

PageSpeed Insights

Mobile



Why People Aren't Discussing Barbie and What You Need to be

64 / 100 Speed

 Should Fix:

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

Your page has 6 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://stackpath.bootstrapcdn.com/bootstrap/4.3.1/css/bootstrap.min.css>
- <https://stackpath.bootstrapcdn.com/font-awesome/4.7.0/css/font-awesome.min.css>
- <https://fonts.googleapis.com/css?family=Lora:400,700,400italic,700italic>
- <https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800>

Mobile

- <https://cdnjs.cloudflare.com/ajax/libs/gijgo/1.9.13/combined/css/gijgo.min.css>
- <http://daltondolls.iamarrows.com/css/style.css>

Prioritize visible content

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.

100.9KiB of the HTML response was required to render the above-the-fold content. This requires 4 network round-trips. [Prioritize the above-the-fold content](#) so that it can be rendered with only the first 2 round-trips' worth of HTML.

- None of the final above-the-fold content could be rendered with the HTML delivered within 2 round-trips.



Consider Fixing:

Reduce server response time

In our test, your server responded in 0.37 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.

[Minify CSS](#) for the following resources to reduce their size by 383B (20% reduction).

Mobile

- Minifying <http://daltondolls.iamarrows.com/css/style.css> could save 383B (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 201B (33% reduction).

- Minifying <http://daltondolls.iamarrows.com/js/main.js> could save 201B (33% reduction) after compression.



5 Passed Rules

Avoid landing page redirects

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

Enable compression

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

Leverage browser caching

You have enabled browser caching. Learn more about [browser caching recommendations](#).

Minify HTML

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

Optimize images

Your images are optimized. Learn more about [optimizing images](#).

100 / 100 User Experience

 5 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](#).

Size content to viewport

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

Size tap targets appropriately

All of your page's links/buttons are large enough for a user to easily tap on a touchscreen. Learn more about [sizing tap targets appropriately](#).

Use legible font sizes

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



85 / 100 Speed

Should Fix:

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

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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://stackpath.bootstrapcdn.com/bootstrap/4.3.1/css/bootstrap.min.css>
- <https://stackpath.bootstrapcdn.com/font-awesome/4.7.0/css/font-awesome.min.css>
- <https://fonts.googleapis.com/css?family=Lora:400,700,400italic,700italic>
- <https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800>
- <https://cdnjs.cloudflare.com/ajax/libs/gijgo/1.9.13/combined/css/gijgo.min.css>
- <http://daltondolls.iamarrows.com/css/style.css>

Consider Fixing:

Reduce server response time

Desktop

In our test, your server responded in 0.36 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.

[Minify CSS](#) for the following resources to reduce their size by 383B (20% reduction).

- Minifying <http://daltondolls.iamarrows.com/css/style.css> could save 383B (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 201B (33% reduction).

- Minifying <http://daltondolls.iamarrows.com/js/main.js> could save 201B (33% reduction) after compression.

Prioritize visible content

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.

Desktop

131.4KiB of the HTML response was required to render the above-the-fold content. This requires 4 network round-trips. [Prioritize the above-the-fold content](#) so that it can be rendered with only the first 2 round-trips' worth of HTML.

- None of the final above-the-fold content could be rendered with the HTML delivered within 2 round-trips.



5 Passed Rules

Avoid landing page redirects

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

Enable compression

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

Leverage browser caching

You have enabled browser caching. Learn more about [browser caching recommendations](#).

Minify HTML

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

Optimize images

Your images are optimized. Learn more about [optimizing images](#).