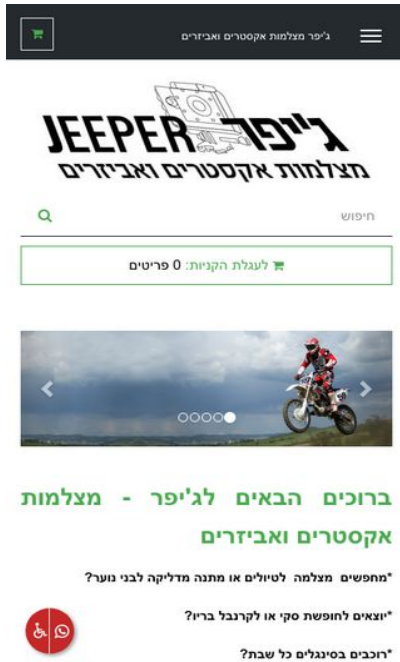


# PageSpeed Insights

## Mobile



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Should Fix:

### 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://az815642.vo.msecnd.net/prod/content/animate.css> (expiration not specified)
- [https://az815642.vo.msecnd.net/system/phone\\_02.png](https://az815642.vo.msecnd.net/system/phone_02.png) (expiration not specified)
- [http://m.addthisedge.com/live/boost/ra-503a827907bdaac4/\\_ate.track.config\\_resp](http://m.addthisedge.com/live/boost/ra-503a827907bdaac4/_ate.track.config_resp) (60 seconds)
- [http://s7.addthis.com/js/300/addthis\\_widget.js](http://s7.addthis.com/js/300/addthis_widget.js) (10 minutes)
- [https://static.doubleclick.net/instream/ad\\_status.js](https://static.doubleclick.net/instream/ad_status.js) (15 minutes)
- [http://connect.facebook.net/en\\_US/fbevents.js](http://connect.facebook.net/en_US/fbevents.js) (20 minutes)

## Mobile

- [http://connect.facebook.net/he\\_IL/sdk.js](http://connect.facebook.net/he_IL/sdk.js) (20 minutes)
- <http://connect.facebook.net/signals/config/1070872359598097?v=2.8.11&r=stable> (20 minutes)
- <https://connect.facebook.net/signals/config/1937963423095573?v=2.8.11&r=stable> (20 minutes)
- <https://connect.facebook.net/signals/config/283625798486015?v=2.8.11&r=stable> (20 minutes)
- <https://maps.googleapis.com/maps/api/js?v=3.exp&libraries=places&language=iw&key=AlzaSyBcq9Qvli57oHleQE0UnDE5zOhmW1r9hN0> (30 minutes)
- <http://www.google-analytics.com/plugins/ua/ec.js> (60 minutes)
- <http://www.googleadservices.com/pagead/conversion.js> (60 minutes)
- [https://az815642.vo.msecnd.net/system/loading\\_small\\_new.gif](https://az815642.vo.msecnd.net/system/loading_small_new.gif) (60 minutes)
- [https://az815642.vo.msecnd.net/system/waze\\_02.png](https://az815642.vo.msecnd.net/system/waze_02.png) (60 minutes)
- <http://www.google-analytics.com/analytics.js> (2 hours)
- <https://az815642.vo.msecnd.net/system/stores-logo-header.png?v=i416> (5.4 hours)
- [https://cashcowcdn.azureedge.net/images/59cdd7ee-03ed-448f-a5f9-c4d03704e5b6\\_500.png](https://cashcowcdn.azureedge.net/images/59cdd7ee-03ed-448f-a5f9-c4d03704e5b6_500.png) (7.5 hours)

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

Your page has 1 blocking script 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://az815642.vo.msecnd.net/prod/scripts/Translations/T.Global.he.js?v=1.0.6588.1586i416>

# Mobile

## Optimize images

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

[Optimize the following images](#) to reduce their size by 676.9KiB (73% reduction).

- Compressing and resizing [https://cashcowcdn.azureedge.net/images/28d9977d-b375-4f02-a9f8-cdd7224e3539\\_500.png](https://cashcowcdn.azureedge.net/images/28d9977d-b375-4f02-a9f8-cdd7224e3539_500.png) could save 375.2KiB (93% reduction).
- Compressing and resizing [https://cashcowcdn.azureedge.net/images/59cdd7ee-03ed-448f-a5f9-c4d03704e5b6\\_500.png](https://cashcowcdn.azureedge.net/images/59cdd7ee-03ed-448f-a5f9-c4d03704e5b6_500.png) could save 239.1KiB (94% reduction).
- Compressing [https://az711434.vo.msecnd.net/media-gallery/tL6a1SKePt0=/Fotolia\\_69638773\\_400x1200.jpg](https://az711434.vo.msecnd.net/media-gallery/tL6a1SKePt0=/Fotolia_69638773_400x1200.jpg) could save 32.8KiB (28% reduction).
- Compressing <https://az711434.vo.msecnd.net/media-gallery/tL6a1SKePt0=/jeeper-home-picture3.jpg> could save 15.6KiB (13% reduction).
- Compressing <https://az711434.vo.msecnd.net/media-gallery/tL6a1SKePt0=/Jeeper-logo.jpg> could save 14.1KiB (57% reduction).
- Compressing [https://az815642.vo.msecnd.net/system/phone\\_02.png](https://az815642.vo.msecnd.net/system/phone_02.png) could save 158B (11% reduction).

