

Mobile



70 / 100 Speed

Should Fix:

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

Your page has 1 blocking script resources and 8 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://www.sakbeton.co.il/js/jquery-1.11.3.min.js>

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

- <http://www.sakbeton.co.il/css/styles.css>
- <http://www.sakbeton.co.il/css/basic.css>

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- http://www.sakbeton.co.il/css/styles_phone.css
- <http://www.sakbeton.co.il/css/basic.css>
- <http://www.sakbeton.co.il/css/jquery.fancybox.css>
- <http://www.sakbeton.co.il/css/slick.css>
- <http://www.sakbeton.co.il/css/slick-theme.css>
- <http://www.sakbeton.co.il/css/settings.css>

Optimize images

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

[Optimize the following images](#) to reduce their size by 127KiB (53% reduction).

- Compressing <http://www.sakbeton.co.il/images/distributors.jpg> could save 46.7KiB (62% reduction).
- Compressing http://www.sakbeton.co.il/images/logo_yag.png could save 31.7KiB (51% reduction).
- Compressing <http://www.sakbeton.co.il/images/argil2.png> could save 26.8KiB (77% reduction).
- Compressing <http://www.sakbeton.co.il/images/eco.png> could save 16.4KiB (67% reduction).
- Compressing <http://www.sakbeton.co.il/images/ul240756/medium/243479052b7022deb1ffd5e27f341693.jpg> could save 1.2KiB (12% reduction).
- Compressing <http://www.sakbeton.co.il/images/ul240756/medium/c1166864d3531a2ff482ba0b0aa5bab5.jpg> could save 1.2KiB (12% reduction).
- Compressing <http://www.sakbeton.co.il/images/ul240756/medium/c3f1817852baff5017c9d349475fd01a.jpg> could save 1.2KiB (12% reduction).
- Compressing <http://www.sakbeton.co.il/images/ul240756/medium/5c779f223b83c7c6ef73f115fc9020fb.jp> g could save 628B (13% reduction).
- Compressing <http://www.sakbeton.co.il/images/ul240756/medium/791cb207e404c0cbc11857157ba3f23c.jpg> could save 622B (16% reduction).
- Compressing <http://www.sakbeton.co.il/images/required.png> could save 338B (15% reduction).

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- Compressing <http://www.sakbeton.co.il/images/next.png> could save 305B (26% 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 598B (42% reduction).

- Compressing http://www.youtube.com/iframe_api could save 302B (41% reduction).
- Compressing http://www.sakbeton.co.il/images/mobile_menu.svg could save 296B (42% 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://static.doubleclick.net/instream/ad_status.js (15 minutes)
- <https://www.googletagmanager.com/gtm.js?id=GTM-PTVMRTM> (15 minutes)
- https://connect.facebook.net/en_US/fbevents.js (20 minutes)
- <https://connect.facebook.net/signals/config/1830141547260448?v=2.8.1> (20 minutes)
- <https://maps.google.com/maps/api/js?libraries=geometry&language=iw®ion=IL&v=3.22&key=AlzaSyDjPJWEZrY4s7-BhRS2Kpnu8F0E-pFB1U> (30 minutes)
- http://www.googleadservices.com/pagead/conversion_async.js (60 minutes)
- <http://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 4.3KiB (22% reduction).

- Minifying <http://www.sakbeton.co.il/css/settings.css> could save 2.4KiB (31% reduction) after compression.
- Minifying http://www.sakbeton.co.il/css/styles_phone.css could save 735B (17% reduction) after compression.
- Minifying <http://www.sakbeton.co.il/css/styles.css> could save 733B (16% reduction) after compression.
- Minifying <http://www.sakbeton.co.il/css/basic.css> could save 294B (19% reduction) after compression.
- Minifying <http://www.sakbeton.co.il/css/jquery.fancybox.css> could save 252B (18% 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 1.2KiB (21% reduction).

