



On Page Optimization and Recommendation Report

PART I. WEBSITE'S ANALYSIS

1.1 General Information



Website

<http://www.1plus-agency.com/>



Domain Registration Date

4 years (2012)

It is the date of your site's domain registration. Google pays attention to sites that are old and respectable and ranks them higher. But if your site is successful, popular and new, it can also rank very high.



Domain PR

PR 1

PageRank is an algorithm used by Google Search to rank websites in their search engine results.

When people are interested in something they search for resources with high quality unique material. If your page has that kind of material and it has lots of traffic coming to it, Google will give that page a high Page Rank. High PR pages are usually at the top.



Alexa

15212520 most visited website in the World

Alexa is a website which provides traffic data, global rankings and other information on 30 million

websites, and as of 2015 its website is visited by over 6.5 million people monthly.

This number shows your position in the list of all sites in the world. In other words it's some kind of





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Global Ranking.



Domain and Page Authority

Url	Domain Authority (max = 100)	Page Authority
http://www.1plus-agency.com/	16.05	29.94

Domain Authority (DA) is a predication by Moz (industry leader of search and SEO tools) on how well your site will perform in search engines. DA measures your domain strength from 0 to 100. The strength of your domain impacts the optimization of all your pages. DA is based on three factors: Age, Popularity, and Size. The greater your DA, the more likely you are to have strong traffic and high rank.

Page Authority (PA) is a predication by Moz on how well your web page will perform in search engines. PA measures your web page from 0 to 100. PA looks various signals like the links to this page, this page's MozTrust, MozRank, and other signals.

Both DA and PA can be increased over time and give to your website strength in search engines.

Whereas Page Authority measures the predictive ranking strength of a single page, Domain Authority measures the strength of entire domains or subdomains.



Trust Flow and Citation Flow

Url	Trust Flow (max = 100)	Citation Flow
http://www.1plus-agency.com/	14	25

Trust Flow is a metric designed to decide how trustworthy the link is. Based on the QUALITY of backlinks pointing to the site. If there are authoritative, trustworthy backlinks to a site, then

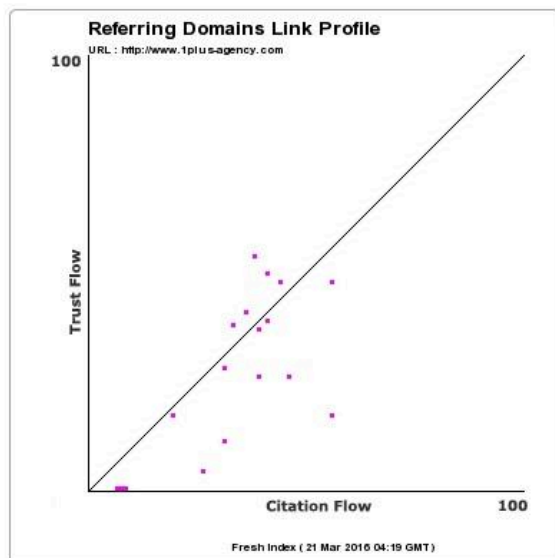


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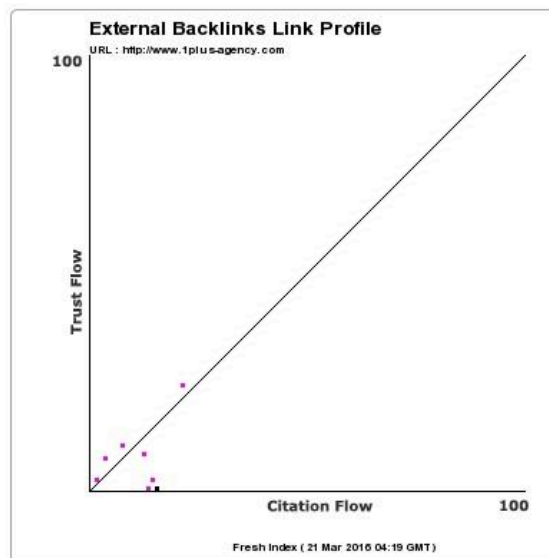
the greater is the trust flow. The trust flow of almost every site or link is less than the citation flow.

