

PageSpeed Insights

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Should Fix:

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://snova.ir/wp-content/plugins/revslider/admin/assets/images/dummy.png> (expiration not specified)
- <http://snova.ir/wp-content/plugins/revslider/admin/assets/images/transparent.png> (expiration not specified)
- <http://snova.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.actions.min.js> (expiration not specified)
- <http://snova.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.layeranimation.min.js> (expiration not specified)

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- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.navigation.min.js> (expiration not specified)
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.parallax.min.js> (expiration not specified)
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.slideanim.min.js> (expiration not specified)
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.video.min.js> (expiration not specified)
- <http://snowa.ir/wp-content/themes/Avada/assets/images/shadow-bottom.png> (expiration not specified)
- <http://snowa.ir/wp-content/themes/Avada/assets/images/shadow-top.png> (expiration not specified)
- <http://snowa.ir/wp-content/themes/Avada/includes/lib/assets/fonts/icomoon/icomoon.woff> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/CG-home-pic.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/Cooler-home.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/TV-home.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/WM-home-octa.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/contact-form.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/contact.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/ref-home.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/snowa-one-color-gray-01.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/10/snowa-logo.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/11/Contact-form.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/11/Contact-information.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/11/Customers-club.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/11/GC-hame.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/11/REF-hame.png> (expiration not specified)

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- <http://snowa.ir/wp-content/uploads/2015/11/WM-hame.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/11/entekhab-service.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/11/timeout.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/12/FAQ.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/12/S-H.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/01/snowa-aparat-footer-logo.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/01/snowa-telegram-footer-logo.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/01/telegram-register.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/02/Menu-tv-thumb.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/07/cooling-03.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/09/banner-home-snowa.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/11/YekanWeb-Regular.woff> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2017/02/festival-menu.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2017/02/register-festival.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2017/06/veladat-steps-003.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2017/07/agent-list-snowa-3.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2017/07/agent-list-snowa-iran-3.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2017/07/snowa-740-456-min.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2017/10/Vazir-Medium.woff> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2017/10/snowa-dish-washer-2.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2018/01/bazar-1.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2018/01/kart-002.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2018/01/kart-003.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2018/01/logo-banks-snowa.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2018/01/mehr-logo-min.png> (expiration not specified)

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- <http://snowa.ir/wp-content/uploads/2018/01/mehr.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2018/01/refah-logo-min.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2018/01/refah.jpg> (expiration not specified)
- <http://stats.aradpart.com/piwik.js> (expiration not specified)
- <https://www.google-analytics.com/analytics.js> (2 hours)

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

Your page has 11 blocking script resources and 9 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://snowa.ir/wp-includes/js/jquery/jquery.js?ver=1.12.4>
- <http://snowa.ir/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/jquery.themepunch.tools.min.js?ver=5.2.5>
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/jquery.themepunch.revolution.min.js?ver=5.2.5>
- <http://snowa.ir/wp-content/plugins/woocommerce/assets/js/jquery-blockui/jquery.blockUI.min.js?ver=2.70>
- <http://snowa.ir/wp-content/plugins/woocommerce/assets/js/js-cookie/js.cookie.min.js?ver=2.1.4>
- <http://snowa.ir/wp-content/plugins/woocommerce/assets/js/frontend/woocommerce.min.js?ver=3.2.1>
- <http://snowa.ir/wp-content/plugins/woocommerce/assets/js/frontend/cart-fragments.min.js?ver=3.2.1>
- <http://snowa.ir/wp-content/plugins/variation-swatches-for-woocommerce/assets/js/frontend.js?ver=20160615>
- <http://snowa.ir/wp-content/uploads/fusion->

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scripts/4245eded0abe68d557e64d2a50757c1b.js?timestamp=1523405857

- <http://snowa.ir/wp-includes/js/wp-embed.min.js?ver=4.9.2>

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

- <http://snowa.ir/wp-content/plugins/formcraft3/assets/css/form.min.css?ver=3.2.10>
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/css/settings.css?ver=5.2.5>
- <http://snowa.ir/wp-content/plugins/fusion-core/css/style.min.css?ver=4.9.2>
- <http://snowa.ir/wp-content/themes/Avada/assets/css/style.min.css?ver=5.2.2>
- <http://snowa.ir/wp-content/themes/Avada/assets/css/rtl.min.css?ver=5.2.2>
- <http://snowa.ir/wp-content/plugins/tablepress/css/default-rtl.min.css?ver=1.8.1>
- <http://snowa.ir/wp-content/tablepress-custom.min.css?ver=4>
- <http://snowa.ir/wp-content/plugins/variation-swatches-for-woocommerce/assets/css/frontend.css?ver=20160615>
- <http://snowa.ir/wp-content/plugins/ajax-search-for-woocommerce/assets/css/style.css?ver=1.1.6>

Optimize images

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

[Optimize the following images](#) to reduce their size by 110.5KiB (27% reduction).

