

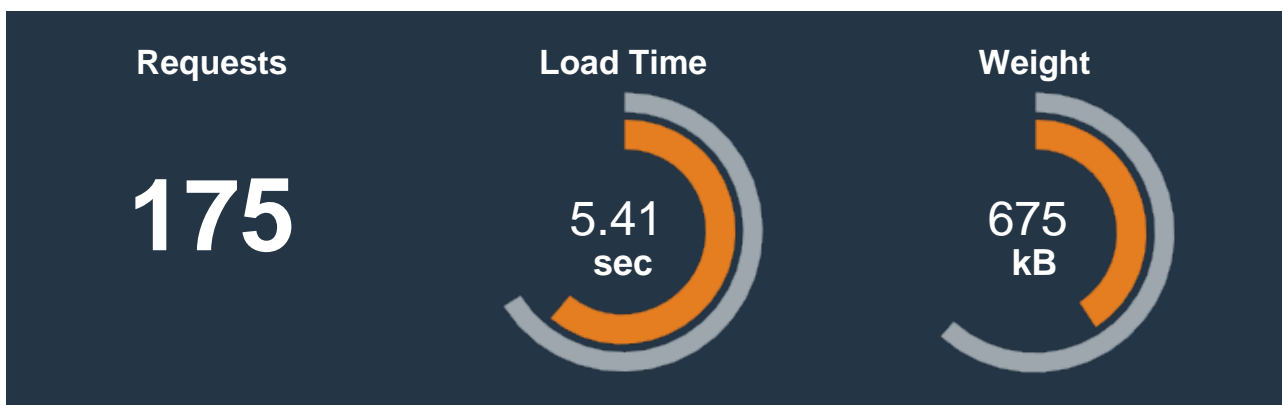
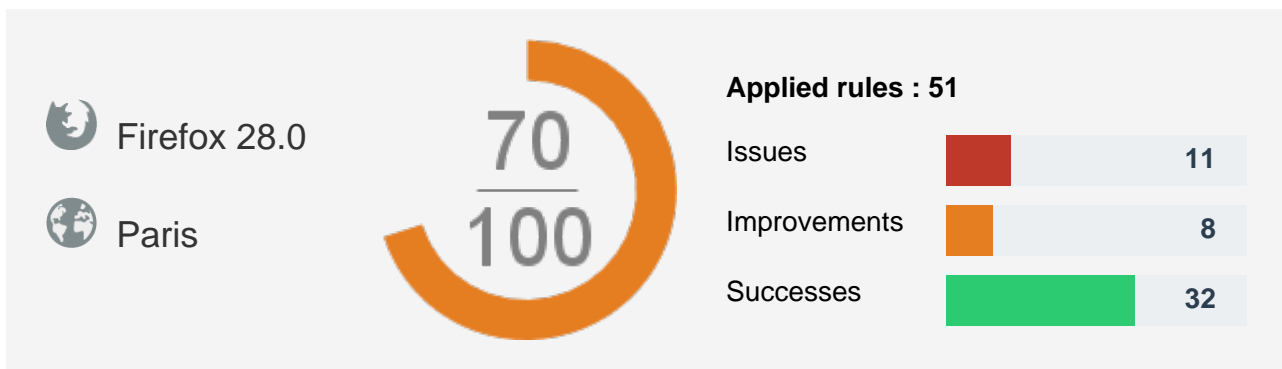


# Web performance and quality report

<http://prweb.com/>



This report is provided by DareBoost.com, an online tool for web performance and quality analysis and monitoring. It contains the results of the analyzed page and personalized advice to optimize it.



### W3C validation

HTML	NO	51 error(s) - 29 warning(s)
CSS	NO	72 error(s) - 94 warning(s)

- ### Detected technologies
- Google Tag Manager
  - jQuery
  - jQuery UI
  - Optimizely
  - sIFR
  - SWFObject

## Global context



Firefox 28.0



Paris

### Screen resolution



1024 x 768

### Bandwidth

Down

8,00 Mbps

Up

1,50 Mbps

## Advances settings

HTTP  
Headers

User-Agent : Mozilla/5.0 (X11; Linux x86\_64; rv:28.0)  
Gecko/20100101 Firefox/28.0  
Cache-Control : no-cache

## Your 3 priorities




Some of our recommendations are more impactful than others for the quality or performance of your website. Here are the three priorities on which we advise you to focus your efforts:

- 1** You should deliver the lightest possible page
- 2** Do not request too much resources
- 3** You should add 43 'Expires' headers

## Table of contents

 <b>Compliance</b>	<b>100/100</b>	<b>5 tip(s)</b>
 <b>Performance</b>	<b>63/100</b>	<b>16 tip(s)</b>
 <b>Network/Server side</b>	<b>77/100</b>	<b>9 tip(s)</b>
 <b>Cache policy</b>	<b>30/100</b>	<b>4 tip(s)</b>
 <b>SEO</b>	<b>87/100</b>	<b>6 tip(s)</b>
 <b>Accessibility</b>	<b>87/100</b>	<b>7 tip(s)</b>
  <b>jQuery</b>	<b>81/100</b>	<b>4 tip(s)</b>

### Caption

 Successes    Improvements    Issues

## Tips and best practices

### Compliance

5 tip(s)

#### 100/100 You don't use frameset, frame and noframes

These tags are obsolete, due to several issues related to the navigation consistency, SEO or browsers' bookmark features for example.

None of these tags is detected on this page.

The use of the [iframe](#) tag is preferred.

#### 100/100 No <applet> tag detected

No `applet` tag found.

This tag is deprecated in HTML 4.01 and not supported in HTML5. [See more information.](#)

You should use the `object` tag to import java applets:

```
<object width="400" height="400" data="helloworld.swf" >
</object>
```

#### 100/100 You don't use deprecated attributes in the <body> tag

Congratulations, this page doesn't use deprecated attributes in the `body` tag.

Some layout attributes are deprecated in HTML 5:

- `alink` / `background` / `bgcolor` / `link` / `text` / `vlink`

You should use CSS.

#### 100/100 No CSS expressions detected

Well done. You don't use CSS expressions.

CSS expressions are deprecated and you should not use them anymore, because

they are very resource intensive. [See more information.](#)

## 100/100 This page defines a Content Security Policy (CSP)

Congratulations, this page defines a CSP, which allows to check the origin of its resources.

Specify a content security policy by configuring your server so that the response of the main resource contains the "Content-Security-Policy" HTTP header.

Here's an example:

```
Content-Security-Policy: script-src 'self'  
https://apis.google.com
```

In this case, the page loads correctly if all scripts are provided by the current host or https://apis.google.com.

[Read more information](#) about this HTTP header. You will need to use [the following directives](#).

## Performance

16 tip(s)

### 0/100 Use CSS sprites to combine your images

The following images served from prweb.com should be combined into as few images as possible using CSS sprites.

