

PageSpeed Insights

Mobile



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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 140.3KiB (72% reduction).

- Compressing <http://medportal.co.il/> could save 62.4KiB (84% reduction).
- Compressing <http://medportal.co.il/Include/jquery-1.7.1.min.js> could save 59.3KiB (64% reduction).
- Compressing <http://medportal.co.il/master.css> could save 5.3KiB (82% reduction).
- Compressing <http://medportal.co.il/Include/flashobject.js> could save 4KiB (66% reduction).
- Compressing <http://medportal.co.il/submaster.css> could save 3.5KiB (77% reduction).
- Compressing <http://medportal.co.il/Include/jquery-scroller-v1.min.js> could save 2.2KiB (52% reduction).

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reduction).

- Compressing http://medportal.co.il/Include/global_functions.js could save 1.9KiB (63% reduction).
- Compressing <http://medportal.co.il/Include/ajax.js> could save 1.1KiB (56% reduction).
- Compressing <http://medportal.co.il/rollsidebanner.js> could save 593B (54% 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:

- <http://medportal.co.il/Include/ajax.js> (expiration not specified)
- <http://medportal.co.il/Include/flashobject.js> (expiration not specified)
- http://medportal.co.il/Include/global_functions.js (expiration not specified)
- <http://medportal.co.il/Include/jquery-1.7.1.min.js> (expiration not specified)
- <http://medportal.co.il/Include/jquery-scroller-v1.min.js> (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2497.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2499.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2500.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2502.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2504.JPG (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2505.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2506.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2507.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2508.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2509.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2510.jpg (expiration not specified)

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- http://medportal.co.il/Upload/Artimages/75image_front2511.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2512.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2513.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2514.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2515.JPG (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2517.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2518.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2519.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/image_front2520.jpg (expiration not specified)
- <http://medportal.co.il/Upload/Banners/Banner131.gif> (expiration not specified)
- <http://medportal.co.il/Upload/Banners/Banner71.jpg> (expiration not specified)
- http://medportal.co.il/Upload/Doctorstbl/150Image_front17.jpg (expiration not specified)
- http://medportal.co.il/Upload/Doctorstbl/150Image_front19.jpg (expiration not specified)
- http://medportal.co.il/Upload/Doctorstbl/150Image_front864.jpg (expiration not specified)
- http://medportal.co.il/Upload/Doctorstbl/150Image_front99.jpg (expiration not specified)
- <http://medportal.co.il/images/Dotsep.gif> (expiration not specified)
- <http://medportal.co.il/images/bullet4.gif> (expiration not specified)
- http://medportal.co.il/images/clip_back.gif (expiration not specified)
- http://medportal.co.il/images/clip_next.gif (expiration not specified)
- <http://medportal.co.il/images/fb1.gif> (expiration not specified)
- <http://medportal.co.il/images/fb2.gif> (expiration not specified)
- <http://medportal.co.il/images/grspacer.gif> (expiration not specified)
- http://medportal.co.il/images/hed_1.jpg (expiration not specified)
- http://medportal.co.il/images/hed_1bg.jpg (expiration not specified)
- http://medportal.co.il/images/hed_1sep.jpg (expiration not specified)
- http://medportal.co.il/images/hed_2.jpg (expiration not specified)
- http://medportal.co.il/images/hed_3bg.jpg (expiration not specified)
- http://medportal.co.il/images/hed_4.jpg (expiration not specified)

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- http://medportal.co.il/images/icon_addfav.gif (expiration not specified)
- http://medportal.co.il/images/icon_addhome.gif (expiration not specified)
- http://medportal.co.il/images/icon_sitemap.gif (expiration not specified)
- <http://medportal.co.il/images/imclogoweb.gif> (expiration not specified)
- <http://medportal.co.il/images/imgspacer.gif> (expiration not specified)
- http://medportal.co.il/images/inv_sp1.gif (expiration not specified)
- http://medportal.co.il/images/inv_sp2.gif (expiration not specified)
- http://medportal.co.il/images/inv_sp3.gif (expiration not specified)
- http://medportal.co.il/images/inv_sp4.gif (expiration not specified)
- <http://medportal.co.il/images/medlogo1.jpg> (expiration not specified)
- http://medportal.co.il/images/win_1.jpg (expiration not specified)
- http://medportal.co.il/images/win_2.jpg (expiration not specified)
- http://medportal.co.il/images/win_3.jpg (expiration not specified)
- http://medportal.co.il/images/win_4.jpg (expiration not specified)
- http://medportal.co.il/images/win_5.jpg (expiration not specified)
- http://medportal.co.il/images/win_6.jpg (expiration not specified)
- http://medportal.co.il/images/win_7.jpg (expiration not specified)
- http://medportal.co.il/images/win_8.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_1.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_10.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_11.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_12.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_2.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_3.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_4.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_5.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_6.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_7.jpg (expiration not specified)