- Compressing <http://snowa.ir/wp-content/uploads/2017/07/agent-list-snowa-iran-3.png> could save 15.9KiB (84% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2017/07/agent-list-snowa-3.png> could save 15.8KiB (84% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2018/01/refah.jpg> could save 14.5KiB (24% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2018/01/bazar-1.jpg> could save 14.5KiB (24% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2018/01/mehr.jpg> could save 14.5KiB (24% reduction).

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- Compressing <http://snowa.ir/wp-content/uploads/2016/09/banner-home-snowa.jpg> could save 13.8KiB (23% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2017/06/veladat-steps-003.jpg> could save 9.5KiB (20% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2017/07/snowa-740-456-min.jpg> could save 8.7KiB (13% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2015/10/snowa-logo.png> could save 914B (25% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2016/01/snowa-telegram-footer-logo.png> could save 909B (74% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2016/01/snowa-apat-footer-logo.png> could save 905B (64% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2017/02/register-festival.png> could save 286B (19% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2015/11/timeout.png> could save 273B (20% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2017/02/festival-menu.png> could save 182B (12% reduction).
- Compressing <http://snowa.ir/wp-content/plugins/revslider/admin/assets/images/transparent.png> could save 112B (58% 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.

The entire HTML response was not sufficient to render the above-the-fold content. This usually indicates that additional resources, loaded after HTML parsing, were required to render above-the-fold content. [Prioritize visible content](#) that is needed for rendering above-the-fold by including it directly in the HTML response.

- Only about 13% of the final above-the-fold content could be rendered with the full HTML response.
- Click to see the screenshot with only the HTML response: [snapshot:15](#)

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 41.3KiB (65% reduction).

- Compressing <http://stats.aradpart.com/piwik.js> could save 40.6KiB (65% reduction).
- Compressing <http://snowa.ir/wp-content/tablepress-custom.min.css?ver=4> could save 392B (55% reduction).
- Compressing <http://snowa.ir/wp-content/plugins/woocommerce/assets/js/frontend/woocommerce.min.js?ver=3.2.1> could save 272B (49% reduction).

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 2.6KiB (24% reduction).

- Minifying <http://snowa.ir/wp-content/plugins/revslider/public/assets/css/settings.css?ver=5.2.5> could save 2.1KiB (28% reduction) after compression.
- Minifying <http://snowa.ir/wp-content/plugins/ajax-search-for-woocommerce/assets/css/style.css?ver=1.1.6> could save 444B (14% reduction) after compression.

Minify JavaScript

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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 288B (17% reduction).

- Minifying <http://snowa.ir/wp-content/plugins/variation-swatches-for-woocommerce/assets/js/frontend.js?ver=20160615> could save 173B (24% reduction) after compression.
- Minifying <http://snowa.ir/wp-content/plugins/woocommerce/assets/js/js-cookie/js.cookie.min.js?ver=2.1.4> could save 115B (12% reduction) after compression.



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](#).

Minify HTML

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

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

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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 `ساید بای ساید` and 3 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

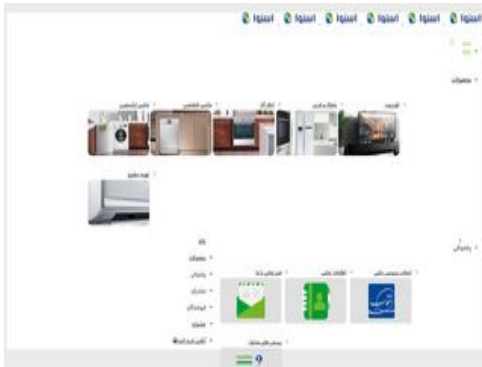
The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).

