

PageSpeed Insights

Mobile



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! 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://cokato.com.br/>
- <https://cokato.com.br/>
- <https://m.cokato.com.br/>

Enable compression

Mobile

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 244.5KiB (77% reduction).

- Compressing <https://m.cokato.com.br/dist/bootstrap/css/bootstrap.min.css> could save 121.4KiB (85% reduction).
- Compressing <https://m.cokato.com.br/dist/js/jquery-3.3.1.min.js> could save 55.3KiB (65% reduction).
- Compressing <https://m.cokato.com.br/dist/bootstrap/js/bootstrap.min.js> could save 35KiB (73% reduction).
- Compressing <https://m.cokato.com.br/dist/font-awesome/css/fontawesome-all.min.css> could save 26.5KiB (78% reduction).
- Compressing <https://m.cokato.com.br/dist/css/main.css> could save 3.4KiB (73% reduction).
- Compressing <https://m.cokato.com.br/dist/js/script.js> could save 2.3KiB (73% reduction).
- Compressing <https://heat.omb100.com/stat.js> could save 564B (50% reduction).
- Compressing <https://m.cokato.com.br/dist/css/10anos.css> could save 161B (39% 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://heat.omb100.com/stat.js> (expiration not specified)
- <https://www.googletagmanager.com/gtag/js?id=UA-126758839-1> (15 minutes)
- https://connect.facebook.net/en_US/fbevents.js (20 minutes)
- <https://connect.facebook.net/signals/config/1763097833817580?v=2.8.47&r=stable> (20 minutes)
- <https://connect.facebook.net/signals/plugins/inferredEvents.js?v=2.8.47> (20 minutes)
- <https://m.cokato.com.br/dist/bootstrap/css/bootstrap.min.css> (30 minutes)
- <https://m.cokato.com.br/dist/bootstrap/js/bootstrap.min.js> (30 minutes)

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- <https://m.cokato.com.br/dist/css/10anos.css> (30 minutes)
- <https://m.cokato.com.br/dist/css/main.css> (30 minutes)
- <https://m.cokato.com.br/dist/font-awesome/css/fontawesome-all.min.css> (30 minutes)
- <https://m.cokato.com.br/dist/img/BNDES.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/Simi.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/assespro.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/bg-header-about.jpg> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/ace.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/ambseg.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/aperam.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/atelier.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/bothanico.png> (30 minutes)
- https://m.cokato.com.br/dist/img/clientes/e_pose.png (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/facbh.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/facsal.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/gb.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/hig.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/investcompras.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/jequitiba.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/maritma.png> (30 minutes)
- https://m.cokato.com.br/dist/img/clientes/mg_mix.png (30 minutes)
- https://m.cokato.com.br/dist/img/clientes/neuro_vida.png (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/panda.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/sinutrir.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/stefania.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/clientes/universidade-brasil.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/cokato-light.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/fiemg.png> (30 minutes)

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- <https://m.cokato.com.br/dist/img/icone-1.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/icone-2.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/icone-3.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/img-footer.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/logo.png> (30 minutes)
- <https://m.cokato.com.br/dist/img/video.jpg> (30 minutes)
- <https://m.cokato.com.br/dist/js/jquery-3.3.1.min.js> (30 minutes)
- <https://m.cokato.com.br/dist/js/script.js> (30 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

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

Your page has 2 blocking script resources and 4 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:](#)

- <https://heat.omb100.com/stat.js>
- <https://heat.omb100.com/stat.js>

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

- <https://m.cokato.com.br/dist/bootstrap/css/bootstrap.min.css>
- <https://m.cokato.com.br/dist/font-awesome/css/fontawesome-all.min.css>
- <https://m.cokato.com.br/dist/css/main.css>
- <https://m.cokato.com.br/dist/css/10anos.css>

Optimize images

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

[Optimize the following images](#) to reduce their size by 184.4KiB (61% reduction).