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- http://medportal.co.il/images/win_bl_8.jpg (expiration not specified)
- <http://medportal.co.il/master.css> (expiration not specified)
- <http://medportal.co.il/rollsidebanner.js> (expiration not specified)
- <http://medportal.co.il/submaster.css> (expiration not specified)
- http://pagead2.googlesyndication.com/pagead/show_ads.js (60 minutes)
- <http://www.google-analytics.com/ga.js> (2 hours)
- <https://www.google-analytics.com/ga.js> (2 hours)

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

Your page has 5 blocking script resources and 2 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:](#)

- <http://medportal.co.il/Include/ajax.js>
- <http://medportal.co.il/Include/flashobject.js>
- http://medportal.co.il/Include/global_functions.js
- <http://medportal.co.il/Include/jquery-1.7.1.min.js>
- <http://medportal.co.il/Include/jquery-scroller-v1.min.js>

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

- <http://medportal.co.il/master.css>
- <http://medportal.co.il/submaster.css>



Consider Fixing:

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 1.7KiB (16% reduction).

- Minifying <http://medportal.co.il/master.css> could save 909B (14% reduction).
- Minifying <http://medportal.co.il/submaster.css> could save 833B (18% reduction).

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 23KiB (32% reduction).

- Minifying <http://medportal.co.il/> could save 23KiB (32% reduction).

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 2.5KiB (25% reduction).

- Minifying <http://medportal.co.il/Include/jquery-scroller-v1.min.js> could save 1.2KiB (29% reduction).
- Minifying http://medportal.co.il/Include/global_functions.js could save 591B (20% reduction).
- Minifying <http://medportal.co.il/Include/ajax.js> could save 534B (27% reduction).
- Minifying <http://medportal.co.il/rollsidebanner.js> could save 225B (21% reduction).

Optimize images

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

[Optimize the following images](#) to reduce their size by 56.3KiB (37% reduction).

- Compressing <http://medportal.co.il/Upload/Banners/Banner71.jpg> could save 35.1KiB (49% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/image_front2520.jpg could save 7.9KiB (25% reduction).
- Compressing <http://medportal.co.il/images/medlogo1.jpg> could save 6KiB (50% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2506.jpg could save 340B (16% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2507.jpg could save 339B (18% reduction).
- Compressing http://medportal.co.il/images/clip_next.gif could save 334B (28% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2504.JPG could save 330B (32% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2512.jpg could save 330B (25% reduction).
- Compressing http://medportal.co.il/images/clip_back.gif could save 330B (28% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2519.jpg could save 327B (18% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2513.jpg could save 326B (17% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2517.jpg could save 324B (19% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2515.JPG could save 322B (18% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2499.jpg could save 321B (16% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2518.jpg could save 321B (20% reduction).

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- Compressing http://medportal.co.il/Upload/Artimages/75image_front2500.jpg could save 320B (18% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2508.jpg could save 320B (19% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2514.jpg could save 320B (22% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2502.jpg could save 312B (18% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2505.jpg could save 312B (22% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2497.jpg could save 309B (25% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2509.jpg could save 309B (20% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2510.jpg could save 306B (22% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2511.jpg could save 304B (19% reduction).
- Compressing http://medportal.co.il/images/hed_2.jpg could save 213B (31% reduction).
- Compressing http://medportal.co.il/images/hed_4.jpg could save 167B (28% reduction).
- Compressing http://medportal.co.il/images/hed_1sep.jpg could save 144B (25% reduction).
- Compressing http://medportal.co.il/images/win_bl_12.jpg could save 138B (25% reduction).
- Compressing http://medportal.co.il/images/win_bl_2.jpg could save 109B (22% reduction).

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.

71.3KiB of the HTML response was required to render the above-the-fold content. This requires 3 network round-trips. However, if the HTML response were compressed, then the HTML required to render the above-the-fold content could be delivered in just 1 network round-trips. [Enable compression](#) for the HTML response in order to prioritize the visible content for this page.

