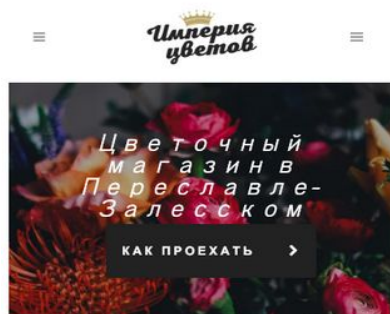


PageSpeed Insights

Mobile



ДОСТАВКА

Стоимость доставки в пределах

НАПИСАТЬ В WHATSAPP

45 / 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 1.2MiB (25% reduction).

- Compressing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-other-04.jpg> could save 94.5KiB (22% reduction).
- Compressing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-other-03.jpg> could save 83.7KiB (21% reduction).
- Compressing <https://imperia-pz.ru/wp-content/uploads/2019/12/flowers.jpg> could save 76.2KiB (24% reduction).
- Compressing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-outside-01.jpg> could save 68.3KiB (26% reduction).
- Compressing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-outside-04.jpg> could

Mobile

- save 61.8KiB (25% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/Imperia-outside-02.jpg> could save 61KiB (25% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/Imperia-other-05.jpg> could save 60.4KiB (28% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/Imperia-other-02.jpg> could save 59.8KiB (29% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/Imperia-other-06.jpg> could save 57.3KiB (28% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/Imperia-outside-03.jpg> could save 56.8KiB (25% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/Imperia-other-01.jpg> could save 54.2KiB (28% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/home-room-04.jpg> could save 36.9KiB (27% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/home-room-01.jpg> could save 29.2KiB (23% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_06.jpg could save 28.6KiB (31% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_04.jpg could save 28.1KiB (30% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-01.jpg> could save 27.3KiB (29% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/home-room-05.jpg> could save 26KiB (24% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_03.jpg could save 25.9KiB (30% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_01.jpg could save 23.6KiB (27% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-06.jpg> could save 21.7KiB (24% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/home-room-02.jpg> could save 21KiB (21% reduction).

Mobile

- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_08.jpg could save 20.4KiB (25% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-05.jpg> could save 20KiB (24% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_05.jpg could save 19.4KiB (26% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_02.jpg could save 18.5KiB (27% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-07.jpg> could save 17.7KiB (23% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-03.jpg> could save 17.2KiB (23% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-04.jpg> could save 16.7KiB (23% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-08.jpg> could save 16.3KiB (22% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-02.jpg> could save 15.8KiB (22% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_07.jpg could save 14.8KiB (24% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/247.png> could save 3KiB (37% reduction).
- Compressing https://imperiapz.ru/wp-content/themes/bridge/img/logo_black.png could save 2.5KiB (49% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/delivery-man.png> could save 2.3KiB (24% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/feedback.png> could save 1.8KiB (26% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/logo-whg-120.png> could save 1KiB (12% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/logo-bl.png> could save 582B

Mobile

(11% reduction).

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://maps.googleapis.com/maps/api/js?key=AlzaSyBUPb-8NWeaQjvQA-dTuqlZocuh8o8lQKA&ver=5.3.2> (30 minutes)

Reduce server response time

In our test, your server responded in 0.44 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 8.1KiB (23% reduction).

- Minifying <https://imperia-pz.ru/wp-content/plugins/revslider/public/assets/css/rs6.css?ver=6.1.3> could save 2.7KiB (23% reduction) after compression.

Mobile

- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/css/linea-icons/style.css?ver=5.3.2> could save 2.5KiB (30% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/plugins/LayerSlider/static/layerslider/css/layerslider.css?ver=6.9.2> could save 777B (19% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/plugins/click-to-chat-for-whatsapp/new/inc/assets/css/mdstyle8.css?ver=2.2> could save 703B (13% reduction) after compression.
- Minifying https://imperia-pz.ru/wp-content/themes/bridge/css/style_dynamic.css?ver=1578997106 could save 687B (12% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/style.css> could save 368B (94% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/style.css?ver=5.3.2> could save 368B (94% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge-child/style.css?ver=5.3.2> could save 135B (71% 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 11KiB (28% reduction).

- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.event.move.js?ver=5.3.2> could save 2.2KiB (50% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.stretch.js?ver=5.3.2> could save 1.1KiB (66% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.easing.1.3.js?ver=5.3.2> could save 954B (53% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/bootstrap.carousel.js?ver=5.3.2> could save 755B (35% reduction) after compression.

Mobile

- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/typed.js?ver=5.3.2> could save 746B (24% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/plugins/click-to-chat-for-whatsapp/new/inc/assets/js/app.js?ver=2.2> could save 672B (44% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.6> could save 653B (17% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/easypiechart.js?ver=5.3.2> could save 328B (21% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/doubletaptogo.js?ver=5.3.2> could save 255B (26% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/ScrollToPlugin.min.js?ver=5.3.2> could save 241B (23% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.mousewheel.min.js?ver=5.3.2> could save 222B (32% reduction) after compression.
- Minifying https://imperia-pz.ru/wp-content/themes/bridge/js/default_dynamic.js?ver=1578997106 could save 208B (14% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.fitvids.js?ver=5.3.2> could save 207B (18% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.appear.js?ver=5.3.2> could save 204B (24% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/abstractBaseClass.js?ver=5.3.2> could save 155B (12% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.waitforimages.js?ver=5.3.2> could save 138B (16% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-size.min.js?ver=1.11.4> could save 130B (11% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-drop.min.js?ver=1.11.4> could save 128B (23% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-slide.min.js?ver=1.11.4> could save 128B (23% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-blind.min.js?ver=1.11.4> could

Mobile

save 127B (20% reduction) after compression.

- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-clip.min.js?ver=1.11.4> could save 127B (24% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-pulsate.min.js?ver=1.11.4> could save 127B (26% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-bounce.min.js?ver=1.11.4> could save 126B (18% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-fade.min.js?ver=1.11.4> could save 126B (38% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-highlight.min.js?ver=1.11.4> could save 126B (28% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-transfer.min.js?ver=1.11.4> could save 126B (25% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-fold.min.js?ver=1.11.4> could save 125B (21% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-shake.min.js?ver=1.11.4> could save 125B (21% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-scale.min.js?ver=1.11.4> could save 124B (22% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-explode.min.js?ver=1.11.4> could save 123B (18% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/progressbar.min.js?ver=1.11.4> could save 116B (13% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.twentytwenty.js?ver=5.3.2> could save 113B (12% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/mouse.min.js?ver=1.11.4> could save 113B (12% reduction) after compression.

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

Your page has 1 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

Mobile

portions of those resources directly in the HTML.

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

- <https://imperia-pz.ru/wp-content/plugins/LayerSlider/static/layerslider/css/layerslider.css?ver=6.9.2>



4 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](#).

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](#).

99 / 100 User Experience



Consider Fixing:

Size tap targets appropriately

Mobile

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.

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

- The tap target `Адрес: Пригоро...авль-Залесский` and 1 others are close to other tap targets.



4 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

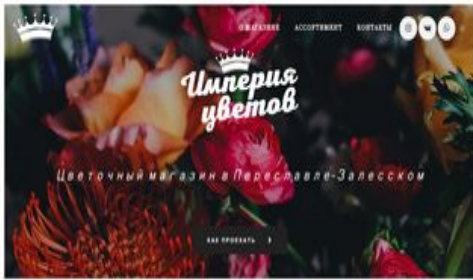
The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).

Use legible font sizes

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

Desktop

Desktop



20 / 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 3.3MiB (63% reduction).

- Compressing and resizing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-other-04.jpg> could save 416.4KiB (93% reduction).
- Compressing and resizing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-other-03.jpg> could save 380.5KiB (93% reduction).
- Compressing and resizing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-outside-01.jpg> could save 242.6KiB (90% reduction).
- Compressing and resizing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-outside-04.jpg> could save 233.2KiB (91% reduction).
- Compressing and resizing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-outside-02.jpg> could save 231.6KiB (91% reduction).
- Compressing and resizing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-outside-03.jpg> could save 214.6KiB (91% reduction).
- Compressing and resizing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-other-05.jpg> could save 209.3KiB (93% reduction).
- Compressing and resizing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-other-02.jpg> could save 199KiB (93% reduction).
- Compressing and resizing <https://imperia-pz.ru/wp-content/uploads/2020/01/Imperia-other-06.jpg> could save 192.2KiB (93% reduction).

