



Performance Report for: <http://brandcreator.ro/>

Report generated: Fri, Dec 30, 2016, 4:14 PM -0800
 Test Server Region: Vancouver, Canada
 Using: Firefox (Desktop) 49.0.2, PageSpeed 1.15-gt1, YSlow 3.1.8

PageSpeed Score A (93%) ^	YSlow Score B (81%) ^	Page Load Time 2.1s ^	Total Page Size 394KB ^	Requests 29 ^
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Top 5 Priority Issues

Defer parsing of JavaScript		AVG SCORE: 71%	JS	HIGH
Minimize redirects		AVG SCORE: 90%	CONTENT	HIGH
Leverage browser caching		AVG SCORE: 62%	SERVER	HIGH
Specify a cache validator		AVG SCORE: 94%	SERVER	HIGH
Minify JavaScript		AVG SCORE: 88%	JS	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?

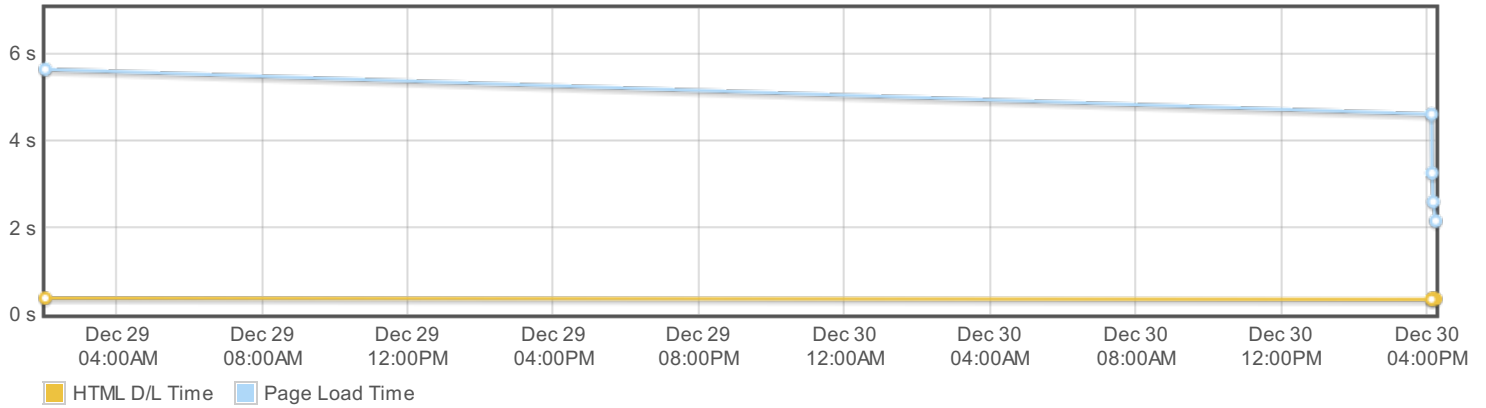
This report covers basic to technical analyses on your page. It is categorized under many headings:

