Website review
matchfootballs.co.uk

Generated on November 15 2018 21:56 PM

The score is 56/100

SEO Content

✓	Title	Match Footballs: Discount Codes for Nike, Adidas, Mitre, and Many More Length : 70 Perfect, your title contains between 10 and 70 characters.
✓	Description	The best discounts on Match and Training Footballs in the UK, from sports giants such as Nike, Adidas, Mitre, Precision and many more Length : 133 Great, your meta description contains between 70 and 160 characters.
✓	Keywords	match football, match balls, training footballs, training balls, nike, adidas, mitre Good, your page contains meta keywords.
✓	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
title	Match Footballs: Discount Codes for Nike, Adidas, Mitre, and Many More
description	The best discounts on Match and Training Footballs in the UK, from sports giants such as Nike, Adidas, Mitre, Precision and many more
image	http://matchfootballs.co.uk/content/uploads/images/logo.png

○	Headings	

H1	H2	H3	H4	H5	H6
0	4	0	0	24	0

SEO Content

- [H2] Search for the best deals on Match Footballs
- [H2] Search for the best deals on Match Footballs
- [H2] Latest Discount Codes
- [H2] Popular Suppliers
- [H5] Great Match Ball Discounts
- [H5] Adidas Torfabrik Winter Official Match Football Was £119.99 Now £79.99
- [H5] Adidas UEFA Champions League Final Kiev Official Match Football Was £129.99 Now £99.99
- [H5] Adidas UEFA Champions League Finale 17 Official Match Football £119.99
- [H5] Adidas World Cup 2018 Official Match Football £129.99
- [H5] Adidas World Cup 2018 Winter Official Match Football Was £130 Now £80
- [H5] Adidas World Cup 2018 Official Match Football £130
- [H5] Adidas Finale 18 UEFA Champions League 2018 Official Match Ball £130
- [H5] Adidas FIFA Team Replique Football WAs £20 Now £19
- [H5] Adidas FIFA Team Competition Football £40
- [H5] Adidas Confederations Cup Official Match Football Was £120 Now £90
- [H5] Adidas UEFA Europa League 17/18 Official Match Football Was £120 Now £96
- [H5] Mitre Manto V12S Match Football Was £30 Now £24
- [H5] Mitre Delta Hyperseam 14 Panel FL Official Match Football Was £110 Now £70
- [H5] Mitre Ultimatch Fluo Hyperseam Football Was £20 Now £15
- [H5] Mitre Element Hyperseam D12 Panel Professional Football Was £30 Now £22
- [H5] Mitre Ultimatch Hyperseam Football Was £20 now £15
- [H5] Great Range of Footballs
- [H5] Kitbag
- [H5] Lovell Soccer
- [H5] Coupons
- [H5] Stores
- [H5] Connect With Us
- [H5] Social Networks

	Images	We found 19 images on this web page.
		19 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 30%
		Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
	Flash	Perfect, no Flash content has been detected on this page.

SEO Content

	Iframe	Great, there are no Iframes detected on this page.

SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 49 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

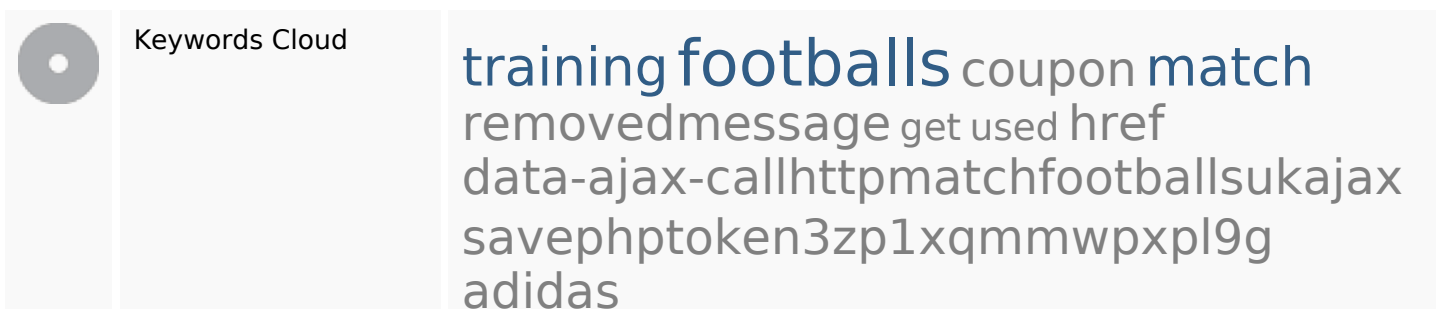| Anchor	Type	Juice
Coupons	Internal	Passing Juice
Match Footballs	Internal	Passing Juice
- Nike Match Footballs	Internal	Passing Juice
- Adidas Match Footballs	Internal	Passing Juice
- Mitre Match Footballs	Internal	Passing Juice
Training Footballs	Internal	Passing Juice
- Adidas Training Footballs	Internal	Passing Juice
- Hummel Training Footballs	Internal	Passing Juice
- Mamba Training Footballs	Internal	Passing Juice
- Mitre Training Footballs	Internal	Passing Juice
- New Balance Training Footballs	Internal	Passing Juice