- <http://service.prweb.com/res/images/awards/best-search.gif>
- <http://service.prweb.com/res/images/awards/codie-2009.gif>
- <http://service.prweb.com/res/images/bg/content-feature.gif>
- <http://service.prweb.com/res/images/bg/dotted-divider.gif>
- <http://service.prweb.com/res/images/bg/footer-divided.gif>
- <http://service.prweb.com/res/images/bg/header-main.gif>
- <http://service.prweb.com/res/images/bg/main-content.gif>
- <http://service.prweb.com/res/images/bg/navigation.gif>
- <http://service.prweb.com/res/images/bg/section-bottom.gif>
- <http://service.prweb.com/res/images/bg/shadow-lighter.gif>
- <http://service.prweb.com/res/images/bg/usernav-on.gif>
- <http://service.prweb.com/res/images/bg/usernav.gif>
- <http://service.prweb.com/res/images/bullets/breadcrumb-arrow.gif>
- <http://service.prweb.com/res/images/bullets/more.gif>
- <http://service.prweb.com/res/images/common/facebook-icon.gif>
- and 27 others

### 49/100 You should avoid unnecessary requests to JavaScript files

JavaScript resources < 2kB should be inlined or combined to others JavaScript files:

#### Resources from prweb.com

---

- <http://service.prweb.com/res/js/sifr-config.js>
- <http://service.prweb.com/res/js/app.js>
- <http://service.prweb.com/res/js/fancyzoom-alt/fan...>
- <http://service.prweb.com/res/js/news-carousel.js>

#### Resources from third parts

---

- <http://cdn.clicktale.net/www06/phc/b5307d74-95b5-4...>
- <https://t1040028.invoc.us/fp/r.js>
- <https://t.invoc.us/fp/g.js>
- <http://cdn.clicktale.net/www06/ptc/b5307d74-95b5-4...>
- <http://img.en25.com/i/elqCfg.min.js>
- [https://r.turn.com/server/beacon\\_call.js?b2=NLrhBw...](https://r.turn.com/server/beacon_call.js?b2=NLrhBw...)
- <https://bid.g.doubleclick.net/xbbe/invitepixel/pix...>
- and 5 others

JavaScript resources < 10kB should be combined:

#### Resources from prweb.com

---



- [http://service.prweb.com/\\_res/js/fancyzoom/FancyZo...](http://service.prweb.com/_res/js/fancyzoom/FancyZo...)
- [http://service.prweb.com/\\_res/js/fancyzoom/FancyZo...](http://service.prweb.com/_res/js/fancyzoom/FancyZo...)
- [http://service.prweb.com/\\_res/js/swfobject.js](http://service.prweb.com/_res/js/swfobject.js)
- [http://service.prweb.com/\\_res/js/jcarouselite.js](http://service.prweb.com/_res/js/jcarouselite.js)
- [http://service.prweb.com/\\_res/js/gatcVKI.inc.js](http://service.prweb.com/_res/js/gatcVKI.inc.js)

#### Resources from third parts

---

- <http://www.googleadservices.com/pagead/conversion...>
- <http://edge.quantserve.com/quant.js>
- <http://cdn.clicktale.net/www/tc/WRe15.js>
- <https://cdn.syndication.twimg.com/widgets/timeline...>
- <http://a.adroll.com/j/roundtrip.js>
- <https://server.iad.liveperson.net/hc/47961680/?&si...>
- <https://server.iad.liveperson.net/hc/47961680/?&vi...>

JavaScript resources < 50kB should be combined:

#### Resources from prweb.com

---

- [http://service.prweb.com/\\_res/js/sifr.js](http://service.prweb.com/_res/js/sifr.js)
- [http://service.prweb.com/\\_res/js/jquery-1.3.2.min....](http://service.prweb.com/_res/js/jquery-1.3.2.min....)
- [http://service.prweb.com/\\_res/js/jquery-ui-1.7.2.c...](http://service.prweb.com/_res/js/jquery-ui-1.7.2.c...)

#### Resources from third parts

---

- <https://server.iad.liveperson.net/hc/47961680/?cmd...>
- <http://www.googletagmanager.com/gtm.js?id=GTM-W599...>
- <http://platform.twitter.com/widgets.js>
- <http://www.google-analytics.com/ga.js>
- <http://js.bizographics.com/insight.min.js>
- <https://server.iad.liveperson.net/hcp/html/mTag.js...>

JavaScript resources < 100kB should be combined:

#### Resources from third parts

---

- <http://cdn.optimizely.com/js/187665228.js>

Think to limit your JavaScript files number of requests: you can combine your files or inline your small contents.

## 36/100 You should not use 'style' attribute

This page uses 16 `style` attribute(s):

- ```
<iframe
  src="//www.googletagmanager.com/ns.html?id=GTM-W59944"
  height="0" width="0"
  style="display:none;visibility:hidden">
```
- ```
<div id="cf_shelldiv" style="display:none">
```

- `<div id="cf_bgdiv" style="display:none">`
- `<ul class="dropdown" style="display: none;">`
- and 12 others

We recommend that you use external stylesheets or define them in `style` tags. The `style` attributes should be generated by JavaScript code when needed (example: need the screen size).

## 52/100 Optimize your images

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

[Optimize the following images](#) to reduce their size by 82.7KiB (35% reduction).

### Resources from prweb.com

---

- Losslessly compressing <http://service.prweb.com/res/u/images/home/panel/create-online-publicity.gif> could save 17.1KiB (32% reduction).
- Losslessly compressing <http://service.prweb.com/res/u/images/home/panel/createbuzzonlineforever.gif> could save 6.1KiB (14% reduction).
- Losslessly compressing <http://service.prweb.com/res/u/images/home/panel/what-is-a-press-release.gif> could save 4.2KiB (31% reduction).
- Losslessly compressing <http://service.prweb.com/res/images/bg/create-account.jpg> could save 3.2KiB (38% reduction).
- Losslessly compressing <http://service.prweb.com/res/images/bg/mainnav.gif> could save 3.1KiB (27% reduction).
- Losslessly compressing <http://service.prweb.com/res/js/fancyzoom-alt/images/closebox.png> could save 792B (42% reduction).
- Losslessly compressing <http://service.prweb.com/res/js/fancyzoom/images-global/zoom/closebox.png> could save 792B (42% reduction).
- Losslessly compressing <http://service.prweb.com/res/js/fancyzoom/images-global/zoom/zoom-spin-1.png> could save 404B (22% reduction).
- Losslessly compressing <http://service.prweb.com/res/images/common/reponline.gif> could save 376B (18% reduction).
- Losslessly compressing <http://service.prweb.com/res/images/common/logo.gif> could save 336B (12% reduction).
- Losslessly compressing <http://service.prweb.com/res/images/awards/codie-2009.gif> could save 248B (14% reduction).
- Losslessly compressing <http://service.prweb.com/res/images/common/us-flag.gif> could save 236B (23% reduction).
- Losslessly compressing <http://service.prweb.com/res/images/awards/upshot-50.gif> could save 220B (10% reduction).
- Losslessly compressing <http://service.prweb.com/res/images/bg/usernav.gif> could save 208B (11% reduction).
- Losslessly compressing <http://service.prweb.com/res/images/bg/section-bottom.gif> could save 173B (45% reduction).
- and 9 others

## Resources from third parties

---

*Note: you can not modify these files because they come from third parties.  
However, you should consider any alternative to these files in order to respect the best practice.*

- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/2692259644/7e585c26608630cf887f78d0fb9caa22...](https://pbs.twimg.com/profile_images/2692259644/7e585c26608630cf887f78d0fb9caa22...)  
could save 6.1KiB (86% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/1650661000/JT\\_112011\\_normal.jpg](https://pbs.twimg.com/profile_images/1650661000/JT_112011_normal.jpg) could  
save 6.0KiB (85% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/378800000347435732/2ee6cca981603cd0a358bd63...](https://pbs.twimg.com/profile_images/378800000347435732/2ee6cca981603cd0a358bd63...)  
could save 5.9KiB (84% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/378800000689292742/c80892982162eb1c7f7b924b...](https://pbs.twimg.com/profile_images/378800000689292742/c80892982162eb1c7f7b924b...)  
could save 5.9KiB (83% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/2881868798/083f7e011790735e927f3d74d65ea681...](https://pbs.twimg.com/profile_images/2881868798/083f7e011790735e927f3d74d65ea681...)  
could save 5.8KiB (82% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/378800000451568980/889587e347e3de032bb351a9...](https://pbs.twimg.com/profile_images/378800000451568980/889587e347e3de032bb351a9...)  
could save 5.1KiB (72% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/2819055209/28d25b61e076387c60c195668c338d82...](https://pbs.twimg.com/profile_images/2819055209/28d25b61e076387c60c195668c338d82...)  
could save 3.9KiB (56% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/378800000438707930/4aa51a18bea767d5502a7332...](https://pbs.twimg.com/profile_images/378800000438707930/4aa51a18bea767d5502a7332...)  
could save 1.3KiB (20% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/378800000265310354/f3c2b11f47a4c7eb2d9e81ab...](https://pbs.twimg.com/profile_images/378800000265310354/f3c2b11f47a4c7eb2d9e81ab...)  
could save 957B (14% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/461276183485640705/CBY980uf\\_normal.jpeg](https://pbs.twimg.com/profile_images/461276183485640705/CBY980uf_normal.jpeg)  
could save 714B (48% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/482576245704904705/D9MfcD1q\\_normal.jpeg](https://pbs.twimg.com/profile_images/482576245704904705/D9MfcD1q_normal.jpeg)  
could save 700B (36% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/447404836376432640/AHs\\_NRy2\\_normal.jpeg](https://pbs.twimg.com/profile_images/447404836376432640/AHs_NRy2_normal.jpeg)  
could save 684B (31% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/488851976181276672/ZGd-sx1v\\_normal.jpeg](https://pbs.twimg.com/profile_images/488851976181276672/ZGd-sx1v_normal.jpeg)  
could save 677B (35% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/378800000801115100/780448a2d2ee239f58399352...](https://pbs.twimg.com/profile_images/378800000801115100/780448a2d2ee239f58399352...)  
could save 674B (36% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/484230122946322432/iLd\\_0VC2\\_normal.png](https://pbs.twimg.com/profile_images/484230122946322432/iLd_0VC2_normal.png)  
could save 170B (4% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/2376674501/xfb8czm6ihc8s2gpus3y\\_normal.jpeg](https://pbs.twimg.com/profile_images/2376674501/xfb8czm6ihc8s2gpus3y_normal.jpeg)  
could save 49B (5% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/3639255492/69ce9887dd0be7601f982a8e93aa21dd...](https://pbs.twimg.com/profile_images/3639255492/69ce9887dd0be7601f982a8e93aa21dd...)  
could save 36B (4% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/2911931936/388d283083b4e17f4a606c1cd0c4ad61...](https://pbs.twimg.com/profile_images/2911931936/388d283083b4e17f4a606c1cd0c4ad61...)  
could save 22B (3% reduction).
- Losslessly compressing  
[https://pbs.twimg.com/profile\\_images/378800000238173700/d0165475bad66101360fb700...](https://pbs.twimg.com/profile_images/378800000238173700/d0165475bad66101360fb700...)

could save 10B (2% reduction).

There are many tools to optimize your images. You can try [jpegtran](#) (JPEG files) or [OptiPNG](#) (PNG files), recommended by Google.

## 88/100 You should avoid unnecessary requests to CSS files

CSS resources < 2kB should be inlined or combined to others CSS files:

### Resources from prweb.com

---

- [http://service.prweb.com/\\_res/css/print.css](http://service.prweb.com/_res/css/print.css)
- [http://service.prweb.com/\\_res/css/filter.css](http://service.prweb.com/_res/css/filter.css)
- [http://service.prweb.com/\\_res/css/sifr.css](http://service.prweb.com/_res/css/sifr.css)

Think to limit your CSS files number of requests: you can combine your files or inline your small contents.

## 60/100 Avoid http-equiv <meta> tag

This page contains 2 `http-equiv` meta tags. You should remplace them if possible.

`http-equiv` meta tags allow to overload a HTTP header value. This information is useful if you cannot configure the HTTP headers. Otherwise, nothing justifies their use.

## 90/100 Avoid HTML code in comments

1 of your 34 comments contain HTML code. You should remove them for your production version, you will save 76 useless characters, it will allow to save some bandwidth:

- ```
<!--<script type="text/javascript"
src="/_res/js/sifr-debug.js"></script>-->
```

Comments allow to detail a portion of code, and help you to navigate more efficiently in the DOM. However, make sure that no sensitive information is exposed in your comments.

## 90/100 Avoid CSS @import

The following external stylesheets were included in [http://service.prweb.com/\\_res/css/filter.css](http://service.prweb.com/_res/css/filter.css) using @import.

- screen.css
- sifr.css

Using CSS @import allows to add external stylesheet. In fact browsers cannot

download them at the same time, this may add a delay to the rendering of the page. It is better to use the `link` tag. [See more information.](#)

## 94/100 Defer parsing of JavaScript

155.2KiB of JavaScript is parsed during initial page load. Defer parsing JavaScript to reduce blocking of page rendering.

### Resources from prweb.com

---

- <http://www.prweb.com/> (2.7KiB of inline JavaScript)

### Resources from third parties

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*Note: you can not modify these files because they come from third parties. However, you should consider any alternative to these files in order to respect the best practice.*

- <http://cdn.optimizely.com/js/187665228.js> (110.3KiB)
- <https://server.iad.liveperson.net/hc/47961680/?cmd=mTagRepstate&site=47961680&bu...> (33.3KiB)
- <http://www.googleadservices.com/pagead/conversion.js> (7.3KiB)
- [https://r.turn.com/server/beacon\\_call.js?b2=NLrhBwLEbeEuvFFV1Ahp4PtCPNp1i3mMRb4...](https://r.turn.com/server/beacon_call.js?b2=NLrhBwLEbeEuvFFV1Ahp4PtCPNp1i3mMRb4...) (1.1KiB)
- <https://segment-pixel.invitemedia.com/pixel?pixelID=117792&partnerID=77&clientID...> (333B)
- <https://173.194.34.27/activityi:src=3773657:type=prweb585:cat=prweb363:ord=63558...> (176B of inline JavaScript)

Note that these weights indicate the resource weight after decompression. They can be different from the weight which goes through over the network.

[See more informations.](#) Try to use one of these methods to defer the parsing of your JavaScripts files:

- append the script to the DOM during the onload event (as shown in the above example)
- use the `defer` attribute
- use the `async` attribute

## 99/100 Specify a character set

The following resources have no character set specified in their HTTP headers. Specifying a character set in HTTP headers can speed up browser rendering.

### Resources from third parties

---

*Note: you can not modify these files because they come from third parties. However, you should consider any alternative to these files in order to respect the best practice.*

- <https://173.194.34.27/activityi:src=3773657:type=prweb585:cat=prweb363:ord=63558...>

Specify the character set used in the `Content-Type` HTTP header allows the browser to parse immediately the page. [See more information](#).

