

# PageSpeed Insights

## Mobile



12 / 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://silvershinejewellery.us/>
- <https://silvershinejewellery.us/>
- <https://www.silvershinejewellery.us/>

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

## Mobile

Your page has 1 blocking script resources and 10 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.

### [Remove render-blocking JavaScript:](#)

- <https://www.silvershinejewellery.us/themes/js/modernizr.custom.js>

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

- <https://www.silvershinejewellery.us/themes/css/style.css>
- <https://fonts.googleapis.com/css?family=Domine:400,700|Muli:300,400,600,800&display=swap>
- <https://www.silvershinejewellery.us/themes/css/responsive.css>
- <https://www.silvershinejewellery.us/themes/css/bootstrap.min.css>
- <https://www.silvershinejewellery.us/themes/css/owl.carousel.min.css>
- <https://www.silvershinejewellery.us/themes/plugins/toastr/toastr.min.css>
- <https://www.silvershinejewellery.us/themes/font/font-awesome-4.7.0/css/font-awesome.css>
- <https://www.silvershinejewellery.us/themes/css/custom.css>
- <https://necolas.github.io/normalize.css/latest/normalize.css>
- <https://www.silvershinejewellery.us/themes/css/mobile.css>

## Optimize images

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

[Optimize the following images](#) to reduce their size by 3.5MiB (73% reduction).

- Compressing <https://www.silvershinejewellery.us/uploads/slider/big/3009fdf14120c8e23eb4962317eebe29.jpg> could save 675.1KiB (68% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/slider/big/1b483b7b6a821ea0fbaa0e6232be8a23.jpg> could save 589.3KiB (76% reduction).

## Mobile

- Compressing [https://www.silvershinejewellery.us/uploads/featured\\_block//big/bcd15cba835db5e3c85041a409f1915b5.jpg](https://www.silvershinejewellery.us/uploads/featured_block//big/bcd15cba835db5e3c85041a409f1915b5.jpg) could save 430.9KiB (78% reduction).
- Compressing [https://www.silvershinejewellery.us/uploads/featured\\_block//big/b3a726de725eb13385853ac3305712e1.jpg](https://www.silvershinejewellery.us/uploads/featured_block//big/b3a726de725eb13385853ac3305712e1.jpg) could save 390.1KiB (82% reduction).
- Compressing [https://www.silvershinejewellery.us/uploads/featured\\_block//big/5c64b55fbf22ddc7e89a69d25bbc9f31.jpg](https://www.silvershinejewellery.us/uploads/featured_block//big/5c64b55fbf22ddc7e89a69d25bbc9f31.jpg) could save 360.1KiB (73% reduction).
- Compressing [https://www.silvershinejewellery.us/uploads/featured\\_block//big/48bad5c8cd8e73480a9702e82b23d0c8.jpg](https://www.silvershinejewellery.us/uploads/featured_block//big/48bad5c8cd8e73480a9702e82b23d0c8.jpg) could save 316.5KiB (76% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/blogs//big/84d8d972003765dafaa2ea7e065fa6a8.jpg> could save 124.6KiB (65% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/blogs//big/a2d37bc39aa970327d6a28612f0fd48e.jpg> could save 70.1KiB (54% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/categories/big/5da617b2b053da3f52985fd47a0e328b.png> could save 64KiB (75% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/categories/big/60851f647fc3a02951ed05463d03cce.png> could save 63.7KiB (74% reduction).
- Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/8fceb20b75e5cf68e9de3c10f46f34e.jpg> could save 63.7KiB (95% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/categories/big/22f6c0349555db51c914a2ae540091c9.png> could save 63KiB (74% reduction).
- Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/7e3bfd76406009582b7fd3834381f5ea.jpg> could save 61.5KiB (96% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/blogs//big/2f9de2f76d1084ee4b2283efbd97eaa0.jpg> could save 56.8KiB (50% reduction).
- Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/ffc9bfd8b671be017ff2d075486d2ab1.jpg> could save 51.6KiB (96% reduction).
- Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/233e2569a63b353daf091f68acb563d8.jpg> could save 45.7KiB (94% reduction).
- Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/e445aa4a5df16af1bec7925fe67cee27.jpg> could save 45.7KiB (95% reduction).
- Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/af2992d6b2031441a881e6768f804af5.jpg> could save 38.9KiB (96% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/testimonials//big/38be83341705a79d960f05db611454e5.jpg> could save 20.5KiB (86% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/testimonials//big/6ad0246443efa40356b11f209251e76e.jpg> could save 19.6KiB (86% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/testimonials//big/c7f8bac62bc913a>