- **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

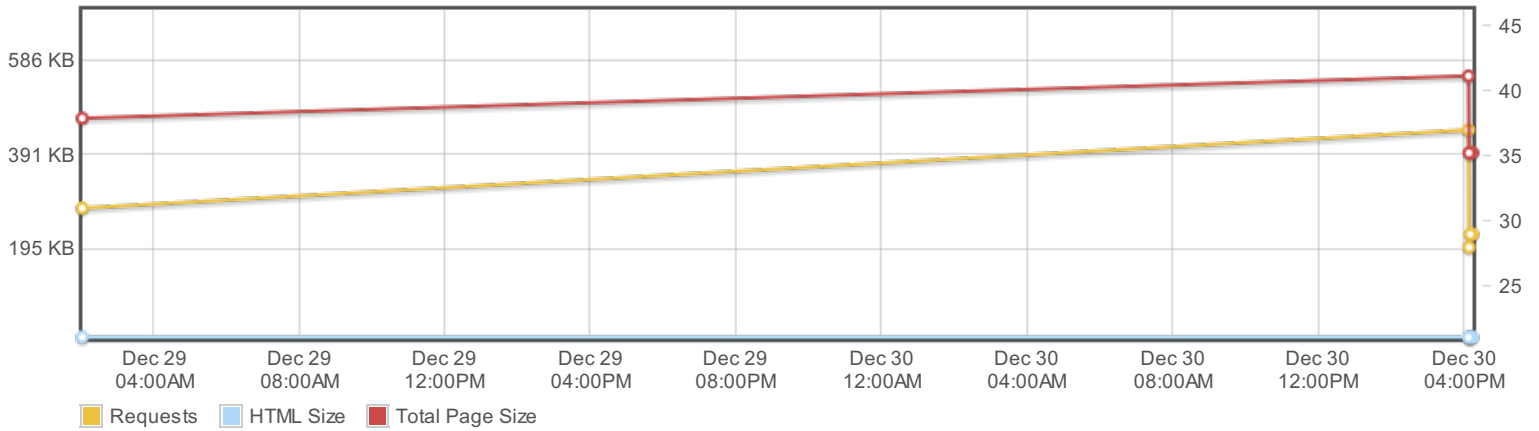
These will provide you with a snapshot of your performance.