- Compressing <https://m.cokato.com.br/dist/img/video.jpg> could save 73.8KiB (45% reduction).
- Compressing and resizing <https://m.cokato.com.br/dist/img/fiemg.png> could save 45.9KiB (93% reduction).
- Compressing and resizing <https://m.cokato.com.br/dist/img/img-footer.png> could save 28KiB (90% reduction).
- Compressing and resizing <https://m.cokato.com.br/dist/img/Simi.png> could save 15.7KiB (87% reduction).
- Compressing and resizing <https://m.cokato.com.br/dist/img/BNDES.png> could save 10.8KiB (85% reduction).
- Compressing and resizing <https://m.cokato.com.br/dist/img/assespro.png> could save 6.4KiB (77% reduction).
- Compressing <https://m.cokato.com.br/dist/img/icone-2.png> could save 1.3KiB (33% reduction).
- Compressing and resizing <https://m.cokato.com.br/dist/img/logo.png> could save 1KiB (22% reduction).
- Compressing <https://m.cokato.com.br/dist/img/icone-3.png> could save 818B (31% reduction).
- Compressing <https://m.cokato.com.br/dist/img/icone-1.png> could save 769B (23% reduction).

Consider Fixing:

Minify CSS

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

[Mobile](#)

[Minify CSS](#) for the following resources to reduce their size by 1.1KiB (25% reduction).

- Minifying <https://m.cokato.com.br/dist/css/main.css> could save 1.1KiB (25% reduction).

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 1KiB (15% reduction).

- Minifying <https://m.cokato.com.br/> could save 1KiB (15% 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 1.5KiB (39% reduction).

- Minifying <https://m.cokato.com.br/dist/js/script.js> could save 858B (28% reduction).
- Minifying <https://connect.facebook.net/signals/plugins/inferredEvents.js?v=2.8.47> could save 646B (85% reduction) after compression.



2 Passed Rules

Reduce server response time

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

Mobile

Prioritize visible content

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

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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.
- The tap target `Home` and 7 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](#).

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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



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! Should Fix:

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 352.3KiB (76% reduction).

- Compressing <https://cokato.com.br/dist/bootstrap/css/bootstrap.min.css> could save 121.4KiB (85% reduction).
- Compressing <https://cokato.com.br/dist/js/jquery-3.3.1.min.js> could save 55.3KiB (65%

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reduction).

- Compressing <https://cokato.com.br/dist/css/style.css?v=1.0.3> could save 36.2KiB (82% reduction).
- Compressing <https://cokato.com.br/dist/bootstrap/js/bootstrap.min.js> could save 35KiB (73% reduction).
- Compressing <https://cokato.com.br/dist/js/owl.carousel.min.js> could save 31.1KiB (74% reduction).
- Compressing <https://cokato.com.br/dist/font-awesome/css/fontawesome-all.min.css> could save 26.5KiB (78% reduction).
- Compressing <https://cokato.com.br/dist/js/jquery.validate.min.js> could save 15.4KiB (67% reduction).
- Compressing <https://cokato.com.br/dist/js/custom.js> could save 11.8KiB (74% reduction).
- Compressing <https://cokato.com.br/dist/css/magnific-popup.css> could save 5.7KiB (75% reduction).
- Compressing <https://cokato.com.br/dist/js/jquery.mask.min.js> could save 4.7KiB (58% reduction).
- Compressing <https://cokato.com.br/dist/js/imagesloaded.pkgd.min.js> could save 3.7KiB (67% reduction).
- Compressing <https://cokato.com.br/dist/css/owl.carousel.min.css> could save 2KiB (68% reduction).
- Compressing <https://cokato.com.br/dist/js/jquery-validate.bootstrap-tooltip.min.js> could save 1.2KiB (60% reduction).
- Compressing <https://cokato.com.br/dist/js/isInViewPort.jquery.js> could save 1KiB (60% reduction).
- Compressing <https://cokato.com.br/dist/js/scrolla.jquery.min.js> could save 571B (52% reduction).
- Compressing <https://heat.omb100.com/stat.js> could save 564B (50% reduction).
- Compressing <https://cokato.com.br/dist/img/loading.svg> could save 239B (39% 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.