## Mobile

5123c1b801411b946.jpg could save 19.2KiB (85% reduction).

- Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Bracelet.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Bracelet.jpg) could save 9.9KiB (51% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/blogs//big/8ae5a5d0ec91966e24296d0a29075eb0.jpg> could save 9.9KiB (19% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Bracelet.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Bracelet.jpg) could save 8.1KiB (50% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/testimonials//big/fd0135e80150881b69af4d7cf3917124.jpg> could save 7.9KiB (47% reduction).
- Compressing <https://www.silvershinejewellery.us/themes/img/icon/payment.jpg> could save 2.6KiB (19% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Panjabi\\_Kada.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Panjabi_Kada.jpg) could save 2KiB (23% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Pendant\\_Set.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Pendant_Set.jpg) could save 1.8KiB (19% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Earring.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Earring.jpg) could save 1.6KiB (23% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Earring.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Earring.jpg) could save 1.5KiB (18% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Ring.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Ring.jpg) could save 1.3KiB (18% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Men\\_Chain.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Men_Chain.jpg) could save 1.1KiB (18% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Men\\_Ring.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Men_Ring.jpg) could save 1KiB (15% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Necklace.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Necklace.jpg) could save 1,021B (16% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Ring.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Ring.jpg) could save 787B (14% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Necklace.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Necklace.jpg) could save 715B (14% reduction).

### Consider Fixing:

# Mobile

## 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://necolas.github.io/normalize.css/latest/normalize.css> (10 minutes)
- <https://www.googletagmanager.com/gtag/js?id=AW-770016801> (15 minutes)
- <https://www.googletagmanager.com/gtag/js?id=UA-131330789-1> (15 minutes)
- [https://www.googleadservices.com/pagead/conversion\\_async.js](https://www.googleadservices.com/pagead/conversion_async.js) (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

## Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.

[Minify CSS](#) for the following resources to reduce their size by 1.2KiB (43% reduction).

- Minifying <https://necolas.github.io/normalize.css/latest/normalize.css> could save 996B (57% reduction) after compression.
- Minifying <https://www.silvershinejewellery.us/themes/css/mobile.css> could save 190B (18% reduction) after compression.

## Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

[Minify HTML](#) for the following resources to reduce their size by 3KiB (16% reduction).

## Mobile

- Minifying <https://www.silvershinejewellery.us/> could save 3KiB (16% reduction) after compression.

### 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 5.9KiB (36% reduction).

- Minifying <https://www.silvershinejewellery.us/themes/js/custom.js> could save 3.9KiB (35% reduction) after compression.
- Minifying <https://www.silvershinejewellery.us/themes/js/jquery.easing.min.js> could save 991B (53% reduction) after compression.
- Minifying <https://www.silvershinejewellery.us/themes/js/jquery.lazyload.js> could save 962B (42% reduction) after compression.
- Minifying <https://www.silvershinejewellery.us/themes/js/jquery.zeynep.min.js> could save 117B (11% reduction) after compression.



### 3 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](#).

#### Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).

### 99 / 100 User Experience

#### Consider Fixing:

#### 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 `<div class="owl-prev"></div>` is close to 1 other tap targets.
- The tap target `<div class="owl-next"></div>` is close to 1 other tap targets.
- The tap target `<div id="testimonial-slider" class="owl-carousel s...eme owl-loaded">Michael K. Son...Atlanta, GA</div>` and 1 others are close to other tap targets.