## 100/100 This page inlines small JavaScript

Small JavaScript fragments should be directly included into the HTML code. One file implies one request: you should not send a request for few bytes.

Include your JavaScript code in the HTML content using the `script` tag:

```
<script type="text/javascript">
  var myVar = "my Inline var";
</script>
```

## 100/100 This page inlines small CSS

Small CSS fragments should be directly included into the HTML code. One file implies one request: you should not send a request for few bytes.

Include your CSS instructions in the HTML content using the `style` tag:

```
<style type="text/css">
  #elt {
    color: white;
  }
</style>
```

## 100/100 Only reachable resources are requested

You should avoid requesting unreachable resources.

All resources of the page are reachable. This is a good point.

Avoiding this kind of errors eliminates useless round trip to servers. It can impact the page load time. [See more information](#).

## 100/100 You do not define a character set in the http-equiv <meta> tag

It is strongly recommended to specify the character set used in the `Content-Type` response header, rather than in the `http-equiv`. [See more information](#).

## 100/100 You do not gzip/deflate PNG images

This page does not compress images. This is a best practice.

PNG images does not support gzip compression. It is useless to perform

compression operations on server side, and decompression on client side for this kind of files.

## 100/100 This page does not contain too many DOM elements

There are 279 DOM elements on this page.

The number of DOM elements influence the size of the web page and the DOM access in JavaScript. More elements means more data to download and complexify the search of a specific element.

[See more information.](#)

## You should deliver the lightest possible page

Page weight is 675 kB. Here are listed the 10 heaviest resources that go through the network in descending order:

- <http://cdn.optimizely.com/js/187665228.js> (55kB)
- [http://service.prweb.com/\\_res/u/images/home/panel/create-online-publicity.gif](http://service.prweb.com/_res/u/images/home/panel/create-online-publicity.gif) (54kB)
- [http://service.prweb.com/\\_res/u/images/home/panel/createbuzzonlineforever.gif](http://service.prweb.com/_res/u/images/home/panel/createbuzzonlineforever.gif) (46kB)
- <https://pbs.twimg.com/media/BU3xVKDCEAElyXw.jpg:small> (42kB)
- <https://server.iad.liveperson.net/hc/47961680/?cmd=mTagRepstate&site=47961680&bu...> (41kB)
- [http://service.prweb.com/\\_res/js/jquery-ui-1.7.2.custom.min.js](http://service.prweb.com/_res/js/jquery-ui-1.7.2.custom.min.js) (34kB)
- <http://platform.twitter.com/widgets.js> (30kB)
- <http://js.bizographics.com/insight.min.js> (23kB)
- [http://service.prweb.com/\\_res/css/screen.css](http://service.prweb.com/_res/css/screen.css) (23kB)
- [http://service.prweb.com/\\_res/js/jquery-1.3.2.min.js](http://service.prweb.com/_res/js/jquery-1.3.2.min.js) (19kB)

Note that the average page weight is 1093 kB for the top 1 000 most popular websites.

A lot of free tools can help you to minify your files. Do not hesitate to use them, it could strongly affect the performance of your page.

## Do not request too much resources

This page implies 175 requests. Remember that the average page number of requests is 86 for the top 1 000 most popular websites.

For more information, consult the timeline.

Here are several ideas that can help you reduce the number of requests:

- combine images with CSS sprites (**95 image(s)** detected on this page)
- combine JavaScript files (**38 JavaScript file(s)** detected on this page)
- combine CSS files (**5 CSS file(s)** detected on this page)

## You should minimize the loading time

Your total load time is 5416 ms. Here are listed the 10 slowest resources:

- <https://server.iad.liveperson.net/hc/47961680/?cmd=mTagRepstate&site=47961680&bu...>  
(907ms)
- [https://cloudconnectors.eloqua.com/e/b/MapBizoID.aspx?bizo\\_id=d3a4bfa7-912e-4f5a...](https://cloudconnectors.eloqua.com/e/b/MapBizoID.aspx?bizo_id=d3a4bfa7-912e-4f5a...)  
(819ms)
- <https://cdn.syndication.twimg.com/widgets/timelines/347433676054863872?dnt=true&...>  
(752ms)
- <https://server.iad.liveperson.net/hc/47961680/?&site=47961680&cmd=mTagInPage&lpC...>  
(606ms)
- [https://analytics.twitter.com/i/adsct?p\\_user\\_id=YzQ4MjFhYzk1ZjdmZWU1NWVhNjFkZDE2...](https://analytics.twitter.com/i/adsct?p_user_id=YzQ4MjFhYzk1ZjdmZWU1NWVhNjFkZDE2...)  
(549ms)
- <https://server.iad.liveperson.net/hc/47961680/?lpCallId=601844061578-66266151363...>  
(542ms)
- <https://twitter.com/i/jot> (519ms)
- [http://service.prweb.com/\\_res/u/images/home/panel/create-online-publicity.gif](http://service.prweb.com/_res/u/images/home/panel/create-online-publicity.gif)  
(445ms)
- [http://service.prweb.com/\\_res/u/images/home/panel/createbuzzonlineforever.gif](http://service.prweb.com/_res/u/images/home/panel/createbuzzonlineforever.gif)  
(395ms)
- <http://cloudconnectors.eloqua.com/publish/content/cc.aspx?RG=c262d9c4-7f56-2e52-...>  
(366ms)

Remember that the average page load time is 6.0 seconds for the top 1 000 most popular websites.

You can consult the timeline for more information.



## Network/Server side

9 tip(s)

0/100  32 redirects detected

This page uses redirects ([HTTP codes 3xx](#)):