## 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 189B (33% reduction).

- Compressing <https://cashcowil01.blob.core.windows.net/system/rolling.svg> could save 189B (33% reduction).

### Minify CSS

## Mobile

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 1.1KiB (12% reduction).

- Minifying <https://az815642.vo.msecnd.net/prod/content/site.rtl.css?v=1.0.6588.1586i416> could save 463B (12% reduction) after compression.
- Minifying <https://az815642.vo.msecnd.net/prod/content/animate.css> could save 446B (11% reduction) after compression.
- Minifying <http://www.jeeper.co.il/Content/website.css?v=1.0.6588.1586i416> could save 222B (19% 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 786B (13% reduction).

- Minifying <https://cdnjs.cloudflare.com/ajax/libs/bootstrap-switch/3.3.2/js/bootstrap-switch.min.js?v=1.0.6584.5437i416> could save 407B (13% reduction) after compression.
- Minifying <https://media.uaccess.co.il/scripts/uaccess/dialog.js> could save 194B (14% reduction) after compression.
- Minifying <https://media.cashcow.co.il/scripts/BuilderConfig> could save 185B (11% reduction) after compression.



4 Passed Rules

## Avoid landing page redirects

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

# Mobile

## Reduce server response time

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

## Minify HTML

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

## 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

## Mobile

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



48 / 100 Speed

Should Fix:

## Optimize images

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

[Optimize the following images](#) to reduce their size by 970.3KiB (71% reduction).

- Compressing and resizing [https://cashcowcdn.azureedge.net/images/28d9977d-b375-4f02-a9f8-cdd7224e3539\\_500.png](https://cashcowcdn.azureedge.net/images/28d9977d-b375-4f02-a9f8-cdd7224e3539_500.png) could save 353.3KiB (87% reduction).
- Compressing and resizing [https://cashcowcdn.azureedge.net/images/59cdd7ee-03ed-448f-a5f9-c4d03704e5b6\\_500.png](https://cashcowcdn.azureedge.net/images/59cdd7ee-03ed-448f-a5f9-c4d03704e5b6_500.png) could save 228.4KiB (90% reduction).
- Compressing and resizing [https://cashcowcdn.azureedge.net/images/224fa83f-5212-47f0-b3f3-f404a9fda18f\\_500.png](https://cashcowcdn.azureedge.net/images/224fa83f-5212-47f0-b3f3-f404a9fda18f_500.png) could save 164.8KiB (71% reduction).

## Desktop

- Compressing and resizing [https://cashcowcdn.azureedge.net/images/309dc52f-9d31-46aa-a89a-437ccc187412\\_500.jpg](https://cashcowcdn.azureedge.net/images/309dc52f-9d31-46aa-a89a-437ccc187412_500.jpg) could save 67.1KiB (83% reduction).
- Compressing and resizing [https://cashcowcdn.azureedge.net/images/b11add99-188b-4ac6-903d-b88e7bd920ec\\_500.jpg](https://cashcowcdn.azureedge.net/images/b11add99-188b-4ac6-903d-b88e7bd920ec_500.jpg) could save 35.8KiB (86% reduction).
- Compressing [https://az711434.vo.msecnd.net/media-gallery/tL6a1SKePt0=/Fotolia\\_69638773\\_400x1200.jpg](https://az711434.vo.msecnd.net/media-gallery/tL6a1SKePt0=/Fotolia_69638773_400x1200.jpg) could save 32.8KiB (28% reduction).
- Compressing and resizing [https://cashcowcdn.azureedge.net/images/f0a7b20e-2494-41b1-b85d-6504e6d8d564\\_500.jpg](https://cashcowcdn.azureedge.net/images/f0a7b20e-2494-41b1-b85d-6504e6d8d564_500.jpg) could save 17.2KiB (73% reduction).
- Compressing and resizing [https://cashcowcdn.azureedge.net/images/3e2ec59e-f8d1-4019-a106-6143e4a34c12\\_500.jpg](https://cashcowcdn.azureedge.net/images/3e2ec59e-f8d1-4019-a106-6143e4a34c12_500.jpg) could save 16.9KiB (78% reduction).
- Compressing <https://az711434.vo.msecnd.net/media-gallery/tL6a1SKePt0=/jeeper-home-picture3.jpg> could save 15.6KiB (13% reduction).
- Compressing <https://az711434.vo.msecnd.net/media-gallery/tL6a1SKePt0=/Jeeper-logo.jpg> could save 14.1KiB (57% reduction).
- Compressing and resizing [https://cashcowcdn.azureedge.net/images/e9378c3b-b733-4f20-be44-fd25b2f95de6\\_500.jpg](https://cashcowcdn.azureedge.net/images/e9378c3b-b733-4f20-be44-fd25b2f95de6_500.jpg) could save 12.3KiB (77% reduction).
- Compressing and resizing [https://cashcowcdn.azureedge.net/images/5cbce2f0-f644-45c9-b004-f98a4c5bdfb6\\_500.jpg](https://cashcowcdn.azureedge.net/images/5cbce2f0-f644-45c9-b004-f98a4c5bdfb6_500.jpg) could save 12KiB (65% reduction).