#### 4 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](#).

#### Configure the viewport

Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about [configuring viewports](#).

# Mobile

## 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](#).

# Desktop



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! Should Fix:

## Optimize images

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

[Optimize the following images](#) to reduce their size by 3.8MiB (83% reduction).

- Compressing <https://www.silvershinejewellery.us/uploads/slider/big/3009fdf14120c8e23eb4962317eebe29.jpg> could save 675.1KiB (68% reduction).
- Compressing <https://www.silvershinejewellery.us/uploads/slider/big/1b483b7b6a821ea0fbaa0e6232be8a23.jpg> could save 589.3KiB (76% reduction).
- Compressing and resizing [https://www.silvershinejewellery.us/uploads/featured\\_block//big/bc](https://www.silvershinejewellery.us/uploads/featured_block//big/bc)



## Desktop

- d15cba835dbe3c85041a409f1915b5.jpg could save 519.4KiB (94% reduction).
- Compressing and resizing [https://www.silvershinejewellery.us/uploads/featured\\_block//big/b3a726de725eb13385853ac3305712e1.jpg](https://www.silvershinejewellery.us/uploads/featured_block//big/b3a726de725eb13385853ac3305712e1.jpg) could save 452.9KiB (95% reduction).
  - Compressing and resizing [https://www.silvershinejewellery.us/uploads/featured\\_block//big/5c64b55fbf22ddc7e89a69d25bbc9f31.jpg](https://www.silvershinejewellery.us/uploads/featured_block//big/5c64b55fbf22ddc7e89a69d25bbc9f31.jpg) could save 451.7KiB (92% reduction).
  - Compressing and resizing [https://www.silvershinejewellery.us/uploads/featured\\_block//big/48bad5c8cd8e73480a9702e82b23d0c8.jpg](https://www.silvershinejewellery.us/uploads/featured_block//big/48bad5c8cd8e73480a9702e82b23d0c8.jpg) could save 383.3KiB (92% reduction).
  - Compressing and resizing <https://www.silvershinejewellery.us/uploads/blogs//big/84d8d972003765dafaa2ea7e065fa6a8.jpg> could save 182KiB (95% reduction).
  - Compressing and resizing <https://www.silvershinejewellery.us/uploads/blogs//big/a2d37bc39aa970327d6a28612f0fd48e.jpg> could save 120.2KiB (94% reduction).
  - Compressing and resizing <https://www.silvershinejewellery.us/uploads/blogs//big/2f9de2f76d1084ee4b2283efbd97eaa0.jpg> could save 103.3KiB (92% reduction).
  - Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/8fcbef20b75e5cf68e9de3c10f46f34e.jpg> could save 63.2KiB (95% reduction).
  - Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/7e3bfd76406009582b7fd3834381f5ea.jpg> could save 61.1KiB (95% reduction).
  - Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/ffc9bfd8b671be017ff2d075486d2ab1.jpg> could save 51.3KiB (95% reduction).
  - Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/e445aa4a5df16af1bec7925fe67cee27.jpg> could save 45.3KiB (95% reduction).
  - Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/233e2569a63b353daf091f68acb563d8.jpg> could save 45.3KiB (93% reduction).
  - Compressing and resizing <https://www.silvershinejewellery.us/uploads/blogs//big/8ae5a5d0ec91966e24296d0a29075eb0.jpg> could save 42.5KiB (81% reduction).
  - Compressing and resizing <https://www.silvershinejewellery.us/uploads/products/standard/af2992d6b2031441a881e6768f804af5.jpg> could save 38.6KiB (95% reduction).
  - Compressing <https://www.silvershinejewellery.us/uploads/testimonials//big/38be83341705a79d960f05db611454e5.jpg> could save 20.5KiB (86% reduction).
  - Compressing <https://www.silvershinejewellery.us/uploads/testimonials//big/6ad0246443efa40356b11f209251e76e.jpg> could save 19.6KiB (86% reduction).
  - Compressing <https://www.silvershinejewellery.us/uploads/testimonials//big/c7f8bac62bc913a5123c1b801411b946.jpg> could save 19.2KiB (85% reduction).
  - Compressing and resizing <https://www.silvershinejewellery.us/uploads/testimonials//big/fd0135e80150881b69af4d7cf3917124.jpg> could save 13.5KiB (79% reduction).
  - Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Bracelet.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Bracelet.jpg) could save 9.9KiB (51% reduction).