### HTTP code 301 (Moved Permanently):

- <http://prweb.com/> redirects to <http://www.prweb.com/>

### HTTP code 302 (Moved Temporarily):

- <https://server.iad.liveperson.net/hc/47961680/?cmd=rating&site=47961680&type=ind...> redirects to </hcp/pixel.gif?d=1406126208942>
- <http://googleads.g.doubleclick.net/pagead/viewthroughconversion/1067172285/?rand...> redirects to [http://www.google.com/ads/user-lists/1067172285/?label=VqZCEP-p-wQQvYPv\\_AM&fmt=1...](http://www.google.com/ads/user-lists/1067172285/?label=VqZCEP-p-wQQvYPv_AM&fmt=1...)
- [http://www.google.com/ads/user-lists/1067172285/?label=VqZCEP-p-wQQvYPv\\_AM&fmt=1...](http://www.google.com/ads/user-lists/1067172285/?label=VqZCEP-p-wQQvYPv_AM&fmt=1...) redirects to [http://www.google.fr/ads/user-lists/1067172285/?label=VqZCEP-p-wQQvYPv\\_AM&fmt=1&...](http://www.google.fr/ads/user-lists/1067172285/?label=VqZCEP-p-wQQvYPv_AM&fmt=1&...)
- <http://s1321.t.eloqua.com/visitor/v200/svrGP?pps=3&siteid=1321&ref2=elqNone&tzo=...> redirects to <http://s1321.t.eloqua.com/visitor/v200/svrGP.aspx?pps=3&siteid=1321&ref2=elqNone...>
- <https://fls.doubleclick.net/activityi;src=3773657;type=prweb585;cat=prweb363;ord...> redirects to </activityi;src=3773657;type=prweb585;cat=prweb363;ord=6355845092246.656;-oref=ht...>
- <https://fls.doubleclick.net/activityi;src=3773657;type=prweb585;cat=prweb363;ord...> redirects to <https://3773657.fls.doubleclick.net/activityi;src=3773657;type=prweb585;cat=prwe...>
- <https://segment-pixel.invitemedia.com/pixel?pixelID=117792&partnerID=77&clientID...> redirects to <https://bid.g.doubleclick.net/xbbe/invitemedia.com/pixel?pixelID=117792&partnerID=77...>
- <http://www.bizographics.com/collect/?time=1406126211025&pid=2769&url=http%3A%2F%...> redirects to <http://ib.adnxs.com/getuid?http%3A%2F%2Fwww.bizographics.com%2Fcollect%2F%3Ftime...>
- <http://ib.adnxs.com/getuid?http%3A%2F%2Fwww.bizographics.com%2Fcollect%2F%3Ftime...> redirects to <http://ib.adnxs.com/bounce?%2Fgetuid%3Fhttp%253A%252F%252Fwww.bizographics.com%2...>
- <http://d.adroll.com/pixel/IWCDLOJ2INHHTNJPCP574Q/3VO2EMAX7BGINGRZ274EVN?pv=401> redirects to <http://a.adroll.com/pixel/IWCDLOJ2INHHTNJPCP574Q/3VO2EMAX7BGINGRZ274EVN/KVE2T1>
- <http://ib.adnxs.com/bounce?%2Fgetuid%3Fhttp%253A%252F%252Fwww.bizographics.com%2...> redirects to <http://www.bizographics.com/collect/?time=1406126211025&pid=2769&url=http%3A%2F%...>
- <http://ib.adnxs.com/seg?add=1011138&t=2> redirects to <https://www.facebook.com/fr/u.php?p=391363987594223&m=2356812604265350453>
- <http://ib.adnxs.com/seg?add=1632661&t=2> redirects to <https://www.facebook.com/fr/u.php?p=391363987594223&m=2356812604265350453>
- <http://cloudconnectors.eloqua.com/publish/content/cc.aspx?RG=c262d9c4-7f56-2e52-...> redirects to [https://api.bizographics.com/v2/getuid?api\\_key=d3d3f1fbd45047a893dc848ec4a31cdb&...](https://api.bizographics.com/v2/getuid?api_key=d3d3f1fbd45047a893dc848ec4a31cdb&...)
- [http://ib.adnxs.com/getuid?http%3A%2F%2Fimp2.bizographics.com%2Fu%3Fan\\_user\\_id%3...](http://ib.adnxs.com/getuid?http%3A%2F%2Fimp2.bizographics.com%2Fu%3Fan_user_id%3...) redirects to [http://imp2.bizographics.com/u?an\\_user\\_id=2356812604265350453](http://imp2.bizographics.com/u?an_user_id=2356812604265350453)
- <http://d.adroll.com/cm/f/out> redirects to <http://www.facebook.com/fr/u.php?t=2592000&p=443937282305007&m=YzQ4MjFhYzk1ZjdmZ...>
- <http://d.adroll.com/cm/w/out> redirects to

- [https://analytics.twitter.com/i/adsct?p\\_user\\_id=YzQ4MjFhYzk1ZjdmZWU1NWVhNjFkZDE2...](https://analytics.twitter.com/i/adsct?p_user_id=YzQ4MjFhYzk1ZjdmZWU1NWVhNjFkZDE2...)
- <http://d.adroll.com/cm/x/out> redirects to [http://ib.adnxs.com/pxj?bidder=172&seg=802787&action=setuid\('YzQ4MjFhYzk1ZjdmZWU...](http://ib.adnxs.com/pxj?bidder=172&seg=802787&action=setuid('YzQ4MjFhYzk1ZjdmZWU...)
- <http://d.adroll.com/cm/l/out> redirects to [http://idsync.rlcdn.com/377928.gif?partner\\_uid=c4821ac95f7fee55ea61dd1677ff0ec6](http://idsync.rlcdn.com/377928.gif?partner_uid=c4821ac95f7fee55ea61dd1677ff0ec6)
- [http://d.adroll.com/cm/g/out?google\\_nid=adroll4](http://d.adroll.com/cm/g/out?google_nid=adroll4) redirects to [http://cm.g.doubleclick.net/pixel?google\\_sc&google\\_nid=artb&google\\_hm=xllayV9\\_7L...](http://cm.g.doubleclick.net/pixel?google_sc&google_nid=artb&google_hm=xllayV9_7L...)
- <http://www.googleadservices.com/pagead/conversion/933633792/?label=sNqqCPjD8Q8Qg...> redirects to <http://googleads.g.doubleclick.net/pagead/viewthroughconversion/933633792/?label...>
- <http://ib.adnxs.com/seg?add=1471166&t=2> redirects to [http://view.atdmt.com/i/action/adoapn\\_AppNexusDemoActionTag\\_1](http://view.atdmt.com/i/action/adoapn_AppNexusDemoActionTag_1)
- <http://googleads.g.doubleclick.net/pagead/viewthroughconversion/933633792/?label...> redirects to <http://www.google.com/ads/user-lists/933633792/?label=sNqqCPjD8Q8QgL6YvQM&script...>
- [http://imp2.bizographics.com/u?an\\_user\\_id=2356812604265350453](http://imp2.bizographics.com/u?an_user_id=2356812604265350453) redirects to [https://pixel.tapad.com/idsync/ex/receive?partner\\_id=1005&partner\\_device\\_id=d3a4...](https://pixel.tapad.com/idsync/ex/receive?partner_id=1005&partner_device_id=d3a4...)
- <http://www.google.com/ads/user-lists/933633792/?label=sNqqCPjD8Q8QgL6YvQM&script...> redirects to <http://www.google.fr/ads/user-lists/933633792/?label=sNqqCPjD8Q8QgL6YvQM&script...>
- [http://idsync.rlcdn.com/377928.gif?partner\\_uid=c4821ac95f7fee55ea61dd1677ff0ec6](http://idsync.rlcdn.com/377928.gif?partner_uid=c4821ac95f7fee55ea61dd1677ff0ec6) redirects to [http://idsync.rlcdn.com/377928.gif?partner\\_uid=c4821ac95f7fee55ea61dd1677ff0ec6&...](http://idsync.rlcdn.com/377928.gif?partner_uid=c4821ac95f7fee55ea61dd1677ff0ec6&...)
- [http://cm.g.doubleclick.net/pixel?google\\_sc&google\\_nid=artb&google\\_hm=xllayV9\\_7L...](http://cm.g.doubleclick.net/pixel?google_sc&google_nid=artb&google_hm=xllayV9_7L...) redirects to [http://d.adroll.com/cm/g/in?google\\_ula=1535926.0](http://d.adroll.com/cm/g/in?google_ula=1535926.0)
- [https://pixel.tapad.com/idsync/ex/receive?partner\\_id=1005&partner\\_device\\_id=d3a4...](https://pixel.tapad.com/idsync/ex/receive?partner_id=1005&partner_device_id=d3a4...) redirects to [https://api.bizographics.com/v2/setuid?api\\_key=b800e8de9fb34166b0061bd1f44bf7cb&...](https://api.bizographics.com/v2/setuid?api_key=b800e8de9fb34166b0061bd1f44bf7cb&...)
- [https://api.bizographics.com/v2/getuid?api\\_key=d3d3f1fbd45047a893dc848ec4a31cdb&...](https://api.bizographics.com/v2/getuid?api_key=d3d3f1fbd45047a893dc848ec4a31cdb&...) redirects to [https://cloudconnectors.eloqua.com/e/b/MapBizoid.aspx?bizo\\_id=d3a4bfa7-912e-4f5a...](https://cloudconnectors.eloqua.com/e/b/MapBizoid.aspx?bizo_id=d3a4bfa7-912e-4f5a...)
- [https://api.bizographics.com/v2/setuid?api\\_key=b800e8de9fb34166b0061bd1f44bf7cb&...](https://api.bizographics.com/v2/setuid?api_key=b800e8de9fb34166b0061bd1f44bf7cb&...) redirects to [https://idsync.rlcdn.com/382139.gif?partner\\_uid=d3a4bfa7-912e-4f5a-b89e-8a5977fe...](https://idsync.rlcdn.com/382139.gif?partner_uid=d3a4bfa7-912e-4f5a-b89e-8a5977fe...)
- [https://cloudconnectors.eloqua.com/e/b/MapBizoid.aspx?bizo\\_id=d3a4bfa7-912e-4f5a...](https://cloudconnectors.eloqua.com/e/b/MapBizoid.aspx?bizo_id=d3a4bfa7-912e-4f5a...) redirects to </scripts/images/Blank.gif?status=cachecomplete>