- Minifying <http://www.sakbeton.co.il/js/script.js> could save 750B (21% reduction) after compression.
- Minifying <http://www.sakbeton.co.il/js/jquery.googlemap.js> could save 488B (23% reduction) after compression.

Mobile

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](#).

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

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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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Should Fix:

Optimize images

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

[Optimize the following images](#) to reduce their size by 826.8KiB (71% reduction).

- Compressing <http://www.sakbeton.co.il/images/ul240756/59854542b65a6d55abe1415205d2f86f.jpg> could save 364KiB (69% reduction).
- Compressing and resizing http://www.sakbeton.co.il/images/logo_argil.png could save 62.2KiB (94% reduction).
- Compressing and resizing http://www.sakbeton.co.il/images/logo_yag.png could save 56.6KiB (92% reduction).
- Compressing and resizing http://www.sakbeton.co.il/images/logo_beton.png could save 51.9KiB (88% reduction).
- Compressing <http://www.sakbeton.co.il/images/distributors.jpg> could save 46.7KiB (62% reduction).
- Compressing and resizing http://www.sakbeton.co.il/images/logo_tovala.png could save 35.4KiB (81% reduction).
- Compressing and resizing http://www.sakbeton.co.il/images/logo_mashevot.png could save 34.1KiB (88% reduction).
- Compressing and resizing http://www.sakbeton.co.il/images/logo_kochav.png could save 29.6KiB (89% reduction).
- Compressing <http://www.sakbeton.co.il/images/argil2.png> could save 26.8KiB (77% reduction).
- Compressing http://www.sakbeton.co.il/images/bg_eco.jpg could save 20.9KiB (40% reduction).
- Compressing <http://www.sakbeton.co.il/images/eco.png> could save 16.4KiB (67% reduction).
- Compressing and resizing <http://www.sakbeton.co.il/images/ul240756/small/fa1e70d1aa8551d44e9ac95ccec32e0f.jpg> could save 15.2KiB (72% reduction).
- Compressing and resizing <http://www.sakbeton.co.il/images/ul240756/small/625d85066d81f735eb8dbc6a31c27a7c.jpg> could save 13.7KiB (72% reduction).
- Compressing and resizing <http://www.sakbeton.co.il/images/ul240756/small/085bc087e668af436fcd7cad9aac7a79.jpg> could save 13.5KiB (73% reduction).
- Compressing and resizing <http://www.sakbeton.co.il/images/ul240756/small/81a7ea7000364b99f94299eb09b9d914.jpg> could save 13.4KiB (74% reduction).
- Compressing and resizing <http://www.sakbeton.co.il/images/ul240756/small/9148fdb31b7d8ed22cf07e8aed19a58.jpg> could save 12.5KiB (72% reduction).

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- Compressing and resizing http://www.sakbeton.co.il/images/logo_floor3.png could save 6.3KiB (80% reduction).
- Compressing <http://www.sakbeton.co.il/images/assets/bullet.png> could save 1.3KiB (59% reduction).
- Compressing <http://www.sakbeton.co.il/images/ul240756/medium/243479052b7022deb1ffd5e27f341693.jpg> could save 1.2KiB (12% reduction).
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- Compressing <http://www.sakbeton.co.il/images/required.png> could save 338B (15% reduction).
- Compressing http://www.sakbeton.co.il/images/assets/large_left.png could save 319B (22% reduction).
- Compressing <http://www.sakbeton.co.il/images/next.png> could save 305B (26% reduction).

Consider Fixing:

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- <https://connect.facebook.net/signals/config/1830141547260448?v=next> (20 minutes)
- <https://maps.google.com/maps/api/js?libraries=geometry&language=iw®ion=IL&v=3.22&key=AlzaSyDjPJWEZrIY4s7-BhRS2Kpnu8F0E-pFB1U> (30 minutes)
- http://www.googleadservices.com/pagead/conversion_async.js (60 minutes)
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[Optimize CSS Delivery](#) of the following:

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