Desktop

- Compressing and resizing <https://imperiapz.ru/wp-content/uploads/2020/01/Imperia-other-01.jpg> could save 182.8KiB (93% reduction).
- Compressing and resizing <https://imperiapz.ru/wp-content/uploads/2020/02/%D1%80%D0%B0%D1%81%D1%82%D0%B5%D0%BD%D0%B8%D1%8F-%D0%B4%D0%BB%D1%8F-%D1%81%D0%B0%D0%B4%D0%B0-1024x564.jpg> could save 118.6KiB (78% reduction).
- Compressing and resizing <https://imperiapz.ru/wp-content/uploads/2020/02/%D1%80%D0%B0%D1%81%D1%82%D0%B5%D0%BD%D0%B8%D1%8F-%D0%B4%D0%BB%D1%8F-%D1%81%D0%B0%D0%B4%D0%B02-1024x564.jpg> could save 109.4KiB (77% reduction).
- Compressing and resizing <https://imperiapz.ru/wp-content/uploads/2020/02/%D1%80%D0%B0%D1%81%D1%82%D0%B5%D0%BD%D0%B8%D1%8F-%D0%B4%D0%BB%D1%8F-%D1%81%D0%B0%D0%B4%D0%B03-1024x564.jpg> could save 89.5KiB (75% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/flowers.jpg> could save 76.2KiB (24% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/home-room-04.jpg> could save 36.9KiB (27% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/home-room-01.jpg> could save 29.2KiB (23% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_06.jpg could save 28.6KiB (31% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_04.jpg could save 28.1KiB (30% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-01.jpg> could save 27.3KiB (29% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/home-room-05.jpg> could save 26KiB (24% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_03.jpg could save 25.9KiB (30% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_01.jpg could save 23.6KiB (27% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-06.jpg> could save 21.7KiB (24% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/home-room-02.jpg> could save 21KiB (21% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_02.jpg could save 21.1KiB (21% reduction).

Desktop

- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%91%D1%83%D0%BA%D0%B5%D1%82_08.jpg could save 20.4KiB (25% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-05.jpg> could save 20KiB (24% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_05.jpg could save 19.4KiB (26% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_02.jpg could save 18.5KiB (27% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-07.jpg> could save 17.7KiB (23% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-03.jpg> could save 17.2KiB (23% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-04.jpg> could save 16.7KiB (23% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-08.jpg> could save 16.3KiB (22% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/%D0%94%D0%B5%D0%BA%D0%BE%D1%80-%D0%B4%D0%BB%D1%8F-%D0%B4%D0%BE%D0%BC%D0%B0-02.jpg> could save 15.8KiB (22% reduction).
- Compressing https://imperiapz.ru/wp-content/uploads/2019/12/%D0%98%D0%BC%D0%BF%D0%B5%D1%80%D0%B8%D1%8F-%D0%A6%D0%B2%D0%B5%D1%82%D0%BE%D0%B2-%D0%91%D1%83%D0%BA%D0%B5%D1%82_07.jpg could save 14.8KiB (24% reduction).
- Compressing and resizing https://imperiapz.ru/wp-content/themes/bridge/img/logo_black.png could save 3.7KiB (72% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/247.png> could save 3KiB (37% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/delivery-man.png> could save 2.3KiB (24% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/feedback.png> could save 1.8KiB (26% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2019/12/logo-whg-120.png> could save 1KiB (12% reduction).
- Compressing <https://imperiapz.ru/wp-content/uploads/2020/01/logo-bl.png> could save 582B (11% reduction).

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://maps.googleapis.com/maps/api/js?key=AlzaSyBUPb-8NWeaQjvQA-dTuqlZocuh8o8lQKA&ver=5.3.2> (30 minutes)

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 8.1KiB (23% reduction).