Redirects involve sending multiple requests to get a resource. These additional trips on the network can significantly impact on your page performance. That's why you should avoid redirects. [See more information](#).

## 0/100 Avoid sending cookies for static resources

62 resources contain cookies:

### Resources from prweb.com

---

- [http://service.prweb.com/\\_res/images/common/search...](http://service.prweb.com/_res/images/common/search...)
- [http://service.prweb.com/\\_res/images/bg/header-mai...](http://service.prweb.com/_res/images/bg/header-mai...)
- [http://service.prweb.com/\\_res/images/bg/usernav-on...](http://service.prweb.com/_res/images/bg/usernav-on...)
- [http://service.prweb.com/\\_res/images/bg/usernav.gi...](http://service.prweb.com/_res/images/bg/usernav.gi...)
- [http://service.prweb.com/\\_res/images/common/us-fla...](http://service.prweb.com/_res/images/common/us-fla...)
- [http://service.prweb.com/\\_res/images/bg/mainnav.gi...](http://service.prweb.com/_res/images/bg/mainnav.gi...)
- [http://service.prweb.com/\\_res/images/bg/navigation...](http://service.prweb.com/_res/images/bg/navigation...)
- and 35 others

### Resources from third parts

---

*Note: you can not modify these files because they come from third parties. However, you should consider any alternative to these files in order to respect the best practice.*

- <https://server.iad.liveperson.net/hcp/pixel.gif?d=...>
- <http://s1321.t.eloqua.com/visitor/v200/svrGP.aspx?...>
- <https://ad.doubleclick.net/activity:src=3773656:ty...>
- <https://ad.doubleclick.net/activity:src=1661185:ty...>
- <https://bid.g.doubleclick.net/xbbe/invitepixel/pix...>
- <https://server.iad.liveperson.net/hcp/html/mTag.js...>
- <https://server.iad.liveperson.net/hc/47961680/?&si...>
- and 13 others

Requests sent to retrieve a page resources can contain a lot of useless informations, like cookies. For instance, there is no reason to send cookies for statics files (images, JavaScript and CSS files, etc).

Some domains require cookies for static resources. Avoid useless cookies as much as possible. [See more informations](#).

For instance, it's possible to configure a specific domain name for your statics files:

```
static.mydomain.com
```

## 0/100 Reduce cookie size

HTTP cookies are used to track a user to costumize the page according to their profile. They are sent as a HTTP header from the web server to the browser. Then, each time the browser accesses to the server, it sends a request containing the cookie received at the first response. [See more information](#).

It seems you send only informations that you need in your HTTP cookies.

## 88/100 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 5.6KiB (22% reduction).

- Minifying [http://service.prweb.com/\\_res/css/screen.css](http://service.prweb.com/_res/css/screen.css) could save 4.6KiB (21% reduction) after compression.
- Minifying [http://service.prweb.com/\\_res/css/sifr.css](http://service.prweb.com/_res/css/sifr.css) could save 646B (38% reduction) after compression.
- Minifying [http://service.prweb.com/\\_res/css/print.css](http://service.prweb.com/_res/css/print.css) could save 217B (29% reduction) after compression.
- Minifying [http://service.prweb.com/\\_res/css/filter.css](http://service.prweb.com/_res/css/filter.css) could save 170B (75% reduction) after compression.

There are many tools to minify CSS files. You can try [YUI Compressor](#) or [cssmin.js](#), recommended by Google.

## 96/100 **Serve resources from a consistent URL**

The following resources have identical contents, but are served from different URLs. Serve these resources from a consistent URL to save 1 request(s) and 1.9KiB.

- <http://service.prweb.com/res/js/fancyzoom-alt/images/closebox.png>
- <http://service.prweb.com/res/js/fancyzoom/images-global/zoom/closebox.png>

## 95/100 **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 35.1KiB (11% reduction).

### Resources from prweb.com

---

- Minifying <http://service.prweb.com/res/js/fancyzoom/FancyZoom.js> could save 4.0KiB (56% reduction) after compression.
- Minifying <http://service.prweb.com/res/js/gatcVKI.inc.js> could save 3.5KiB (48% reduction) after compression.
- Minifying <http://service.prweb.com/res/js/jcarousellite.js> could save 1.1KiB (46% reduction) after compression.
- Minifying <http://service.prweb.com/res/js/fancyzoom/FancyZoomHTML.js> could save 1.1KiB (42% reduction) after compression.
- Minifying <http://service.prweb.com/res/js/jquery-ui-1.7.2.custom.min.js> could save 588B (2% reduction) after compression.
- Minifying <http://service.prweb.com/res/js/sifr.js> could save 448B (4% reduction) after compression.
- Minifying <http://service.prweb.com/res/js/jquery-1.3.2.min.js> could save 265B (2% reduction) after compression.
- Minifying <http://service.prweb.com/res/js/app.js> could save 199B (22% reduction) after compression.
- Minifying <http://service.prweb.com/res/js/sifr-config.js> could save 170B (13% reduction) after compression.
- Minifying <http://service.prweb.com/res/js/news-carousel.js> could save 121B (21% reduction) after compression.
- Minifying <http://service.prweb.com/res/js/swfobject.js> could save 98B (3% reduction) after compression.