Use legible font sizes

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

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! Should Fix:

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://snowa.ir/wp-content/plugins/revslider/admin/assets/images/dummy.png> (expiration not specified)
- <http://snowa.ir/wp-content/plugins/revslider/admin/assets/images/transparent.png> (expiration not specified)
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.actions.min.js> (expiration not specified)
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.layeranimation.min.js> (expiration not specified)
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.navigation.min.js> (expiration not specified)
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.parallax.min.js> (expiration not specified)
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.slideanim.min.js> (expiration not specified)
- <http://snowa.ir/wp-content/plugins/revslider/public/assets/js/extensions/revolution.extension.slideanim.min.js> (expiration not specified)

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- content/plugins/revslider/public/assets/js/extensions/revolution.extension.video.min.js (expiration not specified)
- <http://snowa.ir/wp-content/themes/Avada/assets/images/shadow-bottom.png> (expiration not specified)
- <http://snowa.ir/wp-content/themes/Avada/assets/images/shadow-top.png> (expiration not specified)
- <http://snowa.ir/wp-content/themes/Avada/includes/lib/assets/fonts/icomoon/icomoon.woff> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/CG-home-pic.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/Cooler-home.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/TV-home.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/01/WM-home-octa.jpg> (expiration not specified)
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- <http://snowa.ir/wp-content/uploads/2015/10/snowa-logo.png> (expiration not specified)
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- <http://snowa.ir/wp-content/uploads/2015/11/REF-hame.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2015/11/WM-hame.png> (expiration not specified)
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- <http://snowa.ir/wp-content/uploads/2015/12/S-H.jpg> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/01/snowa-aparat-footer-logo.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/01/snowa-telegram-footer-logo.png> (expiration not specified)

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- specified)
- <http://snowa.ir/wp-content/uploads/2016/01/telegram-register.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/02/Menu-tv-thumb.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/07/cooling-03.png> (expiration not specified)
- <http://snowa.ir/wp-content/uploads/2016/09/banner-home-snowa.jpg> (expiration not specified)
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- <http://snowa.ir/wp-content/uploads/2017/07/snowa-740-456-min.jpg> (expiration not specified)
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- <http://snowa.ir/wp-content/uploads/2018/01/refah.jpg> (expiration not specified)
- <http://stats.aradpart.com/piwik.js> (expiration not specified)
- <https://www.google-analytics.com/analytics.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 212.7KiB (51% reduction).

- Compressing and resizing <http://snowa.ir/wp-content/uploads/2017/07/snowa-740-456-min.jpg> could save 52.6KiB (73% reduction).
- Compressing and resizing <http://snowa.ir/wp-content/uploads/2016/09/banner-home-snowa.jpg> could save 46.1KiB (74% reduction).
- Compressing and resizing <http://snowa.ir/wp-content/uploads/2017/06/veladat-steps-003.jpg> could save 35.3KiB (71% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2017/07/agent-list-snowa-iran-3.png> could save 15.9KiB (84% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2017/07/agent-list-snowa-3.png> could save 15.8KiB (84% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2018/01/refah.jpg> could save 14.5KiB (24% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2018/01/bazar-1.jpg> could save 14.5KiB (24% reduction).
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- Compressing <http://snowa.ir/wp-content/uploads/2017/02/register-festival.png> could save 286B (19% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2015/11/timeout.png> could save 273B (20% reduction).
- Compressing <http://snowa.ir/wp-content/uploads/2017/02/festival-menu.png> could save 182B (12% reduction).
- Compressing <http://snowa.ir/wp-content/plugins/revslider/admin/assets/images/transparent.png> could save 112B (58% reduction).

Consider Fixing:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

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- Compressing <http://snowa.ir/wp-content/plugins/woocommerce/assets/js/frontend/woocommerce.min.js?ver=3.2.1> could save 272B (49% reduction).

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 2.6KiB (24% reduction).

- Minifying <http://snowa.ir/wp-content/plugins/revslider/public/assets/css/settings.css?ver=5.2.5> could save 2.1KiB (28% reduction) after compression.
- Minifying <http://snowa.ir/wp-content/plugins/ajax-search-for-woocommerce/assets/css/style.css?ver=1.1.6> could save 444B (14% reduction) after compression.

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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 288B (17% reduction).

- Minifying <http://snowa.ir/wp-content/plugins/variation-swatches-for-woocommerce/assets/js/frontend.js?ver=20160615> could save 173B (24% reduction) after compression.
- Minifying <http://snowa.ir/wp-content/plugins/woocommerce/assets/js/js-cookie/js.cookie.min.js?ver=2.1.4> could save 115B (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:

- <http://snowa.ir/wp-content/plugins/formcraft3/assets/css/form.min.css?ver=3.2.10>



4 Passed Rules

Avoid landing page redirects

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

Reduce server response time

Desktop

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](#).