### 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 8.3KiB (67% reduction).

- Compressing <http://static.olark.com/a/assets/v0/site/1315-860-10-4995.js?cb=1518516939083> could save 8.1KiB (68% reduction).
- Compressing <https://cashcowil01.blob.core.windows.net/system/rolling.svg> could save 189B (33% 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://az815642.vo.msecnd.net/prod/content/animate.css> (expiration not specified)
- [http://m.addthisedge.com/live/boost/ra-503a827907bdaac4/\\_ate.track.config\\_resp](http://m.addthisedge.com/live/boost/ra-503a827907bdaac4/_ate.track.config_resp) (43 seconds)
- [http://s7.addthis.com/js/300/addthis\\_widget.js](http://s7.addthis.com/js/300/addthis_widget.js) (10 minutes)
- [https://static.doubleclick.net/instream/ad\\_status.js](https://static.doubleclick.net/instream/ad_status.js) (15 minutes)
- [http://connect.facebook.net/en\\_US/fbevents.js](http://connect.facebook.net/en_US/fbevents.js) (20 minutes)
- [http://connect.facebook.net/he\\_IL/sdk.js](http://connect.facebook.net/he_IL/sdk.js) (20 minutes)
- <http://connect.facebook.net/signals/config/1070872359598097?v=2.8.11&r=stable> (20 minutes)
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- <https://connect.facebook.net/signals/config/1937963423095573?v=2.8.11&r=stable> (20 minutes)
- <https://maps.googleapis.com/maps/api/js?v=3.exp&libraries=places&language=iw&key=AlzaSyBcq9Qvli57oHleQE0UnDE5zOhmW1r9hN0> (30 minutes)
- <http://static.olark.com/jsclient/loader0.js> (45 minutes)
- <http://www.google-analytics.com/plugins/ua/ec.js> (60 minutes)
- <http://www.googleadservices.com/pagead/conversion.js> (60 minutes)
- [https://az815642.vo.msecnd.net/system/loading\\_small\\_new.gif](https://az815642.vo.msecnd.net/system/loading_small_new.gif) (60 minutes)
- <http://www.google-analytics.com/analytics.js> (2 hours)
- <http://static.olark.com/jsclient-bucket2/application2.js?v=1517236667926> (3 hours)
- <http://static.olark.com/jsclient/app.js> (3 hours)
- <http://static.olark.com/jsclient/styles/artsy-albatross/theme.css> (3 hours)
- <https://static.olark.com/jsclient-bucket2/storage.js?v=1517236667926> (3 hours)



## Desktop

- <https://az815642.vo.msecnd.net/system/stores-logo-header.png?v=i416> (5.4 hours)
- [https://cashcowcdn.azureedge.net/images/59cdd7ee-03ed-448f-a5f9-c4d03704e5b6\\_500.png](https://cashcowcdn.azureedge.net/images/59cdd7ee-03ed-448f-a5f9-c4d03704e5b6_500.png) (7.5 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 1.1KiB (12% reduction).

- Minifying <https://az815642.vo.msecnd.net/prod/content/site.rtl.css?v=1.0.6588.1586i416> could save 463B (12% reduction) after compression.
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## 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 786B (13% reduction).

- Minifying <https://cdnjs.cloudflare.com/ajax/libs/bootstrap-switch/3.3.2/js/bootstrap-switch.min.js?v=1.0.6584.5437i416> could save 407B (13% reduction) after compression.
- Minifying <https://media.uaccess.co.il/scripts/uaccess/dialog.js> could save 194B (14% reduction) after compression.
- Minifying <https://media.cashcow.co.il/scripts/BuilderConfig> could save 185B (11% reduction) after compression.

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

Your page has 1 blocking script 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://az815642.vo.msecnd.net/prod/scripts/Translations/T.Global.he.js?v=1.0.6588.1586i416>



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 HTML

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

## Prioritize visible content

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

Desktop