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- Only about 63% of the final above-the-fold content could be rendered with the HTML delivered within 2 round-trips snapshot:12.



2 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](#).

61 / 100 User Experience



Should Fix:

Configure the viewport

Your page does not have a viewport specified. This causes mobile devices to render your page as it would appear on a desktop browser, scaling it down to fit on a mobile screen. Configure a viewport to allow your page to render properly on all devices.

[Configure a viewport](#) for this page.

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.

Mobile

The following tap targets are close to other nearby tap targets and may need additional spacing around them.

- The tap target `מפת...האתר` and 4 others are close to other tap targets final.
- The tap target `<input type="text" name="SearchSTR" class="inputfield">` is close to 2 other tap targets final.
- The tap target `<input type="image" name="submit">` is close to 1 other tap targets final.
- The tap target `ראשי בריאות` and 6 others are close to other tap targets final.
- The tap target `אודות MedPortal` and 6 others are close to other tap targets final.
- The tap target `חברים כניסת` and 50 others are close to other tap targets final.
- The tap target `<input type="submit" name="submit" class="btn">` and 1 others are close to other tap targets final.
- The tap target `ומטפלים רופאים לרשימת` and 13 others are close to other tap targets final.
- The tap target `Share` and 4 others are close to other tap targets final.
- The tap target `רוזנסקי רפאל` and 4 others are close to other tap targets final.
- The tap target `` and 2 others are close to other tap targets final.
- The tap target `` and 18 others are close to other tap targets final.
- The tap target `בריאות` and 7 others are close to other tap targets.
- The tap target `סיני דיקור` and 3 others are close to other tap targets.
- The tap target `בר...|
רפואה משלימה` and 1 other tap target is close to other tap targets.
- The tap target `` is close to 1 other tap targets.

Use legible font sizes

Mobile

The following text on your page renders in a way that may be difficult for some of your visitors to read. [Use legible font sizes](#) to provide a better user experience.

The following text fragments have a small font size. Increase the font size to make them more legible.

- .final (pixels CSS 11) tall pixels 4 only renders 2017 יום חמישי 07 דצמבר
- .final (pixels CSS 11) tall pixels 4 only render others 2 and הוסף...למועדפים
- .final (pixels CSS 13) tall pixels 5 only renders חפש באתר
- .final (pixels CSS 13) tall pixels 5 only render others 5 and ארכיון...מאמרים
- .final (pixels CSS 13) tall pixels 5 only render others 4 and הרשמה לחדשות MedPortal
- .final (pixels CSS 13) tall pixels 5 only render others 63 and מכירת איי אופט...30 מיליון דולר
- .final (pixels CSS 13) tall pixels 5 only render others 19 and בעקבות זיהום ה...בחוץ שלא לצורך
- .final (pixels CSS 14) tall pixels 5 only render others 1 and למי לפנות?
- .final (pixels CSS 13) tall pixels 5 only render others 21 and לרשימת רופאים ומטפלים
- Google Gmail and 4 others render only 5 pixels tall (13 CSS pixels) final.
- .final (pixels CSS 15) tall pixels 6 only renders נבחר...MedPortal
- .final (pixels CSS 13) tall pixels 5 only render others 3 and ד'#39;ר בלומנקרנץ חיה
- .final (pixels CSS 13) tall pixels 5 only render others 3 and פסיכיאטריה, מו...יסוק בהיפנוזה.
- .final (pixels CSS 14) tall pixels 5 only renders אור לבתי חולים בגליל
- .final (pixels CSS 13) tall pixels 5 only renders מועצת המנהלים...אייסקיור מינתה
- .final (pixels CSS 16) tall pixels 6 only render others 1 and - רפואה בריאות רפואה משלימה
- .final (pixels CSS 13) tall pixels 5 only render others 2 and מציע מידע רפוא...ברפואה משלימה,
- .final (pixels CSS 13) tall pixels 5 only renders דיקור סיני
- .final (pixels CSS 14) tall pixels 5 only renders אנציקלופדיה...רפואית
- .final (pixels CSS 11) tall pixels 4 only renders עם...לריפוי עצמי
- .(pixels CSS 13) tall pixels 5 only render others 9 and הרשמת רופאים ומטפלים
- | and 8 others render only 5 pixels tall (13 CSS pixels).
- .(pixels CSS 11) tall pixels 4 only renders פרסמו אצלינו
- | and 4 others render only 5 pixels tall (13 CSS pixels).

