PageSpeed Insights

61 / 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://hamburg-spirits.de/
- http://www.hamburg-spirits.de/
- https://www.hamburg-spirits.de/de/

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

Mobile

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://www.hamburg-spirits.de/templates/Honeygrid/main.min.css?bust=1528694338

Optimize images

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

Optimize the following images to reduce their size by 184.3KiB (30% reduction).

- Compressing https://www.hamburg-spirits.de/images/slider_images/Hamburg-Whisky-Hamburg_Korn-Hamburg_Gin.jpg could save 57KiB (18% reduction).

- Compressing https://www.hamburg-spirits.de/images/hamburg-whisky-teaser300.jpg could save 28.9KiB (38% reduction).

- Compressing https://www.hamburg-spirits.de/images/Hamburg-Spirits-jubilaeum.jpg could save 24.4KiB (44% reduction).

- Compressing https://www.hamburg-spirits.de/images/hamburg-korn-teaser300.jpg could save 23.5KiB (35% reduction).

- Compressing https://www.hamburg-spirits.de/images/hamburg-gin-teaser300.jpg could save 22.8KiB (36% reduction).

- Compressing and resizing https://www.hamburg-spirits.de/images/logos/shoplogo_logo.png could save 14.4KiB (87% reduction).

- Compressing https://www.hamburg-spirits.de/images/M4_Logo_03.jpg could save 7.2KiB (57% reduction).

- Compressing https://www.hamburg-spirits.de/images/ssl_logo.png could save 5.3KiB (46% reduction).

- Compressing https://img.shopvote.de/stars-gray.png could save 369B (12% reduction).

- Compressing https://img.shopvote.de/stars-gold.png could save 332B (11% reduction).

- Compressing https://widgets.shopvote.de/img/badge-3-stars.png could save 192B (18% reduction).

Mobile

⚠ 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 139B (12% reduction).

- Minifying https://widgets.shopvote.de/css/badge-3.css could save 139B (12% reduction) after compression.

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 2KiB (22% reduction).

- Minifying https://www.hamburg-spirits.de/de/ could save 2KiB (22% 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 172B (52% reduction).

- Minifying https://www.hamburg-spirits.de/gm/javascript/GMCounter.js could save 172B (52%

reduction) after compression.

✔ 3 Passed Rules

Enable compression

You have compression enabled. Learn more about enabling compression.

Leverage browser caching

You have enabled browser caching. Learn more about browser caching recommendations.

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about prioritizing visible content.

85 / 100 User Experience

❗ Should Fix:

Size content to viewport

The page content is too wide for the viewport, forcing the user to scroll horizontally. Size the page content to the viewport to provide a better user experience.

The page content is 615 CSS pixels wide, but the viewport is only 412 CSS pixels wide. The following elements fall outside the viewport:

- The element <img src="images/Hamburg...-jubilaeum.jpg"> falls outside the viewport.

Mobile

⚠ 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 is close to 1 other tap targets final.

- The tap target <button type="button" class="navbar-toggle"></button> is close to 1 other tap targets final.

- The tap target Cookie Hinweis is close to 1 other tap targets final.

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

- The tap target is close to 1 other tap targets final.

- The tap target × is close to 1 other tap targets final.

- The tap target is close to 1 other tap targets final.

✔ 3 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

Mobile

Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about configuring viewports.

Use legible font sizes

The text on your page is legible. Learn more about using legible font sizes.

Desktop

69 / 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 321.1KiB (47% reduction).

- Compressing and resizing https://www.hamburg-spirits.de/images/hamburg-whisky-teaser300.jpg could save 62KiB (81% reduction).

- Compressing https://www.hamburg-spirits.de/images/slider_images/Hamburg-Whisky-Hamburg_Korn-Hamburg_Gin.jpg could save 57KiB (18% reduction).

- Compressing and resizing https://www.hamburg-spirits.de/images/hamburg-korn-teaser300.jpg could save 53.6KiB (79% reduction).

Desktop

- Compressing and resizing https://www.hamburg-spirits.de/images/hamburg-gin-teaser300.jpg could save 52KiB (80% reduction).

- Compressing https://www.hamburg-spirits.de/images/Hamburg-Spirits-jubilaeum.jpg could save 24.4KiB (44% reduction).

- Compressing and resizing https://www.hamburg-spirits.de/images/logos/shoplogo_logo.png could save 11KiB (66% reduction).

- Compressing and resizing https://www.hamburg-spirits.de/images/product_images/info_images/Whiskey1200x1200pixel%20(1).jpg could save 8.1KiB (77% reduction).

- Compressing and resizing https://www.hamburg-spirits.de/images/product_images/info_images/WhiskeyE1200x1200pixel.jpg could save 7.3KiB (76% reduction).

- Compressing https://www.hamburg-spirits.de/images/M4_Logo_03.jpg could save 7.2KiB (57% reduction).

- Compressing and resizing https://www.hamburg-spirits.de/images/product_images/info_images/WhiskeyScotch%20(1).jpg could save 6.8KiB (78% reduction).

- Compressing and resizing https://www.hamburg-spirits.de/images/product_images/info_images/WhiskeyScotch%20(1)_1.jpg could save 6.8KiB (78% reduction).

- Compressing and resizing https://www.hamburg-spirits.de/images/product_images/info_images/korn.jpg could save 6.6KiB (76% reduction).

- Compressing and resizing https://www.hamburg-spirits.de/images/product_images/info_images/gin.jpg could save 6.2KiB (75% reduction).

- Compressing and resizing https://www.hamburg-spirits.de/images/product_images/info_images/whisky.jpg could save 6.2KiB (76% reduction).

- Compressing https://www.hamburg-spirits.de/images/ssl_logo.png could save 5.3KiB (46% reduction).

- Compressing https://img.shopvote.de/stars-gray.png could save 369B (12% reduction).

- Compressing https://img.shopvote.de/stars-gold.png could save 332B (11% reduction).

- Compressing https://widgets.shopvote.de/img/badge-3-stars.png could save 192B (18% reduction).

🔶 Consider Fixing:

Desktop

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://hamburg-spirits.de/
- http://www.hamburg-spirits.de/
- https://www.hamburg-spirits.de/de/

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 139B (12% reduction).

- Minifying https://widgets.shopvote.de/css/badge-3.css could save 139B (12% reduction) after compression.

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 2.1KiB (22% reduction).

- Minifying https://www.hamburg-spirits.de/de/ could save 2.1KiB (22% reduction) after compression.

Desktop

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 172B (52% reduction).

- Minifying https://www.hamburg-spirits.de/gm/javascript/GMCounter.js could save 172B (52% 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://www.hamburg-spirits.de/templates/Honeygrid/main.min.css?bust=1528694338

✅ 3 Passed Rules

Enable compression

You have compression enabled. Learn more about enabling compression.

Leverage browser caching

You have enabled browser caching. Learn more about browser caching recommendations.

Desktop

Prioritize visible content

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