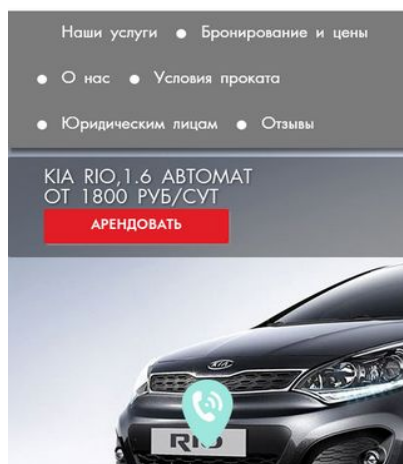


PageSpeed Insights

Mobile



87 / 100 Speed

! Consider Fixing:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

[Enable compression](#) for the following resources to reduce their transfer size by 12.2KiB (53% reduction).

- Compressing https://leadback.ru/widget.php?h=rk-car.ru&widget_key=6fc3f254b4f9c06968240043&v=070417&mobile&callback=jsonpWidgetCallback could save 9.6KiB (50% reduction).
- Compressing https://leadback.ru/backend/widget_data.php?callback=jsonpCallback&widget_key=6fc3f254b4f9c06968240043&h=rk-car.ru&cache=0.6657533594407141&_=1491756867594 could save 2.6KiB (73% reduction).

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://leadback.ru/js/_assets.min.js?v=20160128 (30 minutes)
- <https://leadback.ru/js/jquery.cookie.js> (30 minutes)
- <https://leadback.ru/js/leadback.js> (30 minutes)
- <https://mc.yandex.ru/metrika/watch.js> (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

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://rk-car.ru/styles.css>

Optimize images

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

[Optimize the following images](#) to reduce their size by 1.1KiB (58% reduction).

Mobile

- Compressing <https://rk-car.ru/viber.jpg> could save 1.1KiB (58% reduction).



6 Passed Rules

Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

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](#).

Minify JavaScript

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

Prioritize visible content

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

96 / 100 User Experience

Consider Fixing:

Size content to viewport

The page content is too wide for the viewport, forcing the user to scroll horizontally. [Size the page content to the viewport](#) to provide a better user experience.

The page content is 422 CSS pixels wide, but the viewport is only 412 CSS pixels wide. The following elements fall outside the viewport:

- The element `<div>ПОДАЧА АВТО</div>` falls outside the viewport.
- The element `<div>ПРОКАТ ДЕТСКОГО КРЕСЛА</div>` falls outside the viewport.
- The element `<div>ПРОКАТ GPS НАВИГАТОРА</div>` falls outside the viewport.
- The element `<div>ПРОКАТ АВТО ХОЛОДИЛЬНИКА</div>` falls outside the viewport.
- The element `<div>ПОЛНЫЙ БАК БЕНЗИНА</div>` falls outside the viewport.

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 `Крым, г. Симфе...info@rk-car.ru` is close to 1 other tap targets final.
- The tap target `Прейскурант цен услуг проката` and 4 others are close to other tap targets.



3 Passed Rules

Mobile

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](#).

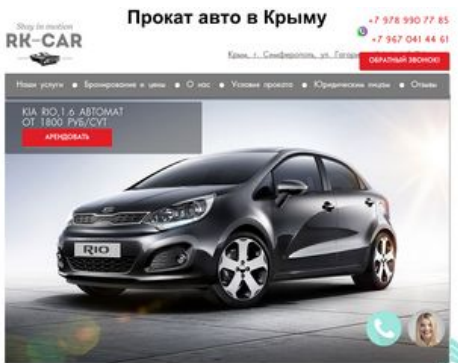
Configure the viewport

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

Use legible font sizes

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

Desktop



89 / 100 Speed

! Consider Fixing:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

Desktop

[Enable compression](#) for the following resources to reduce their transfer size by 38.1KiB (76% reduction).

- Compressing https://leadback.ru/widget.php?h=rk-car.ru&widget_key=6fc3f254b4f9c06968240043&v=070417&chat=1&chat_init=show&callback=jsonpWidgetCallback could save 35.4KiB (77% reduction).
- Compressing https://leadback.ru/backend/widget_data.php?callback=jsonpCallback&widget_key=6fc3f254b4f9c06968240043&h=rk-car.ru&cache=0.6657533594407141&_=1491756889933 could save 2.6KiB (73% reduction).

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://leadback.ru/css/chat.css?040420171818> (30 minutes)
- https://leadback.ru/js/_assets.min.js?v=20160128 (30 minutes)
- <https://leadback.ru/js/jquery.cookie.js> (30 minutes)
- <https://leadback.ru/js/leadback-chat-api.js?v=070417> (30 minutes)
- <https://leadback.ru/js/leadback.js> (30 minutes)
- <https://mc.yandex.ru/metrika/watch.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.

Desktop

[Minify CSS](#) for the following resources to reduce their size by 531B (13% reduction).

- Minifying <https://static.cloudim.ru/css/widget2.css?v1.9.4> could save 531B (13% 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 619B (16% reduction).

- Minifying [https://cloudim.ru/im/?url=https%3A%2F%2Frk-car.ru%2F&uid=25042&group=11380&referer=&page=%D0%9F%D1%80%D0%BE%D0%BA%D0%B0%D1%82%20%D0%B0%D0%B2%D1%82%D0%BE%20%D0%B2%20%D0%9A%D1%80%D1%8B%D0%BC%D1%83%20%5B2017%5D&silent=true&need\[name\]=false&need\[email\]=false](https://cloudim.ru/im/?url=https%3A%2F%2Frk-car.ru%2F&uid=25042&group=11380&referer=&page=%D0%9F%D1%80%D0%BE%D0%BA%D0%B0%D1%82%20%D0%B0%D0%B2%D1%82%D0%BE%20%D0%B2%20%D0%9A%D1%80%D1%8B%D0%BC%D1%83%20%5B2017%5D&silent=true&need[name]=false&need[email]=false) could save 619B (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 560B (17% reduction).

- Minifying <https://cloudim.ru/js/chat.js?v2.1> could save 560B (17% reduction) after compression.

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

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Desktop

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://rk-car.ru/styles.css>

Optimize images

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

[Optimize the following images](#) to reduce their size by 13.6KiB (62% reduction).

- Compressing <https://leadback.ru/images/portraits/4.jpg> could save 9.4KiB (69% reduction).
- Compressing <https://static.cloudim.ru/img/arrow.png> could save 1.1KiB (66% reduction).
- Compressing <https://static.cloudim.ru/img/cloudim-chat-label.png?v4> could save 1.1KiB (37% reduction).
- Compressing <https://rk-car.ru/viber.jpg> could save 1.1KiB (58% reduction).
- Compressing https://cloudim.ru/img/im/im_enter.png could save 904B (54% reduction).



3 Passed Rules

Avoid landing page redirects

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Reduce server response time

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

Desktop

Prioritize visible content

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