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- דיקור סיני ברמת אביב 3 and only render others 4 pixels tall (11 CSS pixels).
- . כל הזכויות שמורות 1 and only render others 4 pixels tall (10 CSS pixels).
- Medportal - בר...| renders only 4 pixels tall (10 CSS pixels).

✔ 2 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](#).

Size content to viewport

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

Desktop



59 / 100 Speed

! Should Fix:

Desktop

Enable compression

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- Compressing http://medportal.co.il/Include/global_functions.js could save 1.9KiB (63% reduction).
- Compressing <http://medportal.co.il/Include/ajax.js> could save 1.1KiB (56% reduction).
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- http://medportal.co.il/Include/global_functions.js (expiration not specified)
- <http://medportal.co.il/Include/jquery-1.7.1.min.js> (expiration not specified)
- <http://medportal.co.il/Include/jquery-scroller-v1.min.js> (expiration not specified)

Desktop

- http://medportal.co.il/Upload/Artimages/75image_front2497.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2499.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2500.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2502.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2504.JPG (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2505.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2506.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2507.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2508.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2509.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2510.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2511.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2512.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2513.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2514.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2515.JPG (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2517.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2518.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/75image_front2519.jpg (expiration not specified)
- http://medportal.co.il/Upload/Artimages/image_front2520.jpg (expiration not specified)
- <http://medportal.co.il/Upload/Banners/Banner131.gif> (expiration not specified)
- <http://medportal.co.il/Upload/Banners/Banner71.jpg> (expiration not specified)
- http://medportal.co.il/Upload/Doctorstbl/150Image_front17.jpg (expiration not specified)
- http://medportal.co.il/Upload/Doctorstbl/150Image_front19.jpg (expiration not specified)
- http://medportal.co.il/Upload/Doctorstbl/150Image_front864.jpg (expiration not specified)
- http://medportal.co.il/Upload/Doctorstbl/150Image_front99.jpg (expiration not specified)
- <http://medportal.co.il/images/Dotsep.gif> (expiration not specified)
- <http://medportal.co.il/images/bullet4.gif> (expiration not specified)

Desktop

- http://medportal.co.il/images/clip_back.gif (expiration not specified)
- http://medportal.co.il/images/clip_next.gif (expiration not specified)
- <http://medportal.co.il/images/fb1.gif> (expiration not specified)
- <http://medportal.co.il/images/fb2.gif> (expiration not specified)
- <http://medportal.co.il/images/grspacer.gif> (expiration not specified)
- http://medportal.co.il/images/hed_1.jpg (expiration not specified)
- http://medportal.co.il/images/hed_1bg.jpg (expiration not specified)
- http://medportal.co.il/images/hed_1sep.jpg (expiration not specified)
- http://medportal.co.il/images/hed_2.jpg (expiration not specified)
- http://medportal.co.il/images/hed_3bg.jpg (expiration not specified)
- http://medportal.co.il/images/hed_4.jpg (expiration not specified)
- http://medportal.co.il/images/icon_addfav.gif (expiration not specified)
- http://medportal.co.il/images/icon_addhome.gif (expiration not specified)
- http://medportal.co.il/images/icon_sitemap.gif (expiration not specified)
- <http://medportal.co.il/images/imclogoweb.gif> (expiration not specified)
- <http://medportal.co.il/images/imgspacer.gif> (expiration not specified)
- http://medportal.co.il/images/inv_sp1.gif (expiration not specified)
- http://medportal.co.il/images/inv_sp2.gif (expiration not specified)
- http://medportal.co.il/images/inv_sp3.gif (expiration not specified)
- http://medportal.co.il/images/inv_sp4.gif (expiration not specified)
- <http://medportal.co.il/images/medlogo1.jpg> (expiration not specified)
- http://medportal.co.il/images/win_1.jpg (expiration not specified)
- http://medportal.co.il/images/win_2.jpg (expiration not specified)
- http://medportal.co.il/images/win_3.jpg (expiration not specified)
- http://medportal.co.il/images/win_4.jpg (expiration not specified)
- http://medportal.co.il/images/win_5.jpg (expiration not specified)
- http://medportal.co.il/images/win_6.jpg (expiration not specified)
- http://medportal.co.il/images/win_7.jpg (expiration not specified)

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- http://medportal.co.il/images/win_8.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_1.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_10.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_11.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_12.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_2.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_3.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_4.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_5.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_6.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_7.jpg (expiration not specified)
- http://medportal.co.il/images/win_bl_8.jpg (expiration not specified)
- <http://medportal.co.il/master.css> (expiration not specified)
- <http://medportal.co.il/rollsidebanner.js> (expiration not specified)
- <http://medportal.co.il/submaster.css> (expiration not specified)
- http://pagead2.googlesyndication.com/pagead/show_ads.js (60 minutes)
- <http://www.google-analytics.com/ga.js> (2 hours)
- <https://www.google-analytics.com/ga.js> (2 hours)

Optimize images

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

[Optimize the following images](#) to reduce their size by 98.3KiB (57% reduction).