Citation Flow is a metric designed to predict how influential a link in a site might be, by considering the links pointing to it. *It does not bother about the quality of links*. If there are more domains pointing to a blog post, then the more influential it is.

18



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Moz Rank & Moz Trust

Url	Moz Rank (max = 10)	Moz trust
http://www.1plus-agency.com/	4.42	0

Moz are one of the industry leading resources of SEO information and they have a whole assortment of SEO tools.

Moz have score called **MozTrust**, score between 0-10 and it shows how trustworthy links are to a particular page or a particular site. In order to raise your score you are required to have other trustworthy pages linked to yours.





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Indexed Pages

Whenever you create a new website the first thing you want to happen is have people find it. And, of course, one of the ways you hope they will find it is through search. But typically, you have to wait around for the Googlebot to crawl your website and add it (or your newest content) to the Google index.

Indexing is the processing of the information gathered by the Googlebot from its crawling activities. Once documents are processed, they are added to Google's searchable index if they are determined to be quality content.

At this moment you have 2 indexed pages.

Google loves sites that are developing and growing not only by content but also with numbers of pages that are created on this site.



DMOZ

Not Listed

[DMOZ](#) is the largest site directory in the internet and also Google really loves DMOZ and gives them big credibility, because the sites are reviewed totally manual and people at DMOZ are very hard to low quality sites.

In order to being listed in DMOZ directory you have to apply a letter to their listing and your website will be reviewed for approval before you got submitted.

Being listed in DMOZ means that people consider your site relevant and helpful.



Social signals

Popularity of your site in social networks is the way to success! Pay attention to it, because Google wants sites to be more socialized.

Facebook Likes	734
Facebook Shares	26
Twitter Backlinks	0
Google Plus	8





1.2 Technical Information

301 Redirect

301 Redirect Is Performed.

When Google sees <http://www.site.com> and <http://site.com> it thinks that these sites are unique and different. That is why you have to perform “301 redirect” to point all those duplicates to your main address. It also includes `*/index.php` versions of your address.

URL Rewrite

URL is readable.

Choose your web address wisely because if people can't read it – that means that they will not remember it too. Very simple rule, but very important.

Robots.txt

Great, your website has a robots.txt file.

A robots.txt file tells search engines not to crawl your site and which pages to index. More importantly, it tells search engines which pages not to index. This file can block web crawlers and bots from accessing some personal parts of the site like `/admin` directory.

Sitemap.xml

Your sitemap.xml is OK.





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This file includes all links of your site. It is used by search bots to investigate the whole site and give that information to search engine. It is very important to make this file complete so Google crawlers can find your website.



Favicon

Great, your website has a favicon.

A favicon is a small icon associated with a URL. They can be seen next to the URL in most browsers.



Custom 404 page

Your website have a custom 404 Error Page.

The HTTP **404 Not Found Error** means that the webpage you were trying to reach could not be found on the server. It is a Client-side Error which means that either the page has been removed or moved and the URL was not changed accordingly, or that you typed in the URL incorrectly.

Having a custom 404 page means that you are interested in developing your site and people will definitely notice that. So as Google.



Load time

0.52 seconds

Your page should load in under 2 seconds; otherwise, search engines may think it's hard for their users to access.

It is very important to solve all the connection issues so users will have full experience from browsing your site. Also, Google Bot doesn't wait a lot for your pages to load so be aware of that.



W3C Validity

Invalid: 26 Errors, 0 Warning(s)

[W3C](#) is an easy-to-use markup validation service that will check your site code for errors. Many errors = problems with Google.





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A W3C valid page meets the industry standard requirements for clean source code. This is a great way to make sure search engines can easily crawl, understand, and properly index a page.



Google Preview

This is an example of what your title and description will look like in Google™ search results.

1Plus Agency

www.1plus-agency.com/ ▼

Werbeagentur Mannheim und Heppenheim. Die **1Plus Agency** konzipiert, gestaltet und realisiert ihre Vorstellungen. Rufen Sie uns an unter 06252-6990550.



Headings

You have (1) H1, (37) H2, (7) H3, (3) H4 tags.