Desktop

Leverage browser caching for the following cacheable resources:

- <https://cokato.com.br/dist/img/loading.svg> (expiration not specified)
- <https://heat.omb100.com/stat.js> (expiration not specified)
- https://static.doubleclick.net/instream/ad_status.js (15 minutes)
- <https://www.googletagmanager.com/gtag/js?id=UA-126758839-1> (15 minutes)
- https://connect.facebook.net/en_US/fbevents.js (20 minutes)
- <https://connect.facebook.net/signals/config/1763097833817580?v=2.8.47&r=stable> (20 minutes)
- <https://connect.facebook.net/signals/plugins/inferredEvents.js?v=2.8.47> (20 minutes)
- <https://cokato.com.br/dist/bootstrap/css/bootstrap.min.css> (30 minutes)
- <https://cokato.com.br/dist/bootstrap/js/bootstrap.min.js> (30 minutes)
- <https://cokato.com.br/dist/css/magnific-popup.css> (30 minutes)
- <https://cokato.com.br/dist/css/owl.carousel.min.css> (30 minutes)
- <https://cokato.com.br/dist/css/style.css?v=1.0.3> (30 minutes)
- <https://cokato.com.br/dist/font-awesome/css/fontawesome-all.min.css> (30 minutes)
- <https://cokato.com.br/dist/img/BNDES.png> (30 minutes)
- <https://cokato.com.br/dist/img/Simi.png> (30 minutes)
- <https://cokato.com.br/dist/img/assespro.png> (30 minutes)
- <https://cokato.com.br/dist/img/bg-girl-book.jpg> (30 minutes)
- <https://cokato.com.br/dist/img/bg-girl.jpg> (30 minutes)
- <https://cokato.com.br/dist/img/bg-hand-mobile.jpg> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/ace.png> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/ambseg.png> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/aperam.png> (30 minutes)
- https://cokato.com.br/dist/img/clientes/aperam_bio.png (30 minutes)
- <https://cokato.com.br/dist/img/clientes/atelier.png> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/bothanico.png> (30 minutes)
- https://cokato.com.br/dist/img/clientes/e_pose.png (30 minutes)
- <https://cokato.com.br/dist/img/clientes/facbh.png> (30 minutes)

Desktop

- <https://cokato.com.br/dist/img/clientes/facsal.png> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/gb.png> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/hig.png> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/investcompras.png> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/jequitiba.png> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/maritma.png> (30 minutes)
- https://cokato.com.br/dist/img/clientes/mg_mix.png (30 minutes)
- https://cokato.com.br/dist/img/clientes/neuro_vida.png (30 minutes)
- <https://cokato.com.br/dist/img/clientes/panda.png> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/sinutrir.png> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/stefania.png> (30 minutes)
- <https://cokato.com.br/dist/img/clientes/universidade-brasil.png> (30 minutes)
- <https://cokato.com.br/dist/img/cokato-light.png> (30 minutes)
- <https://cokato.com.br/dist/img/fiemg.png> (30 minutes)
- <https://cokato.com.br/dist/img/img-footer.png> (30 minutes)
- https://cokato.com.br/dist/img/mockup_1.png (30 minutes)
- https://cokato.com.br/dist/img/mockup_2.png (30 minutes)
- https://cokato.com.br/dist/img/mockup_3.png (30 minutes)
- <https://cokato.com.br/dist/img/sistema-de-vendas-marca.png> (30 minutes)
- <https://cokato.com.br/dist/img/star.png> (30 minutes)
- <https://cokato.com.br/dist/js/custom.js> (30 minutes)
- <https://cokato.com.br/dist/js/imagesloaded.pkgd.min.js> (30 minutes)
- <https://cokato.com.br/dist/js/isInViewport.jquery.js> (30 minutes)
- <https://cokato.com.br/dist/js/jquery-3.3.1.min.js> (30 minutes)
- <https://cokato.com.br/dist/js/jquery-validate.bootstrap-tooltip.min.js> (30 minutes)
- <https://cokato.com.br/dist/js/jquery.mask.min.js> (30 minutes)
- <https://cokato.com.br/dist/js/jquery.validate.min.js> (30 minutes)
- <https://cokato.com.br/dist/js/owl.carousel.min.js> (30 minutes)

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- <https://cokato.com.br/dist/js/scrolla.jquery.min.js> (30 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

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

Your page has 12 blocking script resources and 7 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:](#)