History

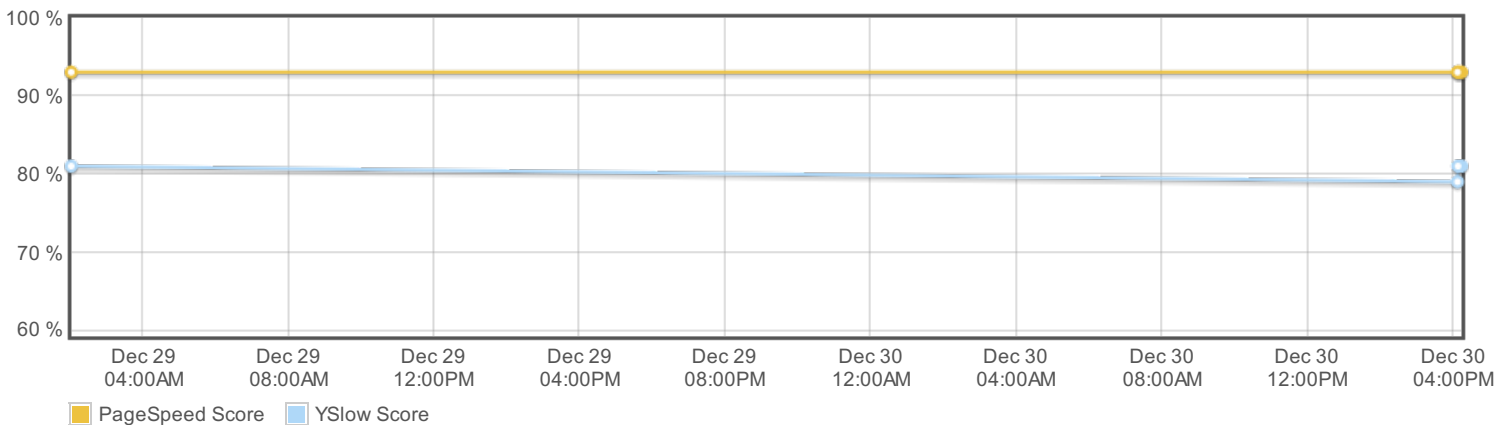
Page load times



Page sizes and request counts

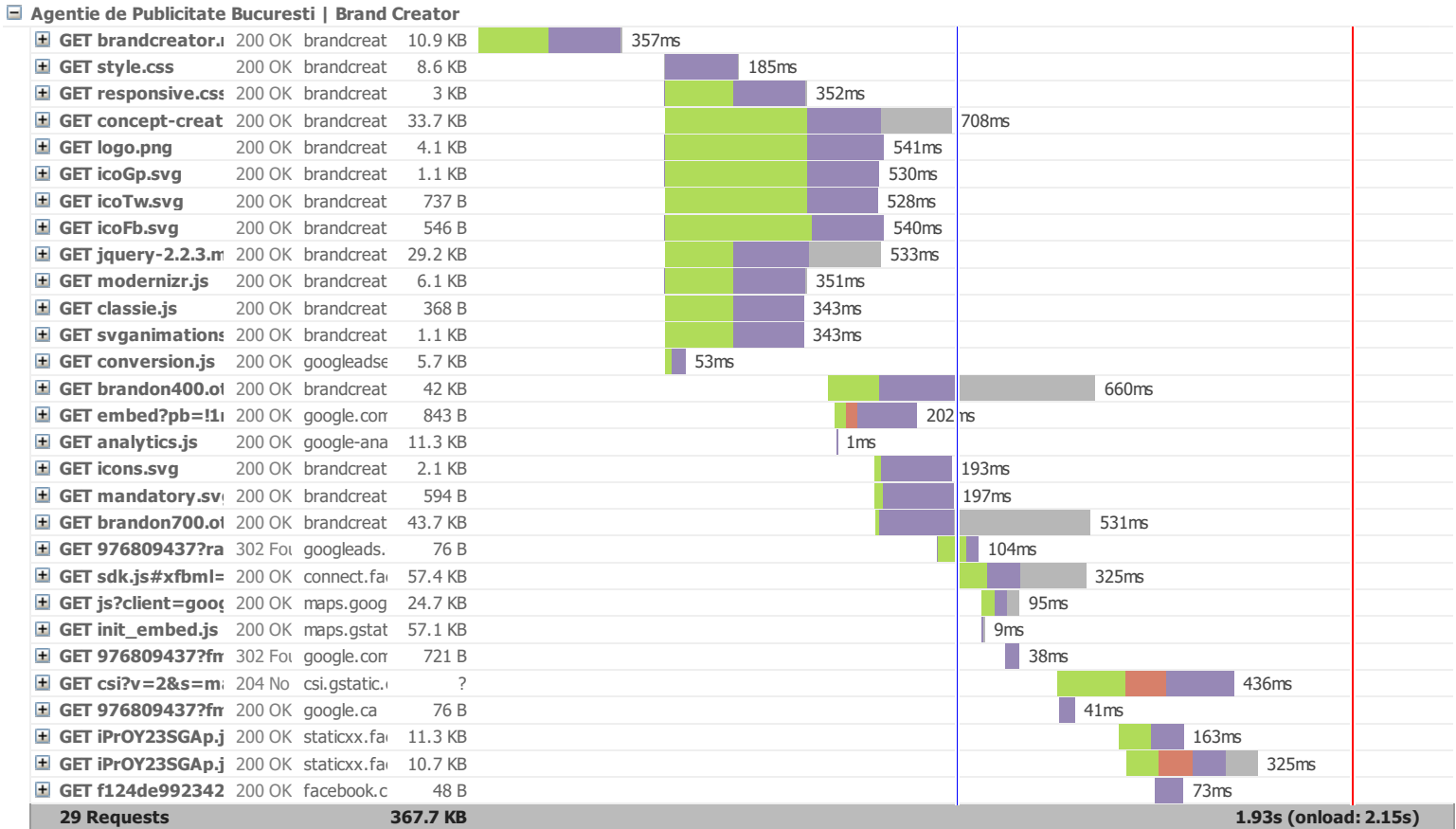


PageSpeed and YSlow scores



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

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Defer parsing of JavaScript	C (71)	◆ AVG SCORE: 71%	JS	HIGH

340.1KiB of JavaScript is parsed during initial page load. Defer parsing JavaScript to reduce blocking of page rendering.

