

PageSpeed Insights

Mobile



65 / 100 Speed

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://downtownwindsor.ca/img/bg_maincontent_home.gif (expiration not specified)
- http://downtownwindsor.ca/img/button_news_archive.gif (expiration not specified)
- http://downtownwindsor.ca/img/dwbia_digitalguide.jpg (expiration not specified)
- http://downtownwindsor.ca/img/dwbia_logo.png (expiration not specified)
- http://downtownwindsor.ca/img/footer_top_home.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_dine.png (expiration not specified)

Mobile

- http://downtownwindsor.ca/img/nav_dine_on.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_invest.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_invest_on.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_living.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_living_on.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_play.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_play_on.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_shop.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_shop_on.png (expiration not specified)
- http://downtownwindsor.ca/img/promo_calendar.gif (expiration not specified)
- http://downtownwindsor.ca/img/promo_newsletter.gif (expiration not specified)
- <http://downtownwindsor.ca/main.css> (expiration not specified)
- <http://downtownwindsor.ca/main.js> (expiration not specified)
- <http://downtownwindsor.ca/s3Slider.js> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/build/adapters/shadowbox-jquery.js> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/build/lang/shadowbox-en.js> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/build/player/shadowbox-flv.js> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/build/player/shadowbox-html.js> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/build/player/shadowbox-iframe.js> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/build/player/shadowbox-img.js> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/build/player/shadowbox-qt.js> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/build/player/shadowbox-swf.js> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/build/player/shadowbox-wmp.js> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/build/shadowbox.js> (expiration not specified)

Mobile

- <http://downtownwindsor.ca/shadowbox/src/skin/classic/icons/close.png> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/src/skin/classic/icons/next.png> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/src/skin/classic/icons/pause.png> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/src/skin/classic/icons/play.png> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/src/skin/classic/icons/previous.png> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/src/skin/classic/loading.gif> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/src/skin/classic/skin.css> (expiration not specified)
- <http://downtownwindsor.ca/shadowbox/src/skin/classic/skin.js> (expiration not specified)
- <http://downtownwindsor.ca/uploadedimg/50.jpg> (expiration not specified)
- <http://downtownwindsor.ca/uploadedimg/PetulaClark-Downtown.jpg> (expiration not specified)
- <http://downtownwindsor.ca/uploadedimg/electric%20ev.jpg> (expiration not specified)
- <http://downtownwindsor.ca/uploadedimg/parking%20sign.jpeg> (expiration not specified)
- http://downtownwindsor.ca/uploadedimg/waterfront_midway.jpg (expiration not specified)
- <https://syndication.twitter.com/settings> (10 minutes)
- <http://platform.twitter.com/widgets.js> (30 minutes)
- <http://www.google-analytics.com/ga.js> (2 hours)

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 1.4KiB (35% reduction).

Mobile

- Minifying <http://downtownwindsor.ca/shadowbox/src/skin/classic/skin.css> could save 869B (54% reduction) after compression.
- Minifying <http://downtownwindsor.ca/main.css> could save 548B (22% 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 565B (17% reduction).

- Minifying <http://downtownwindsor.ca/> could save 565B (17% 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 42.4KiB (50% reduction).

- Minifying <http://code.jquery.com/jquery-latest.js> could save 41.3KiB (50% reduction) after compression.
- Minifying <http://downtownwindsor.ca/shadowbox/src/skin/classic/skin.js> could save 752B (66% reduction) after compression.
- Minifying <http://downtownwindsor.ca/s3Slider.js> could save 359B (39% reduction) after compression.

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:

- <http://downtownwindsor.ca/main.css>

Optimize images

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

[Optimize the following images](#) to reduce their size by 95.9KiB (38% reduction).