In-page links

- Nike Training Footballs	Internal	Passing Juice
- Puma Training Footballs	Internal	Passing Juice
- Under Armour Training Footballs	Internal	Passing Juice
Home	Internal	Passing Juice
All Stores	Internal	Passing Juice
Top Stores	Internal	Passing Juice
Most Voted	Internal	Passing Juice
Popular	Internal	Passing Juice
Recently Added	Internal	Passing Juice
Expiring Soon	Internal	Passing Juice
Printable	Internal	Passing Juice
Coupon Codes	Internal	Passing Juice
Exclusive	Internal	Passing Juice
Popular	Internal	Passing Juice
Verified	Internal	Passing Juice
Recently Added	Internal	Passing Juice
Expiring Soon	Internal	Passing Juice
Popular	Internal	Passing Juice
Submit Coupons	Internal	Passing Juice
Kitbag	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Lovell Soccer	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice

In-page links

Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
Get Coupon	Internal	Passing Juice
CouponsCMS.com	Internal	Passing Juice

SEO Keywords

Keywords Cloud	training footballs coupon match removedmessage get used href data-ajax-callhttpmatchfootballsukajax savephptoken3zp1xqmmwpxpl9g adidas

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
footballs	45	✔	✔	✔	✔
match	29	✔	✔	✔	✔
training	27	✖	✔	✔	✖
removedmessage	20	✖	✖	✖	✖
href	20	✖	✖	✖	✖

Usability

●	Url	Domain : matchfootballs.co.uk Length : 20
✖	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
✖	Printability	We could not find a Print-Friendly CSS.
✖	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
✖	Dublin Core	This page does not take advantage of Dublin Core.

Document

✔	Doctype	HTML 5
✔	Encoding	Perfect. Your declared charset is UTF-8.
✖	W3C Validity	Errors : 2 Warnings : 1
✔	Email Privacy	Great no email address has been found in plain text!
✔	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
●	Speed Tips	✔ Excellent, your website doesn't use nested tables. ✔ Perfect. No inline css has been found in HTML tags! ✖ Too bad, your website has too many CSS files (more than 4). ✔ Perfect, your website has few JavaScript files. ✖ Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization		
		✖	Apple Icon
		✔	Meta Viewport Tag
		✔	Flash content

Optimization

	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
	Robots.txt	http://matchfootballs.co.uk/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

PageSpeed Insights

Mobile

✖

✔

Mobile
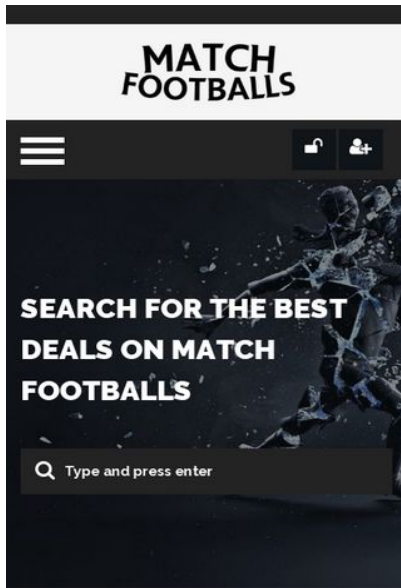
33 / 100 Speed

⛔ 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 255.2KiB (80% reduction).

- Compressing
  http://matchfootballs.co.uk/content/themes/Coupy/assets/css/bootstrap.min.css could save
  99.1KiB (83% reduction).

- Compressing http://matchfootballs.co.uk/ could save 35.8KiB (89% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/js/owl.carousel.min.js
  could save 31.1KiB (74% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/js/bootstrap.min.js
  could save 26.6KiB (73% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/font-
  awesome.min.css could save 23.4KiB (77% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/style.css could save 20.6KiB
  (82% reduction).

