus.at/>
- <http://www.brand-plus.at/>
- <https://www.brand-plus.at/>

Prioritize visible content

Mobile

Your page requires additional network round trips to render the above-the-fold content. For best performance, reduce the amount of HTML needed to render above-the-fold content.

The entire HTML response was not sufficient to render the above-the-fold content. This usually indicates that additional resources, loaded after HTML parsing, were required to render above-the-fold content. [Prioritize visible content](#) that is needed for rendering above-the-fold by including it directly in the HTML response.

- None of the final above-the-fold content could be rendered even with the full HTML response.

Consider Fixing:

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

[Leverage browser caching](#) for the following cacheable resources:

- <https://maps.googleapis.com/maps/api/js?client=gme-wixcomltd2&callback=initMap&language=de> (30 minutes)
- <https://js-agent.newrelic.com/nr-1071.min.js> (2 hours)

Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

[Minify JavaScript](#) for the following resources to reduce their size by 1.2KiB (18% reduction).

- Minifying <https://eurocookie.galilcloud.wixapps.net/common/plugins/jquery/validator.min.js> could save 723B (16% reduction) after compression.
- Minifying

Mobile

<https://eurocookie.galilcloud.wixapps.net/pages/widget/js/mainController.js?v=1511442175> could save 514B (21% reduction) after compression.

Optimize images

Properly formatting and compressing images can save many bytes of data.

[Optimize the following images](#) to reduce their size by 29.9KiB (18% reduction).

- Compressing https://static.wixstatic.com/media/6c8582_6c8dc7d9d934496f9dd5fc36e9f0fec4~mv2.png/v1/fill/w_683,h_509,al_c,usm_0.66_1.00_0.01/6c8582_6c8dc7d9d934496f9dd5fc36e9f0fec4~mv2.png could save 21KiB (16% reduction).
- Compressing https://static.wixstatic.com/media/6c8582_4e0522849186438dbad46e0cfba2bb21~mv2.png/v1/fill/w_630,h_1199,al_c/6c8582_4e0522849186438dbad46e0cfba2bb21~mv2.png could save 3.5KiB (13% reduction).
- Compressing https://static.parastorage.com/services/skins/2.1229.79/images/wysiwyg/core/themes/base/arrows_white.png could save 2.9KiB (68% reduction).
- Compressing <https://static.parastorage.com/services/skins/2.1229.79/images/wysiwyg/core/themes/base/facebooklogo.png> could save 889B (83% reduction).
- Compressing https://static.parastorage.com/services/web/2.1113.24/images/wysiwyg/viewer/quickActions_dark_bg.png could save 865B (56% reduction).
- Compressing https://static.parastorage.com/services/skins/2.1229.79/images/wysiwyg/core/themes/base/bg_fbshare.png could save 798B (82% reduction).



4 Passed Rules

Enable compression

You have compression enabled. Learn more about [enabling compression](#).

Minify CSS

Mobile

Your CSS is minified. Learn more about [minifying CSS](#).

Minify HTML

Your HTML is minified. Learn more about [minifying HTML](#).

Eliminate render-blocking JavaScript and CSS in above-the-fold content

You have no render-blocking resources. Learn more about [removing render-blocking resources](#).

94 / 100 User Experience

Consider Fixing:

Configure the viewport

Your page specifies a fixed-width mobile viewport. Consider using a responsive viewport to allow your page to render properly on all devices.

[Configuring a viewport](#) specifying width=device-width instead of width=320 will allow your page to adapt for devices of various widths. This may require additional work if the styling on your page relies on a fixed-width layout.

Size tap targets appropriately

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider [making these tap targets larger](#) to provide a better user experience.

The following tap targets are close to other nearby tap targets and may need additional spacing around them.

- The tap target `+43 1 532 10 57-0` and 1 others are close to other tap targets.

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- The tap target `+43 1 532 10 57-89` is close to 2 other tap targets.
- The tap target `<div>In Google Maps ansehen</div>` is close to 1 other tap targets.
- The tap target `<div>In Google Maps ansehen</div>` is close to 1 other tap targets.
- The tap target `<div>In Google Maps ansehen</div>` and 1 others are close to other tap targets.
- The tap target `` is close to 1 other tap targets.
- The tap target `<div>In Google Maps ansehen</div>` is close to 1 other tap targets.
- The tap target `<div>In Google Maps ansehen</div>` is close to 1 other tap targets.
- The tap target `<div>In Google Maps ansehen</div>` and 1 others are close to other tap targets.
- The tap target `` is close to 1 other tap targets.
- The tap target `` is close to 2 other tap targets.
- The tap target `<a>Kartendaten` is close to 1 other tap targets.



3 Passed Rules

Avoid plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#).

Size content to viewport

The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).

Use legible font sizes

The text on your page is legible. Learn more about [using legible font sizes](#).

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Desktop



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! Consider Fixing:

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Leverage browser caching

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[Desktop](#)

[Leverage browser caching](#) for the following cacheable resources:

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- <https://js-agent.newrelic.com/nr-1071.min.js> (2 hours)
- <https://www.google-analytics.com/analytics.js> (2 hours)

Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

[Minify JavaScript](#) for the following resources to reduce their size by 20.7KiB (38% reduction).