There are actually 6 heading tags you can use, H1, H2, H3, H4, H5, and H6. However, a recent survey of the top SEO experts around the world, showed that most SEO experts think that having the H1, H2, and H3 tag has the largest positive impact on SEO.

The best use of H1 tag for optimization and usability means that every page should have a unique H1 tag. Each page should have only one main topic, thus, too many H1's on a page are disturbing. Instead, for additional text visualization you can use H2, H3 or CSS styles.

Recommendation:

Delete the various H1 tags to have only one single H1 on each page.

Correct	Incorrect	Incorrect
H1 -- H2 ---- H3 -- H2	H1 ----- H4 -- H2 ---- H3	-- H2 ---- H3 H1 ----- H4





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---- H3 ----- H4		-- H2 ---- H3
---------------------	--	------------------



Images on your website

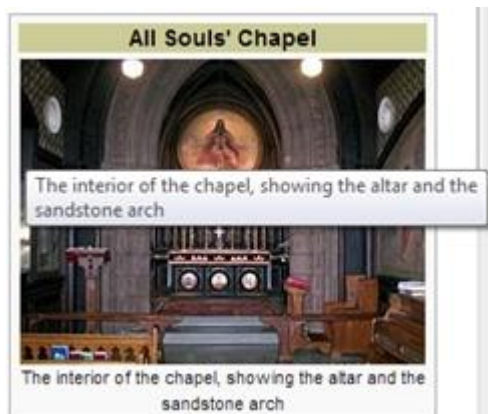
There are **49** images on your web page.

5 alt attributes are empty or missing.

Since search engines can't see images like a humans can, they look for alt tags (alternative text) to help them better understand the image, and the content on the page.

[Alternative text](#) describes your images to make them show up in Google Images search results. Verify all the images on your site to make sure that a good alternative text is mentioned for every image. Reduce the number of characters in alternative text to 150, including spaces, and diminish the size of images to regulate your website's page load times.

Example:



**Google
Superb!
analytics.**

Analytics Tool:
You have linked your site to Google

This tool will help you to track the amount of visitors that are entering your site and make some analysis basing on that information.

Google Analytics not only lets you measure sales and conversions, but also gives you fresh insights into how visitors use your site, how they arrived on your site, and how you can keep them coming back.

1.3 Mobile Optimization

Many people are taking advantage of mobile internet surfing, so it is important for your site to look perfect on smartphones and tablets.

Make sure that your website is prepared for mobile browsing.





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Mobile Redirection



Mobile CSS

1.4 Tips for Optimization

Things to improve:

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

Optimize images

Reduce server response time

Minify JavaScript



Analyze, Optimize and Get TOP results with Crockservice



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Leverage browser caching

Text improvements and meta tags:

Search engines take the title element as the most significant place to recognize keywords and connect the page with a topic and/or set of terms.

Note: From our experience we can affirm that the excessive use of keywords can have a negative effect on rankings, thus, we recommend you to moderate them.

Recommendations:

Embed the keyword in the page title, preferably as the first words in the element.

Your title is absolutely fine! Length: 44 character(s)

Great, your meta description contains between 70 and 160 characters (spaces included).

Meta descriptions allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use attractive messaging with a clear call to action to maximize click-through rate.

Check your Google™ Webmaster Tools account (Click 'Search Appearance', then 'HTML Improvements') to identify any issues with your meta descriptions, for example, they are too short/long, or duplicated across more than one page.

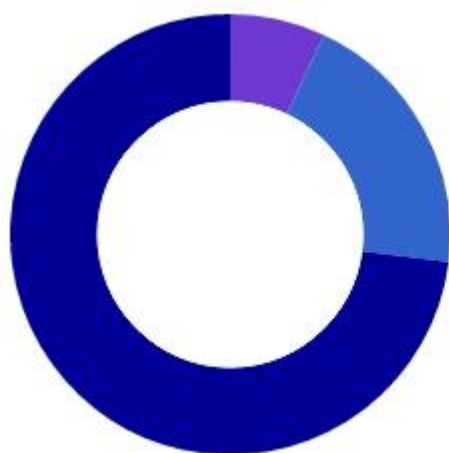
Your description looks amazing! Length: 149 character(s)

We recommend you to have minimum 50% of unique text content on each of your site pages. Even if your site is 100% optimized, Google will give you a penalty when you use content that belongs to other resources.