- Compressing and resizing <http://medportal.co.il/Upload/Banners/Banner71.jpg> could save 63.3KiB (87% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/image_front2520.jpg could save 7.9KiB (25% reduction).

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- Compressing <http://medportal.co.il/images/medlogo1.jpg> could save 6KiB (50% reduction).
- Compressing and resizing http://medportal.co.il/Upload/Doctorstbl/150Image_front99.jpg could save 4.1KiB (84% reduction).
- Compressing and resizing http://medportal.co.il/Upload/Doctorstbl/150Image_front864.jpg could save 3.4KiB (84% reduction).
- Compressing and resizing http://medportal.co.il/Upload/Doctorstbl/150Image_front19.jpg could save 3.2KiB (83% reduction).
- Compressing and resizing http://medportal.co.il/Upload/Doctorstbl/150Image_front17.jpg could save 3KiB (83% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2506.jpg could save 340B (16% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2507.jpg could save 339B (18% reduction).
- Compressing http://medportal.co.il/images/clip_next.gif could save 334B (28% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2504.JPG could save 330B (32% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2512.jpg could save 330B (25% reduction).
- Compressing http://medportal.co.il/images/clip_back.gif could save 330B (28% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2519.jpg could save 327B (18% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2513.jpg could save 326B (17% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2517.jpg could save 324B (19% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2515.JPG could save 322B (18% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2499.jpg could save 321B (16% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2518.jpg could save 321B (20% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2500.jpg could save 320B (18% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2508.jpg could save 320B (19% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2514.jpg could save

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320B (22% reduction).

- Compressing http://medportal.co.il/Upload/Artimages/75image_front2502.jpg could save 312B (18% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2505.jpg could save 312B (22% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2497.jpg could save 309B (25% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2509.jpg could save 309B (20% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2510.jpg could save 306B (22% reduction).
- Compressing http://medportal.co.il/Upload/Artimages/75image_front2511.jpg could save 304B (19% reduction).
- Compressing http://medportal.co.il/images/hed_2.jpg could save 213B (31% reduction).
- Compressing http://medportal.co.il/images/hed_4.jpg could save 167B (28% reduction).
- Compressing http://medportal.co.il/images/hed_1sep.jpg could save 144B (25% reduction).
- Compressing http://medportal.co.il/images/win_bl_12.jpg could save 138B (25% reduction).
- Compressing http://medportal.co.il/images/win_bl_2.jpg could save 109B (22% reduction).



Consider Fixing:

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 1.7KiB (16% reduction).

- Minifying <http://medportal.co.il/master.css> could save 909B (14% reduction).
- Minifying <http://medportal.co.il/submaster.css> could save 833B (18% reduction).

Desktop

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 23KiB (32% reduction).

- Minifying <http://medportal.co.il/> could save 23KiB (32% reduction).

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 2.5KiB (25% reduction).

- Minifying <http://medportal.co.il/Include/jquery-scroller-v1.min.js> could save 1.2KiB (29% reduction).
- Minifying http://medportal.co.il/Include/global_functions.js could save 591B (20% reduction).
- Minifying <http://medportal.co.il/Include/ajax.js> could save 534B (27% reduction).
- Minifying <http://medportal.co.il/rollsidebanner.js> could save 225B (21% reduction).

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

Your page has 5 blocking script resources and 2 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:](#)

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- <http://medportal.co.il/Include/ajax.js>
- <http://medportal.co.il/Include/flashobject.js>
- http://medportal.co.il/Include/global_functions.js
- <http://medportal.co.il/Include/jquery-1.7.1.min.js>
- <http://medportal.co.il/Include/jquery-scroller-v1.min.js>

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

- <http://medportal.co.il/master.css>
- <http://medportal.co.il/submaster.css>



3 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](#).

Prioritize visible content

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