### Resources from third parties

---

*Note: you can not modify these files because they come from third parties. However, you should consider any alternative to these files in order to respect the best practice.*

- Minifying <https://server.iad.liveperson.net/hcp/html/mTag.js?site=47961680> could save 22.0KiB (95% reduction).
- Minifying <http://cdn.optimizely.com/js/187665228.js> could save 360B (1% reduction) after compression.
- Minifying <http://www.googletagmanager.com/gtm.js?id=GTM-W59944> could save 306B (3% reduction) after compression.
- Minifying <http://cdn.clicktale.net/www06/ptc/b5307d74-95b5-4f1b-ba99-e3087a8c089b.js> could

- save 289B (34% reduction) after compression.
- Minifying <http://cdn.clicktale.net/www06/phc/b5307d74-95b5-4f1b-ba99-e3087a8c089b.js> could save 160B (74% reduction) after compression.
- Minifying <http://www.google-analytics.com/ga.js> could save 99B (1% reduction) after compression.
- Minifying [https://r.turn.com/server/ beacon\\_call.js?b2=NLrhBwLEbeEuvFfV1Ahp4PtCPNp1i3mMRb4...](https://r.turn.com/server/ beacon_call.js?b2=NLrhBwLEbeEuvFfV1Ahp4PtCPNp1i3mMRb4...) could save 68B (11% reduction) after compression.
- Minifying <http://js.bizographics.com/insight.min.js> could save 60B (1% reduction).
- Minifying <https://bid.g.doubleclick.net/xbbe/invitepixel/pixel?pixelID=117792&partnerID=77...> could save 55B (22% reduction).
- Minifying <http://a.adroll.com/j/roundtrip.js> could save 53B (2% reduction) after compression.
- Minifying <http://edge.quantserve.com/quant.js> could save 36B (2% reduction) after compression.
- Minifying <http://a.adroll.com/pixel/IWCDLOJ2INHHTNJPCP574Q/3VO2EMAX7BGINGRZ274EVN/KVE2TI> could save 31B (4% reduction) after compression.
- Minifying <http://cdn.clicktale.net/www/tc/WRe15.js> could save 24B (1% reduction) after compression.
- Minifying <http://www.googleadservices.com/pagead/conversion.js> could save 20B (1% reduction) after compression.
- Minifying <https://server.iad.liveperson.net/hc/47961680/?cmd=mTagRepstate&site=47961680&bu...> could save 20B (1% reduction).
- and 7 others

There are many tools to minify JavaScript files. You can try [YUI Compressor](#) or [JSMIn](#), recommended by Google.

## 99/100 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 61.5KiB (65% reduction).

### Resources from third parties

---

*Note: you can not modify these files because they come from third parties. However, you should consider any alternative to these files in order to respect the best practice.*

- Compressing <https://server.iad.liveperson.net/hc/47961680/?cmd=mTagRepstate&site=47961680&bu...> could save 30.1KiB (73% reduction).
- Compressing <http://js.bizographics.com/insight.min.js> could save 15.5KiB (66% reduction).
- Compressing <https://server.iad.liveperson.net/hcp/html/mTag.js?site=47961680> could save 11.9KiB (51% reduction).
- Compressing <https://server.iad.liveperson.net/hc/47961680/?&site=47961680&cmd=mTagKnockPage&...> could save 2.1KiB (62% reduction).
- Compressing <https://server.iad.liveperson.net/hc/47961680/?&visitor=121420439799774&msession...>

- could save 1.6KiB (60% reduction).
- Compressing <http://www.bizographics.com/collect/?time=1406126211025&pid=2769&url=http%3A%2F%2F...>  
could save 235B (41% reduction).
- Compressing <https://bid.g.doubleclick.net/xbbe/invitepixel/pixel?pixelID=117792&partnerID=77...>  
could save 70B (28% reduction).
- Compressing <https://server.iad.liveperson.net/hc/47961680/?&site=47961680&cmd=mTagInPage&lpC...>  
could save 2B (2% reduction).

## 97/100 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 1.6KiB (19% reduction).

### Resources from prweb.com

---

- Minifying <http://www.prweb.com/> could save 1.2KiB (16% reduction) after compression.

### Resources from third parties

---

*Note: you can not modify these files because they come from third parties. However, you should consider any alternative to these files in order to respect the best practice.*

- Minifying <https://173.194.34.27/activityi:src=3773657:type=prweb585:cat=prweb363:ord=63558...>  
could save 497B (42% reduction) after compression.
- Minifying [http://view.atdmt.com/iaction/adoapn\\_AppNexusDemoActionTag\\_1](http://view.atdmt.com/iaction/adoapn_AppNexusDemoActionTag_1) could save 3B (2% reduction) after compression.
- Minifying [http://www.google.fr/ads/user-lists/1067172285/?label=VqZECp-p-wQQvYPv\\_AM&fmt=1&...](http://www.google.fr/ads/user-lists/1067172285/?label=VqZECp-p-wQQvYPv_AM&fmt=1&...)  
could save 2B (3% reduction) after compression.

## 100/100 Keep-Alive is enabled

Keep-alive allows to send and receive several requests using the same TCP connection (activated by default in HTTP 1.1).

## Cache policy

4 tip(s)

### 14/100 You should add 43 'Expires' headers

This page contains 43 resources with a not far enough expiry date.

#### Resources from third parts

---

*Note: you can not modify these files because they come from third parties. However, you should consider any alternative to these files in order to respect the best practice.*

- <https://t.invoc.us/fp/t.gif?rdm=54489151&i=NDAYfEZ...>
- <https://server.iad.liveperson.net/hcp/pixel.gif?d=...>
- <http://platform.twitter.com/embed/timeline.295a00b...>
- <https://bid.g.doubleclick.net/xbbe/invitepixel/pix...>
- <https://server.iad.liveperson.net/hcp/html/mTag.js...>
- <http://www.bizographics.com/collect/?time=14061262...>
- [http://imp2.bizographics.com/u?an\\_user\\_id=23568126...](http://imp2.bizographics.com/u?an_user_id=23568126...)
- and 36 others

You can set an expiration date for each resource. These resources will be stored in the user cache. So, your client will retrieve them from cache until the expiration date is stale. Then it will reduce the number of requests to the server.

Set the expiration date using the HTTP header `Expires`:

```
Expires : Thu, 25 Dec 2014 8:00:00 p.m. GMT
```

You can specify a far future Expires header for statics resources, and closer for dynamics components. You'll have to rename the file if you want the client reload it immediately from the server. That's why the integration of versioning in your production process can be very useful. For instance, each DareBoost service update includes a version to the names of files:

```
dareboost.min.20140101.js
```

In this tip, you should keep the resources on the client cache at least 2 days. [Learn more](#).

### 51/100 Avoid too long inline scripts

You have 13 inline scripts. You should group these scripts in a distinct file. So you could benefit from browser resource caching mechanisms.

100/100

✓ **Your static resources does not contain query strings**

Most proxies do not cache resources with a "?" in their URL. [See more information](#)

**100/100** ✓ **You specify a cache validator**

The following resources are missing a cache validator. Resources that do not specify a cache validator cannot be refreshed efficiently. Specify a Last-Modified or ETag header to enable cache validation for the following resources:

**Resources from third parties**

---

*Note: you can not modify these files because they come from third parties. However, you should consider any alternative to these files in order to respect the best practice.*

- <http://www.googletagmanager.com/gtm.js?id=GTM-W59944>
- [https://r.turn.com/server/beacon\\_call.js?b2=NLrhBwLEbeEuvFfV1Ahp4PtCPNp1i3mMRb4...](https://r.turn.com/server/beacon_call.js?b2=NLrhBwLEbeEuvFfV1Ahp4PtCPNp1i3mMRb4...)
- <https://secure.leadback.advertising.com/adcedge/lb?site=695501&betr=vocusprweblb...>

Set an expiry date or a maximum age in the HTTP headers for your static resources. [See more information.](#)



## 0/100 ! You should define Open Graph protocol properties

This page does not use Open Graph properties. You should at least mention the 4 required properties:

- `<meta property="og:title" content="The title" />`
- `<meta property="og:type" content="The type" />`
- `<meta property="og:url" content="http://url.com/" />`
- `<meta property="og:image" content="The image" />`

This kind of information allow to provide information to social medias, like Facebook. Connect your page to different social networks to improve your page SEO. [Learn more about Open Graph.](#)

## 83/100 ! Add alt attribute on `<img>` tags

You have 12 `img` tags and 10 define the `alt` attribute.