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If it's necessary we can provide pages with duplicated content.

Keyword consistency:

Keywords (2 words)	Content	Title	Description	H
awit deutschland	3	×	×	✓
agency darmstädter	2	×	×	×
werbeagentur agency	2	×	✓	✓
online marketing	2	×	×	×
darmstädter straße	2	×	×	×

This table emphasizes the significance of being constant in using your keywords. To increase the chance of achieving high rankings in search results with a particular keyword, you have to use the most important keywords constantly and regularly in your content, title, descriptions, H titles, internal links anchor text and backlinks anchor text.



IN-DEPTH WEBSITE ANALYSIS

PART II. OUR RECOMMENDATIONS

Necessary corrections:

Desktop

Should Fix:

Optimize images

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

Optimize the following images to reduce their size by 123.2KiB (26% reduction):

Optimize images

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

Optimize the following images to reduce their size by 123.2KiB (26% reduction):

Compressing and resizing:

<http://www.1plus-agency.com/wp-content/uploads/2015/08/awit-deutschland-news-1080x500.jpg> could save 24.3KiB (96% reduction).

Compressing and resizing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/design-fleck.png> could save 9.3KiB (59% reduction).

Compressing and resizing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/marketing-fleck.png> could save 7.5KiB (47% reduction).





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Compressing and resizing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/web-fleck.png> could save 6.2KiB (42% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/Carfotec-logo.jpg> could save 2.8KiB (22% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/cookingitaly-logo.jpg> could save 2.6KiB (20% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/literaturhaus-logo.jpg> could save 2.5KiB (23% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/kos-klima-logo.jpg> could save 2.3KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/landhaus-logo.jpg> could save 2.3KiB (21% reduction).

Losslessly compressing:
<http://www.1plus-agency.com/wp-content/uploads/2015/07/awit-deutschland-logo.jpg> could save 2.2KiB (31% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/imcona-logo.jpg> could save 2.1KiB (22% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/s-tetics-logo.jpg> could save 2.1KiB (20% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/OBM-logo.jpg> could save 2KiB (15% reduction).





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Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/freudenberg-logo.jpg> could save 2KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/arkada-logo.jpg> could save 2KiB (13% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/merkur-logo.jpg> could save 2KiB (17% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/sindbad-logo.jpg> could save 2KiB (20% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/schubert-logo.jpg> could save 1.9KiB (13% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/08/emi24-logo.jpg> could save 1.9KiB (21% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/08/intellispot-tv-logo.jpg> could save 1.9KiB (16% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/playmobil-logo.jpg> could save 1.9KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/worms-logo.jpg> could save 1.8KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/syron-logo.jpg> could save 1.8KiB (14% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/skanhus-logo.jpg> could save 1.8KiB (15% reduction).





IN-DEPTH WEBSITE ANALYSIS

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/08/freeticket24-logo.jpg> could save 1.8KiB (20% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/08/teen-ager-logo.jpg> could save 1.8KiB (18% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/ewr-logo.jpg> could save 1.8KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/ibka-logo.jpg> could save 1.8KiB (19% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/stadt-weinheim.jpg> could save 1.7KiB (24% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/08/xtrain-4u-logo.jpg> could save 1.7KiB (18% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/maisch-logo.jpg> could save 1.7KiB (22% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/rehamde-logo.jpg> could save 1.7KiB (17% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/schnaubelt-logo.jpg> could save 1.7KiB (14% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/dic-logo.jpg> could save 1.6KiB (34% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/mint-club-logo.jpg> could save 1.6KiB (20% reduction).





IN-DEPTH WEBSITE ANALYSIS

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/stadt-viernheim.jpg> could save 1.6KiB (17% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/ledertruhe-logo.jpg> could save 1.6KiB (18% reduction).