- https://maps.gstatic.com/maps-api-v3/embed/js/27/6/init_embed.js (136.2KiB)
- <http://brandcreator.ro/js/jquery-2.2.3.min.js> (77.3KiB)
- https://maps.googleapis.com/maps/api/js?client=google-maps-embed&paint_origin=&libraries=geometry,search&v=3.exp&language=en_US@ion=ro (67.7KiB)
- http://staticxx.facebook.com/connect/xd_arbiter/r/iPrOY23SGAp.js?version=42 (27.1KiB of inline JavaScript)
- <http://www.googleadservices.com/pagead/conversion.js> (13.1KiB)
- <http://brandcreator.ro/js/modernizr.js> (12.0KiB)
- <http://brandcreator.ro/js/svg/sgnanimations.js> (2.9KiB)
- <http://brandcreator.ro/> (2.0KiB of inline JavaScript)
- <https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d2848.246482506406!2d26.072222315077976!3d44.448616808650236!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x40b201fba0c109ad%3A0x8f9770680d8457e5!2sStrada+Constantin+Disescu+4%2C+Bucuresti!5e0!3m2!1sro!2sro!4v1443170849357> (931B of inline JavaScript)
- <http://brandcreator.ro/js/svg/classie.js> (908B)

Minimize redirects	B (83)	◆ AVG SCORE: 90%	CONTENT	HIGH
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Remove the following redirect chain if possible:

- https://googleads.g.doubleclick.net/pagead/viewthroughconversion/976809437/?random=1483143271014&cv=8&fst=1483143271014&num=1&fmt=1&guid=ON&u_h=861&u_w=1024&u_ah=861&u_aw=1024&u_cd=24&u_his=1&u_tz=-480&u_java=false&u_nplug=1&u_nmime=2&u_frm=0&u_url=http%3A%2F%2Fbrandcreator.ro%2F&tiba=Agentie%20de%20Publicitate%20Bucuresti%20%7C%20Brand%20Creator
- https://www.google.com/ads/user-lists/976809437/?fmt=1&num=1&cv=8&frm=0&url=http%3A%2F%2Fbrandcreator.ro%2F&random=2875754700&fpvtc=/976809437/%3Frandom%3D2129195097%26cv%3D8%26fst%3D148314240000%26num%3D1%26fmt%3D1%26guid%3DON%26u_h%3D861%26u_w%3D1024%26u_ah%3D861%26u_aw%3D1024%26u_cd%3D24%26u_his%3D1%26u_tz%3D-480%26u_java%3Dfalse%26u_nplug%3D1%26u_nmime%3D2%26frm%3D0%26url%3Dhttp://brandcreator.ro/%26tiba%3DAgentie%2520de%2520Publicitate%2520Bucuresti%2520%257C%2520Brand%2520Creator
- https://www.google.ca/ads/user-lists/976809437/?fmt=1&num=1&cv=8&frm=0&url=http%3A%2F%2Fbrandcreator.ro%2F&random=2875754700&fpvtc=/976809437/%3Frandom%3D2129195097%26cv%3D8%26fst%3D148314240000%26num%3D1%26fmt%3D1%26guid%3DON%26u_h%3D861%26u_w%3D1024%26u_ah%3D861%26u_aw%3D1024%26u_cd%3D24%26u_his%3D1%26u_tz%3D-480%26u_java%3Dfalse%26u_nplug%3D1%26u_nmime%3D2%26frm%3D0%26url%3Dhttp://brandcreator.ro/%26tiba%3DAgentie%2520de%2520Publicitate%2520Bucuresti%2520%257C%2520Brand%2520Creator&ipr=

Leverage browser caching	B (87)	◆ AVG SCORE: 62%	SERVER	HIGH
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Leverage browser caching for the following cacheable resources:

- http://connect.facebook.net/ro_RO/sdk.js (20 minutes)
- https://maps.googleapis.com/maps/api/js?client=google-maps-embed&paint_origin=&libraries=geometry,search&v=3.exp&language=en_US@ion=ro (30 minutes)
- <http://www.google-analytics.com/analytics.js> (2 hours)

Specify a cache validator	A (98)	◆ AVG SCORE: 94%	SERVER	HIGH
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The following resources are missing a cache validator. Resources that do not specify a cache validator cannot be refreshed efficiently. Specify a Last-Modified or ETag header to enable cache validation for the following resources:

- https://maps.googleapis.com/maps/api/js?client=google-maps-embed&paint_origin=&libraries=geometry,search&v=3.exp&language=en_US@ion=ro

Minify JavaScript

A (99)

▲ AVG SCORE: 88%

JS

HIGH

Minify JavaScript for the following resources to reduce their size by 1.5KiB (1% reduction).