Mobile

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/framework.css could save 4.6KiB (83% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/js/functions.js could save 3.8KiB (74% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/couponscms.css could save 3.5KiB (76% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/owl.carousel.min.css could save 1.9KiB (68% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/modal.css could save 1.6KiB (70% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/js/ajax.js could save 1.4KiB (70% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/colors/blueStyle.css could save 1.2KiB (69% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/responsive.css could save 743B (63% 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:

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/bootstrap.min.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/colors/blueStyle.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/couponscms.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/font-awesome.min.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/framework.css (expiration not specified)

Mobile

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/modal.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/owl.carousel.min.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/responsive.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/ajax.js (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/bootstrap.min.js (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/functions.js (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/owl.carousel.min.js (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/style.css (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27faee8b4d8.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fbcc87f60.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fc87d40a8.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fcee0fd4c.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fd69d2df9.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27ffe7031b9.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b2801a2b2656.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b280502c30c4.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b28054a26da7.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b280604cd5f5.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b28064343826.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b2806bbf32f9.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b2818a2bcb31.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b2818d60a97a.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b281956d2bc8.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b281a3deafb5.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/logo.png (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/logo_5b27cfca9209f.png (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/logo_5b2815b8b3ceb.png (expiration not specified)

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

Your page has 5 blocking script resources and 10 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://ajax.googleapis.com/ajax/libs/jquery/3.2.1/jquery.min.js

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/functions.js

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/ajax.js

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/bootstrap.min.js

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/owl.carousel.min.js

Optimize CSS Delivery of the following:

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/bootstrap.min.css

Mobile

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/font-awesome.min.css

- http://matchfootballs.co.uk/content/themes/Coupy/style.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/couponscms.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/framework.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/owl.carousel.min.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/responsive.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/colors/blueStyle.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/modal.css

- http://fonts.googleapis.com/css?family=Raleway:100,200,300,400,500,600,700,800,900

Optimize images

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

Optimize the following images to reduce their size by 1.3MiB (82% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b2818d60a97a.jpg could save
  168.5KiB (97% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fc87d40a8.jpg could save
  107.1KiB (96% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fbcc87f60.jpg could save
  99.7KiB (96% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b2801a2b2656.jpg could save
  98.2KiB (96% reduction).

- Compressing http://cr7wallpapers.com/wp-content/uploads/2014/12/Cristiano-Ronaldo-Nike-
  Mercurial-Superfly-wallpaper-2.jpg could save 91.9KiB (31% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b27faee8b4d8.jpg could save
  91.3KiB (96% reduction).

Mobile

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fcee0fd4c.jpg could save
  90.8KiB (96% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b27ffe7031b9.jpg could save
  88.1KiB (96% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b280604cd5f5.jpg could save
  81.5KiB (96% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b2806bbf32f9.jpg could save
  80.2KiB (96% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fd69d2df9.jpg could save
  74KiB (95% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b28064343826.jpg could save
  70.9KiB (96% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b2818a2bcb31.jpg could save
  60.2KiB (93% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b280502c30c4.jpg could save
  58.7KiB (95% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b28054a26da7.jpg could save
  54.8KiB (95% reduction).

- Compressing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b281956d2bc8.jpg could save
  3.3KiB (17% reduction).

⚠ Consider Fixing:

Reduce server response time

In our test, your server responded in 0.21 seconds.

Mobile

There are many factors that can slow down your server response time. Please read our recommendations to learn how you can monitor and measure where your server is spending the most time.

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 8.4KiB (22% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/style.css could save 5.9KiB (24% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/css/framework.css could save 891B (16% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/css/couponscms.css could save 860B (19% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/css/modal.css could save 508B (22% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/css/responsive.css could save 296B (26% 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 4.1KiB (11% reduction).

- Minifying http://matchfootballs.co.uk/ could save 4.1KiB (11% reduction).

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 2.3KiB (32% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/js/functions.js could save 1.5KiB (29% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/js/ajax.js could save 791B (38% reduction).

✔ 2 Passed Rules

Avoid landing page redirects

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

Prioritize visible content

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

100 / 100 User Experience

✔ 5 Passed Rules

Avoid plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#).

Configure the viewport

Mobile

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

Size content to viewport

The contents of your page fit within the viewport. Learn more about sizing content to the viewport.

Size tap targets appropriately

All of your page's links/buttons are large enough for a user to easily tap on a touchscreen. Learn more about sizing tap targets appropriately.

Use legible font sizes

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

Desktop

36 / 100 Speed

Should Fix:

Enable compression

Desktop

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 255.2KiB (80% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/bootstrap.min.css could save 99.1KiB (83% reduction).

- Compressing http://matchfootballs.co.uk/ could save 35.8KiB (89% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/js/owl.carousel.min.js could save 31.1KiB (74% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/js/bootstrap.min.js could save 26.6KiB (73% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/font-awesome.min.css could save 23.4KiB (77% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/style.css could save 20.6KiB (82% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/framework.css could save 4.6KiB (83% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/js/functions.js could save 3.8KiB (74% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/couponscms.css could save 3.5KiB (76% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/owl.carousel.min.css could save 1.9KiB (68% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/modal.css could save 1.6KiB (70% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/js/ajax.js could save 1.4KiB (70% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/colors/blueStyle.css could save 1.2KiB (69% reduction).

