

# PageSpeed Insights

## Mobile



Hausbau – informieren,  
planen, loslegen

Jedes Bauvorhaben beginnt mit einer ganzen Menge

Um die Webseite optimal gestalten und fortlaufend verbessern zu können, verwenden wir Cookies. Durch die weitere Nutzung der Webseite stimmen Sie der Verwendung von Cookies zu. Weitere Informationen erhalten Sie in der [Datenschutzerklärung](#)

**61 / 100** Speed

**!** 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://bauen.de/>
- <http://www.bauen.de/>
- <https://www.bauen.de/>

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

## Mobile

Your page has 3 blocking script resources and 3 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://ad.yieldlab.net/yp/67354,5109629,117824,69391>
- <https://www.bauen.de/typo3temp/assets/compressed/merged-59dbb74f2a9c46f212e70c8e1db74199-4e358495e853f996224d8dd5830a4f5f.js.gzip?1538464623>
- <https://www.bauen.de/typo3temp/assets/compressed/merged-91173bd60244edce45f18cd867b0e42d-12e9b1160dc5090dcdf4a8c442774c35.js.gzip?1538464623>

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

- <https://www.bauen.de/typo3temp/assets/compressed/merged-ebb5e0fc13c160ce1e011b2d5bd1f8aa-c4ac7197dcd13363717347b64b5981fa.css.gzip?1538464623>
- <https://www.bauen.de/typo3temp/assets/compressed/merged-3af0f30963cdb50a4de057329553316a-04ff1c73509c6925966b300c52cdf60.css.gzip?1538464623>
- <https://www.bauen.de/typo3temp/assets/compressed/merged-5a8725535aecdf0779981d2c39b754ec-8076711f8095060769aae69024a9e843.css.gzip?1538464624>



## Consider Fixing:

### 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://pr-bh.ybp.yahoo.com/sync/openx/765d6742-41e3-a8c4-4ba7-422162cc8ff8> (expiration not specified)
- <https://t13.intelliad.de/cl/4363539373136323131303.js> (expiration not specified)
- <https://tags.tiqcdn.com/utag/axelspringer/immowelt-bauen.de/prod/utag.js> (5 minutes)

## Mobile

- <https://tags.tiqcdn.com/utag/tiqapp/utag.v.js?a=axelspringer/immowelt-bauen.de/201808020911&cb=1539297940952> (10 minutes)
- <https://www.googletagservices.com/tag/js/gpt.js> (15 minutes)
- <https://immowelt-d.openx.net/w/1.0/jstag?nc=46859844-bauen.de> (60 minutes)
- <https://www.google-analytics.com/plugins/ua/ec.js> (60 minutes)
- [https://www.googleadservices.com/pagead/conversion\\_async.js](https://www.googleadservices.com/pagead/conversion_async.js) (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

## Reduce server response time

In our test, your server responded in 0.34 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 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 126B (13% reduction).

- Minifying [https://20779843p.rfihub.com/ca.html?rb=32504&ca=20779843&\\_o=32504&\\_t=20779843&ra=4979984535052&ssv\\_custid=00014115704EEDF093A5C6B9F6B44A34FC93&i\\_a\\_uid=00014115704EEDF093A5C6B9F6B44A34FC93](https://20779843p.rfihub.com/ca.html?rb=32504&ca=20779843&_o=32504&_t=20779843&ra=4979984535052&ssv_custid=00014115704EEDF093A5C6B9F6B44A34FC93&i_a_uid=00014115704EEDF093A5C6B9F6B44A34FC93) could save 126B (13% reduction) after compression.

## Minify JavaScript

## Mobile

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 4.3KiB (23% reduction).

- Minifying <https://www.bauen.de/typo3temp/assets/compressed/merged-91173bd60244edce45f18cd867b0e42d-12e9b1160dc5090dcd4a8c442774c35.js.gz?1538464623> could save 4.3KiB (23% reduction) after compression.

## Optimize images

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

[Optimize the following images](#) to reduce their size by 3.2KiB (19% reduction).

- Compressing [https://www.bauen.de/fileadmin/Resources/Public/Images/EmoPics/Emo\\_Startseite\\_mobile.jpg](https://www.bauen.de/fileadmin/Resources/Public/Images/EmoPics/Emo_Startseite_mobile.jpg) could save 3.2KiB (19% reduction).