- Minifying https://maps.gstatic.com/maps-api-v3/embed/js/27/6/init_embed.js could save 592B (2% reduction) after compression. See [optimized version](#).
- Minifying http://connect.facebook.net/ro_RO/sdk.js could save 331B (1% reduction) after compression. See [optimized version](#).
- Minifying <http://brandcreator.ro/js/modernizr.js> could save 248B (5% reduction) after compression. See [optimized version](#).
- Minifying https://maps.googleapis.com/maps/api/js?client=google-maps-embed&paint_origin=&libraries=geometry.search&v=3.exp&language=en_US@ion.ro could save 176B (1% reduction) after compression. See [optimized version](#).
- Minifying <http://www.google-analytics.com/analytics.js> could save 71B (1% reduction) after compression. See [optimized version](#).
- Minifying <http://brandcreator.ro/js/query-2.2.3.min.js> could save 43B (1% reduction) after compression. See [optimized version](#).
- Minifying <http://www.googleadservices.com/pagead/conversion.js> could save 27B (1% reduction) after compression. See [optimized version](#).

Minify CSS

A (99)

◆ AVG SCORE: 94%

CSS

HIGH

Minify CSS for the following resources to reduce their size by 923B (8% reduction).

- Minifying <http://brandcreator.ro/css/style.css> could save 616B (8% reduction) after compression. See [optimized version](#).
- Minifying <http://brandcreator.ro/css/responsive.css> could save 307B (10% reduction) after compression. See [optimized version](#).

Specify image dimensions

A (99)

◆ AVG SCORE: 97%

IMAGES

MEDIUM

The following image(s) are missing width and/or height attributes.

- <http://brandcreator.ro/img/logo.png> (Dimensions: 520 x 120)
- <http://brandcreator.ro/img/svg/icoFb.svg>
- <http://brandcreator.ro/img/svg/icoGp.svg>
- <http://brandcreator.ro/img/svg/icoTw.svg>

Minify HTML

A (99)

◆ AVG SCORE: 98%

CONTENT

LOW

Minify HTML for the following resources to reduce their size by 504B (3% reduction).

- Minifying <http://brandcreator.ro/> could save 421B (4% reduction) after compression. See [optimized version](#).
- Minifying http://staticxx.facebook.com/connect/xd_arbiter/r/PROY23SGAp.js?version=42 could save 41B (1% reduction) after compression. See [optimized version](#).
- Minifying <https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d2848.246482506406!2d26.072222315077976!3d44.448616808650236!2m3!1f!2f!3f!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x40b201fba0c109ad%3A0x8f9770680d8457e5!2sStrada+Constantin+Disescu+4%2C+Bucuresti!5e0!3m2!1sro!2sro!4v1443170849357> could save 40B (5% reduction) after compression. See [optimized version](#).
- Minifying https://www.google.ca/ads/user-lists/976809437/?fmt=1&num=1&cv=8&frm=0&url=http%3A%2F%2Fbrandcreator.ro%2F&random=2875754700&pvtc=976809437%3Frandom%3D2129195097%26cv%3D8%26fs%3D1483142400000%26num%3D1%26fm%3D1%26guid%3DON%26u_h%3D861%26u_w%3D1024%26u_ah%3D861%26u_aw%3D1024%26u_cd%3D24%26u_his%3D1%26u_tz%3D-480%26u_java%3Dfalse%26u_nplug%3D1%26u_nmime%3D2%26frm%3D0%26url%3Dhttp%3A%2F%2Fbrandcreator.ro%26tiba%3DAgentie%2520de%2520Publicitate%2520Bucuresti%2520%2520Brand%2520Creator&ipr=y could save 2B (3% reduction) after compression. See [optimized version](#).

Avoid bad requests

A (100)

◆ AVG SCORE: 98%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

Avoid landing page redirects

A (100)

◆ AVG SCORE: 99%

SERVER

HIGH

You scored 100% on this recommendation - nothing to do here!