- Compressing http://downtownwindsor.ca/uploadedimg/waterfront_midway.jpg could save 67.2KiB (69% reduction).
- Compressing http://downtownwindsor.ca/img/dwbia_digitalguide.jpg could save 16.3KiB (18% reduction).
- Compressing <http://downtownwindsor.ca/uploadedimg/50.jpg> could save 3.4KiB (42% reduction).
- Compressing <http://downtownwindsor.ca/uploadedimg/parking%20sign.jpeg> could save 2.5KiB (24% reduction).
- Compressing http://downtownwindsor.ca/img/dwbia_logo.png could save 1.8KiB (11% reduction).
- Compressing http://downtownwindsor.ca/img/promo_newsletter.gif could save 1.2KiB (20% reduction).
- Compressing http://downtownwindsor.ca/img/nav_shop.png could save 863B (20% reduction).
- Compressing http://downtownwindsor.ca/img/nav_invest.png could save 779B (16% reduction).
- Compressing http://downtownwindsor.ca/img/nav_play.png could save 668B (17% reduction).
- Compressing http://downtownwindsor.ca/img/nav_dine.png could save 658B (15% reduction).

Mobile

- Compressing http://downtownwindsor.ca/img/nav_living.png could save 590B (13% reduction).



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](#).

Reduce server response time

Your server responded quickly. Learn more about [server response time optimization](#).

Prioritize visible content

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

66 / 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.

Mobile

The page content is 964 CSS pixels wide, but the viewport is only 412 CSS pixels wide. The following elements fall outside the viewport:

- The element `` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `Click here for more info` falls outside the viewport.
- The element `<div id="content-left-title-home">NEWS & VIEW</div>` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `<div id="content-right-title-home">UPCOMING EVENTS</div>` falls outside the viewport.
- The element `<h2>This Week's Downtown Events</h2>` falls outside the viewport.
- The element `<h2>New Electric V...arging Station</h2>` falls outside the viewport.
- The element `Check out the...n Parking Map!` falls outside the viewport.
- The element `<h2>Downtown Free...eless Internet</h2>` falls outside the viewport.
- The element `<h2>Downtown Winds...Event Listing</h2>` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `<iframe id="twitter-widget-0" src="https://platfo...=1540924308557" class="twitter-follow...utton-rendered">` falls outside the viewport.
- The element `` falls outside the viewport.
- The element `<div id="copyright">© 2018 Downtow...ghts Reserved.</div>` falls outside the viewport.
- The element `media` falls outside the viewport.

 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 `eNEWSLETTER SIGNUP` and 4 others are close to other tap targets final.
- The tap target `more...` and 1 others are close to other tap targets.



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

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



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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://downtownwindsor.ca/img/bg_maincontent_home.gif (expiration not specified)
- http://downtownwindsor.ca/img/button_news_archive.gif (expiration not specified)
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- http://downtownwindsor.ca/img/nav_dine_on.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_invest.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_invest_on.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_living.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_living_on.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_play.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_play_on.png (expiration not specified)

Desktop

- http://downtownwindsor.ca/img/nav_shop.png (expiration not specified)
- http://downtownwindsor.ca/img/nav_shop_on.png (expiration not specified)
- http://downtownwindsor.ca/img/promo_calendar.gif (expiration not specified)
- http://downtownwindsor.ca/img/promo_newsletter.gif (expiration not specified)
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- <https://syndication.twitter.com/settings> (10 minutes)
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Optimize images

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

[Optimize the following images](#) to reduce their size by 145.1KiB (51% reduction).

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- Compressing http://downtownwindsor.ca/img/dwbia_digitalguide.jpg could save 16.3KiB (18% reduction).
- Compressing and resizing <http://downtownwindsor.ca/uploadedimg/PetulaClark-Downtown.jpg> could save 14.3KiB (80% reduction).
- Compressing and resizing <http://downtownwindsor.ca/uploadedimg/parking%20sign.jpeg> could save 7.5KiB (72% reduction).
- Compressing and resizing <http://downtownwindsor.ca/uploadedimg/electric%20ev.jpg> could save 5.9KiB (67% reduction).
- Compressing <http://downtownwindsor.ca/uploadedimg/50.jpg> could save 3.4KiB (42% reduction).

Desktop

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