`alt` attribute is an important criterion for SEO. Indeed, crawlers launched by search engines cannot parse graphic contents. That is why they use the alternative text to return consistent results, like in Google images. [Learn more.](#)

```

```

Moreover, the `alt` attribute is used in several cases:

- use of screen reader
- slow connection
- error in the `src` attribute

Note that you can set an empty text if nothing seems consistent to describe an image. See <http://www.w3.org/TR/WCAG-TECHS/H67.html>.

## 80/100 ! You should add `<h2>` titles in your content

It is recommended to put page keywords at least in h1 and h2 tags. Search engines use h1, h2 and h3 tags for SEO. Others tags (h4, h5 and h6) just help you to enhance the content.

This page contains:

- 1 h1 element(s).
- 4 h3 element(s).

## 100/100 You have defined a <meta> 'description'

This page defines one <meta> `description` which contains less than 160 characters:

```
Press release distribution helps you create buzz, increase online visibility, and drive website traffic. Learn how to send your first release today.
```

This description is used in search engine results page (SERP). Search engines truncate the description beyond about 160 characters. [See more information.](#)

## 100/100 This page specifies a <title> tag

This page defines one title which contains less than 55 characters ([see more information](#)):

```
Online Press Release Distribution Service - PRWeb
```

## 100/100 You do not use GET params in URL

This URL does not contain any parameter.

A URL should be as readable as possible. For instance,

```
http://example.com?userId=332&group=MyGroup is less readable than  
http://example.com/mygroup/me .
```

## Accessibility

7 tip(s)

### 0/100 Set a lang for your page

Your page should define a `lang` attribute on the `html` root node: this will allow screen readers to correctly understand your website.

### 0/100 Explain each form field purpose

A form field must be associated to a label or must define a `title` attribute.

This page contains 1 field without explanation:

```
<input id="search-releases" name="search-releases" value="find releases:" type="text">
```

Precise the purpose of each field to improve the user experience on your website. There are 2 alternatives to describe a field :

- use the `title` attribute:

```
<input title="Fill your name" type="text" name="name">
```

- use a label:

```
<label for="name">Fill your name:</label>
<input id="name" type="text" name="name">
```

[See more information.](#)

### 100/100 `<noscript>` tag detected

This page uses `noscript` tag. It allows to display a message when JavaScript is disabled by the user.

### 100/100 The 'Vary: Accept-Encoding' header is defined

The following publicly cacheable, compressible resources should have a "Vary: Accept-Encoding" header:

**Resources from third parties**

---

*Note: you can not modify these files because they come from third parties.*

However, you should consider any alternative to these files in order to respect the best practice.

- <http://js.bizographics.com/insight.min.js>
- <http://www.googleadservices.com/pagead/conversion.js>
- <https://cdn.syndication.twimg.com/widgets/timelines/347433676054863872?dnt=true&...>

The `Vary: Accept-Encoding` header allows to cache two versions of the resource on proxies: one compressed, and one uncompressed. So, the clients who cannot properly decompress the files are able to access your page via a proxy, using the uncompressed version. The other users will get the compressed version. [See more information.](#)

## 100/100 You provide a favicon

Well done, you defined a favicon on this page.

Favicon is a small image providing an icon to a website. It's located in the root of your server and the browser will always request it. It is better not to respond with a 404 HTTP code (not found).

Moreover, this file will be asked on every requested web page, so make it cachable: the client will request it only once. [See more information.](#)


## 100/100 No 'refresh' <meta> tag

This page does not use `meta refresh` tag. This is a best practice.

It is not recommended to automatically force a page refresh. This behavior disturbs users who are not able to control it.

## 100/100 No empty 'src' or 'href' attributes detected

All your 'src' and 'href' attributes precise a target. That's a best practice.

0/100  **You should use the `$("#id").find("test")` jQuery selector instead of `$("#id test")`**

The following files contain selectors starting with identifiers and followed by other elements:

<http://service.prweb.com/res/js/app.js>

- `$('#subnav div.button')`
- `$('#subnav div.button')`
- `$('#subnav div.button p a')`
- `$('#subnav div.button p')`
- and 7 others

<http://www.prweb.com/#2>

- `$('#pauser a')`
- `$('#pauser a')`
- `$('#pauser a')`
- `$('#pauser a')`

<http://service.prweb.com/res/js/news-carousel.js>

- `$('#carousel-controls li')`
- `$('#releases-carousel li')`
- `$('#carousel-controls li:eq(' + index + '')`
- `$('#carousel-controls li:eq(0)`
- `$('#carousel-next, #carousel-prev, #carousel-controls li')`

Your selectors start with IDs (# id), this is a good practice: jQuery will select elements via `document.getElementById ( )`, which is the most efficient selector.

However, selections placed after the ID should be placed in the `find( )` method.

```
// fast
$( "#container div.element" )
// super-fast
$( "#container" ).find( "div.element" );
```

[See more information](#) on the benefits of this approach in terms of performance.

## 80/100 **Avoid excessive specificity on jQuery selectors**

We found some too specifics selectors on your website:

<http://service.prweb.com/res/js/app.js>

- `$('.div.compare div.button p a')`
- `$('.div.compare div.button p')`
- `$('.div#subnav ul li a')`
- `$('#subnav div.button p a')`

- and 4 others

<http://www.prweb.com/#2>

- `$(".feature-tabs li a")`
- `$('.list li a')`

You are using too specifics jQuery selectors. It could impact performance: [see more information](#). Here is an example of a good use of the library:

```
$( ".data table.firstClass td.secondClass" );
// Better: Drop the middle if possible
$( ".data td.secondClass" );
```

Check the benefits of this approach in terms of performance:

<http://jsperf.com/avoid-excessive-specificity>

## 90/100 **Avoid DOM manipulation inside jQuery loops**

This page contains 1 DOM manipulation method(s) inside loop(s) :

<http://service.prweb.com/res/js/news-carousel.js>

```
• $('ul#releases-carousel li').each( function(el) {  
  
    var theId = 'carousel-item-' + carouselElCounter;  
  
    var li = $(document.createElement('li')).attr( 'id',  
theId );  
    var a = $(document.createElement('a')).attr( 'href',  
'#' );  
    $(li).append(a)  
    $('#carousel-controls').append(li);  
  
    btnGoArray.push('#' + theId);  
    carouselElCounter++;  
  
});
```

Working directly with the DOM has a cost. If you have to add elements to a node, you should prefer to append them once rather than one by one. [See more details](#).

## 100/100 Your jQuery selectors are specific on their right-hand side

Your selectors seem to respect this rule, congratulations.

You are using specific jQuery selectors. It could impact performance: [see more information](#). Here is an example of a good use of the library:

```
// unoptimized  
$( "div.data .firstClass" );  
// optimized  
$( ".data td.firstClass" );
```

Check the benefits of this approach in terms of performance:  
<http://jsperf.com/specificity>

### More informations about jQuery performance

jQuery is the most used JavaScript library. Upgrade your website performance respecting the jQuery best practices. We recommend that you learn the basics of the jQuery performance, reading the following link:  
<http://learn.jquery.com/performance/>.