PageSpeed Insights

Mobile

`71 / 100` Speed

⚠ Should Fix:

Avoid landing page redirects

Your page has 2 redirects. Redirects introduce additional delays before the page can be loaded.

Avoid landing page redirects for the following chain of redirected URLs.

- http://gutschein.de/

- https://gutschein.de/

- https://www.gutschein.de/

⚠ Consider Fixing:

Mobile

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 765B (49% reduction).

- Compressing https://ad4m.at/frame.html could save 765B (49% 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://ad4m.at/slwymp5x.js (60 minutes)

- https://ssl.google-analytics.com/ga.js (2 hours)

Reduce server response time

In our test, your server responded in 0.51 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.

Optimize images

Mobile

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

[Optimize the following images](#) to reduce their size by 12KiB (30% reduction).

- Compressing https://static-1.gutschein.de/images/viking-coupon-2-126209.jpg?v=1 could save 6.8KiB (25% reduction).

- Compressing https://static-2.gutschein.de/web/css/img/slider-bg.jpg could save 2.1KiB (59% reduction).

- Compressing https://static-2.gutschein.de/images/mytoys-logo-2-182.jpg?v=1 could save 1.8KiB (53% reduction).

- Compressing https://static-2.gutschein.de/images/deichmann-logo-2-3206.jpg?v=2 could save 943B (33% reduction).

- Compressing https://static-1.gutschein.de/images/lidl-logo-2-2717.jpg?v=3 could save 250B (11% reduction).

- Compressing https://static-2.gutschein.de/css/img/coupon-exclusive-star.png could save 229B (29% reduction).

✔ 5 Passed Rules

Minify CSS

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

Minify HTML

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

Minify JavaScript

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

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

You have no render-blocking resources. Learn more about [removing render-blocking resources](#).

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

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 Zurück and 1 others are close to other tap targets final.

- The tap target Weiter is close to 2 other tap targets final.

- The tap target <input type="checkbox" name="data-protection"> is close to 1 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](#).

Mobile

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

86 / 100 Speed

⚠ Consider Fixing:

Avoid landing page redirects

Your page has 2 redirects. Redirects introduce additional delays before the page can be loaded.

[Avoid landing page redirects](#) for the following chain of redirected URLs.

- http://gutschein.de/
- https://gutschein.de/
- https://www.gutschein.de/

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 765B (49% reduction).

- Compressing https://ad4m.at/frame.html could save 765B (49% 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://ad4m.at/slwymp5x.js (60 minutes)
- https://ssl.google-analytics.com/ga.js (2 hours)

Reduce server response time

In our test, your server responded in 0.51 seconds.

Desktop

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.

Optimize images

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

Optimize the following images to reduce their size by 10.2KiB (28% reduction).

- Compressing https://static-1.gutschein.de/images/viking-coupon-2-126209.jpg?v=1 could save 6.8KiB (25% reduction).

- Compressing https://static-2.gutschein.de/web/css/img/slider-bg.jpg could save 2.1KiB (59% reduction).

- Compressing https://static-2.gutschein.de/images/deichmann-logo-2-3206.jpg?v=2 could save 943B (33% reduction).

- Compressing https://static-1.gutschein.de/images/lidl-logo-2-2717.jpg?v=3 could save 250B (11% reduction).

- Compressing https://static-2.gutschein.de/css/img/coupon-exclusive-star.png could save 229B (29% reduction).

✔ 5 Passed Rules

Minify CSS

Your CSS is minified. Learn more about minifying CSS.

Minify HTML

Your HTML is minified. Learn more about minifying HTML.

Desktop

Minify JavaScript

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

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

You have no render-blocking resources. Learn more about [removing render-blocking resources](#).

Prioritize visible content

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