Enable gzip compression

A (100)

▲ AVG SCORE: 82%

SERVER

HIGH

You scored 100% on this recommendation - nothing to do here!

Enable Keep-Alive

A (100)

▲ AVG SCORE: 93%

SERVER

HIGH

You scored 100% on this recommendation - nothing to do here!

Inline small CSS

A (100)

◆ AVG SCORE: 95%

CSS

HIGH

You scored 100% on this recommendation - nothing to do here!

Inline small JavaScript

A (100)

◆ AVG SCORE: 95%

JS

HIGH

You scored 100% on this recommendation - nothing to do here!

Minimize request size

A (100)

◆ AVG SCORE: 99%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

Optimize images

A (100)

▲ AVG SCORE: 71%

IMAGES

HIGH

You scored 100% on this recommendation - nothing to do here!

Optimize the order of styles and scripts

A (100)

◆ AVG SCORE: 96%

CSS/JS

HIGH

You scored 100% on this recommendation - nothing to do here!

Put CSS in the document head

A (100)

◆ AVG SCORE: 100%

CSS

HIGH

You scored 100% on this recommendation - nothing to do here!

Serve resources from a consistent URL

A (100)

▲ AVG SCORE: 91%

CONTENT

HIGH

You scored 100% on this recommendation - nothing to do here!

Serve scaled images

A (100)

▲ AVG SCORE: 74%

IMAGES

HIGH

You scored 100% on this recommendation - nothing to do here!

Combine images using CSS sprites

A (100)

▲ AVG SCORE: 86%

IMAGES

HIGH

You scored 100% on this recommendation - nothing to do here!

Avoid CSS @import

A (100)

AVG SCORE: 98%

CSS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Prefer asynchronous resources

A (100)

AVG SCORE: 99%

JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Remove query strings from static resources

A (99)

AVG SCORE: 91%

CONTENT

LOW

Resources with a "?" in the URL are not cached by some proxy caching servers. Remove the query string and encode the parameters into the URL for the following resources:

- https://maps.googleapis.com/maps/api/js?client=google-maps-embed&paint_origin=&libraries=geometry.search&v=3.exp&language=en_US@ion=ro

Specify a Vary: Accept-Encoding header

A (99)

AVG SCORE: 96%

SERVER

LOW

The following publicly cacheable, compressible resources should have a "Vary: Accept-Encoding" header:

- https://maps.googleapis.com/maps/api/js?client=google-maps-embed&paint_origin=&libraries=geometry.search&v=3.exp&language=en_US@ion=ro

Specify a character set early

A (100)

AVG SCORE: 100%

CONTENT

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Avoid a character set in the meta tag

A (100)

AVG SCORE: 100%

CONTENT

LOW

You scored 100% on this recommendation - nothing to do here!

YSlow Recommendations

RECOMMENDATION	GRADE	RELATIVE	TYPE	PRIORITY
Add Expires headers	F (45)	▲ AVG SCORE: 27%	SERVER	HIGH

There are 5 static components without a far-future expiration date.

- <http://www.googleadservices.com/pagead/conversion.js>
- <http://www.google-analytics.com/analytics.js>
- http://connect.facebook.net/ro_RO/sdk.js#xfbml=1&version=v2.5&appId=505696789557005
- https://maps.googleapis.com/maps/api/js?client=google-maps-embed&paint_origin=&libraries=geometry,search&v=3.exp&language=en_US®ion=ro
- https://www.facebook.com/impression.php/f124de992342818/?api_key=505696789557005&lid=115&payload=%7B%22source%22%3A%22js%22%7D

Use a Content Delivery Network (CDN)	F (10)	◆ AVG SCORE: 14%	SERVER	MEDIUM
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Using a CDN YSlow doesn't recognize? Specify your CDNs in your [User Settings](#).

There are 9 static components that are not on CDN.