Losslessly compressing:
<http://www.1plus-agency.com/wp-content/uploads/2015/07/whiteandmore-logo.jpg> could save 1.5KiB (16% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/gokel-logo.jpg> could save 1.4KiB (24% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/raschindel-logo.jpg> could save 1.4KiB (18% reduction).

Losslessly compressing:
<http://www.1plus-agency.com/wp-content/uploads/2015/08/webseiten-analyse-icon.jpg> could save 1.4KiB (22% reduction).

Losslessly compressing:
<http://www.1plus-agency.com/wp-content/uploads/2015/08/broschueren-icon-alt.jpg> could save 1.3KiB (27% reduction).

Losslessly compressing:
http://www.1plus-agency.com/wp-content/uploads/2015/08/rueckruf-anfordern.icon_.jpg could save 1.3KiB (23% reduction).

Compressing and resizing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/facebook-black.png> could save 1.2KiB (50% reduction).





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Compressing and resizing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/google-black.png> could save 1.2KiB (38% reduction).

Compressing and resizing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/twitter-black.png> could save 1.1KiB (44% reduction).

Consider Fixing:

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

Your page has 5 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://www.1plus-agency.com/wp-includes/js/jquery/jquery.js?ver=1.11.2>

<http://www.1plus-agency.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.2.1>

<http://www.1plus-agency.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.tools.min.js?rev=4.6.0&ver=4.2.7>

<http://www.1plus-agency.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.revolution.min.js?rev=4.6.0&ver=4.2.7>

<http://www.1plus-agency.com/wp-content/cache/minify/000000/2ee06/default.include-body.c394a8.js>

Optimize CSS Delivery of the following:





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<http://www.1plus-agency.com/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=4.2.2>

<http://www.1plus-agency.com/wp-content/plugins/revslider/rs-plugin/css/settings.css?rev=4.6.0&ver=4.2.7>

<http://fonts.googleapis.com/css?family=BenchNine%3Aregular%7COpen+Sans%3Aregular%7CPT+Serif%3A700&subset=latin%2Call&ver=4.2.7>

<http://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800&subset=latin,latin-ext>

<http://fonts.googleapis.com/css?family=Arimo:400,400italic,700italic,700&subset=latin,cyrillic-ext,latin-ext,greek-ext,cyrillic,greek,vietnamese>

<http://www.1plus-agency.com/wp-content/themes/1Plus%20Agency%20Theme/style.css?ver=2.4.6>

<http://www.1plus-agency.com/wp-content/themes/Divi/style.css>

<http://www.1plus-agency.com/wp-content/themes/Divi/epanel/shortcodes/css/shortcodes.css?ver=3.0>

http://www.1plus-agency.com/wp-content/themes/Divi/epanel/shortcodes/css/shortcodes_responsive.css?ver=3.0

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 20.8KiB (5% reduction):

Minifying: <http://www.1plus-agency.com/wp-content/themes/Divi/js/custom.js?ver=2.4.6> could save 6 KiB (25% reduction) after compression.

Minifying: <http://www.1plus-agency.com/wp-content/themes/Divi/js/jquery.magnific-popup.js?ver=2.4.6> could save 4.9KiB (37% reduction) after compression.





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Minifying: <http://www.1plus-agency.com/wp-content/themes/Divi/js/jquery.hashchange.js?ver=2.4.6> could save 4.3KiB (83% reduction) after compression.

Minifying: https://s.ytimg.com/yts/jsbin/player-en_US-vflpmpoFG/base.js could save 4.1KiB (2% reduction) after compression.

Minifying:

<http://www.1plus-agency.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.tools.min.js?rev=4.6.0&ver=4.2.7> could save 950B (3% reduction) after compression.

Minifying:

<http://www.1plus-agency.com/wp-content/cache/minify/000000/2ee06/default.include-body.c394a8.js> could save 598B (2% reduction) after compression.

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)

<http://www.google-analytics.com/analytics.js> (2 hours)

<http://www.1plus-agency.com/wp-content/cache/minify/000000/2ee06/default.include-body.c394a8.js> (5.3 days)

Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.





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Minify CSS for the following resources to reduce their size by 7 KiB (14% reduction):

Minifying: <http://www.1plus-agency.com/wp-content/themes/Divi/style.css> could save 4.1KiB (10% reduction) after compression.