- Minifying <https://static.parastorage.com/services/santa/1.2658.19/static/wixapps/apps/blog/descrptor.json> could save 19.4KiB (40% reduction) after compression.
- Minifying <https://eurocookie.galilcloud.wixapps.net/common/plugins/jquery/validator.min.js> could save 723B (16% reduction) after compression.
- Minifying <https://eurocookie.galilcloud.wixapps.net/pages/widget/js/mainController.js?v=1511442175> could save 514B (21% reduction) after compression.

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 2 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

[Optimize CSS Delivery](#) of the following:

- <https://static.parastorage.com/services/santa-resources/resources/viewer/user-site-fonts/v3/languages.css>

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- <https://fonts.googleapis.com/css?family=Anton:n,b,i,bi|Basic:n,b,i,bi|Caudex:n,b,i,bi|Chelsea+Market:n,b,i,bi|Corben:n,b,i,bi|EB+Garamond:n,b,i,bi|Enriqueta:n,b,i,bi|Forum:n,b,i,bi|Fredericka+the+Great:n,b,i,bi|Jockey+One:n,b,i,bi|Josefin+Slab:n,b,i,bi|Jura:n,b,i,bi|Kelly+Slab:n,b,i,bi|Marck+Script:n,b,i,bi|Lobster:n,b,i,bi|Mr+De+Haviland:n,b,i,bi|Niconne:n,b,i,bi|Noticia+Text:n,b,i,bi|Overlock:n,b,i,bi|Patrick+Hand:n,b,i,bi|Play:n,b,i,bi|Sarina:n,b,i,bi|Signika:n,b,i,bi|Spinnaker:n,b,i,bi|Monoton:n,b,i,bi|Sacramento:n,b,i,bi|Cookie:n,b,i,bi|Raleway:n,b,i,bi|Open+Sans+Condensed:300:n,b,i,bi|Amatic+SC:n,b,i,bi|Cinzel:n,b,i,bi|Sail:n,b,i,bi|Playfair+Display:n,b,i,bi|Libre+Baskerville:n,b,i,bi|&subset=latin-ext,cyrillic,japanese,korean,arabic,hebrew,latin>

Optimize images

Properly formatting and compressing images can save many bytes of data.

[Optimize the following images](#) to reduce their size by 46.9KiB (19% reduction).

- Compressing https://static.wixstatic.com/media/6c8582_0b3843c9158047729fb8dd08cfa0fe76~mv2.png/v1/fill/w_299,h_564,al_c,usm_0.66_1.00_0.01/6c8582_0b3843c9158047729fb8dd08cfa0fe76~mv2.png could save 24.5KiB (17% reduction).
- Compressing https://static.wixstatic.com/media/6c8582_6c8dc7d9d934496f9dd5fc36e9f0fec4~mv2.png/v1/fill/w_455,h_179,al_c,usm_0.66_1.00_0.01/6c8582_6c8dc7d9d934496f9dd5fc36e9f0fec4~mv2.png could save 8.9KiB (26% reduction).
- Compressing https://static.wixstatic.com/media/6c8582_4e0522849186438dbad46e0cfba2bb21~mv2.png/v1/fill/w_1025,h_643,al_c,usm_0.66_1.00_0.01/6c8582_4e0522849186438dbad46e0cfba2bb21~mv2.png could save 5.8KiB (11% reduction).
- Compressing https://static.parastorage.com/services/skins/2.1229.79/images/wysiwyg/core/themes/base/arrows_white_new3.png could save 3.1KiB (49% reduction).
- Compressing https://static.wixstatic.com/media/6c8582_4e0522849186438dbad46e0cfba2bb21~mv2.png/v1/fill/w_1,h_1,al_c,usm_0.66_1.00_0.01/6c8582_4e0522849186438dbad46e0cfba2bb21~mv2.png could save 3KiB (97% reduction).
- Compressing <https://static.parastorage.com/services/skins/2.1229.79/images/wysiwyg/core/themes/base/facebooklogo.png> could save 889B (83% reduction).
- Compressing https://static.parastorage.com/services/skins/2.1229.79/images/wysiwyg/core/themes/base/bg_fbshare.png could save 798B (82% reduction).

Prioritize visible content

Desktop

Your page requires additional network round trips to render the above-the-fold content. For best performance, reduce the amount of HTML needed to render above-the-fold content.

The entire HTML response was not sufficient to render the above-the-fold content. This usually indicates that additional resources, loaded after HTML parsing, were required to render above-the-fold content. [Prioritize visible content](#) that is needed for rendering above-the-fold by including it directly in the HTML response.

- None of the final above-the-fold content could be rendered even with the full HTML response.



4 Passed Rules

Enable compression

You have compression enabled. Learn more about [enabling compression](#).

Reduce server response time

Your server responded quickly. Learn more about [server response time optimization](#).

Minify CSS

Your CSS is minified. Learn more about [minifying CSS](#).

Minify HTML

Your HTML is minified. Learn more about [minifying HTML](#).