

# PageSpeed Insights

## Mobile



61 / 100 Speed

Should Fix:

### 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 142.6KiB (71% reduction).

- Compressing <https://static.tumblr.com/27gzx7/Z5qorjzb/main-min.js> could save 84KiB (66% reduction).
- Compressing <https://static.tumblr.com/qexbavb/uw2pxzjxv/main-min.css> could save 58.7KiB (80% reduction).

# Mobile

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

Your page has 2 blocking script resources and 3 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://assets.tumblr.com/assets/scripts/pre\\_tumblelog.js?v=b9f848c06fcb7eaf305d4a7cb7a1b98](https://assets.tumblr.com/assets/scripts/pre_tumblelog.js?v=b9f848c06fcb7eaf305d4a7cb7a1b98)
- [https://assets.tumblr.com/assets/scripts/tumblelog\\_post\\_message\\_queue.js?v=a8fadfa499d8cb7c3f8eefdf0b1adfd](https://assets.tumblr.com/assets/scripts/tumblelog_post_message_queue.js?v=a8fadfa499d8cb7c3f8eefdf0b1adfd)

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

- <https://assets.tumblr.com/client/prod/standalone/blog-network-npf/index.build.css?v=6e121b6530ce38be364bf1089290570b>
- <https://static.tumblr.com/qexbavb/uw2pxzjxv/main-min.css>
- <https://assets.tumblr.com/fonts/gibson/stylesheet.css?v=3>

## 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://static.tumblr.com/27gzhx7/Z5qorjizb/main-min.js> (expiration not specified)
- <https://static.tumblr.com/qexbavb/uw2pxzjxv/main-min.css> (expiration not specified)
- [https://static.doubleclick.net/instream/ad\\_status.js](https://static.doubleclick.net/instream/ad_status.js) (15 minutes)

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- <https://ssl.google-analytics.com/ga.js> (2 hours)
- <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 371B (56% reduction).

- Minifying <https://assets.tumblr.com/fonts/gibson/stylesheet.css?v=3> could save 371B (56% 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 1.2KiB (24% reduction).

- Minifying [https://assets.tumblr.com/analytics.html?\\_v=f5cf4ddfa3c5301b7df129f74ead90c9](https://assets.tumblr.com/analytics.html?_v=f5cf4ddfa3c5301b7df129f74ead90c9) could save 634B (23% reduction) after compression.
- Minifying [https://assets.tumblr.com/assets/html/like\\_iframe.html?\\_v=66c22ab5319d742bca5762b8d18f9d06](https://assets.tumblr.com/assets/html/like_iframe.html?_v=66c22ab5319d742bca5762b8d18f9d06) could save 584B (25% 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 16.2KiB (15% reduction).

## Mobile

- Compressing <https://66.media.tumblr.com/da7a1432d7999e74c412d81cd2a8652d/556584614fe22baf-15/s500x750/f49e5062d884f2724bfcc42e5dbf5cc0a22028de.jpg> could save 6.5KiB (14% reduction).
- Compressing <https://66.media.tumblr.com/10f86328784351ad4abeca0c4468484a/556584614fe22baf-04/s500x750/046e4f37c60c9c16322028bc5ba358a617cfcfeb.jpg> could save 5.4KiB (13% reduction).
- Compressing <https://66.media.tumblr.com/09d3ef86e924873f2454ba1c67a105ce/556584614fe22baf-af/s500x750/be47b5f211b718e45f352fc7099a3b8d893d97ca.jpg> could save 2KiB (12% reduction).
- Compressing [https://assets.tumblr.com/images/tumblr\\_android\\_icn\\_2x.png?v=6af0d49c3b4b8bae4e15fe43ee5d602e](https://assets.tumblr.com/images/tumblr_android_icn_2x.png?v=6af0d49c3b4b8bae4e15fe43ee5d602e) could save 1.2KiB (66% reduction).
- Compressing <https://yt3.ggpht.com/-BTWJhxeWjSA/AAAAAAAAAAI/AAAAAAAAAAA/4pkoB4E3hic/s68-c-k-no-mo-rj-c0xxffff/photo.jpg> could save 1.1KiB (37% reduction).



### 4 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 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](#).

## 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](#).

## Desktop



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## Desktop

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- [https://assets.tumblr.com/assets/scripts/tumblelog\\_post\\_message\\_queue.js?\\_v=a8fadfa499d8cb7c3f8eefdf0b1adfdd](https://assets.tumblr.com/assets/scripts/tumblelog_post_message_queue.js?_v=a8fadfa499d8cb7c3f8eefdf0b1adfdd)

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- [https://static.doubleclick.net/instream/ad\\_status.js](https://static.doubleclick.net/instream/ad_status.js) (15 minutes)
- <https://ssl.google-analytics.com/ga.js> (2 hours)
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