- <https://heat.omb100.com/stat.js>
- <https://cokato.com.br/dist/js/jquery-3.3.1.min.js>
- <https://cokato.com.br/dist/bootstrap/js/bootstrap.min.js>
- <https://cokato.com.br/dist/js/imagesloaded.pkgd.min.js>
- <https://cokato.com.br/dist/js/isInViewPort.jquery.js>
- <https://cokato.com.br/dist/js/owl.carousel.min.js>
- <https://cokato.com.br/dist/js/scrolla.jquery.min.js>
- <https://cokato.com.br/dist/js/jquery.validate.min.js>
- <https://cokato.com.br/dist/js/jquery-validate.bootstrap-tooltip.min.js>
- <https://cokato.com.br/dist/js/jquery.mask.min.js>
- <https://cokato.com.br/dist/js/custom.js>
- <https://chat.octadesk.services/api/widget/cokato?showButton=true&openOnMessage=true>

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

- <https://fonts.googleapis.com/css?family=Poppins:400,500,600>
- <https://cokato.com.br/dist/bootstrap/css/bootstrap.min.css>
- <https://cokato.com.br/dist/font-awesome/css/fontawesome-all.min.css>

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- <https://cokato.com.br/dist/css/magnific-popup.css>
- <https://cokato.com.br/dist/css/owl.carousel.min.css>
- <https://cokato.com.br/dist/css/style.css?v=1.0.3>
- <https://cdnjs.cloudflare.com/ajax/libs/animate.css/3.7.0/animate.min.css>

Optimize images

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

[Optimize the following images](#) to reduce their size by 244.6KiB (45% reduction).

- Compressing and resizing <https://cokato.com.br/dist/img/fiemg.png> could save 45.9KiB (93% reduction).
- Compressing and resizing <https://cokato.com.br/dist/img/clientes/hig.png> could save 35.4KiB (72% reduction).
- Compressing and resizing <https://cokato.com.br/dist/img/clientes/maritma.png> could save 32.5KiB (70% reduction).
- Compressing and resizing <https://cokato.com.br/dist/img/img-footer.png> could save 28KiB (90% reduction).
- Compressing <https://cokato.com.br/dist/img/bg-hand-mobile.jpg> could save 18KiB (16% reduction).
- Compressing <https://cokato.com.br/dist/img/bg-girl.jpg> could save 15.8KiB (12% reduction).
- Compressing and resizing <https://cokato.com.br/dist/img/Simi.png> could save 15.7KiB (87% reduction).
- Compressing and resizing https://cokato.com.br/dist/img/clientes/e_pose.png could save 14KiB (75% reduction).
- Compressing and resizing <https://cokato.com.br/dist/img/clientes/aperam.png> could save 13KiB (62% reduction).
- Compressing and resizing <https://cokato.com.br/dist/img/BNDES.png> could save 10.8KiB (85% reduction).
- Compressing <https://cokato.com.br/dist/img/bg-girl-book.jpg> could save 6.8KiB (15% reduction).
- Compressing and resizing <https://cokato.com.br/dist/img/assespro.png> could save 6.4KiB

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(77% reduction).

- Compressing <https://cokato.com.br/dist/img/star.png> could save 1.1KiB (48% reduction).
- Compressing and resizing <https://cokato.com.br/dist/img/cokato-light.png> could save 823B (41% reduction).
- Compressing <https://yt3.ggpht.com/-ReORnCtO3Fg/AAAAAAAAAAI/AAAAAAAAAAA/PAkEqIS7jg/s68-c-k-no-mo-rj-c0xffffff/photo.jpg> could save 422B (31% reduction).

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 11.4KiB (22% reduction).

- Minifying <https://cokato.com.br/dist/css/style.css?v=1.0.3> could save 9.8KiB (23% reduction).
- Minifying <https://cokato.com.br/dist/css/magnific-popup.css> could save 1.6KiB (21% reduction).

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 2.2KiB (19% reduction).

- Minifying <https://cokato.com.br/> could save 2.2KiB (19% 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 6.2KiB (31% reduction).

- Minifying <https://cokato.com.br/dist/js/custom.js> could save 4.4KiB (29% reduction).
- Minifying <https://cokato.com.br/dist/js/isInViewPort.jquery.js> could save 901B (51% reduction).
- Minifying <https://connect.facebook.net/signals/plugins/inferredEvents.js?v=2.8.47> could save 646B (85% reduction) after compression.
- Minifying <https://cokato.com.br/dist/js/jquery-validate.bootstrap-tooltip.min.js> could save 275B (14% 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 18% 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:19](#)



2 Passed Rules

Avoid landing page redirects

Desktop

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](#).