Minifying:

<http://www.1plus-agency.com/wp-content/plugins/revslider/rs-plugin/css/settings.css?rev=4.6.0&ver=4.2.7> could save 2.8KiB (34% 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 528B (5% reduction):

Minifying: <http://www.1plus-agency.com/> could save 528B (5% reduction) after compression.





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Necessary corrections:

Mobile

Speed

Should Fix:

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

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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.1plus-agency.com/wp-includes/js/jquery/jquery.js?ver=1.11.2>





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<http://www.1plus-agency.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.2.1>

<http://www.1plus-agency.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.tools.min.js?rev=4.6.0&ver=4.2.7>

<http://www.1plus-agency.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.revolution.min.js?rev=4.6.0&ver=4.2.7>

<http://www.1plus-agency.com/wp-content/cache/minify/000000/2ee06/default.include-body.c394a8.js>

Optimize CSS Delivery of the following:

<http://www.1plus-agency.com/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=4.2.2>

<http://www.1plus-agency.com/wp-content/plugins/revslider/rs-plugin/css/settings.css?rev=4.6.0&ver=4.2.7>

<http://fonts.googleapis.com/css?family=BenchNine%3Aregular%7COpen+Sans%3Aregular%7CPT+Serif%3A700&subset=latin%2Call&ver=4.2.7>

<http://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800&subset=latin,latin-ext>

<http://fonts.googleapis.com/css?family=Arimo:400,400italic,700italic,700&subset=latin,cyrillic-ext,latin-ext,greek-ext,cyrillic,greek,vietnamese>

<http://www.1plus-agency.com/wp-content/themes/1Plus%20Agency%20Theme/style.css?ver=2.4.6>

<http://www.1plus-agency.com/wp-content/themes/Divi/style.css>

<http://www.1plus-agency.com/wp-content/themes/Divi/epanel/shortcodes/css/shortcodes.css?ver=3.0>

http://www.1plus-agency.com/wp-content/themes/Divi/epanel/shortcodes/css/shortcodes_responsive.css?ver=3.0

Optimize images



IN-DEPTH WEBSITE ANALYSIS

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

Optimize the following images to reduce their size by 136.8KiB (29% reduction):

Compressing and resizing:

<http://www.1plus-agency.com/wp-content/uploads/2015/08/awit-deutschland-news-1080x500.jpg> could save 24.7KiB (97% reduction).

Compressing and resizing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/design-fleck.png> could save 13.7KiB (88% reduction).

Compressing and resizing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/marketing-fleck.png> could save 13.6KiB (83% reduction).

Compressing and resizing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/web-fleck.png> could save 12.4KiB (82% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/Carfotec-logo.jpg> could save 2.8KiB (22% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/cookingitaly-logo.jpg> could save 2.6KiB (20% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/literaturhaus-logo.jpg> could save 2.5KiB (23% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/kos-klima-logo.jpg> could save 2.3KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/landhaus-logo.jpg> could save 2.3KiB (21% reduction).





IN-DEPTH WEBSITE ANALYSIS

Losslessly compressing:

<http://www.1plus-agency.com/wp-content/uploads/2015/07/awit-deutschland-logo.jpg> could save 2.2KiB (31% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/imcona-logo.jpg> could save 2.1KiB (22% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/s-tetics-logo.jpg> could save 2.1KiB (20% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/OBM-logo.jpg> could save 2KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/freudenberg-logo.jpg> could save 2KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/arkada-logo.jpg> could save 2KiB (13% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/merkur-logo.jpg> could save 2 KiB (17% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/sindbad-logo.jpg> could save 2KiB (20% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/schubert-logo.jpg> could save 1.9KiB (13% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/08/emi24-logo.jpg> could save 1.9KiB (21% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/08/intellispot-tv-logo.jpg> could save 1.9KiB (16% reduction).