3 Passed Rules

## Enable compression

You have compression enabled. Learn more about [enabling compression](#).

## Minify CSS

Your CSS is minified. Learn more about [minifying CSS](#).

## 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

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



75 / 100 Speed

! Consider Fixing:

### Avoid landing page redirects

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[Avoid landing page redirects](#) for the following chain of redirected URLs.

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- <http://www.bauen.de/>
- <https://www.bauen.de/>

### 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://pr-bh.ybp.yahoo.com/sync/openx/b6f20a4c-0e93-a4f4-7ae0-1ca875c0e96c> (expiration not specified)
- <https://t13.intelliad.de/cl/4363539373136323131303.js> (expiration not specified)
- <https://tags.tiqcdn.com/utag/axelspringer/immowelt-bauen.de/prod/utag.js> (5 minutes)

## Desktop

- <https://tags.tiqcdn.com/utag/tiqapp/utag.v.js?a=axelspringer/immowelt-bauen.de/201808020911&cb=1539297947148> (10 minutes)
- <https://www.googletagservices.com/tag/js/gpt.js> (15 minutes)
- <https://immowelt-d.openx.net/w/1.0/jstag?nc=46859844-bauen.de> (60 minutes)
- <https://pagead2.googlesyndication.com/pagead/osd.js> (60 minutes)
- <https://www.google-analytics.com/plugins/ua/ec.js> (60 minutes)
- [https://www.googleadservices.com/pagead/conversion\\_async.js](https://www.googleadservices.com/pagead/conversion_async.js) (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

## Reduce server response time

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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 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 124B (12% reduction).

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# Desktop

## 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 4.3KiB (23% reduction).

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

Your page has 3 blocking script resources and 3 blocking CSS resources. This causes a delay in rendering your page.

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- <https://ad.yieldlab.net/yp/67354,5109629,117824,69391>
- <https://www.bauen.de/typo3temp/assets/compressed/merged-59dbb74f2a9c46f212e70c8e1db74199-4e358495e853f996224d8dd5830a4f5f.js.gzip?1538464623>
- <https://www.bauen.de/typo3temp/assets/compressed/merged-91173bd60244edce45f18cd867b0e42d-12e9b1160dc5090dcdf4a8c442774c35.js.gzip?1538464623>

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- <https://www.bauen.de/typo3temp/assets/compressed/merged-5a8725535aecdf0779981d2c39b754ec-8076711f8095060769aae69024a9e843.css.gzip?1538464624>

## Optimize images

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

[Optimize the following images](#) to reduce their size by 95.5KiB (40% reduction).

- Compressing <https://tpc.googlesyndication.com/simgad/7584105554147013516> could save 34.3KiB (51% reduction).
- Compressing <https://tpc.googlesyndication.com/simgad/7601179307662674987> could save 28.8KiB (54% reduction).
- Compressing [https://www.bauen.de/fileadmin/Resources/Public/Images/EmoPics/Emo\\_Startseite.jpg](https://www.bauen.de/fileadmin/Resources/Public/Images/EmoPics/Emo_Startseite.jpg) could save 18.3KiB (19% reduction).
- Compressing and resizing [https://www.bauen.de/fileadmin/\\_processed\\_/f/a/csm\\_Hauskatalog\\_bestellung\\_Daten\\_b734dba725.jpg](https://www.bauen.de/fileadmin/_processed_/f/a/csm_Hauskatalog_bestellung_Daten_b734dba725.jpg) could save 5.7KiB (70% reduction).
- Compressing and resizing [https://www.bauen.de/fileadmin/\\_processed\\_/7/6/csm\\_Hauskatalog\\_bestellung\\_Bundesland\\_1a08722fea.jpg](https://www.bauen.de/fileadmin/_processed_/7/6/csm_Hauskatalog_bestellung_Bundesland_1a08722fea.jpg) could save 4.3KiB (71% reduction).
- Compressing and resizing [https://www.bauen.de/fileadmin/\\_processed\\_/2/c/csm\\_Hauskatalog\\_bestellung\\_Anbieter\\_56c5274ebe.jpg](https://www.bauen.de/fileadmin/_processed_/2/c/csm_Hauskatalog_bestellung_Anbieter_56c5274ebe.jpg) could save 4.1KiB (64% reduction).



3 Passed Rules

## Enable compression

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## Minify CSS

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## Prioritize visible content

## Desktop

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