- Minifying <https://imperiapz.ru/wp-content/plugins/revslider/public/assets/css/rs6.css?ver=6.1.3> could save 2.7KiB (23% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-content/themes/bridge/css/linea-icons/style.css?ver=5.3.2> could save 2.5KiB (30% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-content/plugins/LayerSlider/static/layerslider/css/layerslider.css?ver=6.9.2> could save 777B (19% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-content/plugins/click-to-chat-for-whatsapp/new/inc/assets/css/mdstyle8.css?ver=2.2> could save 703B (13% reduction) after compression.
- Minifying https://imperiapz.ru/wp-content/themes/bridge/css/style_dynamic.css?ver=1578997106 could save 687B (12% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-content/themes/bridge/style.css> could save 368B (94% reduction) after compression.

Desktop

- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/style.css?ver=5.3.2> could save 368B (94% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge-child/style.css?ver=5.3.2> could save 135B (71% 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 11KiB (28% reduction).

- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.event.move.js?ver=5.3.2> could save 2.2KiB (50% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.stretch.js?ver=5.3.2> could save 1.1KiB (66% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.easing.1.3.js?ver=5.3.2> could save 954B (53% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/bootstrap.carousel.js?ver=5.3.2> could save 755B (35% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/typed.js?ver=5.3.2> could save 746B (24% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/plugins/click-to-chat-for-whatsapp/new/inc/assets/js/app.js?ver=2.2> could save 672B (44% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.6> could save 653B (17% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/easypiechart.js?ver=5.3.2> could save 328B (21% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/doubletaptogo.js?ver=5.3.2> could save 255B (26% reduction) after compression.

Desktop

- Minifying <https://imperiapz.ru/wp-content/themes/bridge/js/plugins/ScrollToPlugin.min.js?ver=5.3.2> could save 241B (23% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-content/themes/bridge/js/plugins/jquery.mousewheel.min.js?ver=5.3.2> could save 222B (32% reduction) after compression.
- Minifying https://imperiapz.ru/wp-content/themes/bridge/js/default_dynamic.js?ver=1578997106 could save 208B (14% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-content/themes/bridge/js/plugins/jquery.fitvids.js?ver=5.3.2> could save 207B (18% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-content/themes/bridge/js/plugins/jquery.appear.js?ver=5.3.2> could save 204B (24% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-content/themes/bridge/js/plugins/abstractBaseClass.js?ver=5.3.2> could save 155B (12% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-content/themes/bridge/js/plugins/jquery.waitforimages.js?ver=5.3.2> could save 138B (16% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-includes/js/jquery/ui/effect-size.min.js?ver=1.11.4> could save 130B (11% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-includes/js/jquery/ui/effect-drop.min.js?ver=1.11.4> could save 128B (23% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-includes/js/jquery/ui/effect-slide.min.js?ver=1.11.4> could save 128B (23% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-includes/js/jquery/ui/effect-blind.min.js?ver=1.11.4> could save 127B (20% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-includes/js/jquery/ui/effect-clip.min.js?ver=1.11.4> could save 127B (24% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-includes/js/jquery/ui/effect-pulsate.min.js?ver=1.11.4> could save 127B (26% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-includes/js/jquery/ui/effect-bounce.min.js?ver=1.11.4> could save 126B (18% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-includes/js/jquery/ui/effect-fade.min.js?ver=1.11.4> could save 126B (38% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-includes/js/jquery/ui/effect-highlight.min.js?ver=1.11.4> could save 126B (28% reduction) after compression.
- Minifying <https://imperiapz.ru/wp-includes/js/jquery/ui/effect-transfer.min.js?ver=1.11.4>

Desktop

could save 126B (25% reduction) after compression.

- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-fold.min.js?ver=1.11.4> could save 125B (21% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-shake.min.js?ver=1.11.4> could save 125B (21% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-scale.min.js?ver=1.11.4> could save 124B (22% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/effect-explode.min.js?ver=1.11.4> could save 123B (18% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/progressbar.min.js?ver=1.11.4> could save 116B (13% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-content/themes/bridge/js/plugins/jquery.twentytwenty.js?ver=5.3.2> could save 113B (12% reduction) after compression.
- Minifying <https://imperia-pz.ru/wp-includes/js/jquery/ui/mouse.min.js?ver=1.11.4> could save 113B (12% reduction) after compression.

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

Your page has 1 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://imperia-pz.ru/wp-content/plugins/LayerSlider/static/layerslider/css/layerslider.css?ver=6.9.2>



5 Passed Rules

Avoid landing page redirects

Desktop

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

Enable compression

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

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](#).