IN-DEPTH WEBSITE ANALYSIS

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/playmobil-logo.jpg> could save 1.9KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/worms-logo.jpg> could save 1.8KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/syron-logo.jpg> could save 1.8KiB (14% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/skanhus-logo.jpg> could save 1.8KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/08/freeticket24-logo.jpg> could save 1.8KiB (20% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/08/teen-ager-logo.jpg> could save 1.8KiB (18% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/ewr-logo.jpg> could save 1.8KiB (15% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/ibka-logo.jpg> could save 1.8KiB (19% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/stadt-weinheim.jpg> could save 1.7KiB (24% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/08/xtrain-4u-logo.jpg> could save 1.7KiB (18% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/maisich-logo.jpg> could save 1.7KiB (22% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/rehamde-logo.jpg> could save 1.7KiB (17% reduction).





IN-DEPTH WEBSITE ANALYSIS

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/schnaubelt-logo.jpg> could save 1.7KiB (14% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/dic-logo.jpg> could save 1.6KiB (34% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/mint-club-logo.jpg> could save 1.6KiB (20% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/stadt-viernheim.jpg> could save 1.6KiB (17% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/ledertruhe-logo.jpg> could save 1.6KiB (18% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/07/whiteandmore-logo.jpg> could save 1.5KiB (16% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/gokel-logo.jpg> could save 1.4KiB (24% reduction).

Losslessly compressing: <http://www.1plus-agency.com/wp-content/uploads/2015/11/raschindel-logo.jpg> could save 1.4KiB (18% reduction).

Losslessly compressing:
<http://www.1plus-agency.com/wp-content/uploads/2015/08/webseiten-analyse-icon.jpg> could save 1.4KiB (22% reduction).

Losslessly compressing:
<http://www.1plus-agency.com/wp-content/uploads/2015/08/broschueren-icon-alt.jpg> could save 1.3KiB (27% reduction).





IN-DEPTH WEBSITE ANALYSIS

Losslessly compressing:

http://www.1plus-agency.com/wp-content/uploads/2015/08/rueckruf-anfordern.icon_.jpg could save 1.3KiB (23% reduction).

Consider Fixing:

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 20.8KiB (5% reduction):

Minifying: <http://www.1plus-agency.com/wp-content/themes/Divi/js/custom.js?ver=2.4.6> could save 6 KiB (25% reduction) after compression.

Minifying: <http://www.1plus-agency.com/wp-content/themes/Divi/js/jquery.magnific-popup.js?ver=2.4.6> could save 4.9KiB (37% reduction) after compression.

Minifying: <http://www.1plus-agency.com/wp-content/themes/Divi/js/jquery.hashchange.js?ver=2.4.6> could save 4.3KiB (83% reduction) after compression.

Minifying: https://s.ytimg.com/yts/jsbin/player-en_US-vflpmpoFG/base.js could save 4.1KiB (2% reduction) after compression.





IN-DEPTH WEBSITE ANALYSIS

Minifying:

<http://www.1plus-agency.com/wp-content/plugins/revslider/rs-plugin/js/jquery.themepunch.tools.min.js?rev=4.6.0&ver=4.2.7> could save 950B (3% reduction) after compression.

Minifying:

<http://www.1plus-agency.com/wp-content/cache/minify/000000/2ee06/default.include-body.c394a8.js> could save 598B (2% reduction) after compression.

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)

<http://www.google-analytics.com/analytics.js> (2 hours)

<http://www.1plus-agency.com/wp-content/cache/minify/000000/2ee06/default.include-body.c394a8.js> (5.3 days)

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 7 KiB (14% reduction):

Minifying: <http://www.1plus-agency.com/wp-content/themes/Divi/style.css> could save 4.1KiB (10% reduction) after compression.





IN-DEPTH WEBSITE ANALYSIS

Minifying:

<http://www.1plus-agency.com/wp-content/plugins/revslider/rs-plugin/css/settings.css?rev=4.6.0&ver=4.2.7>

could save 2.8KiB (34% 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 528B (5% reduction):

Minifying: <http://www.1plus-agency.com/> could save 528B (5% reduction) after compression.

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 `` is close to 1 other tap targets ([see screenshot](#)).





IN-DEPTH WEBSITE ANALYSIS

The tap target `Webdesign` and 8 others are close to other tap targets ([see screenshot](#)).

The tap target `Über uns` and 4 others are close to other tap targets.