- Compressing http://matchfootballs.co.uk/content/themes/Coupy/assets/css/responsive.css could save 743B (63% reduction).

Desktop

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://matchfootballs.co.uk/content/themes/Coupy/assets/css/bootstrap.min.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/colors/blueStyle.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/couponscms.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/font-awesome.min.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/framework.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/modal.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/owl.carousel.min.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/responsive.css (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/ajax.js (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/bootstrap.min.js (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/functions.js (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/owl.carousel.min.js (expiration not specified)

- http://matchfootballs.co.uk/content/themes/Coupy/style.css (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27faee8b4d8.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fbcc87f60.jpg (expiration not specified)

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fc87d40a8.jpg (expiration not specified)

Desktop

- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fcee0fd4c.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fd69d2df9.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b27ffe7031b9.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b2801a2b2656.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b280502c30c4.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b28054a26da7.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b280604cd5f5.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b28064343826.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b2806bbf32f9.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b2818a2bcb31.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b2818d60a97a.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b281956d2bc8.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/coupon_5b281a3deafb5.jpg (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/logo.png (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/logo_5b27cfca9209f.png (expiration not specified)
- http://matchfootballs.co.uk/content/uploads/images/logo_5b2815b8b3ceb.png (expiration not specified)

Optimize images

Desktop

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

Optimize the following images to reduce their size by 1.4MiB (83% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b2818d60a97a.jpg could save 168.5KiB (97% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fc87d40a8.jpg could save 107.1KiB (96% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fbcc87f60.jpg could save 99.7KiB (96% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b2801a2b2656.jpg could save 98.2KiB (96% reduction).

- Compressing http://cr7wallpapers.com/wp-content/uploads/2014/12/Cristiano-Ronaldo-Nike-Mercurial-Superfly-wallpaper-2.jpg could save 91.9KiB (31% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b27faee8b4d8.jpg could save 91.3KiB (96% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fcee0fd4c.jpg could save 90.8KiB (96% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b27ffe7031b9.jpg could save 88.1KiB (96% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b280604cd5f5.jpg could save 81.5KiB (96% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b2806bbf32f9.jpg could save 80.2KiB (96% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b27fd69d2df9.jpg could save 74KiB (95% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b28064343826.jpg could save 70.9KiB (96% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/coupon_5b2818a2bcb31.jpg could save 60.2KiB (93% reduction).

Desktop

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b280502c30c4.jpg could save
  58.7KiB (95% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b28054a26da7.jpg could save
  54.8KiB (95% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b281a3deafb5.jpg could save
  45.3KiB (89% reduction).

- Compressing and resizing
  http://matchfootballs.co.uk/content/uploads/images/coupon_5b281956d2bc8.jpg could save
  16.5KiB (82% reduction).

- Compressing and resizing http://matchfootballs.co.uk/content/uploads/images/logo.png
  could save 13.2KiB (69% reduction).

⬛ Consider Fixing:

Reduce server response time

In our test, your server responded in 0.20 seconds.

There are many factors that can slow down your server response time. Please read our
recommendations to learn how you can monitor and measure where your server is spending the
most time.

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 8.4KiB (22% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/style.css could save 5.9KiB
  (24% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/css/framework.css could save 891B (16% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/css/couponscms.css could save 860B (19% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/css/modal.css could save 508B (22% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/css/responsive.css could save 296B (26% 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 4.1KiB (11% reduction).

- Minifying http://matchfootballs.co.uk/ could save 4.1KiB (11% reduction).

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 2.3KiB (32% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/js/functions.js could save 1.5KiB (29% reduction).

- Minifying http://matchfootballs.co.uk/content/themes/Coupy/assets/js/ajax.js could save 791B (38% reduction).

Desktop

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

Your page has 5 blocking script resources and 10 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://ajax.googleapis.com/ajax/libs/jquery/3.2.1/jquery.min.js

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/functions.js

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/ajax.js

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/bootstrap.min.js

- http://matchfootballs.co.uk/content/themes/Coupy/assets/js/owl.carousel.min.js

Optimize CSS Delivery of the following:

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/bootstrap.min.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/font-awesome.min.css

- http://matchfootballs.co.uk/content/themes/Coupy/style.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/couponscms.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/framework.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/owl.carousel.min.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/responsive.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/colors/blueStyle.css

- http://matchfootballs.co.uk/content/themes/Coupy/assets/css/modal.css

- http://fonts.googleapis.com/css?family=Raleway:100,200,300,400,500,600,700,800,900

✅ 2 Passed Rules

Desktop

Avoid landing page redirects

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

Prioritize visible content

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