## Desktop

- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Bracelet.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Bracelet.jpg) could save 8.1KiB (50% reduction).
- Compressing <https://www.silvershinejewellery.us/themes/img/icon/payment.jpg> could save 2.6KiB (19% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Panjabi\\_Kada.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Panjabi_Kada.jpg) could save 2KiB (23% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Pendant\\_Set.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Pendant_Set.jpg) could save 1.8KiB (19% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Earring.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Earring.jpg) could save 1.6KiB (23% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Earring.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Earring.jpg) could save 1.5KiB (18% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Ring.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Ring.jpg) could save 1.3KiB (18% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Men\\_Chain.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Men_Chain.jpg) could save 1.1KiB (18% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Men\\_Ring.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Men_Ring.jpg) could save 1KiB (15% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Silver\\_Necklace.jpg](https://www.silvershinejewellery.us/themes/images/Silver_Necklace.jpg) could save 1,021B (16% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Ring.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Ring.jpg) could save 787B (14% reduction).
- Compressing [https://www.silvershinejewellery.us/themes/images/Fashion\\_Necklace.jpg](https://www.silvershinejewellery.us/themes/images/Fashion_Necklace.jpg) could save 715B (14% reduction).

## Consider Fixing:

### 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://silvershinejewellery.us/>

## Desktop

- <https://silvershinejewellery.us/>
- <https://www.silvershinejewellery.us/>

## 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://necolas.github.io/normalize.css/latest/normalize.css> (10 minutes)
- <https://www.googletagmanager.com/gtag/js?id=AW-770016801> (15 minutes)
- <https://www.googletagmanager.com/gtag/js?id=UA-131330789-1> (15 minutes)
- [https://www.googleadservices.com/pagead/conversion\\_async.js](https://www.googleadservices.com/pagead/conversion_async.js) (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

## Reduce server response time

In our test, your server responded in 0.22 seconds.

There are many factors that can slow down your server response time. [Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.

## Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.

## [Desktop](#)

[Minify CSS](#) for the following resources to reduce their size by 1.2KiB (43% reduction).

- Minifying <https://necolas.github.io/normalize.css/latest/normalize.css> could save 996B (57% reduction) after compression.
- Minifying <https://www.silvershinejewellery.us/themes/css/mobile.css> could save 190B (18% reduction) after compression.

## Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

[Minify HTML](#) for the following resources to reduce their size by 3.1KiB (20% reduction).

- Minifying <https://www.silvershinejewellery.us/> could save 3.1KiB (20% reduction) after compression.

## 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 5.9KiB (36% reduction).

- Minifying <https://www.silvershinejewellery.us/themes/js/custom.js> could save 3.9KiB (35% reduction) after compression.
- Minifying <https://www.silvershinejewellery.us/themes/js/jquery.easing.min.js> could save 991B (53% reduction) after compression.
- Minifying <https://www.silvershinejewellery.us/themes/js/jquery.lazyload.js> could save 962B (42% reduction) after compression.
- Minifying <https://www.silvershinejewellery.us/themes/js/jquery.zeynep.min.js> could save 117B (11% reduction) after compression.

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

Your page has 1 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://www.silvershinejewellery.us/themes/css/style.css>



## 2 Passed Rules

### Enable compression

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

### Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).