- <http://brandcreator.ro/css/style.css>
- <http://brandcreator.ro/css/responsive.css>
- <http://brandcreator.ro/img/w0640/concept-creatie.png>
- <http://brandcreator.ro/img/logo.png>
- <http://brandcreator.ro/js/jquery-2.2.3.min.js>
- <http://brandcreator.ro/js/modernizr.js>
- <http://brandcreator.ro/js/svg/classie.js>
- <http://brandcreator.ro/js/svg/sgvanimations.js>
- https://www.facebook.com/impression.php/f124de992342818/?api_key=505696789557005&lid=115&payload=%7B%22source%22%3A%22js%22%7D

Make fewer HTTP requests	C (76)	▲ AVG SCORE: 36%	CONTENT	HIGH
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This page has 9 external Javascript scripts. Try combining them into one.

Reduce DNS lookups	D (65)	▼ AVG SCORE: 74%	CONTENT	LOW
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The components are split over more than 4 domains

- brandcreator.ro: 9 components, 283.8K (60.6K GZip)
- www.googleadservices.com: 1 component, 15.2K (5.8K GZip)
- www.google.com: 2 components, 2.8K (0.8K GZip)
- www.google-analytics.com: 1 component, 27.8K (11.5K GZip)
- googleads.g.doubleclick.net: 1 component, 0.07K (0.07K GZip)
- connect.facebook.net: 1 component, 188.5K (58.8K GZip)
- maps.googleapis.com: 1 component, 76.4K (25.3K GZip)
- maps.gstatic.com: 1 component, 221.0K (58.4K GZip)
- www.google.ca: 1 component, 0.06K (0.07K GZip)
- staticxx.facebook.com: 2 components, 43.8K (22.5K GZip)
- www.facebook.com: 1 component, 0.06K (0.04K GZip)

Avoid URL redirects	B (80)	▼ AVG SCORE: 86%	CONTENT	MEDIUM
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There are 2 redirects

- <https://googleads.g.doubleclick.net/pagead/viewthroughconversion/976809437/?...> redirects to <https://www.google.com/ads/user-lists/976809437/?...>

- <https://www.google.com/ads/user-lists/976809437/?...> redirects to <https://www.google.ca/ads/user-lists/976809437/?...>

Compress components with gzip

A (100)

▲ AVG SCORE: 81%

SERVER

HIGH

You scored 100% on this recommendation - nothing to do here!

Minify JavaScript and CSS

A (100)

▲ AVG SCORE: 72%

CSS/JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Make AJAX cacheable

A (100)

◆ AVG SCORE: 100%

JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Remove duplicate JavaScript and CSS

A (100)

◆ AVG SCORE: 100%

CSS/JS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Avoid AlphanmageLoader filter

A (100)

◆ AVG SCORE: 99%

CSS

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Avoid HTTP 404 (Not Found) error

A (100)

◆ AVG SCORE: 99%

CONTENT

MEDIUM

You scored 100% on this recommendation - nothing to do here!

Reduce the number of DOM elements

A (100)

▲ AVG SCORE: 92%

CONTENT

LOW

You scored 100% on this recommendation - nothing to do here!

Use cookie-free domains

A (100)

▲ AVG SCORE: 48%

COOKIE

LOW

You scored 100% on this recommendation - nothing to do here!

Use GET for AJAX requests

A (100)

◆ AVG SCORE: 100%

JS

LOW

You scored 100% on this recommendation - nothing to do here!

Avoid CSS expressions

A (100)

◆ AVG SCORE: 98%

CSS

LOW

You scored 100% on this recommendation - nothing to do here!

Reduce cookie size

A (100)

◆ AVG SCORE: 100%

COOKIE

LOW

You scored 100% on this recommendation - nothing to do here!

Make favicon small and cacheable

A (100)

AVG SCORE: 100%

IMAGES

LOW

You scored 100% on this recommendation - nothing to do here!

Configure entity tags (ETags)

A (100)

AVG SCORE: 83%

SERVER

LOW

You scored 100% on this recommendation - nothing to do here!

Make JavaScript and CSS external

(n/a)

CSS/JS

MEDIUM

Only consider this if your property is a common user home page.

- There is a total of 7 inline scripts